

## Copyright Agent Announces Their First Australian Client, Apix Syndication, Opening Up A New Continent For Digital Content Protection.

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Copyright Agent signs with Australian photo agency Apix Syndication, providing content protection across 12 markets, putting their service on the map in the Australian market for image protection.

Copyright Agent A/S today announced their new client, Apix Syndication. With the agreement, Copyright Agent will provide their full-service IPRaas (Intellectual Property Rights as a Service) solution to protect high-quality photographic content against other companies' unauthorized use online.

The signing with Apix Syndication represents the first Australian client to enter an agreement for safeguarding content with Copyright Agent, making it a manifestation of Copyright Agent's launch into a new continent. Further, the signing coincides with Copyright Agent's plan to enter both the Australian and New Zealand markets.

As per the agreement, Copyright Agent will service Apix Syndication across 12 markets with Australia as the domestic market.

For a photo agency licensing high-quality photographic content globally, the need for online protection of their original work is evident.

### Apix Syndication's Director Of Licensing, April Reid states:

*"We strongly believe in the value of photography as a historical record, a communication medium and an art form. It is vital that our photographers' work and livelihood is protected and that necessary steps are taken to ensure that they are properly compensated for use of their material, particularly in this age of digital and social media when content is frequently used and shared without authorisation. To that end, we are pleased to collaborate with Copyright Agent to help protect and enforce copyright of our photographers' work".*

Apart from being a testimony to the great need for high-quality image content protection solutions in a new market, the agreement clearly exemplifies Copyright Agent's methods of operation, both with regards to their push-pull strategy and their glocal model.

### Copyright Agent's CEO, Henrik Eggert states:

*"In many ways, the signing with Apix can be considered as the essence of our enterprise strategy. We see the effect of our entry into new markets with our push-pull approach, where entering into Australia both establishes and opens up a new market - in effect, a new continent - for several of our existing clients. At the same time, we enter into a new agreement with a new enterprise client with Australia as their domestic market. We can then pull this new client back into 11 of our already established markets across Europe, thereby increasing the value of the collaboration considerably. Apart from this apparent advantage, Apix has chosen to collaborate with Copyright Agent since we - as the only company in the market - provide a full-service glocal model. It has great appeal, as the convenience of having just one point of contact to several markets, as well as our 100% localized approach to each market, are key requirements for Apix, when entering into a collaboration like this".*

### About Apix Syndication

APIX Syndication is an Australian-based photo agency representing a stable of international photographers and collating high-quality beauty, lifestyle, glamour and celebrity images for worldwide licensing. With an ever-growing archive of rights-managed material available for editorial, advertising, marketing, retail and digital use, the APIX creative team is dedicated to producing the ideal content for all their clients' visual needs.

<https://www.apixsyndication.com>

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### About Copyright Agent A/S

Copyright Agent is a Danish-based legal-tech company that has developed a cost-effective, full-service solution enabling professional content creators to protect their copyright against the unauthorized use of their original work online. Copyright

Agent services a wide range of international clients with the goal of protecting the ecosystem of originality and educating on how to stay copyright-compliant online.

<https://www.copyrightagent.com>

## **Attachments**

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