Statement from Trendii,

"Trendii is an Australian startup that seeks to provide a unique, and more beneficial, solution to the media industry - an advertising product that is a win-win-win for publisher, advertiser, and consumer audience. Our "Shop the Image" AI technology solution helps consumers find products they may like as seen on trend setters, interesting images, and public personalities that appear in their favourite media publications (audience), driving active shoppers to Australian retailers (advertiser), and supporting journalism through scalable and automated content monetisation (publisher). Supporting journalism and publishers in a way that makes content more enjoyable and useful to audiences is our calling.

Trendii can be found across many of Australia's top titles, ranging from Nine, Seven and news.com.au, to Elle, Marieclaire and BHG.

In a fast moving news environment, across all types of ad placements, there can be instances where an ad may, on rare occasions, appear adjacent to content that is not contextually relevant or suitable. Such instances can range from hilarious to tragic

Our technology solution includes tools designed to help publishers use Trendii only in the most relevant contexts, such as style, celebrity and fashion sections, and other relevant image based content, and we are working on advancing those tools in partnership with our publishers."