

Lobster, the adtech platform fighting social media content copyright infringement, now on Crowdcube



London, Oct 18, 2018 ([IssueWire.com](http://www.IssueWire.com)) - Lobster, the platform fighting copyright infringement of social media content now on Crowdcube.

London, AI-powered social media marketplace, Lobster, announced on Monday that they have launched a crowdfunding campaign via Crowdcube to fuel their disruptive adtech and further their battle

in fair and legal visual licensing.

Enabling brands, agencies, and creatives to license directly from users across popular social media platforms and cloud archives, Lobster's award-winning tech aggregates 10m+ photos and videos from an international contributor community spanning 144 countries.

Specialist AI tagging and UGC (user-generated content) ranking see improved detection of visuals that reflect diverse and emotional situations, as consumers now demand more authentic content in marketing. Lobster's machine learning based algorithms identify high-quality results and unlock the freedom of use with resolution expansion offered as a tool on the platform.

Staying true to their plight, this early stage startup recently partnered with innovative blockchain giant, KODAKOne for copyright protection and endless transparency from creator to the client.

Lobster breaks industry standards by offering one of the highest earning percentages for its creative contributors, with each individual receiving 75% of the purchase fee.

McCann London, Leo Burnett Chicago, and R/GA New York are among the key agencies and brands in Europe and US that have signed a contract with Lobster. The service is also popular with creative freelancers and entrepreneurs.

Speaking about the upcoming round of funding, Lobster's CEO Olga Egorosheva said:

'Lobster is a platform providing the community at large with social media rights transparency and helping overcome copyright infringements in the space. At the same time, with our AI, we are helping brands be more real in their marketing, and more culturally relevant, by licensing images and videos directly from their authentic consumers.'

We're launching the crowdfunding campaign and calling the community to support our growth: with more tech and marketing investment, we will bring more exciting clients on board and grow the earnings of social media content authors users. Alongside brand awareness, we are planning to build even more sophisticated AI photography tech - to help protect the authorship, and discover beautiful real people's content for every style of a creative campaign.'

Investment starts at £10 for Lobster's Crowdcube, which seeks to raise £300,000 to support dynamic expansion in all facets of the business. Short term goals include growing the client base to one hundred-plus agency, opening of new offices in the US, placing greater emphasis on the authors by increasing earning potential and perfecting AI automation techniques to cement Lobster's position as the world's go-to platform for authentic, diverse content.

About Lobster:

Founded in 2013 by three creatives empowered to offer an alternative to outdated stock photography, Lobster successfully launched on stage at TechCrunch Disrupt in 2014 in London.

Main page: <http://lobster.media>

Crowdcube Campaign: <http://crowdcube.com/lobsterit>

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