



DIGITAL WATERMARKING ALLIANCE

Digital Watermarking Alliance Charter

The Digital Watermarking Alliance (DWA) is a group of companies that share a common interest in furthering the adoption of *digital watermarking* and which are actively involved in commercialization of digital watermarking-based applications, systems and services. Member companies service a broad range of industries around the world.



Digital Watermarking Alliance Members

PHILIPS

 Verance

teletrax 

 MediaGrid

 **IGNUM**
TECHNOLOGIES

THOMSON
images & beyond 

DIGIMARC

WiDEViNE
TECHNOLOGIES


verimatrix


CINEA
a Dolby company

GCS
research™


JSP
JURA SECURITY PRINTING™


MEDIA SCIENCE INTERNATIONAL


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DIGITAL WATERMARKING
ALLIANCE



Digital Watermarks Defined

- Watermarking is a method of providing a persistent digital identity for audio, video, print and images
- Digital watermarks are data embedded directly within content which are imperceptible to humans but readable by computers
- Watermarks can be recognized by enabled software or hardware to provide copyright information, authenticate, track, monitor, enhance security and enable access to additional data, information and e-commerce opportunities across devices and networks
- Digital watermarks are currently deployed in billions of audio, video, image and print objects and hundreds of millions of watermarked enabled applications



Original Image



Exaggerated Watermark



Digitally Watermarked Image



Benefits of Digital Watermarking

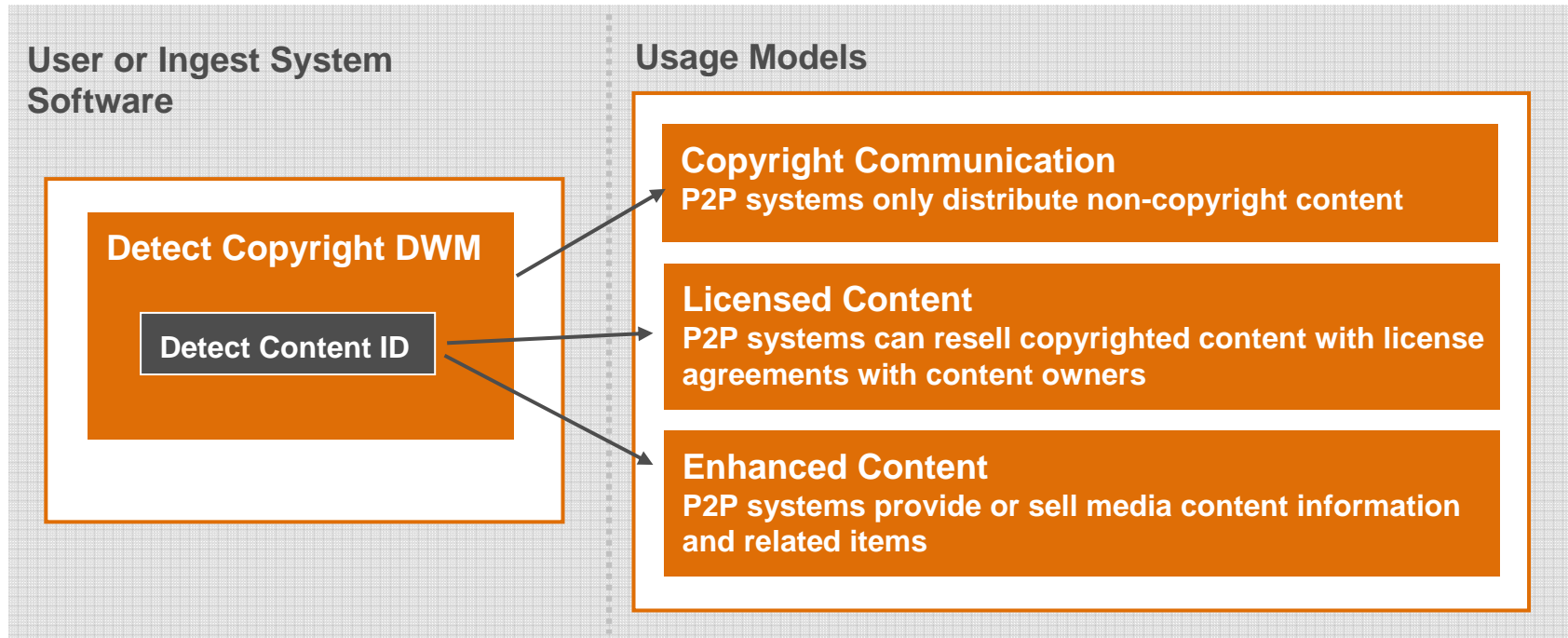
- Creates a persistent identity to enable content to be managed more effectively and help enable new business models, greater security and broader consumer choice
- Applicable to all content types (images, documents, movies, music, TV)
- Robust to standard content processing techniques
- Adaptable to all media types, platforms, distribution and transmission methods
 - Complementary and enhanced security for encryption/decryption based DRM systems
- Supports new business models and consumer experiences by enabling copyright stakeholders the freedom to embrace and balance various management, protection and delivery choices

Digital Watermarking Applications Examples

- **Copyright Communication**
 - Identifies content owner and rights
- **Copy Protection**
 - Controls recording and playback of content
- **Monitoring**
 - Monitor broadcast and Internet usage
- **Filtering/Classification**
 - Classifies content so it is used appropriately; filters inappropriate content
- **Authentication/Integrity**
 - Verifies that content is genuine, from an authorized source and has not been altered
- **Product Serialization & Tracking**
 - Identifies content and where it left authorized environment
- **Asset/Content Management**
 - Links to DAM/ECM backend system to access metadata/information
- **Rights Management**
 - Links to DRM system to re-associate rights or promote content commerce
- **Remote Triggering**
 - Causes automatic action during distribution
- **Linking/E-Commerce**
 - Enables access to information and purchase of related content



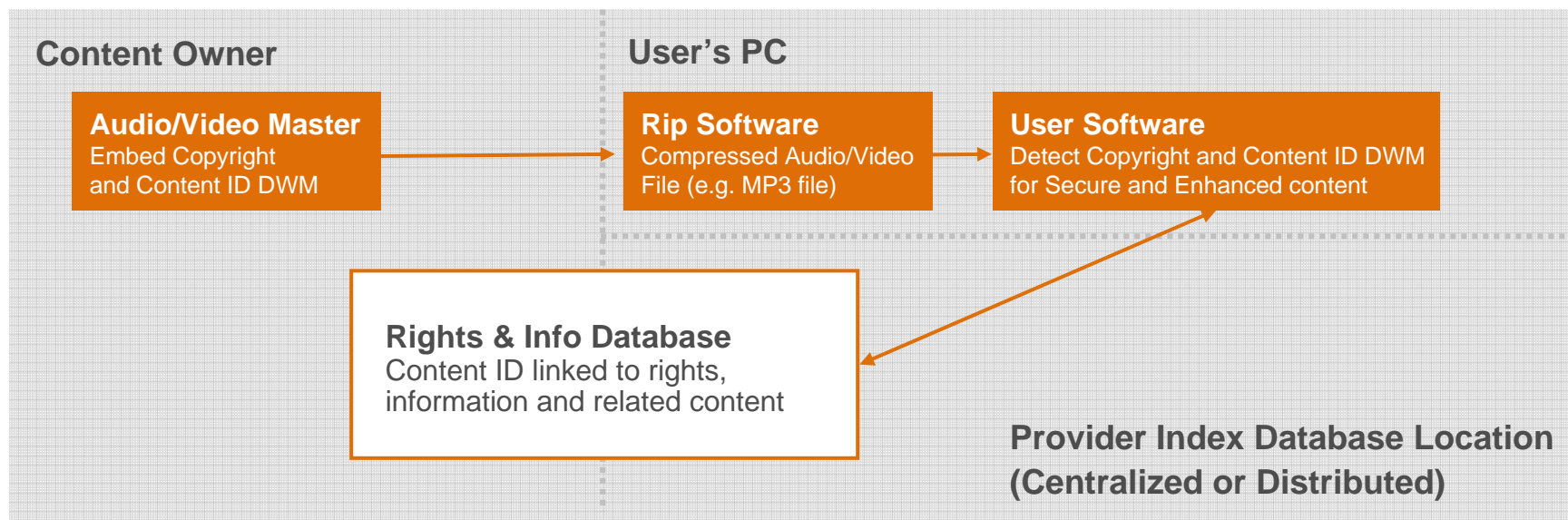
Potential Usage Models and Benefits



This architecture enables three usage models:

1. Copyright communication
2. Licensed content
3. Enhanced content

Copyright Digital Watermark Architecture

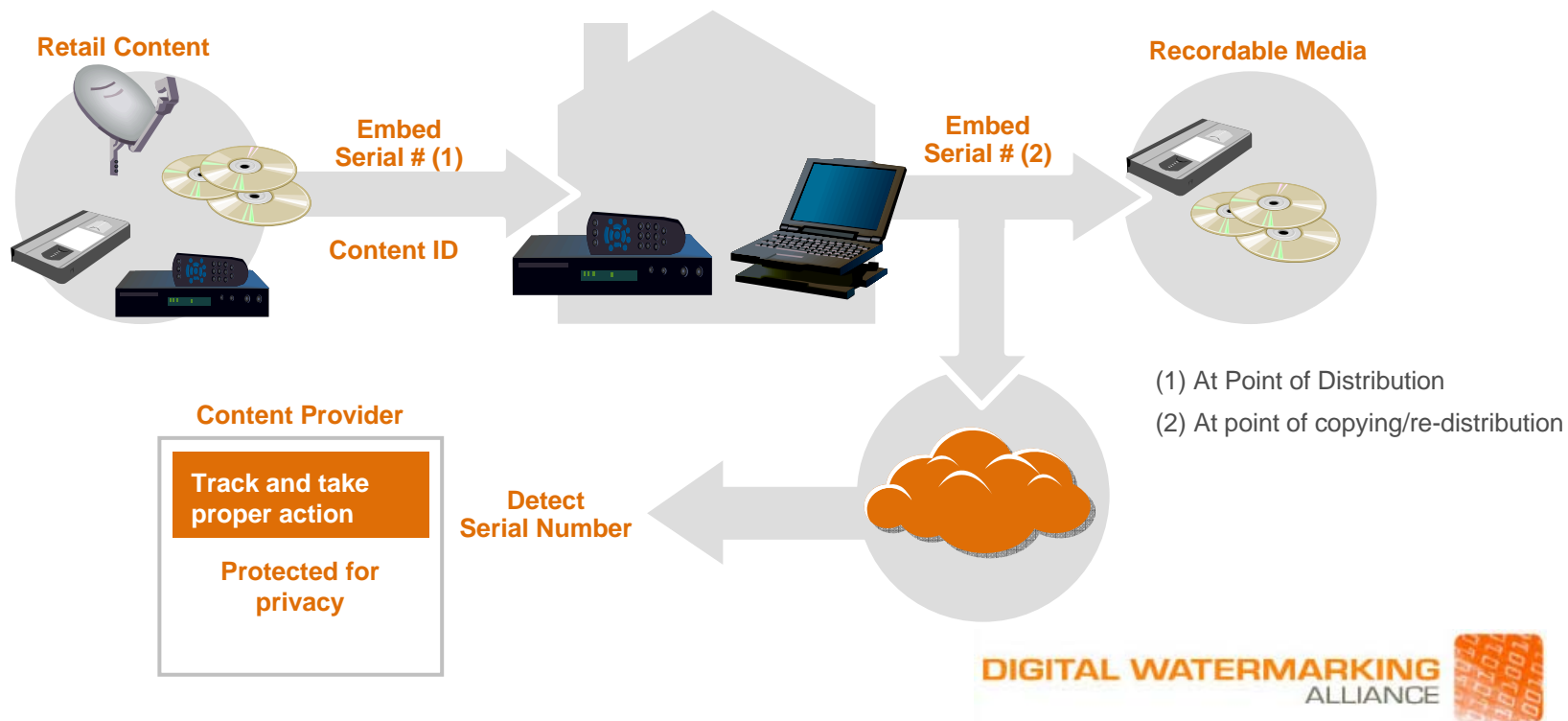


Can be used to address P2P and social network content Identification needs as well as providing identification of orphan works and access to metadata/networked information



DWM Applications: Digital Media Serialization & Tracking

- Identifies content owners and rights while communicating copyright information
- Awareness of watermarked content by consumer creates deterrent against unauthorized copying and distribution
- Provides accurate identification of source of unauthorized content discovered on the Internet and/or physical media



Summary

- Digital Watermarking Alliance represents wide array of digital watermarking technology, service and solution providers
- Digital watermarking offers persistent digital identity carried directly within content and documents
 - Solves content identification issues in digital distribution
 - Communicates copyright information and rights information
 - Enhanced media management and distribution monitoring
- Digital watermarking represents platform or foundation technologies which enable unique and/or enhanced applications and services
 - Authenticate, enhance security and enable new marketing opportunities
- Field proven and widely deployed in all forms of media content
 - Billions of watermarked content objects and hundreds of millions of watermark-enabled applications or devices worldwide
- Trials underway offering unique solutions to other digital content challenges
 - E-commerce, security and interoperability
- For further information, please visit:
 - www.digitalwatermarkingalliance.org

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