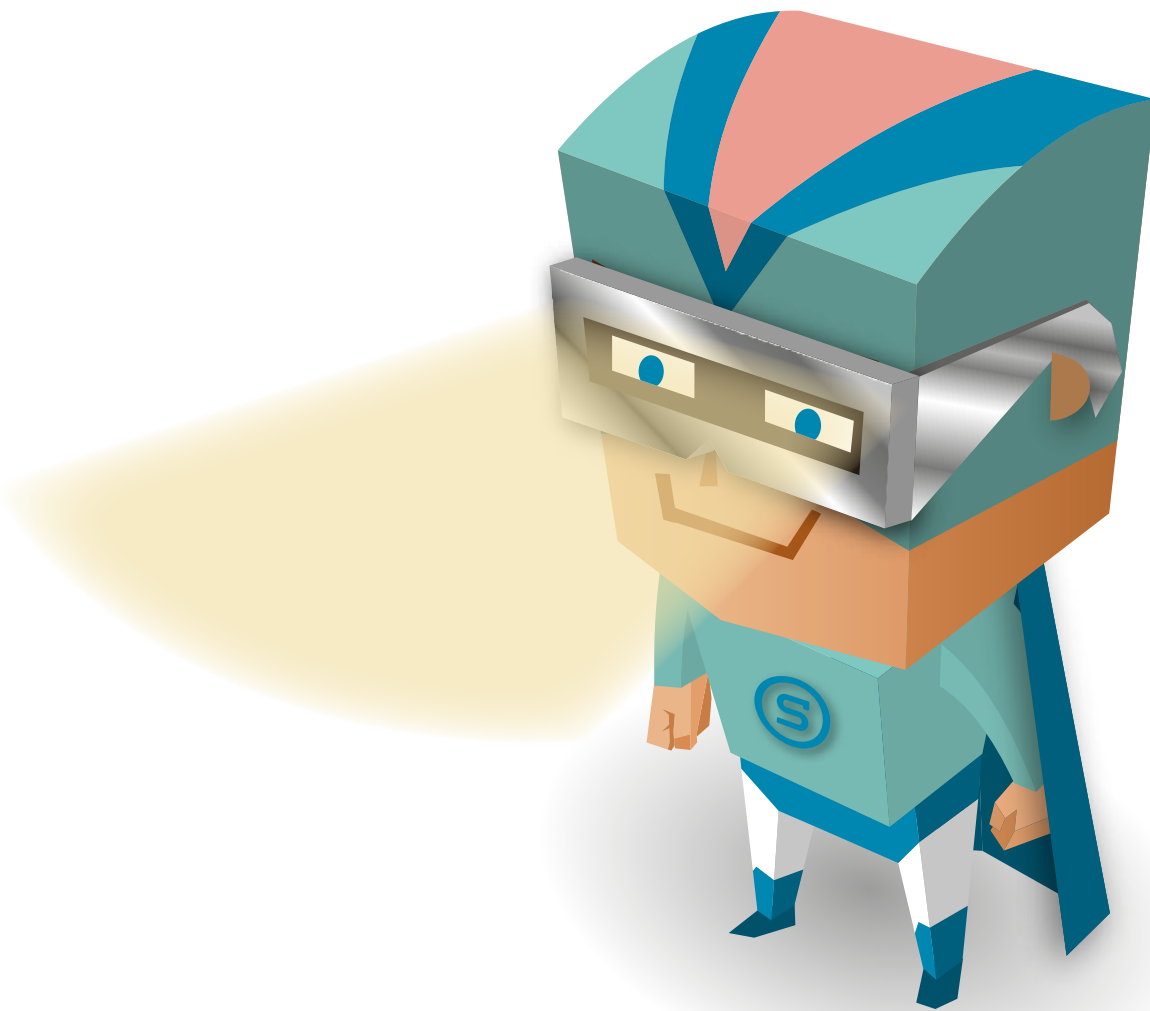




Enhance the value of your images,
and **protect** your content
with **Signature**



Video copy detection with **Signature** a practical, efficient rights management

Rights holders

► **Protect and manage your content**

With Signature, generate a digital fingerprint of your video contents and decide how and when they will be broadcast (duration, geographical coverage and revenue-sharing). These metadata are linked to each fingerprint.

Video-sharing websites

► **Efficiently manage claims linked to content rights and sharing agreements**

Signature automatically identifies the content linked to sharing agreements. Once the tool is in place, broadcasting rights issues can be handled properly and a professional relationship can be built up with the rights holders.

Professional audiovisual service providers

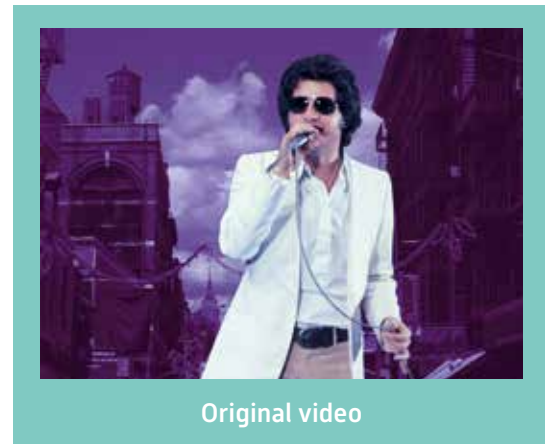
► **Offer your customers an efficient, new protection service**

Signature enables you to generate digital fingerprints for rights holders. If you already provide digitization or post-production services, generating additional fingerprints allows you to centralize and protect your customers' content on partner sites.

Content monitoring service providers

► **Take advantage of Signature video copy detection technology to automate your searches**

Signature simultaneously compares a substantial set of content with streams of incoming videos. This system is tuned to avoid any incorrect detection for better automation. Signature is solid and efficient, and capable of monitoring live broadcast.



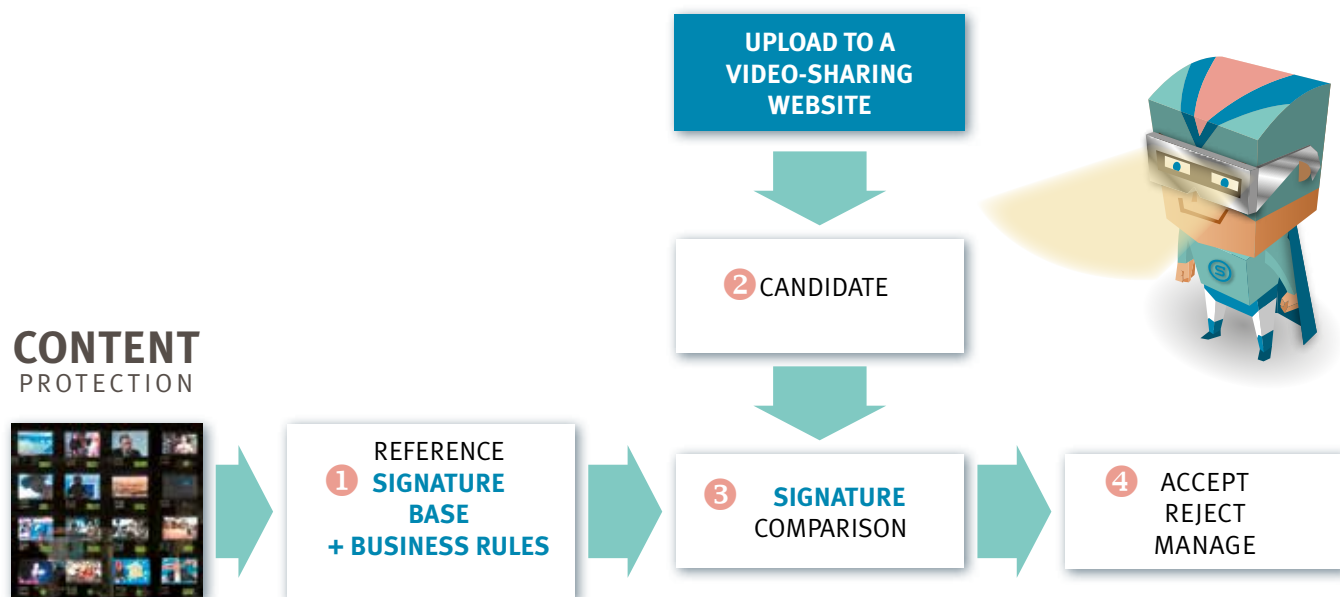
Above the original content, and below the broadcast content that was properly identified by Signature. This illustrates the robustness of the technology.



ure: ment solution

Content filtering on video-sharing websites with **Signature**

The technology allows you to filter and manage incoming content on video-sharing websites:



1 Each rights holder first generates the fingerprint files of the content to be protected. Each fingerprint file is linked to a number of rules – decisions on how content may or may not be distributed. The resulting bank of digital fingerprint files and associated data are made available to video-sharing websites.

2 Meanwhile, the sharing site continuously computes the digital fingerprint files representing the videos received.

3 The “candidate” fingerprints generated by the site are compared with the rights holder’s fingerprints bank (reference). A positive comparison indicates that the video received by the site contains sequences from a rights holder catalogue.

4 The identified videos can then be automatically accepted, rejected or managed according to revenue-sharing agreements.

- one fingerprinting generation operation handles all the international versions of a given program;
- fingerprints can be generated in advance on early versions of unreleased programs;
- trailers and films can be handled and detected separately with different business rules.

Access to Signature technology

- ➔ Access to services: reference video fingerprint generation, content copy management on sharing websites, Internet and broadcast monitoring through our partners, for rights holders,
- ➔ Access to a fingerprint generation system for providers of reference fingerprint generation services,
- ➔ Access to a fingerprint generation and comparison system for operators of video-sharing websites and providers of monitoring services.

Signature allows you to take fingerprints of video content

Signature generates a content's "digital fingerprints" without modifying it.

These prints represent all copies of the program, past, present and future.

The principle is very different from watermarking technology, which is a tattooing operation that only enables tattooed copies to be identified.

Ina, the world leader in the archiving and enhancement of digital content, has been collecting, preserving and transmitting audiovisual collections since 1975.

In a user-oriented approach which focuses on innovation, Ina enhances content and shares it with as many users as possible: with the general public on ina.fr, and on inamediapro.com, which provides professionals with online access to over 1.4 million hours.

The world's leading audiovisual center for archiving and promoting digital archives, Ina has become the reference in technical innovation in these fields.

Contact us: signature@ina.fr
Frédéric Dumas, Hélène Huss-Magnin

Institut national de l'audiovisuel
4, avenue de l'Europe
94366 Bry-sur-Marne Cedex – France
Tél. : +33 1 4983 2000



www.ina.fr/signature