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# Protect media assets against content theft and unauthorized disclosure

by embedding video watermarking during transcoding in an automated file-based workflow

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Embedding watermarks with Civolution's NexGuard during transcoding with Telestream's Vantage allows you to seamlessly distribute or disseminate video files in any format with a unique, imperceptible, identifier on a per-copy basis.

- Concurrently transcode and uniquely watermark copies of your content
- Add an imperceptible and robust digital watermark into your video
- Empower traceability of individual content copies
- Deter content theft and unauthorized disclosure
- Conduct leak attribution

Various organizations need to protect their digital content by introducing a deterrent against content theft, making recipients accountable and having the means to conduct leak attribution.

#### **The Media and Entertainment industry requires:**

- Traceability for content leaks in post-production, preview and distribution
- Ability to protect pre-release content with high commercial value
- High standards for robustness and imperceptibility
- Forensic detection service: on premise or in the cloud

#### **Corporations and government agencies must:**

- Tackle the risk of unauthorized disclosure
- Protect sensitive content: confidential video, embargoed marketing materials, video with security or privacy concerns
- Ensure traceability of individual content copies upon dissemination
- Ensure watermark detection of leaked copies, including when formats change and excerpts are cut

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### How it Works

Forensic watermarking provides an efficient deterrent against pirated copies of content. It is the means by which a unique identifying code is inserted into a media asset. By adding a unique identity throughout the media, the content along with its owner becomes identifiable. A digital watermark is used to enforce contractual compliance between a content owner and the intended recipient. It provides proof of misuse and a link back to the leakage source. It is one of the most efficient ways to protect file-based media content.

Civolution's NexGuard is available as a connector for Telestream's Vantage video transcoding, image processing and file-based workflow automation software products. When integrated into Vantage, NexGuard can be used like any image processing filter. You can seamlessly create protected content copies in broadcast, edit or proxy file formats for delivery to your respective recipients – all under unified Vantage system control.

### Why Choose the Combination?

Civolution's NexGuard is the leading forensic video watermarking solution which is able to identify the source of illicit copies in case of content theft. Telestream's Vantage Transcode products are versatile and efficient transcoding software solutions that allow users to make broadcast, edit, and proxy formats for post-production, multi-platform distribution and archiving.

The combination of NexGuard video watermark embedded with Vantage transcoding allows you to prepare your content copies on a per-recipient basis within a file-based digital workflow prior to transferring your content to third parties. Forensic marking can be applied from proxy versions up to 4K Ultra-HD

mezzanine files, for virtually any source or destination format, with a low overhead when compared to other transcoding solutions.

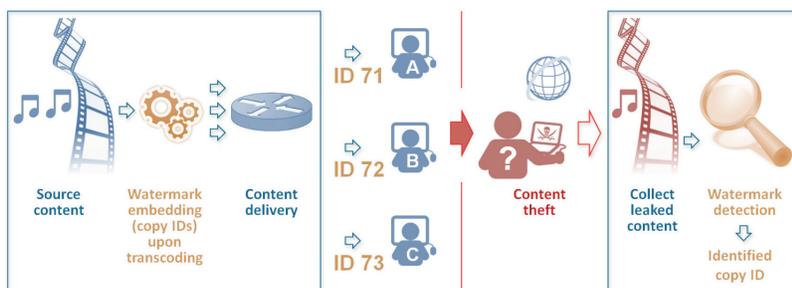
### About Civolution and NexGuard

Civolution is the leading provider of technology and solutions that identify, manage and monetize media content. The company offers an extensive portfolio of cutting edge digital watermarking and fingerprinting-based applications for media interaction (Automatic Content Recognition, TV-Sync Ads and content triggering), media intelligence (audience measurement and television monitoring) and media protection (content filtering and forensic watermarking for pre-release, digital cinema, payTV and streaming).

Civolution's NexGuard forensic marking applications offer both a deterrent against piracy and a forensic analysis tool in case piracy occurs. Solutions range from applications for pre-release content to integration in digital cinema, pay-TV and online media delivery systems. Each recipient receives a uniquely watermarked copy, like a serial numbering process on the video that is imperceptible to viewers. NexGuard is the most powerful and widely deployed forensic watermarking technology in the world. It is being used by major movie studios, premium TV content producers and distributors, pay-TV service providers and movie theater networks.

### About Telestream and Vantage

Telestream provides world-class live and on-demand digital video tools and workflow solutions that allow consumers and businesses to transform video on the desktop and across the enterprise. Many of the world's most demanding media and entertainment companies – as well as a growing number of users in a broad range of business environments – rely on Telestream



Content is uniquely watermarked on a per-copy basis, during transcoding, prior to delivery to the respective recipient. In case of piracy, the illicit copy will be analyzed to identify the source of the leak.

products to streamline operations, reach broader audiences and generate more revenue from their media. Telestream products span the entire digital media lifecycle, including video capture and ingest; live and on-demand encoding and transcoding; captioning; playback and inspection, delivery, and live streaming; as well as automation and orchestration of the entire workflow.

Telestream Vantage combines media ingest, transcoding, metadata processing, and analysis into a single, unified workflow framework. Utilizing the latest technologies, Vantage transcoding products deliver

pristine quality and exceptional processing speeds. Vantage also offers comprehensive workflow design, automation and management tools that can direct a range of video and audio processing tasks, using either Telestream media processing tools or third-party software and hardware. Vantage integrates with all the major broadcast servers, edit systems, streaming servers, cable VOD (video on demand) servers and storage area networks (SANs).

**For more information:**

Visit Civolution at: [www.civolution.com](http://www.civolution.com)

Visit Telestream at: [www.telestream.net](http://www.telestream.net)

