



Content Security and Tracking

A specific look at “forensic” applications of digital watermarking to fight against piracy

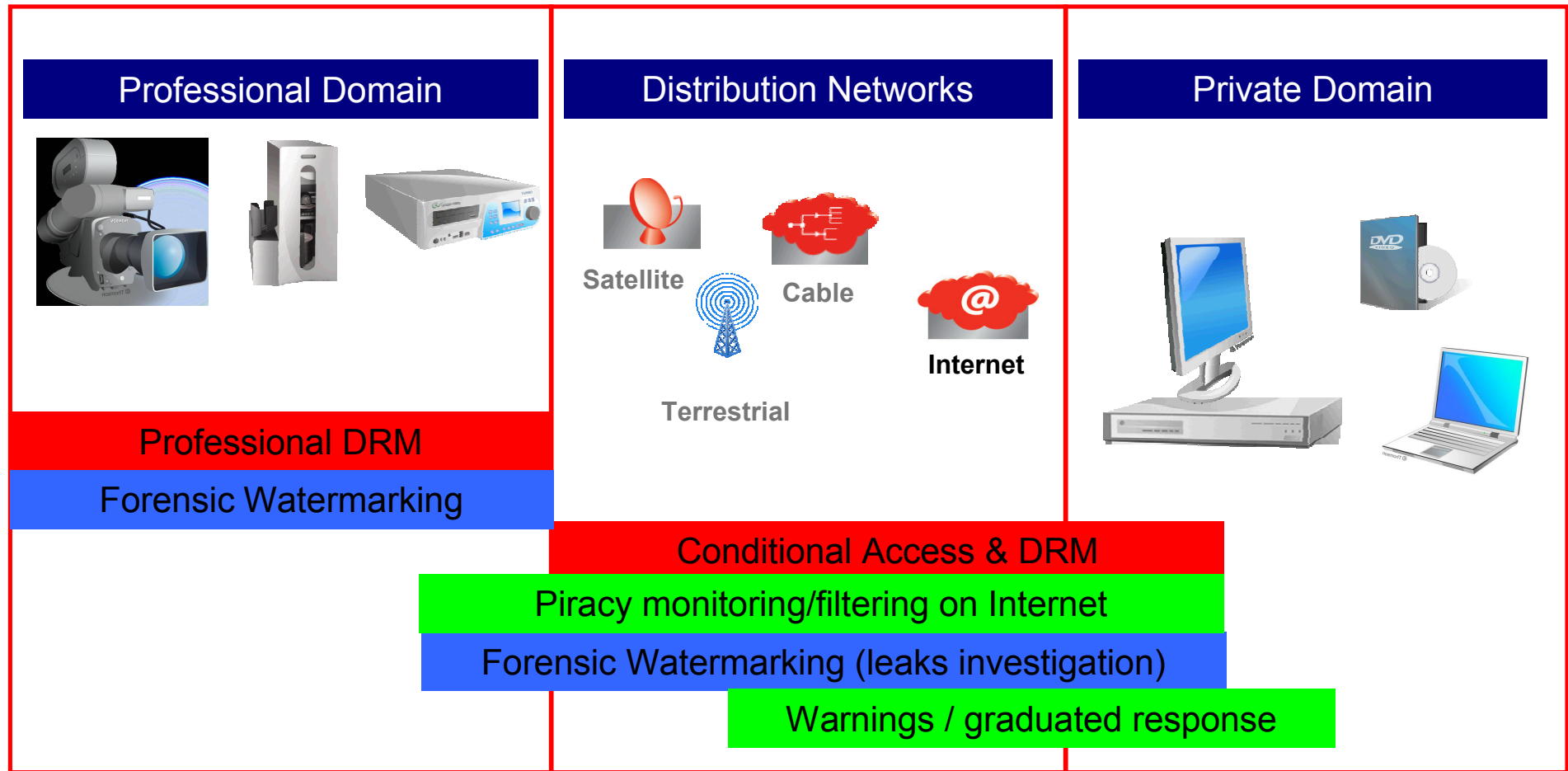
Presentation at AMEC Seminar, New York, Tuesday, May 19, 2009

Tom Miller
VP, North America, Thomson STS

tom.miller@technicolor.com



Overview of content protection methods

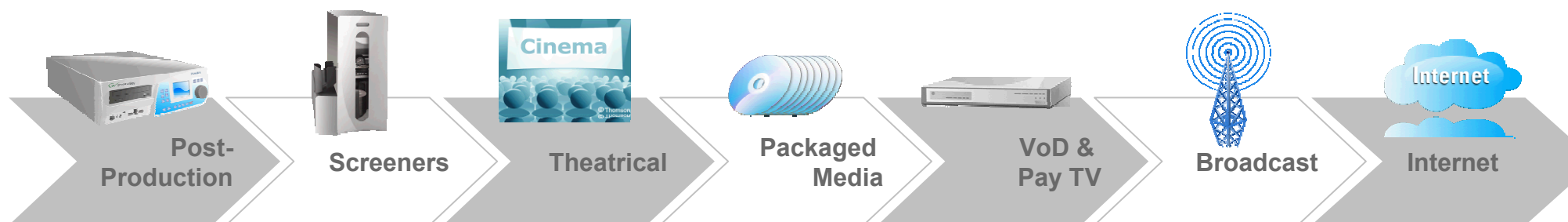


Copyright infringement occur across the whole content lifecycle => comprehensive solutions are needed



Solutions to detect and track content automatically on broadcast and online platforms

TRACKING CONTENT USAGE

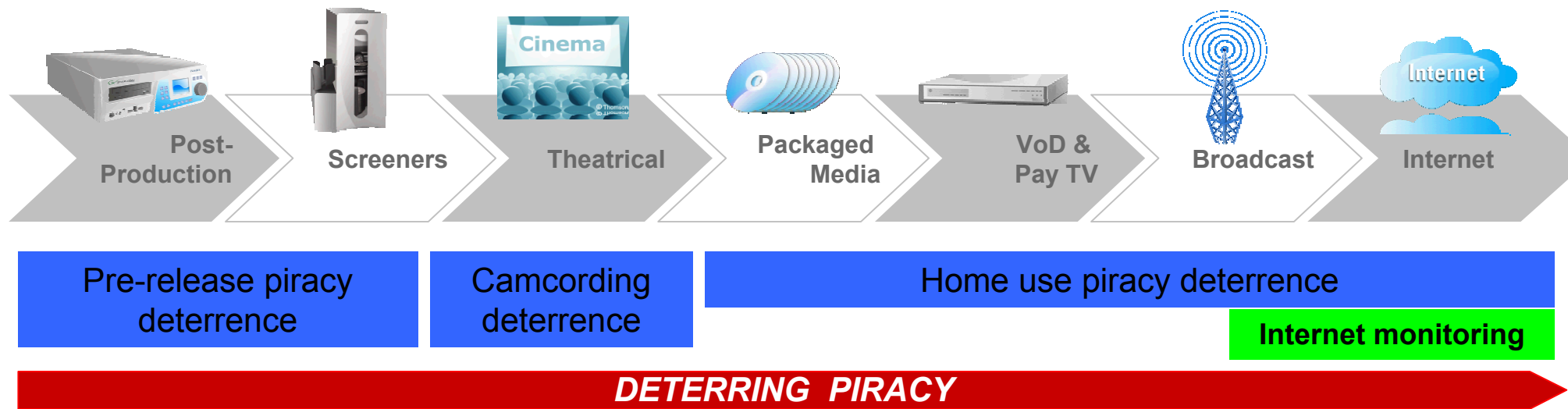


DETECTING PIRACY

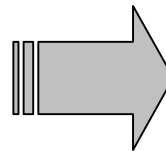


Comprehensive security solutions to protect digital content against illegal distribution

NexGuard scope of solutions

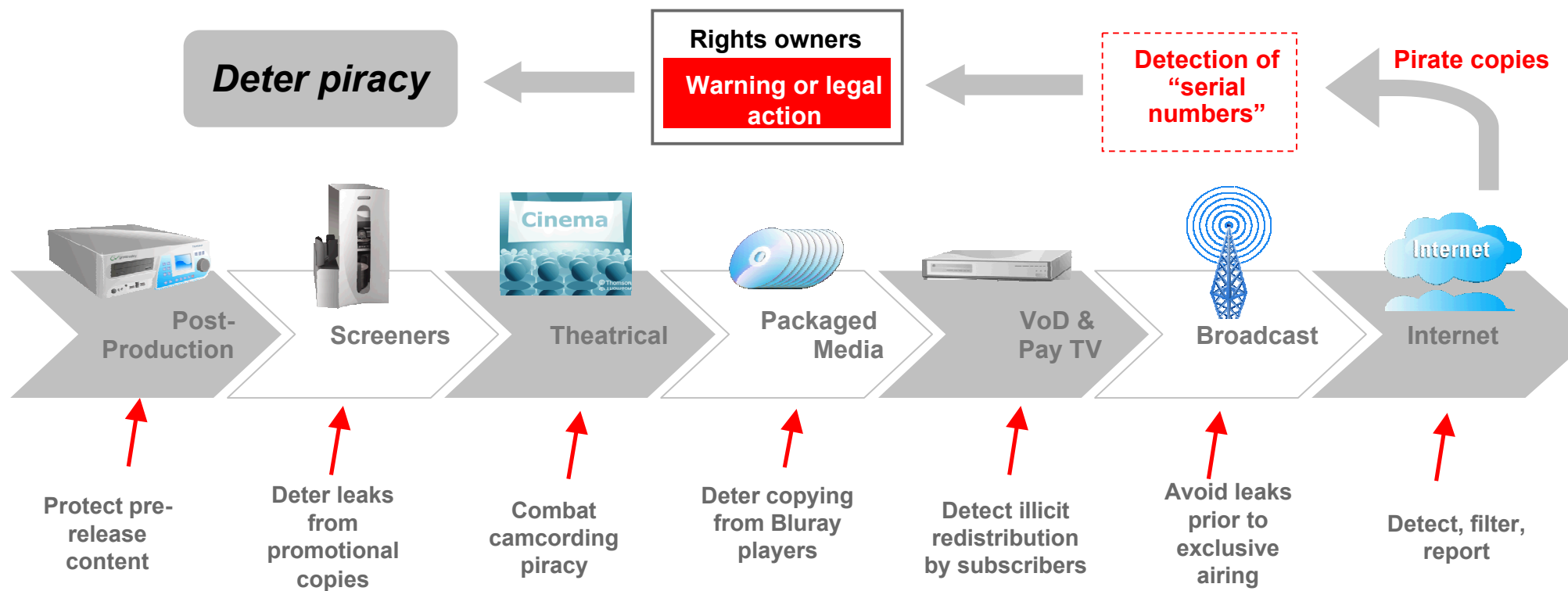


- Integrated into (post-)production workflow & content distribution strategy
- Part of intellectual property protection and enforcement process
- Help maintain chain of custody
- Prepare for new content distribution business models



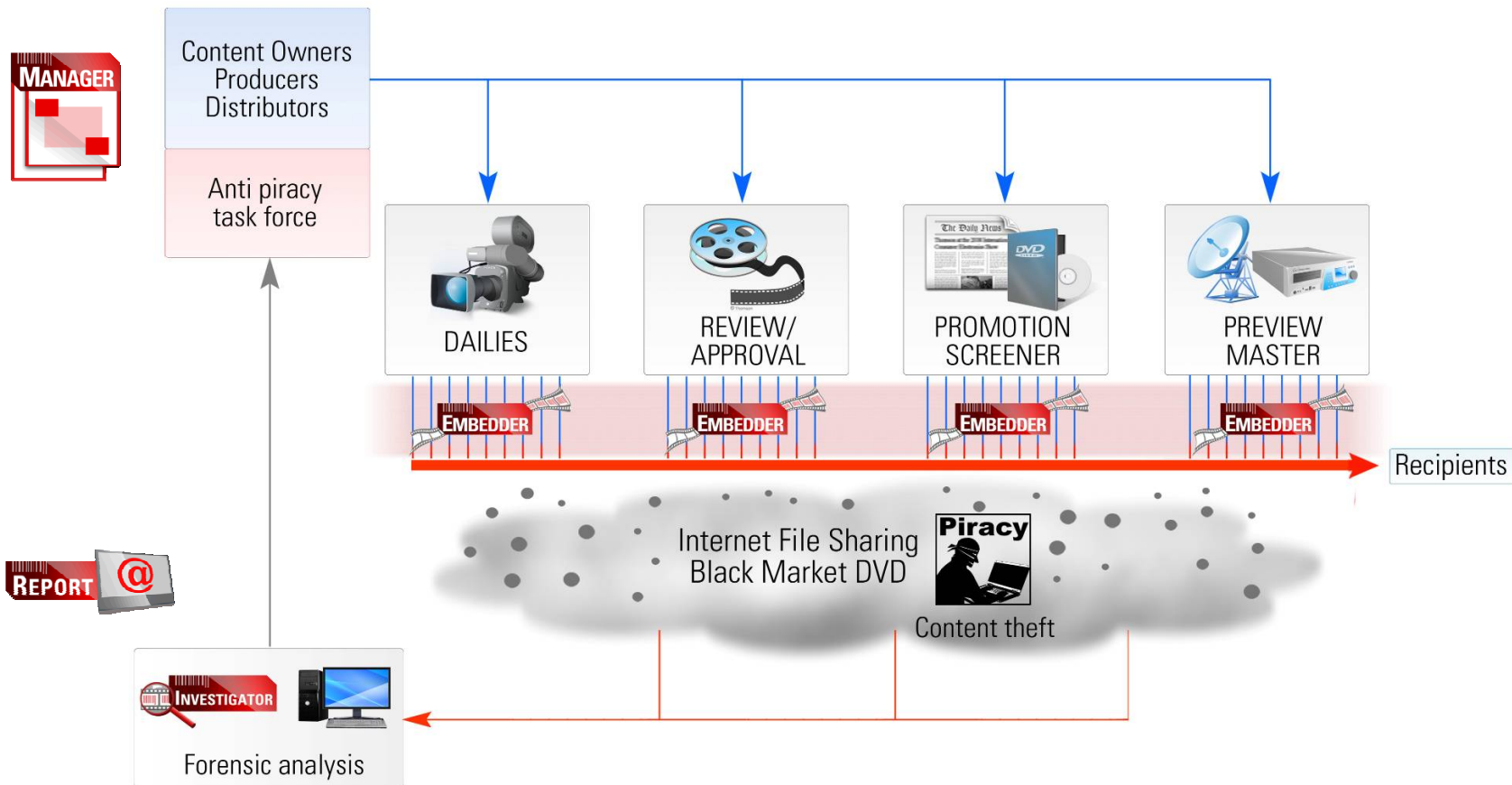
- End-to-end enterprise solution
- Centralized watermark payload and key management
- Centralized forensic investigation
- Automated QC watermark reader and extensive logging

Forensic watermarking: make content recipients accountable by introducing traceability of piracy

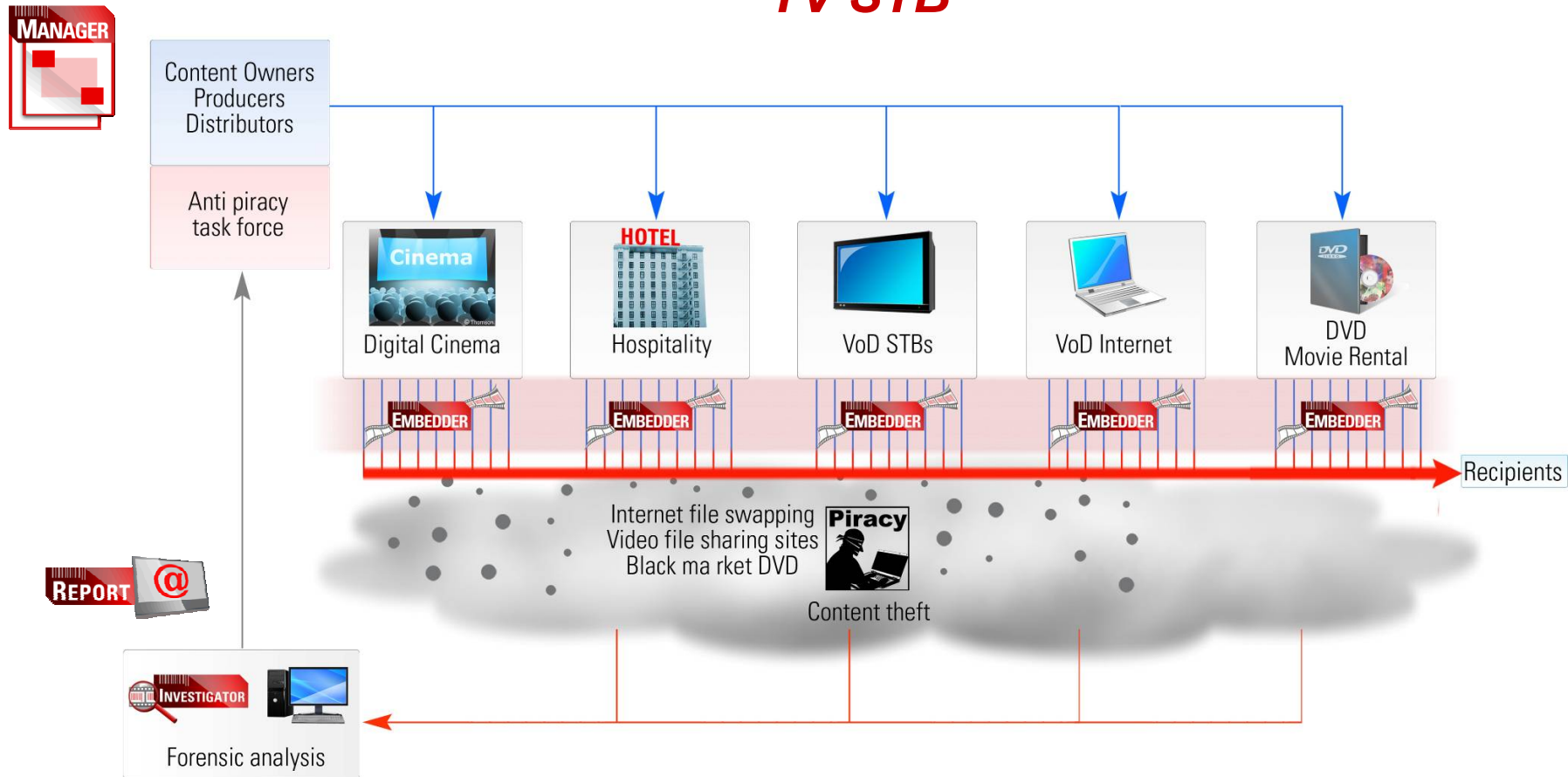


Forensic marking for pre-release

Serialization of Screeners, Master tapes and Files



Serialization of Content on Digital Cinema screens, VoD Servers, Pay-TV STB

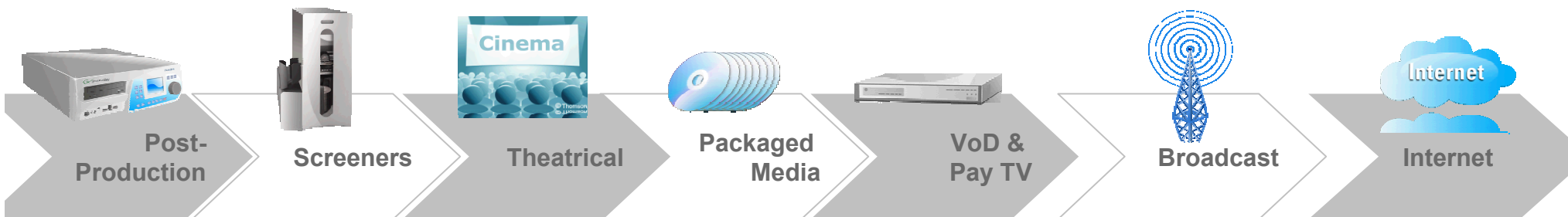


Secure and track content throughout its lifecycle



TRACKING CONTENT USAGE

- *broadcast monitoring*
- *audience measurement*
- *online filtering or monetization*



Monitor broadcasts and Internet uploads

