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press release

## **MPO EMEDIA CHOSEN BY INA AS TECHNICAL PARTNER FOR ITS "SIGNATURE" FILTERING TECHNOLOGY**

Institut national de l'audiovisuel has just launched its "Signature" filtering technology, used to prevent the unauthorised dissemination of programmes on community web sites.

MPO eMedia, a subsidiary of the MPO group which specialises in electronic content distribution services, has been chosen by Ina to take the digital fingerprints needed for this process.

With its new "Signature" filtering technology, Ina now offers the possibility of preventing the uploading of videos when this is not authorised by the rights holders, and of managing content agreements.

The principle of "Signature" technology is that of fingerprinting, as opposed to watermarking. The fingerprints are computer codes calculated using digitised images of a video sequence, and designed to represent its content. Using the fingerprints it is possible to filter content on video sharing sites such as Dailymotion.

MPO eMedia is Ina's approved partner for taking the fingerprints of the digitised content.

In addition, MPO and Ina have teamed up in the ANR research project to extend this fingerprinting technology to cover all types of audiovisual media streaming.

Through its subsidiary MPO eMedia, the MPO group - a pioneer in France in the manufacture of CD, DVD and HD DVD optical discs - aims to provide a complete range of digital services, providing complete security for its publisher and media customers in the face of the new challenges inherent in VOD electronic streaming channels.

This new anti-piracy technology fits in perfectly with the strategy of the MPO group, which from the outset has been actively engaged in the battle against illegal content dissemination, and which offers a large number of solutions for protecting digital media.

### About MPO

The MPO group has specialised for more than 50 years in the distribution of content on physical and digital media for publishers and rights holders.

A media expert, the MPO group makes vinyl records, CDs, DVDs and HD-DVDs, designs and makes disc packaging, and manages distribution flows with its logistics subsidiary FIEGE MPO.

MPO also offers coding and digitisation solutions for professionals using cutting-edge facilities.

With more than 1,300 employees worldwide, 3 production sites, 3 logistics centres and a network of commercial offices on four continents, the MPO group each year manufactures more than 600 million discs and 150 million printed items, and directly delivers more than 50 million products directly to stores.

Website: [www.mpo.fr](http://www.mpo.fr)

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#### About Ina

Institut national de l'audiovisuel is a unique research laboratory which develops new technologies such as "Signature", a technical process for the legal management and protection of content on the web.

The number one European centre for training in the image and sound professions, Ina is today one of the major European players in television and digital media vocational training. Since October 2007, Ina'Sup, the School of Television and Digital Media, has been offering two master's degree courses: Television & digital archive management and Television & digital media production.

Since February 2004, Ina has been offering a unique service to professionals on [inamediapro.com](http://inamediapro.com), the world's number one online digitised television archive image bank.

Since April 2006, the general public has had direct access to more than 100,000 television and radio programmes on [ina.fr](http://ina.fr) for viewing or downloading. 50,000 programmes are added each year, and the offering has been extended with Learn (Apprendre), an online audiovisual education tool.

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