



Images that speak to you



Press release

Las Vegas | April, 13 2011

Ina-signature to be integrated in NetResult protection services

Ina, a leader in content archiving and promotion, and NetResult, a key player in online monitoring services, today announced a partnership on the Ina Signature copy detection technology.

[NetResult integrates the Ina Signature copy detection technology in its online monitoring services](#)

- > NetResult and Ina announced today at the NAB trade show that they have concluded an agreement leading to advanced Internet monitoring and protection services for rights holders
- > This partnership combines NetResult services with Ina Signature video copy detection technology. It enables NetResult to track content broadcasts on the Internet on a wider scale and more efficiently than ever before.
- > Ina Signature software generates small genetic codes from video sequences. These signatures represent the video content and they allow further identification and tracking of copies. The technology is already used by key rights holders in the USA and in Europe. It is also implemented by major Internet players such as Dailymotion, allowing them to address advanced content distribution models.
- > NetResult has been providing key rights holders with Internet monitoring services since 2000. Through its presence in USA, Europe, and the Asia-Pacific region, NetResult actively scans the Internet in different languages, enabling it to find new media sources efficiently.
- > “I am delighted to be partnering with NetResult; their smart approach towards Internet monitoring and Ina’s technology are a perfect match. This combination results in ground breaking services for rights holders.” said Mathieu Gallet, Ina’s Chairman and CEO.
- > “We are excited to integrate the Ina Signature copy detection technology within NetResult’s overall service. Having evaluated a wide range of options, we are firmly convinced that Ina’s technology meets precisely the standards that content owners nowadays require as they seek to protect and monetize their valuable content” said Christopher Stokes, NetResult’s CEO.

About Ina

> Since 2007, Ina provides its Signature copy detection technology to rights holders, service providers, and Internet players, so as to monitor, filter and monetize content online and on TV.

> Since February 2004, Ina has been providing professionals with a unique service worldwide at inamediapro.com, the first global bank of digitized audiovisual archives with more than 700,000 hours of assets available online. Ina is also a research laboratory and the number one European centre for training in the audiovisual and multimedia fields.

> Visit us at NAB - South Upper Hall Booth #N5832

> <http://www.ina.fr/signature>

About NetResult

> Formed in 2000, NetResult, a privately owned company, has grown rapidly to become one of the leading players in the online monitoring and enforcement sector for intellectual property rights. Headquartered in London, the company also has operations in the USA and the Asia-Pacific region.

> <http://www.nr-online.com>

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