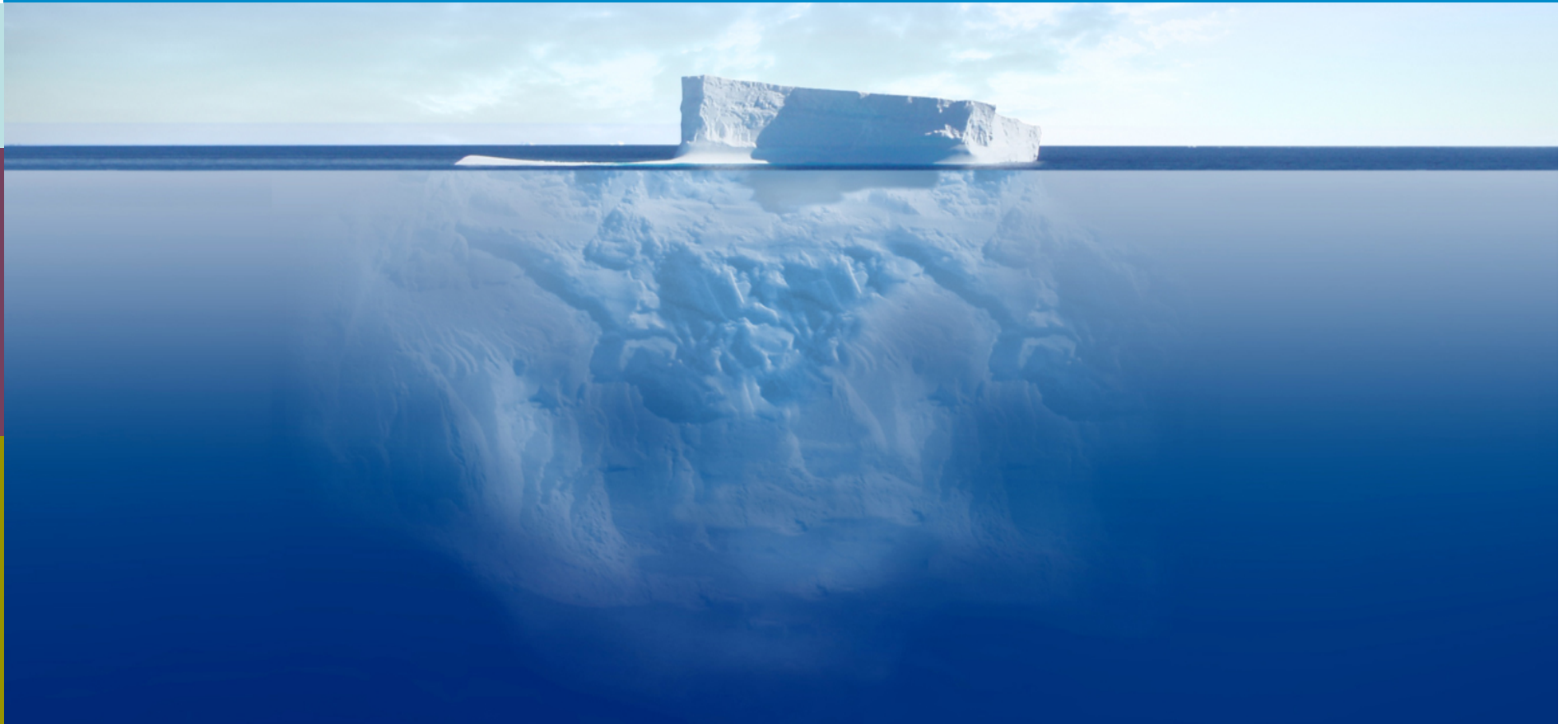


Identify | Manage | Monetize

## AMEC: Watermarking for Monitoring

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## First, a Bit of History . . .

# PHILIPS

Content Identification

• Video/Audio Watermarking

• Video/Audio Fingerprinting



*teletrax* 



MEDIAHEDGE



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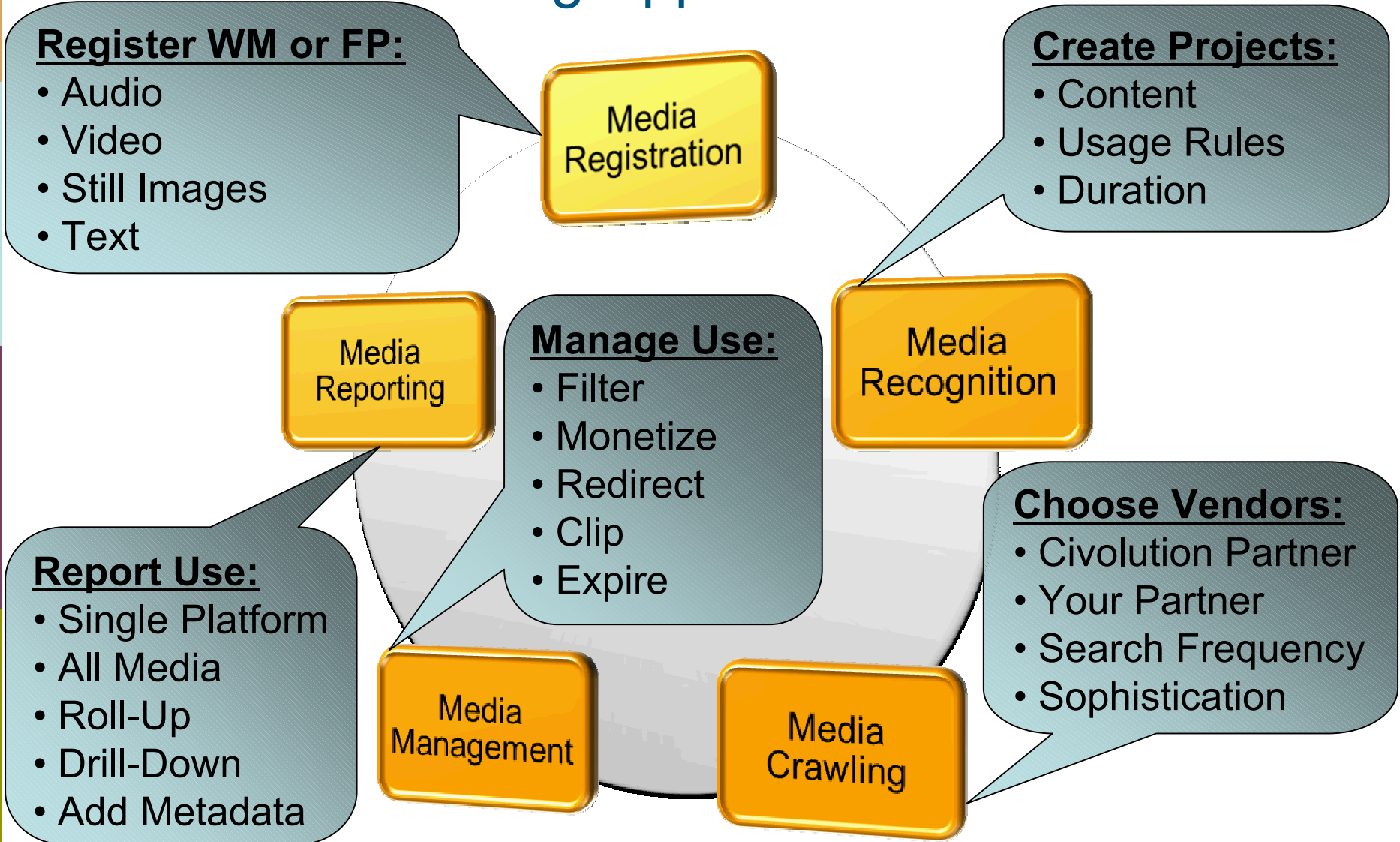
## The Civolution Product & Service Portfolio

- ⇒ Broadcast Monitoring
- ⇒ Internet Monitoring
- ⇒ Forensic Tracking
  - Digital Cinema
  - Set Top Box
  - Pre-Release
  - DVD
- ⇒ Online Content Filtering & Monetization
- ⇒ Event Triggering

# Broadcast Monitoring Applications

Applications	News Organizations	Entertainment Companies	Sports	Advertisers Direct Response	Broadcasters and Networks	Government and NGOs
Contract renewals	●	●	●			
Improve productivity	●	●		●	●	●
Piracy protection	●	●	●		●	
Promotion metrics	●	●	●		●	●
Contract compliance	●	●	●	●	●	
Track fees and royalties		●	●	●	●	
Product placement		●		●		
Verify placement and play		●	●	●		●
Increase cash flow		●		●	●	

# Internet Monitoring Applications



## The Benefits of Monitoring

- ⇒ If you can **Identify** it, you can **Manage** it.
- ⇒ If you can **Manage** it, you can **Monetize** it.
  
- ⇒ Evaluate the true reach of video and audio assets
- ⇒ Confirm and prove content usage
- ⇒ Determine contractual compliance
- ⇒ Immediate alert to new sales opportunities
- ⇒ Generate new revenue streams
- ⇒ Identify misappropriation of assets
- ⇒ Communicate content rights and intent

Identify | Manage | Monetize

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