

Rights Alliance's
Annual report

2025



ORGANISATIONAL INFORMATION	3
FOREWORD	4
STATUS: PROTECTION OF CREATIVE CONTENT	6
ARTIFICIAL INTELLIGENCE AND COPYRIGHTS	7
USERS UPLOADS TO AI SERVICES	9
PROTECTION OF PERSONALITY RIGHTS	11
SOCIAL MEDIA	12
BLOCKINGS AND OTHER COOPERATION	14
IPTV AND ILLEGAL DISTRIBUTION OF LIVE SPORTS	16
AWARENESS AND BEHAVIOUR	18
FILM, SERIES AND TV	22
MUSIC	24
LITERATURE	26
DESIGN	29
MEDIA	31

ORGANISATIONAL INFORMATION

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SECRETARIAT

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PURPOSE

The core mission of Rights Alliance is to protect the rights of the creative industries online through enforcement and awareness-raising initiatives.

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FOREWORD

2025 has been a year in which we at the Rights Alliance have kept our eyes firmly on the ball. Amid a range of challenges related to the enforcement of rights, we have remained focused on our core mission. This has strengthened both our efforts and our professional focus, which is clearly reflected in this year's results. Across nearly all enforcement activities and professional areas, we have elevated the quality of our work and intensified our efforts throughout 2025.

Blocking illegal services has been part of the DNA of the Rights Alliance since the organisation's inception. It has become a central tool in combating illegal content, particularly through our work to bring stakeholders together in the blocking cooperation and the Code of Conduct.

One of the major developments of the year was the strong results achieved through the many blocking cases we initiated. In particular, a case brought on behalf of Divisionsforeningen (the Danish League Association) and Superligaen A/S marked a significant breakthrough, leading to the blocking of several illegal IPTV services in Denmark. The challenge posed by illegal IPTV services remained a central focus throughout the year. We addressed it through targeted political initiatives, European collaboration, and awareness campaigns, including the development of a campaign featuring actor Alex Høgh Andersen.

Our experience from the first year as a Trusted Flagger made enforcement against online platforms a key priority in 2025. However, although this special status is intended to make it easier to have illegal content removed from social media platforms, our experience so far is, unfortunately, that practice does not fully live up to the intentions of the legislation. Considerable work therefore remains to

ensure that online platforms comply with the requirements set out in the law, and this continues to shape Rights Alliance's political work.

The year also saw extensive activity in our awareness initiatives. We launched new educational programmes and campaigns in close cooperation with our members, public authorities and the education sector. With the wide portfolio of initiatives offered by the Rights Alliance, our messages can hardly have gone unnoticed by young audiences. As part of these efforts, we engaged young people through the campaign *Presset til at trykke play*, supported by NSK, the Danish Police Online Patrol and the Ministry of Culture; through our educational programme on deepfakes; through the continued development of *Os Der Elsker Film* (We Who Love Film) and *Os Der Elsker Viden* (We Who Love Knowledge); and through a new educational programme for the subject *Crafts and Design*, scheduled for launch in 2026.

Artificial intelligence has, unsurprisingly, remained a major focus of The Rights Alliance's work throughout the year. Ensuring effective and balanced regulation of artificial intelligence is now an essential task if rights are to remain protected and enforceable in the future.

The Rights Alliance has worked intensively to highlight the challenges associated with the way artificial intelligence is currently being developed. Through detailed documentation, political advocacy and communication, The Rights Alliance has presented findings showing that many of the world's leading AI services have been trained on pirated copies obtained from notorious file-sharing services, without the consent of rights holders. These findings now form part of the evidence in several ongoing legal cases.

At the same time, 2025 has made clear the scale of the forces involved. AI services do not voluntarily disclose the critical building blocks used to train their models, and meaningful regulation has yet to become a reality. Although the constructive recommendations put forward by the Ministry of Culture's expert group on copyright and artificial intelligence, to which The Rights Alliance has contributed, provide an important roadmap, the consequences are already being felt.

Today, the greatest threat in relation to piracy comes from some of the world's largest companies. This puts the entire creative sector under fundamental pressure. Rights holders are losing important revenue streams, creative professionals face threats to their livelihoods, and resources remain limited.

At the same time, at a moment when the need to protect rights has never been greater, The Rights Alliance was unfortunately required to reduce its team at the end of 2025 due to financial constraints. The year ahead therefore brings the task of prioritising and organising the secretariat around the organisation's core responsibilities. The Rights Alliance will continue to serve its members and protect their content and interests through the removal of illegal content and advertisements, the blocking of illegal services, legal action, and targeted awareness initiatives.

Together with the Board, The Rights Alliance will work to secure a stable, long-term financial foundation for the organisation. Meeting that challenge will be one of the key priorities in 2026.

– Maria Fredenslund, director



STATUS OF THE PROTECTION OF CREATIVE CONTENT

ARTIFICIAL INTELLIGENS & COPYRIGHT



USER UPLOAD TO AI SERVICES



PROTECTION OF PERSONALITY RIGHTS



SOCIAL MEDIA



BLOCKINGS & OTHER COLLABORATIONS



IPTV & THE ILLEGAL DISTRIBUTION OF LIVE SPORTS



ARTIFICIAL INTELLIGENCE AND COPYRIGHT

Artificial intelligence remained a recurring challenge and a defining factor in The Rights Alliance's work to protect rights throughout 2025. During the year, The Rights Alliance documented that AI companies have used illegal copies of books, articles, images, films, music and other creative works to train their AI services, and that this content was sourced directly from illegal piracy services without the consent of rights holders. [In a report by Thomas Heldrup published in March 2025](#), The Rights Alliance documented the large-scale misappropriation of rights, including the datasets and AI providers that have used protected content. The report shows that some of the world's leading companies behind AI services - including Meta, OpenAI, Microsoft, Anthropic and Midjourney - have trained their systems on pirated material.

The investigations provides an important knowledge base for political efforts aimed at ensuring that rights holders have stronger enforcement opportunities in relation to AI, where transparency is essential.

Due to the significant demand for and interest in the research, The Rights Alliance presented these insights throughout the year to numerous rights holders and decision-makers across the EU, including at the Danish Ministry of Culture's conference on copyright and AI held during the Danish EU Presidency. The findings have also been made available through [a video presentation](#).

POLITICAL EFFORTS TO SECURE EFFECTIVE TRANSPARENCY OBLIGATIONS

Ensuring transparency from AI providers remained a key priority for The Rights Alliance throughout 2025 in the field of artificial intelligence. Drawing on the insights generated by its research, The Rights Alliance worked actively in both Denmark and the EU to help ensure that AI regulation provides rights holders with effective and enforceable protections in practice. As part of a working group under the EU's AI Office, Thomas Heldrup represented

The Rights Alliance in efforts to secure meaningful enforcement opportunities for rights holders. This work included participation in the development of the EU's voluntary Code of Practice for providers of general-purpose AI models, as well as [the submission of comments on a draft transparency template issued by the AI Office](#) in the beginning of the year.

As the EU's final transparency obligations entered into force during the summer, it unfortunately became clear that these obligations do not adequately safeguard rights holders' ability to verify how their works are used in the training of artificial intelligence. [The analysis](#) identified two fundamental challenges.

First, meaningful enforcement from AI providers cannot realistically be expected before August 2026 at the earliest, when the AI Office will begin enforcing violations of the AI Act. Second, the transparency template sets low thresholds for disclosure and contains vague requirements regarding documentation. As a result, Danish rights holders receive only limited insight into how their works are used and therefore have no meaningful enforcement options. This particularly affects small and medium-sized rights holders as well as those operating in smaller language markets such as Denmark.

Throughout the year, The Rights Alliance therefore raised concerns about the Code of Practice and the associated transparency obligations on several occasions. This included supporting [a joint statement from several European rights holder organisations](#) and signing [a joint letter addressed to the Danish Minister for Digital Affairs, the Minister of Culture and the Minister for Business](#).

The Rights Alliance also highlighted the need for transparency by supporting the European campaign [Stay True to the Act, Stay True to Culture](#). The initiative was launched by several European rights organisations, including IFPI, FIAPF, EPC, GESAC and ECSA. In connection with the Danish EU Presidency, The Rights Alliance coordinated the Danish implementation of the campaign across social media.

EXPERT GROUP RECOMMENDATIONS POINT THE WAY FORWARD

In 2024, the Danish Ministry of Culture established an expert group on copyright and artificial intelligence. The Rights Alliance's Executive Director, Maria Fredenslund, took part in the group alongside representatives from rights holder organisations, industry associations, and legal and technical experts.

"It's a David versus Goliath battle when AI services systematically steal creative content."

- Maria Fredenslund, CEO in the rights alliance, article in Altinget, december 2025

The group's work focused on identifying both the challenges and the possible solutions at the intersection of copyright and artificial intelligence.

In the autumn of 2025, the expert group published its final report, setting out ten concrete recommendations on how to address these challenges. The recommendations align closely with The Rights Alliance's fundamental position on AI and may represent Denmark's strongest contribu-



tion within the EU to balancing copyright protection with technological innovation.

Since the report's publication, The Rights Alliance has worked actively to communicate its recommendations to policymakers in both the Danish Parliament and the European Parliament, with the aim of encouraging Denmark to play an active role in shaping the necessary solutions at EU level.

The Rights Alliance has also outlined the report's recommendations and their implications for rights holders [here](#).

USERS' UPLOADS TO AI SERVICES

Users are increasingly incorporating creative material when interacting with generative AI services - a trend that is particularly widespread among students.

When copyright-protected material is uploaded to generative AI services by users, the upload is unlawful. This creates a risk that the material becomes publicly available to other users. For example, prompting with textbooks is often used to develop user-generated GPTs that can be shared with fellow students or even published broadly through platforms such as ChatGPT's GPT Store.

At the same time, this trend creates a significant risk that such material will be used to further train the underlying AI model without the consent of rights holders and without compensation.

The challenges arising from users' uploads of protected content to AI services therefore require solutions that place responsibility on AI providers on the supply side. At the same time, there is a clear need for awareness initiatives and other measures aimed at influencing user behaviour.

For this reason, The Rights Alliance has throughout the year, initiated enforcement activities, awareness campaigns and policy initiatives to address the issue.

AI SERVICES SHOULD PREVENT ILLEGAL USER UPLOADS

The question of AI services' responsibility for user uploads is closely linked to The Rights Alliance's longstanding efforts to ensure that online platforms take responsibility for the content distributed through their services.

Just as online platforms must take responsibility for removing the unauthorised sharing of films, sports broadcasts and other protected content, AI services should likewise assume responsibility for preven-

ting users from uploading books and other copyrighted works without permission. As matters stand today, AI services generally have no technical safeguards in place to prevent users from uploading protected content. In practice, responsibility rests almost entirely with individual users, even though AI providers do not hesitate to re-train their models on content uploaded by those same users.

There is therefore significant inspiration to be drawn from the existing rules in Article 17 of the DSM Directive, which requires online content-sharing service providers to ensure that users cannot upload protected content without authorisation. On this basis, the Danish Ministry of Culture's expert group on copyright and artificial intelligence recommends that AI providers at EU level should be required to implement effective safeguards to prevent users from uploading copies of copyrighted works and thereby infringing copyright.

According to the expert group, services should also ensure that users cannot generate outputs that infringe copyright. The specific design of such responsibilities could be determined through cooperation between AI providers and rights holders within each country - as already takes place in Denmark through the Article 17 Forum, where The Rights Alliance represents rights holders.

Ophavsretlige begrænsninger ved brug af chatbots



Explainer: Copyright Restrictions on the Use of Chatbots (Danish)

The recommendation to introduce technical safeguards to prevent illegal uploads to AI services is a core priority in The Rights Alliance's work on artificial intelligence. The Rights Alliance will therefore continue to advocate politically for these requirements to be reflected in EU AI regulation.

AWARENESS INITIATIVES IN THE EDUCATION SECTOR

However, the long political processes required to regulate AI services cannot stand alone if we are to stop the misuse of rights holders' content. As always, awareness remains a key tool in changing behavior and fostering respect for rights, particularly when an entirely new practice is emerging.

An *Epinion* survey conducted in 2025 showed that 25% of students have tried uploading textbooks or excerpts from them to a chatbot, while 72% were unaware that doing so is illegal.

In response, The Rights Alliance worked throughout 2025 on initiatives aimed at en-

suring that knowledge of the rules reaches educational institutions across the country. This included awareness initiatives targeted at staff at higher education institutions. As part of this effort, The Rights Alliance hosted a series of well-attended webinars in which our legal counsel, Janus Hammerhøj, presented guidance on the uploading of content to chatbots to more than 200 representatives from Danish educational institutions. The presentation was subsequently recorded and published as an explainer video, which is freely available to the public.

The Rights Alliance's work to prevent infringements through chatbots has also been reflected in awareness initiatives aimed directly at students through the collaboration surrounding *Os Der Elsker Viden* (We Who Love Knowledge). As a result, our educational materials for higher education institutions now include resources addressing the issue of uploading content to chatbots. This year's work with *Os Der Elsker Viden*, as well as the findings of the most recent *Epinion* survey, is described in greater detail in the section "Literature."

PROTECTION OF PERSONALITY RIGHTS

In 2025, The Rights Alliance continued its efforts to protect rights holders from violations of their personal and professional integrity through deepfakes. These efforts included political advocacy related to the legislative proposal introducing new protection against imitation, as well as media engagement and awareness initiatives.

LEGISLATIVE PROPOSAL PAVES THE WAY FOR STRONGER PROTECTION AGAINST DEEPFAKES

The Danish Minister of Culture became aware of the challenges posed by deepfakes after actor David Bateson, from the Danish Actors' Association, and The Rights Alliance in 2024 highlighted the difficulties of removing deepfake content and the consequences this has for rights holders. At that time, the Minister announced that the Ministry of Culture would examine whether a new protection against imitation could be incorporated into copyright legislation. In the spring of 2025, the Minister signalled broad political support for introducing such protection into the Danish Copyright Act, and during the summer of 2025, a legislative proposal was sent out for consultation.

"Including provisions in the Copyright Act regarding the imitation of individuals' physical characteristics is a major step in the right direction toward more effective enforcement of the right to one's own name, image, and voice."

- The Rights Alliance's consultation response, August 2025

In the *consultation response*, The Rights Alliance emphasised that codifying protection against imitation of artistic performances, professional achievements and individuals' physical characteristics in the Copyright Act would represent an important step towards more effective enforcement of these rights. The Rights Alliance also highlighted the positive aspect of online content-sharing platforms being held responsible for hosting such content, as this would place greater pressure on platforms to remove infringing imitations. At the same time, The Rights Alliance advocated for the inclusion of criminal sanctions in order to strengthen the deterrent effect of the provisions.

If the legislation is adopted – which is expected to happen in 2026 – Denmark will become the first country to introduce legislation specifically protecting individuals against the distribution of digital imitations. The initiative has therefore attracted significant international attention, and throughout the year The Rights Alliance has shared its perspectives and experiences in several international interviews.

In the fight against deepfakes, strengthening public awareness of respect for other people's content and improving the ability to identify manipulated material is equally important. For this reason, The Rights Alliance developed an educational program on deepfakes in 2025 and highlighted the issue at *Ungdommens Folkemøde*, as described in more detail in the section "Awareness and Behaviour."

SOCIAL MEDIA

Social media platforms such as Facebook, Instagram and TikTok continue to be widely used for the illegal distribution and consumption of copyright-protected content. The Rights Alliance therefore places significant emphasis on ensuring the removal of content that infringes the rights of its members, as well as on preventing its further dissemination.

For many years, The Rights Alliance has monitored content through the platforms' own takedown tools. With one year of experience as an authority-approved reliable reporter (Trusted Flagger), The Rights Alliance focused in 2025 on implementing the new tools associated with this special status. The following section outlines the experiences and results of this year's work monitoring social media.

OUR ROLE AS TRUSTED FLAGGER

The Trusted Flagger scheme is an important tool that requires online platforms to prioritise the processing of notices submitted by designated trusted flaggers. In 2025, The Rights Alliance completed its first year as a Trusted Flagger and, in doing so, gained practical experience of both the impact and the challenges of the scheme. Overall, The Rights Alliance's experience shows that online platforms' handling of their obligations remains inadequate, making the processes available to trusted flaggers unnecessarily resource intensive. This applies in particular to the platforms' handling of IP-related notices, where limited feedback, long response times, low prioritisation and significant differences between systems make the removal of infringing content inefficient. The Rights Alliance has described the experiences from its first year in [the Trusted Flagger annual report 2025](#).

The Rights Alliance works to ensure that platforms comply more consistently with their obligations under the Digital Services Act by promoting stronger enforcement

through more uniform and effective tools. During the second half of 2025, The Rights Alliance therefore participated in the first European forum for Trusted Flaggers. Throughout the year, The Rights Alliance also maintained dialogue with online platforms such as Meta, as well as with authorities in Denmark, Ireland and the EU, including the European Commission and the relevant Digital Services Coordinators.

Cooperation with other Trusted Flaggers was also strengthened during the year, both internationally through the establishment of a regular forum and nationally through close cooperation with the Danish organisation, Red Barnet.

"For the Rights Alliance, being designated a trusted flagger has not only led to intensified efforts to remove illegal material from the internet, but has also created better conditions for preventing trends that threaten a lawful digital environment."

- The Rights Alliance's trusted flagger annual report, august 2025



In 2025, The Rights Alliance produced an explainer video in which the Rights Alliance's Content Protection Operator, Alexandra Myschetzky, explains what it means to be a Trusted Flagger. (Danish)

CONCRETE ACTION AGAINST THE SPREAD OF ILLEGAL CONTENT

The Rights Alliance continues to work with the online platforms' own takedown tools to remove illegal content and prevent its further dissemination. These tools are the result of many years of efforts to implement the EU's Digital Services Act (DSA) and the related rules on platform liability in Article 17. In a Danish context, The Rights Alliance serves as coordinator for the Ministry of Culture's Article 17 Forum, which aims to strengthen cooperation between online platforms and rights holders.

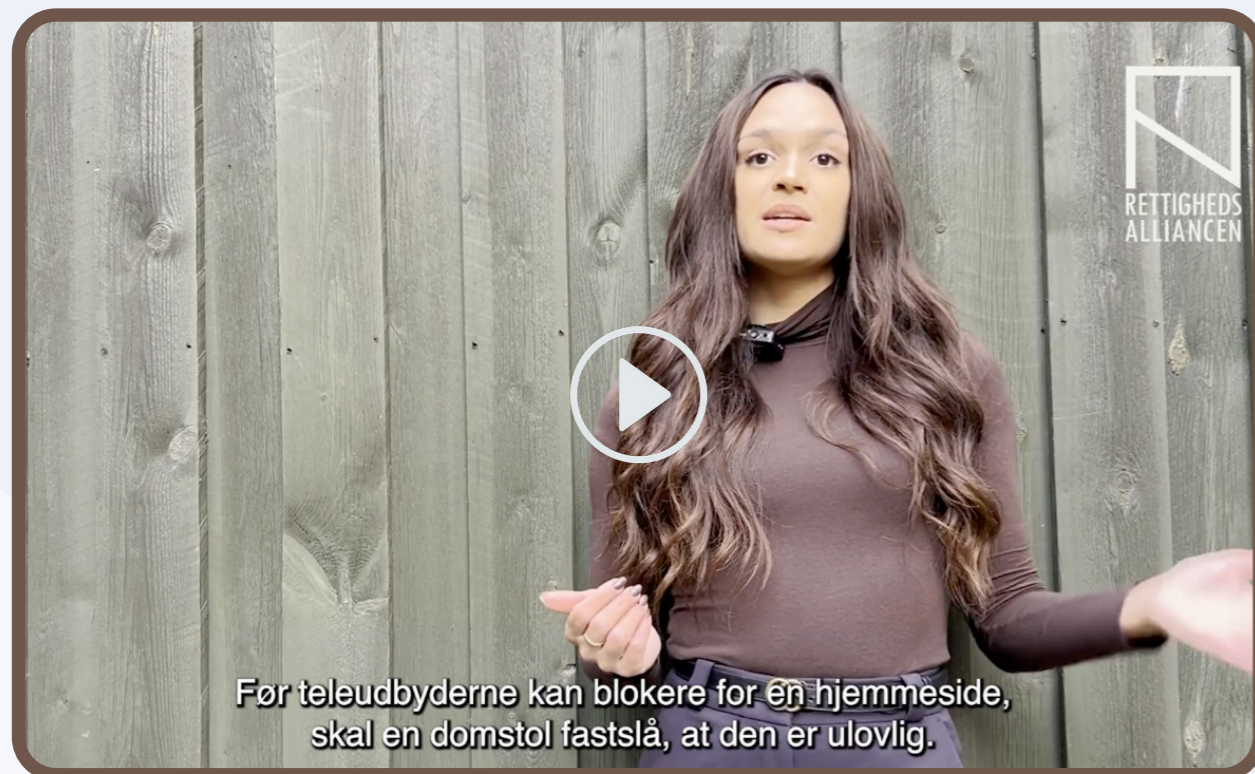
In 2025, The Rights Alliance maintained close dialogue with several online platforms regarding the use of these tools. A particular focus was the cooperation with TikTok, where The Rights Alliance worked to remove search terms that contribute to the spread and promotion of illegal content. This effort led to TikTok removing the

search term IPTV, thereby preventing the promotion of illegal IPTV services through that search term on the platform. Going forward, The Rights Alliance will also report alternative search terms used to circumvent restrictions and promote illegal services.

Throughout the year, The Rights Alliance also handled cases in which content from new film and music releases, as well as other highly current material, was shared on social media, particularly TikTok, ahead of or shortly after official premieres and releases. Among other things, The Rights Alliance secured the removal of shared cinema recordings of current feature films in Denmark and another Nordic country, even though such recordings are often difficult for online platforms' tools to detect. In addition, The Rights Alliance handled cases in which unreleased Danish music was offered and promoted on social media.

BLOCKINGS AND OTHER COOPERATIONS

Blocking illegal websites is a central tool for protecting Danish content, and one that Rights Alliance has led since the establishment of the blocking system. In practice, this means that telecommunications companies each year block a significant number of websites and services that the courts have found to be illegal.



As part of the intensified focus on strengthening the blocking cooperation, the Rights Alliance released an explainer video in 2025 about the blocking system. In the video, Rights Alliance's lawyer Charlotte Halborg explains how the blocking of illegal websites works and how the system is used in Rights Alliance's work. (Danish)

Although the blocking system is now well established, it remains an instrument that must be continuously developed to address new challenges. In 2025, The Rights Alliance therefore focused on advancing new blocking cases, resulting in telecommunications companies being required to block additional services and thereby limiting access to illegal content. At the same time, The Rights Alliance worked systematically to optimize and further automate the implementation of blocking measures in order to strengthen enforcement.

Dialogue and cooperation remain central to these blocking efforts, which are based on The Rights Alliance's Code of Conduct with Teleindustrien, the Association of Danish Internet Media and the Authorised Internet Providers. Throughout the year, The Rights Alliance maintained close dialogue with Teleindustrien on the handling of blocking orders and also worked to map similar arrangements in other countries with a view to knowledge-sharing and further optimisation.

BLOCKING CASES AND RESULTS

The Rights Alliance's strengthened focus on blocking produced significant results in 2025. This was particularly evident in the IPTV area, where The Rights Alliance's reporting on 10 widely used services led to a Danish court ruling on illegal IPTV services, enabling and requiring members of the Danish Telecommunications Industry Association to block access to them.

At the end of 2025, The Rights Alliance also obtained a court ruling requiring telecommunications providers to block a further 25 illegal streaming services following a complaint submitted on behalf of several of our members. The ruling covered 25 services, two of which provided access to films, TV series and live sports broadcasts. The individual cases are described in further detail in the sections on IPTV, Film, TV and Series, and Literature.

In total, The Rights Alliance worked on four blocking cases during the year: three relating to film, television and live sports, and one relating to literature. Altogether, 446 illegal websites were blocked, including 436 so-called mirror sites. These cases represent an important step in addressing illegal distribution, but they are only the beginning. Going forward, The Rights Alliance will also focus on technical intermediaries, such as hosting and VPN services, that enable users to circumvent blocking measures and thereby undermine the protection of rights. In 2025, the Rights Alliance therefore submitted [recommendations to the European Commission's consultation on proposals to combat illegal distribution of sports and other live events](#).

EXPANSION OF THE SHARE WITH CARE PLATFORM

When an illegal service is blocked, it

creates an opportunity to influence the behaviour of the users who encounter the blocking notice. Through the Danish Ministry of Culture's Share With Care initiative, users are directed towards legal alternatives via a link from the blocking notice to the Share With Care platform.

In 2025, The Rights Alliance expanded the Share With Care platform with two new categories, making it easier for users to find legal alternatives within literature, media, music, furniture, television (including IPTV), sport, film and series. At the same time, The Rights Alliance strengthened communication on why it is important to protect the rights of creators. The platform was also enhanced with new filtering options that make it easier to find legal services within specific subcategories.

COOPERATION WITH PUNKTUM DK

The Rights Alliance has also been actively engaged in cooperation with Punktum dk. Through four consultation responses, The Rights Alliance contributed to discussions on the role and responsibilities of the top-level domain administrator, including in connection with the extension of Punktum dk's licence until 2033. This effort has helped strengthen identity verification requirements for registrants of .dk domains in cases involving written complaints.

IPTV AND ILLEGAL DISTRIBUTION OF LIVE SPORTS

Both the supply of and demand for content distributed through illegal IPTV services are increasing, making this one of The Rights Alliance's key focus areas. At the beginning of 2025, The Rights Alliance welcomed Divisionsforeningen and Superligaen A/S as members. This collaboration contributed positively to strengthening enforcement in relation to live sports, film and TV content during the year, including through a dedicated effort to block a number of illegal IPTV services. The initiative was also accompanied by significant media coverage and an awareness campaign aimed at reducing demand.

COMBATING ILLEGAL IPTV

In 2025, in cooperation with our member Divisionsforeningen (Superligaen A/S), The Rights Alliance submitted a request to the courts to block the ten most widespread illegal IPTV services in Denmark. [The case](#) resulted in the first Danish ruling requiring members of the telecommunications industry to block access to illegal IPTV services.

The ruling marked an important milestone. Effective solutions are needed to address the extensive consumption of illegal IPTV services, which causes significant harm to rights holders, particularly in relation to live sports, film and television content.

The initiative received broad support from both members and other rights holders, including Divisionsforeningen, Superligaen A/S and Viaplay. The case also attracted extensive media attention, particularly in connection with The Rights Alliance's press efforts when the case was brought before the courts in June.

Cooperation in the fight against illegal IPTV services is also important for protecting Danish democracy. Illegal IPTV services can be exploited by criminal actors, terrorist organizations or, in times of conflict, to spread misinformation, for example through manipulated news broadcasts appearing to originate from major Danish

"Illegal IPTV undermines the entire ecosystem surrounding the production and distribution of quality content—from sports rights to movies and TV series. These pirate services are run by deeply criminal masterminds who, through international networks and local middlemen, resell their stolen goods"

- Lars Bo Jeppesen CEO, Viaplay,
Ekstra Bladet, June 2025

broadcasters such as DR and TV 2.

Awareness is also an important element in reducing the illegal consumption of content through services such as illegal IPTV. In 2025, The Rights Alliance therefore launched the campaign Men jeg har jo betalt (But I Have Paid for It), aimed at preventing young Danes from consuming illegal IPTV television services. The campaign, which centers on an explainer video featuring actor Alex Høgh Andersen, is described in greater detail in the section "Awareness and Behavior."

POLITICAL EFFORTS TO PROTECT LIVE CONTENT

On the political front, The Rights Alliance worked throughout 2025 to strengthen the protection of live sports through close dialogue and cooperation with both national and international stakeholders. In December, The Rights Alliance was admitted to WIPO's Standing Committee on Copyright and Related Rights (SCCR). This gives The Rights Alliance an opportunity, going forward, to participate in the committee's meetings and contribute to international discussions on copyright and related rights, thereby strengthening its position in global IP policy work.

In 2025, The Rights Alliance also assisted the Danish Ministry of Culture in preparing the ministry's contribution to EUIPO in connection with the European Commission's Recommendation (EU) 2023/1018 on combating online piracy. In this context, The Rights Alliance shared Danish experiences with the blocking of IPTV services, including both the key challenges in this area and the progress achieved at national level.

In addition, The Rights Alliance shared its knowledge through participation in EUIPO conferences and by contributing insights into how the Recommendation and the Digital Services Act affect the illegal streaming of live events.

AWARENESS AND BEHAVIOUR

In 2025, The Rights Alliance strengthened its awareness initiatives aimed at young people through the further development of existing campaigns and the launch of new initiatives. These efforts were based on insights and data relating to consumption patterns, behavior and trends, and led to a stronger focus on the personal consequences of illegal content consumption. The following section outlines the developments and projects undertaken during the year in the areas of awareness, education and youth behavior.

YOUNG PEOPLE CONTINUE TO ACCOUNT FOR HIGH LEVELS OF ILLEGAL CONSUMPTION

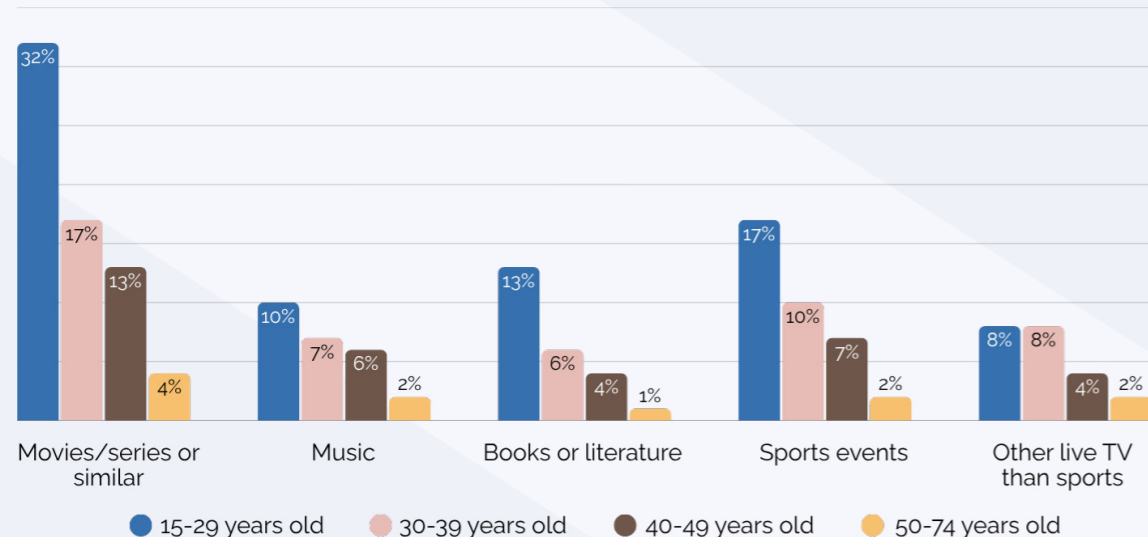
Across The Rights Alliance's initiatives, a common feature is that they are grounded in the trends identified through our enforcement work and research. Young people continue to be the group most likely to consume illegal digital content. According to a 2025 study by Dansk Erhverv, 45% of people aged 15-29 have used illegal content within the past year. Although the study covers the age group 15-74, the increase in illegal consumption is particularly pronounced among younger users.

Among young people, 32% have watched

films or series illegally, 17% have watched sports illegally, 13% have read books or other literature illegally, and 10% have listened to music illegally. These figures represent significant increases compared with 2022, when the corresponding proportions were 21%, 12%, 7% and 6%, respectively. Illegal consumption among young people is therefore increasing across all types of content, once again confirming why this target group remains particularly important to address.

Close dialogue with young people is central to the implementation of The Rights Alliance's projects and forms an important part of our research when developing new initiatives. In 2025, The Rights Alliance engaged with young audiences on several

Share of Danes who have streamed or downloaded content illegally in these categories within the past 12 months



occasions, including at the SVEND Film Festival, at Danish boarding schools and at Ungdommens Folkemøde (the Youth Democracy Festival). These activities provided new insights into the attitudes and behavior of young people, helping to strengthen our preventive initiatives.

Therefore, The Rights Alliance in 2025 continued its successful work with the youth panel for young people aged 15-19 living at home and conducted focus group interviews with students aged 20-25 living independently.

FEAR AND PREVENTION GO HAND IN HAND

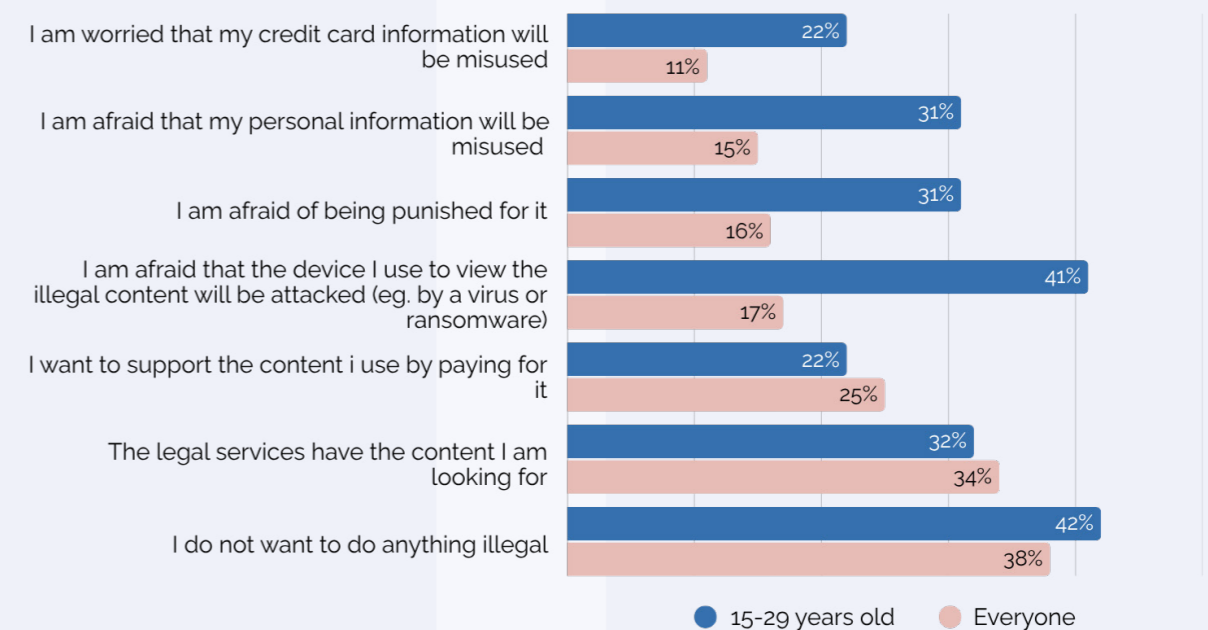
Experiences from The Rights Alliance's dialogue with young people, together with recent surveys, show that highlighting the personal consequences of illegal content consumption is essential to influencing behavior. This was further confirmed by the Dansk Erhverv survey, which points to a marked increase in young people's concern and fear regarding the personal consequences of illegal streaming. As many as 41% of respondents aged

15-29 state that they fear viruses and ransomware, while 31% fear legal punishment and 31% fear misuse of their personal information. Since 2022, fear among young people has only increased, with the figures at that time being 33%, 29% and 22% respectively.

A survey conducted by Norstat for Rights Alliance in January 2025 likewise underlines the importance of personal consequences. Nearly one in three respondents aged 15-25 stated that illegal streaming had led to personal consequences for themselves or for someone in their social circle. At the same time, 51% of respondents expressed a desire for more information in schools about online rights and illegal content. Many also emphasized that communication focusing on personal consequences should be prioritized.

Young people's growing awareness of, and concern about, personal consequences may indicate that The Rights Alliance's communication and educational initiatives have helped and contributed to raise awareness of the risks involved. At the same time, this development has contributed to making the personal consequences

What has kept you from downloading or streaming illegally?



of illegal streaming an even more prominent theme across many of this year's awareness and educational initiatives, as described below and in the section "Film, TV and Series."

EDUCATIONAL MATERIALS THAT ENGAGE YOUNG PEOPLE

In 2025, The Rights Alliance added several new educational programs and campaigns to its portfolio, focusing on specific challenges such as illegal IPTV and deepfakes while also introducing new formats.

One of the year's major launches was the educational program 'Presset til at trykke play' (Pressured to Press Play), developed through extensive cooperation with the Ministry of Culture, NSK and the Danish Police Online Patrol. The program is centered around a digital learning game in which lower secondary school students are presented with a series of dilemmas. Through

the game, students are encouraged to reflect step by step on their choices and on the consequences of illegal streaming, with guidance from NSK and the Police Online Patrol. As part of the campaign, The Rights Alliance also engaged directly with young people through a well-attended stand at Ungdommens Folkemøde. The learning game was developed in cooperation with No Parking and is freely available on [Gyldendal's educational platform](#).

In 2025, The Rights Alliance also released the explainer video 'Men jeg har jo betalt' (But I Paid for It), which aims to encourage young people to recognize and avoid illegal television services, commonly referred to as illegal IPTV. The video features actor Alex Høgh Andersen and warns against illegal television services that attract and lure users with supposedly "cheap" subscriptions.

Drawing on statements frequently heard from young people, such as "but I paid for

it", the video combines humor and seriousness to illustrate the hidden consequences of illegal television services and to show how users, often without realizing it, risk sharing their payment details with criminal actors. Going forward, the explainer video will be incorporated into several of The Rights Alliance's educational materials and programs and will also form part of a social media campaign on The Rights Alliance's channels in 2026.

The Rights Alliance also launched the educational material 'Spot on – Deepfakes' as part of its efforts to equip young people with the skills needed to assess critically whether online content is authentic. Developed in cooperation with Gyldendal, the program was published as part of the Spot on series on Gyldendal's social science learning platform. The material highlights the consequences that arise when artificial intelligence is misused to falsify images, videos and voices. Through case studies involving well-known figures such as Taylor Swift and David Bateson, students are encouraged to identify manipulation and reflect on how to navigate a reality in which authentic and manipulated content can easily be mistaken for one another.

In this context, we also addressed the issue of deepfakes in a stage session at Ungdommens Folkemøde, where Twitch streamer and influencer Marie Watson shared her personal experience of having fake nude images circulated online. The session was well attended and made a strong impact, prompting an important discussion about rights, responsibility and personal boundaries.

Through the educational campaign 'Dit digitale kompas', The Rights Alliance once again visited Danish boarding schools during the year. In workshop sessions, students produced their own campaign films about the consequences of illegal streaming. These activities provided valuable

insights into why young people engage in illegal content consumption.

The Rights Alliance also participated in the SVEND Film Festival with a workshop linked to the new 'Os Der Elsker Film' campaign 'Ulovlig streaming koster' (Illegal Streaming Has a Price).

FUTURE PROJECTS

In the beginning of 2026, The Rights Alliance will launch 'Kunsten at overbevise' (The Art of Persuasion), a new educational program to be hosted on the [Os Der Elsker Film platform](#). In the program, students will work with the campaign film 'Ulovlig streaming koster' (Illegal Streaming Has a Price), the explainer video Understanding Copyright in 3 Minutes, and the short story The Last Popcorn, written by author Laura Ringo specifically for the program. Through these materials, students will explore how rhetorical techniques and persuasive strategies are used to communicate messages centered on the personal consequences highlighted in the campaign.

In 2026, The Rights Alliance will also launch 'Vis lovligt' (Show It Legally), a new subsection of the Share With Care platform aimed at primary school teachers. The section explains how films, music, text and images can be used legally in classroom teaching.

The Rights Alliance will also launch two new educational programs on counterfeit goods for the school subject Crafts and Design, aimed at lower and upper secondary levels. These programs are described in greater detail in the section "Design."



Alex Høgh Andersen highlights the downsides of illegal streaming services and explains why people should avoid them in this campaign aimed at young people. (Danish)

FILM, TV AND SERIES

Film, television and series continue to be the types of content most frequently consumed illegally by Danish users. This is reflected in a survey conducted by Dansk Erhverv, which shows that 16% of Danes aged 15-74, corresponding to nearly 650,000 people, report having accessed films or series illegally within the past year. In addition, 9% report having streamed sports events illegally, while 5% report having streamed other live television content illegally during the same period.

CASES

Within the criminal justice system, two individuals were arrested and convicted in 2025 for particularly serious copyright infringements, one was convicted of storing and uploading content to the file-sharing network known as "the Scene", while the other was convicted of contributing to the distribution of 74 terabytes of films and series through the services SuperBits and DanishBytes. In both cases, unconditional prison sentences were imposed due to the large volumes of illegal material involved.

The landmark case concerning the systematic sharing of nude and sex scenes from Danish films and television series was also decided in 2025. The Court of Frederiksberg sentenced a 40-year-old man to seven months' suspended imprisonment and 120 hours of community service for serious copyright infringements, including violations of the actors' moral rights. Under the username "KlammereFyr", he shared sex and nude scenes involving more than 100 female actors on a pornographic website and in the Reddit group "SeDetForPlottet". In total, 347 video clips were distributed and viewed 4.2 million times. The clips had been edited to appear more explicit and were distributed outside their original artistic context. In 2023, The Rights Alliance reported the case to NSK on behalf of the Danish Actors' Association, Danish Film Directors, the affected film producers, and the broadcasters DR and TV2. This case represents the first criminal conviction in Denmark concerning violations of moral rights under Danish copyright law.

The Rights Alliance also reported the operators behind a Danish service offering thousands of films and series obtained from Nordisk Film+, Viaplay, Netflix and other platforms for payment. The service was promoted on social media and is believed to have had a very large number of users.

In relation to blocking, The Rights Alliance worked on three cases in 2025 aimed at strengthening the future protection of films, television and series.

In the first case, we obtained a blocking order during the autumn requiring that the ten most popular IPTV services providing access to television channels as well as films and series be blocked (described in more detail in the section "IPTV and Illegal Distribution of Live Sports").

Shortly before the end of 2025, The Rights Alliance also succeeded in a blocking case concerning 25 streaming services that provided access to television channels, films and series. The Rights Alliance is also currently investigating a third blocking case involving illegal streaming services, which is expected to be brought before the courts in the coming year.

In 2025, The Rights Alliance also secured the blocking of 379 mirror sites linking to court-designated illegal services offering films and television series. Even after a service has been found illegal and blocked, The Rights Alliance continuously investigates whether new websites emerge that provide access to the same illegal services. When this occurs, The Rights

Alliance requests the Danish telecommunications associations FDA and AU to block access to them.

During the year, The Rights Alliance also succeeded in having the websites of four IPTV services suspended by reporting them to Punktum dk, which administers .dk domains. In addition, The Rights Alliance secured the removal of voice clones from a Google service on behalf of members of the Danish Actors' Association.

OS DER ELSKER FILM

Through the campaign Os Der Elsker Film, The Rights Alliance has since 2016 encouraged Danish audiences to avoid illegal streaming. In 2025, The Rights Alliance relaunched the campaign as 'Os Der Elsker Film - Ulovlig streaming koster'. The campaign focuses on the personal consequences of illegal streaming, with particular emphasis on young people.

The campaign is built around a hidden-camera prank in which actor Jesper Ole appears disguised as an employee at a

cinema ticket counter. He offers unsuspecting guests free cinema tickets, but the initial excitement quickly fades when they are asked to pay with their private passwords, bank account details or access to their personal photos. The campaign ran for three weeks across TikTok, Snapchat, Instagram and YouTube, as well as in cinemas across Denmark.

The campaign performed significantly better than expected in terms of advertisement views. When the total reach of the campaign is combined across all channels, without adjusting for unique users, the campaign achieved 3,746,649 advertisement views, which is double the campaign's original target.

In spring 2026, 'Ulovlig streaming koster' will return to cinema screens and be relaunched across social media, reinforcing the campaign's message. Alongside 'Os Der Elsker Film', many of The Rights Alliance's other awareness initiatives also centre on the protection of films, television series and TV content.



Campaign video from the "Ulovlig streaming koster" campaign. (Danish)

MUSIC

In recent years, two developments in particular have had a significant impact on the music sector and created major challenges for the protection of rights. The music ecosystem is increasingly being exploited by criminals engaged in streaming fraud. Combined with developments in artificial intelligence, this has contributed to music streaming platforms being flooded with artificially generated music, creating a risk that legitimate rights holders may lose income.

STREAMING FRAUD

In 2025, [the landmark case](#) concerning the large-scale manipulation of music streams on streaming services finally reached its conclusion. The Rights Alliance reported the case in 2018 on behalf of Koda, IFPI, Dansk Musiker forbund and Dansk Artist Forbund.

The case concerned a man from Eastern Jutland who, between 2013 and 2016, manipulated the number of plays of a large number of musical works registered in his own name across several music streaming services. In doing so, he unlawfully received royalties of at least DKK 3.5 million that should have been paid to legitimate musicians. Several of the works consisted of edited versions of music copied from Danish musicians and subsequently released under his own name.

In February, the Western High Court sentenced the 54-year-old man to two years' imprisonment, of which three months are to be served, for particularly serious computer fraud and copyright infringement. The judgment became final in the autumn after the Appeals Permission Board rejected his request for the case to be heard before the Supreme Court.

Although the streaming fraud in this case took place between 2013 and 2016, the case remains highly relevant in light of the challenges currently facing the music industry. Recent figures from the music streaming service Deezer indicate that 70% of streams of fully AI-generated music are

fraudulent. At the same time, new cases of streaming fraud are emerging internationally. In the United States, for example, musician from North Carolina has been charged with streaming fraud involving artificial intelligence amounting to more than 10 million dollars.

As Thomas Helderup noted in the Danish music magazine GAFFA when the verdict became final, generative AI acts as steroids for streaming fraud. It has never been easier to create music that appears to be human made while bypassing the safeguards that streaming platforms have introduced to prevent fraud.

In 2025, The Rights Alliance therefore maintained a strong focus on streaming fraud, which was also highlighted [in an interview with Maria Fredenslund](#) on the radio programme K-live on P1.

During the year, The Rights Alliance identified Danish, Nordic and international companies - including actors operating through .dk domains - offering unauthorised and automated streams, followers and likes on streaming services and social media platforms.

The Rights Alliance continues to monitor this development closely, as so-called stream farms contribute to computer fraud by selling artificially generated streams on music streaming services. This distorts the platforms' data processing and leads to unjustified financial gains through royalty payments.

Although streaming services such as [Spotify and others have increasingly introduced measures against fully AI-generated music and fraudulent streaming](#), a lot can still be done to protect the music ecosystem. The Rights Alliance therefore continues to prioritise ensuring that streaming platforms take all necessary steps to prevent fraud.

AI MUSIC SERVICES AND COPYRIGHT INFRINGEMENT

Artificial intelligence poses a threat to the music industry not only in relation to streaming fraud. The generative AI models underpinning the billion-dollar businesses of AI music services have been developed on an unlawful basis and compete directly with human-created music. This development has alarming consequences for the Danish music sector, which, according to [a report by IFPI and Koda](#), risks losing 28% of its total revenue by 2030, corresponding to DKK 6.9 billion.

"It is time for the government to bring out the big guns in response to tech companies' entry into the music market."

- Joint statement from 18 major music industry players in Kulturmonitor, november 2025

In 2025, [Koda also filed a lawsuit against Suno](#) in the first Danish legal action brought against an AI service. The Rights Alliance has expressed strong support for

the case and publicly endorsed it on several occasions, including as a co-signatory to a [joint opinion piece by Danish music stakeholders published in Kulturmonitor](#) and through a column by Maria Fredenslund in Altinget.

The case will undoubtedly have implications not only for musicians, but also for other rights holders' future ability to enforce their rights. The Rights Alliance is therefore following this development closely as part of its broader efforts to strengthen enforcement against AI services.

UNRELEASED MUSIC

In 2025, The Rights Alliance also handled several cases involving unreleased music being circulated on online platforms, particularly TikTok, and subsequently uploaded to streaming services. In response, The Rights Alliance initiated targeted enforcement measures throughout the year to address this form of illegal activity and safeguard both rights holders and the wider music market.

LITERATURE

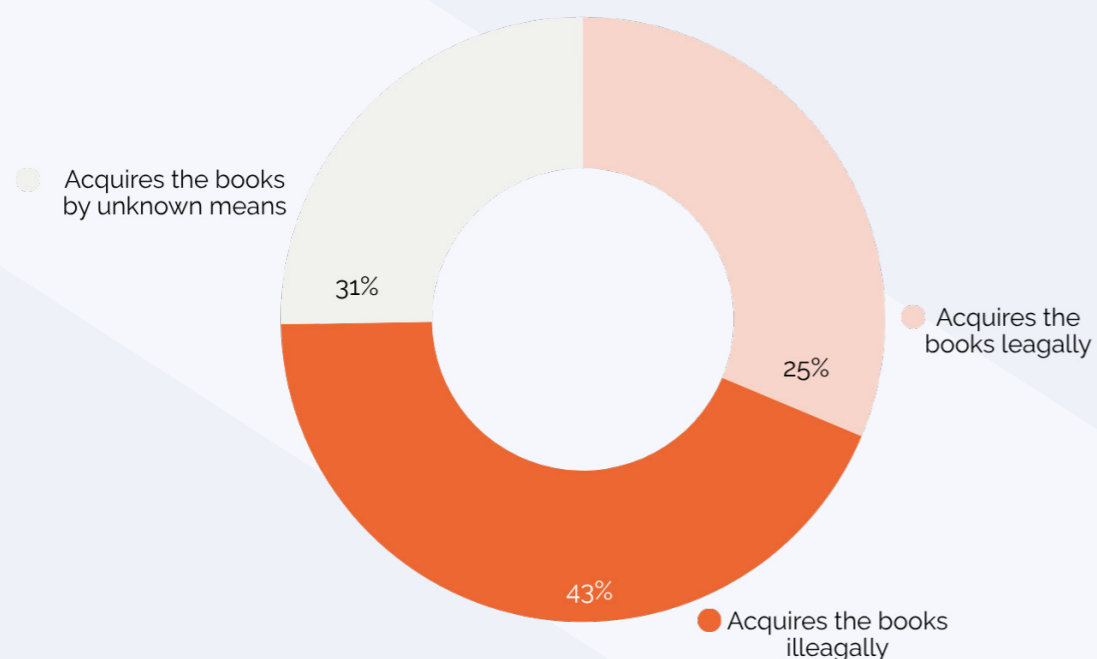
The literary sector is no exception when it comes to the growing illegal consumption of content. According to a [2025 survey by the Danish Chamber of Commerce](#), 6% of Danes across all age groups report having illegally consumed books or other literary works within the past year, compared with 3% in 2022. The increase is particularly marked among young people aged 15-29, of whom 13% report having consumed literature illegally during the same period, compared with 6% in 2022. Looking specifically at students' illegal use of textbooks in higher education, the challenge remains unchanged.

DEVELOPMENTS IN THE USE OF ILLEGAL TEXTBOOKS

The proportion of students in higher education who illegally share digital textbooks remains high, despite seven years of awareness-raising efforts through the Os Der Elsker Viden initiative. A new survey conducted by Epinion for The Rights Alliance in early 2026 shows that the illegal use of textbooks remains widespread. According to the survey, 43% of respondents who use digital textbooks report having obtained at least one textbook illegally, while 77% acknowledge that they are aware that the sale and sharing of digital textbooks is illegal.

At the same time, the data show that behaviour is changing, with AI increasingly being used as a new means of accessing textbooks. Textbooks are being uploaded illegally to chatbots and AI services, thereby eliminating the incentive to purchase them. Textbooks are thus no longer only being shared illegally between individuals but are also being uploaded illegally to chatbots and AI services. As a result, the challenge of illegal textbook use has become significantly more complex. The findings therefore point to a clear need to communicate that uploading and using textbooks in chatbots is illegal, and to address this directly with both students and educational institutions.

Methods for acquiring digital books



OS DER ELSKER VIDEN - HIGHLIGHTS CHATBOTS

At the start of the academic year in 2025, The Rights Alliance relaunched [the campaign Os Der Elsker Viden](#) (We Who Love Knowledge), which consists of awareness materials designed to support educational institutions in communicating the rules governing the use of digital textbooks.

This year's campaign focused in particular on students uploading textbooks to chatbots, as described in more detail in the section "Users' Uploads to AI Services". The background to this focus was [the Epinion survey from 2025](#), which showed that one in four students (25%) had uploaded entire textbooks or excerpts to a chatbot. This clearly indicates a strong need to inform students about the applicable rules.

The same survey also showed that 72% of students are unaware that it is illegal to share textbooks with a chatbot. This lack of awareness is striking and is further underlined by the fact that only slightly fewer than half of respondents (41%) report having been informed about the rules governing the sharing of digital textbooks at their educational institution.

The awareness materials developed as part of Os Der Elsker Viden include guidance on copyright limitations when using chatbots, a Q&A section and a one-page overview on copyright and chatbots. Together, these materials explain clearly to students what they may and may not upload to chatbots, as well as the general rules governing the sharing of textbooks. In addition, The Rights Alliance provided training on copyright limitations when using chatbots through four webinars aimed at educational institutions, attended by more than 200 representatives, including teachers, librarians and administrative staff. The purpose of these initiatives is to

strengthen knowledge of copyright and prevent illegal sharing, particularly as artificial intelligence becomes an increasingly integrated part of the academic environment.

Cooperation between educational institutions and rights holders is essential to reversing this trend. For this reason, The Rights Alliance also focused in 2025 on strengthening collaboration by sharing knowledge about these challenges at its annual literature seminar. The seminar was attended by a record number of representatives from educational institutions, publishers, booksellers and collective management organisations.

SANCTIONS SHOULD SUPPORT AWARENESS EFFORTS GOING FORWARD

Due to the persistently high proportion of students who illegally share digital textbooks, despite seven years of awareness-raising efforts and widespread knowledge that such sharing is unlawful, The Rights Alliance has found it necessary to take concrete enforcement action. In the spring of 2026, [The Rights Alliance will initiate legal proceedings against students](#) who illegally share digital textbooks, in accordance with the provisions on private prosecution in the Copyright Act.

Cases will be selected with the aim of establishing clear legal precedent confirming that the sharing of individual digital textbooks is unlawful. Where the court finds that copyright has been infringed, students may be required to pay a fine to the state.

Although these measures represent a stricter enforcement approach, the primary purpose is preventive. Namely to reinforce students' understanding of the connection between the law and its enforcement.

The Rights Alliance has therefore proactively informed the administrative offices of educational institutions across the country and encouraged them to help communicate these measures to students and to make use of their own sanctioning powers.

“We do not wish to punish individuals, but rather to bring about a cultural shift in which students understand that illegal sharing has consequences. At the same time, we urge institutions to sanction the unacceptable behavior that constitutes an infringement of intellectual property rights—a violation that is also subject to sanctions if one carefully reviews the institutions’ codes of conduct. When authorities and society take action to enforce our laws and rules, we can motivate students to respect and comply with them.”

- Maria Fredenslund, Direktor, Januar 2026

It is the hope that this effort will contribute to a reduction in the proportion of students who illegally share textbooks in the future. An outcome that is essential for maintaining and preserving a sustainable Danish market for academic literature.

UDRET

In 2024, The Rights Alliance launched the UdRet project (Education in Rights)

in cooperation with representatives from Aalborg University, the Technical University of Denmark, University College UCN and Copenhagen Business Academy. The initiative aims to inform students in higher education about how they can obtain their textbooks easily and legally, why copyright matters, also for students themselves, and why it is important to respect copyright law.

In 2025, the materials were reprinted and supplemented with flyers and posters, which were distributed to institutions and libraries that had requested them. During the year, The Rights Alliance also visited the Technical University of Denmark with a coffee cart in order to engage students in dialogue about how they obtain their textbooks. At the same time, their knowledge of copyright was tested through a quiz.

CASES

The Rights Alliance has been in dialogue with a number of Danish AI companies regarding their use of Danish-produced books. This dialogue had a preventive purpose and aimed to help protect the rights associated with Danish literature. The primary objective was to establish a solid basis for future agreements by highlighting both the need for technical solutions to prevent the upload of copyrighted material and the companies' obligation to obtain permission from rights holders when using books for AI training.

During the year, The Rights Alliance also worked on a blocking case within the literature sector aimed at limiting access to services that provide illegal copies of books without the permission of rights holders. The case is expected to be brought before the courts in early 2026.

DESIGN

In recent years, The Rights Alliance's work within the design sector has brought to light a number of fundamental challenges in legislation and legal practice. In 2025, The Rights Alliance worked on several policy initiatives aimed at strengthening enforcement options for design companies and promoting greater respect for design rights.

The year also included concrete cases in which The Rights Alliance successfully took effective action against the sale of counterfeit versions of members' products.

COMPENSATION LEVELS FOR DESIGN INFRINGEMENTS MUST BE HIGHER

With support from UBVA, the Rights Alliance conducted a [comprehensive study in 2024 of legal practice in cases concerning design copying](#). The study showed that compensation levels are too low and unpredictable, thereby undermining rights holders' confidence in the legal system. In 2025, The Rights Alliance therefore worked on proposals aimed at strengthening the protection of designers through amendments to Section 83 of the Danish Copyright Act.

The project includes specific proposals aimed at increasing compensation levels in cases of design infringement and creating greater predictability for rights holders. These include the introduction of a new remuneration provision with a reversed burden of proof, as well as stricter rules requiring infringers who act intentionally or with gross negligence to pay double the reasonable remuneration. In this context, emphasis should be placed on calculating remuneration on the basis of what the infringer themselves would have demanded for a comparable lawful use.

Throughout the year, The Rights Alliance has been in dialogue with the Danish Ministry of Industry, Business and Financial Affairs and continues to follow the ministry's work to strengthen the protection of Danish designers. On this basis, The Rights

Alliance intends to present its proposals for legislative amendments in the coming year in order to build political momentum for strengthening the legal position of designers.

INCREASED USE OF THE DESIGN BOARD

Designnævnet (The Design Board) and Responsumudvalget (the Opinion Committee) offer an alternative to court proceedings in disputes concerning copyright, design and marketing law within architecture, design and crafts. Through the Design Board, two or more parties to a dispute can obtain an assessment of whether the rights in a specific work have been infringed, potentially as a basis for initiating legal proceedings or negotiating a settlement. The Opinion Committee provides another avenue for determining whether a work is protected under the law.

In 2025, The Rights Alliance worked to promote the solutions offered by the Design Board to a range of target groups. This included promoting UBVA's support fund, which provides financial assistance for bringing cases before the Design Board or the Opinion Committee. These efforts were carried out in cooperation with a broad group of organizations that are members of the association for the legal protection of architecture, design and crafts, including UBVA, Design Denmark, Dansk Mode & Textil and FAOD. Activities included coordinated visibility across social media and other communication channels.

STRONGER LEGISLATION ON PRIVATE PURCHASES OF COUNTERFEIT GOODS

In 2025, Rights Alliance initiated work on a potential effort to strengthen legislation concerning private purchases of counterfeit goods. It is our view that the current rules governing private purchases of counterfeit goods are too lenient and contribute to an unhealthy culture in which the criminal aspects of the counterfeit goods market are often overlooked.

The Rights Alliance is therefore examining experiences from other countries, including Italy, where private purchases of counterfeit goods may result in sanctions. This work may lead to a policy initiative aimed at legislative changes introducing sanctions for private individuals who purchase counterfeit goods. The work covers both counterfeit clothing, shoes and bags as well as counterfeit furniture, including chairs and lamps, which are a particular focus area.

COOPERATION WITH CUSTOMS AUTHORITIES

In 2025, The Rights Alliance strengthened its cooperation with the intellectual property rights (IPR) unit of the Danish customs authorities in order to optimise efforts against counterfeit goods. In this context, the Rights Alliance has worked on building familiarity with the IPEP portal, which will be used going forward to handle applications for enforcement actions. The aim is to strengthen cooperation and synergies with customs authorities, while also enabling The Rights Alliance to provide members with enhanced guidance and support in enforcement processes.

AWARENESS INITIATIVES

In 2025, The Rights Alliance began devel-

oping a new awareness initiative entitled Gå Med Ægte, scheduled for launch in 2026. The project consists of two educational programs for the subject Crafts and Design at lower and upper secondary level. Through practical design assignments, students will develop a stronger understanding of intellectual property rights and of the distinction between copying and inspiration. The purpose is to equip young people with knowledge about quality, creativity and the risks associated with counterfeit goods, while fostering critical thinking and responsible consumer habits that can benefit them throughout their lives. The programs will be published in cooperation with Gyldendal.

CASES

In 2025, [a man was arrested for selling copies of Danish designer furniture and lamps](#). Following a report submitted by The Rights Alliance on behalf of two design members. The case was heard in early January 2026. The District Court in Holstebro sentenced the defendant to three months' suspended imprisonment, confiscation of DKK 150,000 and damages of DKK 120,000 payable to The Rights Alliance.

During the year we handled a total of 44 cases involving websites selling illegal replicas of members' products. In several cases, The Rights Alliance succeeded in having either the websites or specific products removed by the e-commerce platform Shopify. In other cases, The Rights Alliance contacted hosting providers and other intermediaries in order to stop the illegal sales. The Rights Alliance has also worked to bring a case before the Design Board concerning a major Danish company that has produced an imitation of one of its members' products. The case is expected to be submitted to the Board in early 2026.

MEDIA

Content produced by Danish media organisations continue to face a significant risk of misuse by AI services and by companies that collect data for the development of artificial intelligence. This became especially evident in The Rights Alliance's work in the media sector in 2025, where The Rights Alliance both worked politically to strengthen the protection of media content, as described in the section "Artificial Intelligence and Copyright", and enforced its members' rights in relation to web crawlers and news aggregators.

COMMON CRAWL

Danish media companies' exclusive control over their own content is increasingly being challenged by web crawlers such as Common Crawl, which for an extended period have copied full-length articles from Danish media websites without the permission of, or compensation to, rights holders. As a result, Danish media content has been made unlawfully available for the training of AI services through datasets that have been used by OpenAI, Google, Microsoft, Anthropic, IBM, NVIDIA, DeepSeek and Meta.

Since The Rights Alliance in 2024 requested that Common Crawl remove Danish media content from its datasets and cease all copying of Danish media websites, The Rights Alliance has followed the process closely. In the course of that dialogue, Common Crawl repeatedly gave the impression that it was in the process of removing the content and, already at the beginning of 2025, stated that around 50% of Danish articles had been removed from its datasets. However, The Rights Alliance's own investigations have shown that Common Crawl has not removed a single article.

In the autumn of 2025, The Rights Alliance contributed its experiences to [The Atlantic's report](#) on Common Crawl's handling of copyright concerns. In the report, Common Crawl's CEO, Rich Skrenta, is quoted as describing rights holders' requests for content removal as a "pain in the ass" and

the Common Crawl archive as immutable, meaning, in his view, that nothing can be deleted. The Rights Alliance's experience with Common Crawl shows that AI actors do not voluntarily relinquish the content that lies at the heart of their training data - and their business models. This underlines that rights holders cannot rely on the goodwill of AI actors alone, and that meaningful AI regulation is needed if litigation is not to become the only path forward.

NEWS AGGREGATORS

During the year, The Rights Alliance succeeded in getting a number of news aggregators with AI solutions to stop using Danish media content without permission. The Rights Alliance also made new Danish AI initiatives aware that any use of Danish media content requires prior authorisation.

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