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press release

Ina-signature to support MovieLabs metadata specifications

Ina, one of the world's largest audiovisual archives, presents the *ina-signature* technology at the IBC trade show. This fingerprinting solution allows rights owners to automatically track and manage the distribution of their assets on UGC (User Generated Content) sites such as Dailymotion.

The system will support MovieLabs Content Recognition Rules Specification. This xml metadata format allows rights owners to specify how their assets may (or may not) be distributed. Using this format, a right owner may for example specify that a recent block buster movie must not be distributed on UGC sites. On the contrary, he will define that the movie trailer may be published freely, or that the first episode of a TV series may be distributed by a given UGC site with an advertisement revenue sharing agreement. Those instructions from right owners will be considered each time the *ina-signature* system detects a distribution attempt of a protected asset on a UGC site.

"We are thrilled that Ina has announced support for the MovieLabs Content Recognition Rules Specification. I would like to thank INA for providing valuable contributions during the specification's drafting. I feel Ina's adoption will facilitate the partnership between copyright owners and UGC sites", says Steve Weinstein, CEO of MovieLabs.

"We are very proud to announce that ina-signature will take advantage of the MovieLabs specification. MovieLabs has done a terrific job in collaboration with all actors concerned; it results in a consensual format helping right owners to express the distribution rules for their assets in a standard way. In combination with ina-signature, this new metadata format will allow the protection of content for the media industry at a very large scale", says Jean-Marc Bordes, COO of Ina.

The ina-signature technology is used by more than 20 European and US rights owners and it was implemented since early 2008 on Dailymotion and other user-generated video sharing sites. It has also been adopted by many service providers who now propose efficient fingerprinting services to their customers.

Ina's innovative technology is based on a signature, or digital video fingerprint, a genetic code representing a sequence of images. Content that has been protected by a producer or a broadcaster using this technology will be automatically detected on UGC sites; it will then be either rejected or managed according to agreements before it is placed online.

About MovieLabs

Motion Picture Laboratories, Inc. ("MovieLabs", <http://www.movelabs.com>) is a non-profit research and development joint venture started by the six major motion picture studios. MovieLabs provides universities, corporations, startups and network service operators with technical guidance and funding to further explore innovative technologies in the distribution and use of motion pictures as consumer media.

About ina-signature and ina

The ina-signature technology was initially designed, developed and set up in the R&D department of Ina. Ina is one of the world's largest audiovisual archives, with more than 470,000 hours on-line. Since February 2004, Ina has been providing professionals with a unique service worldwide at www.inamediapro.com, the first global bank of digitised audiovisual archives available online. Additional information about ina-signature is available at www.ina.fr/signature

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