



## WELCOME TO THE DIGITAL AGE

On any given day, the sheer volume of movies, music and photos being digitally distributed and shared is staggering. The digital technology that has transformed our daily lives has also made it more difficult to identify and track digital content. Television programs, movies and music, and printed materials like IDs and product packaging need a way to be authenticated, managed, and, ultimately, protected.

Digital watermarking supports a variety of business models to better manage and protect content, while enabling new distribution models and new entertainment experiences for consumers.

The Digital Watermarking Alliance believes that digital watermarking is the best way to protect the rights of digital content owners while enabling legitimate consumer access.

Digital Watermarking Alliance members:



[www.digitalwatermarkingalliance.org](http://www.digitalwatermarkingalliance.org)



**ENABLING CONTENT IDENTIFICATION and ENHANCED CONSUMER EXPERIENCES**



**DIGITAL WATERMARKING ALLIANCE**

[www.digitalwatermarkingalliance.org](http://www.digitalwatermarkingalliance.org)



**DIGITAL WATERMARKING ALLIANCE**

[www.digitalwatermarkingalliance.org](http://www.digitalwatermarkingalliance.org)



“DIGITAL WATERMARKING is enjoying a steady resurgence of interest now that the MEDIA INDUSTRY is finding more and more applications for it throughout the content lifecycle. The Digital Watermarking Alliance will PERFORM AN IMPORTANT ROLE in educating the industry on the wide variety of uses for digital watermarking, exchanging best practices, and FACILITATING THE GROWTH of this field.”

Bill Rosenblatt, *President, GiantSteps Media Technology Strategies*

## Digital Watermarking Alliance (DWA)

Comprising some of the world’s industry-leading companies, the DWA believes that digital watermarking is the best way to identify, manage and protect content while enabling the freedom and mobility that today’s consumer demands – and also the best way to enhance the security of identity documents while safeguarding ID holders’ privacy. Our goal is to create awareness of the benefits of digital watermarking and become an invaluable resource to content owners, affected industries, policy makers and consumers.

The DWA is also dedicated to empowering consumers to legally access any kind of legitimate content, while at the same time ensuring that the owners of that content are fairly compensated and protected from theft or piracy. We serve as advocates for regulatory, policy and market environments that support these ideals, and we foster ongoing innovations in digital watermarking technology.

The members of the DWA service a broad range of industries around the world, but they have one thing in common: they’re all successfully delivering digital watermarking solutions and technology. They include aquaMobile, Civolution, DataMark Technologies, Digimarc, Gibson, ISAN, MarkAny, Media Science International, Streamburst, Thomson, Université catholique de Louvain, Verance, Verimatrix and Widevine Technologies.

## What is Digital Watermarking?

Whether a digital watermark is woven into images, printed materials, movies, music or TV programming, it gives the content a unique, digital identity. Imperceptible to the human senses yet easily recognized by special software or hardware detectors, a digital watermark remains constant even through recording, manipulation and editing, compression and decompression, print and scanning, encryption, decryption and broadcast – without affecting the quality of the content.

Digital watermarking also allows content owners to safely distribute media assets through new channels, like mobile devices. Through print-to-web solutions, users can easily access related content anytime, anywhere, just by using their cellular phones.

It’s easy to see why digital watermarking is gaining momentum as the most effective means to identify distributed digital and analog media supporting a wide variety of applications. Digital watermarking also enables the media serialization of digital content, making identification of specific instances of content possible on a broad scale. It provides effective ways to identify, secure, and manage digital content and to authenticate and protect the individual identity of each piece of content. And it has already been adopted by many photographers, movie studios, record labels, TV broadcasters, and corporations as a way to identify, protect and manage the rights to their valuable content.

## WHO USES DIGITAL WATERMARKING?

- **Broadcasters:**  
To track, verify and measure TV and radio programming and advertising.
- **Movie Studios & Music Labels:**  
To deter piracy of movies, music and DVDs.
- **Media and Entertainment Companies:**  
To identify and effectively manage their media assets.
- **Photographers, Image Aggregators and Archives:**  
To identify and manage image copyrights.
- **Governments:**  
To authenticate IDs, and to deter identity theft, fraud and document counterfeiting, and to enhance the value of image and video intelligence information.
- **Satellite Image Providers:**  
To identify and verify ownership, and enhance the value of geospatial intelligence information.