

## PRESS RELEASE

### Deutsche Telekom Launches Online Photo Agency in UK

#### New Microstock Site Offers Wider Exposure for Professional Photographers and Talented Amateurs

London, 15 September, 2009. German online photo agency Polylooks, which is backed by Deutsche Telekom, has launched its service in the UK.

Polylooks.co.uk enables professional and talented amateur photographers to sell their images to publishers, advertisers and creative agencies. Polylooks will provide content with a unique European flavour required by creatives and businesses operating in the UK.

Polylooks already contains more than 35,000 UK-generated images alongside its extensive European portfolio and the site is looking to expand its British photo collection, including 20,000 from its UK partner Monkey Business Images. The microstock market is currently dominated by North American providers, the company said, meaning more European-specific content was needed to cater for rising demands this side of the Atlantic.

“Talented amateur and professional photographers alike can make money easily from their images using Polylooks. The market for microstock photos is growing as demand from an increasingly digital economy rises, and Europe has traditionally been underserved by this industry,” said Norbert Weber, Product Manager, Polylooks. “Polylooks aims to become the best site for the corporate and creative industries, enabling decision-makers to source photo material that expresses a European look and feel.”

Photographers who exclusively post their material on Polylooks receive 50 per cent of the net sale price and those with non-exclusive arrangements receive 35 per cent. All photos undergo a short compatibility and quality test to ensure the highest possible content standards.

For more information, please visit [www.polylooks.co.uk](http://www.polylooks.co.uk)

## **About the Polylooks Platform**

Photographers who exclusively post their material on Polylooks receive 50 per cent of the net sale price and 35 per cent for non-exclusive images. Depending on image size, a licence can cost between £1 and £15. A merchandising licence a maximum of £50 (50 credits), payable via credit card, debit card or PayPal. With the merchandise licence, images may be used for the production of merchandise (mouse pads, t-shirts, etc.) irrespective of quantity and without time constraints or geographic limitations.

Aside from customary search criteria such as name of photographer, keyword or format, Polylooks allows the user to search using media type, emotion, creative composition and date; including the date the image was taken, as well as the date it was uploaded.

## **About Polylooks**

The [www.polylooks.co.uk](http://www.polylooks.co.uk) portal is an online photo agency providing professional-level images worldwide. Owned by Deutsche Telekom, the platform provides both amateur and professional photographers with a facility with which to sell their work to agencies, publishers, companies and private individuals.

For more information and press material, please visit [www.polylooks.com/press](http://www.polylooks.com/press)

### **Press contact**

Chris Lee

+44 (0)7833 781720

[press@polylooks.com](mailto:press@polylooks.com)