

**If You Like It, Then You Shoulda Put a Watermark on It:**

Watermarking as a Service is Cheaper and Easier Than You Think



**Kai Pradel**  
Founder, CEO



**Alex Nauda**  
CTO, CSO



# Key Findings

- The top business priorities for half of premium content owners are to improve margins, reduce IP revenue leakages, and increase platform reach
- Pre-launch IP theft will be the leading source of revenue leakage for some time to come (52% of all losses)
- Screener theft among the leading sources of content revenue leakage
- TCO of watermarking technology is 40% lower
- 52% highlighted that a fully integrated watermarking strategy reduces revenue losses by 3%
- 90% of respondent dissatisfied with non-watermarking content protection technologies

# Factors that will drive adoption of watermarking

- Rise of pre-launch IP theft
- Need for multi-device protection technology with good user experience
- Need to lower TCO to improve operating margins
- Need to integrate seamlessly into collaborative workflows

# State of Watermarking



**A clear business case. Lower TCO and less revenue loss tell the story.**

But this is only the beginning.

**This research assumes Forensic Watermarking**

Forensic technology works well after a leak, but doesn't offer much in the way of prevention.

**An Anti-Piracy Revolution is Coming**

As core post-production and distribution workflows move to the cloud, we will also get used to content being individually watermarked for us.



# Visible vs. Forensic

# Visible vs. Forensic

## **Forensic = tracking device**

Embedding imperceptible marks that can't be removed allows you to track content

## **Visible = deterrent**

Burning identifying information into the content reminds users that content can be tracked

## **Applied during playback**

Fast watermarking means we can add watermarking to any playback scenario –  
web, mobile, digital media player, etc. – with no delay





# SCREENERS.COM

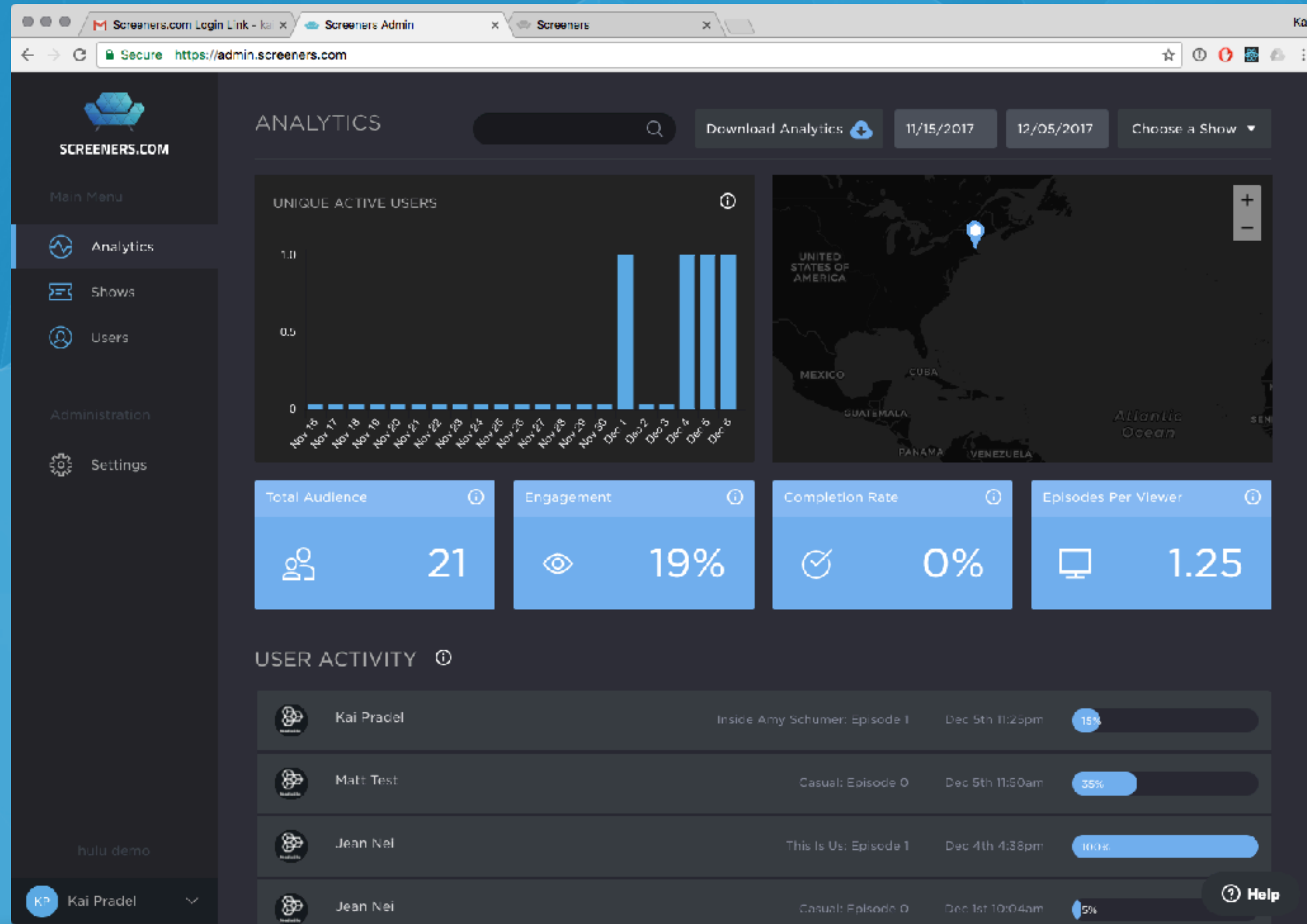
Turnkey secure screening rooms for PR teams.

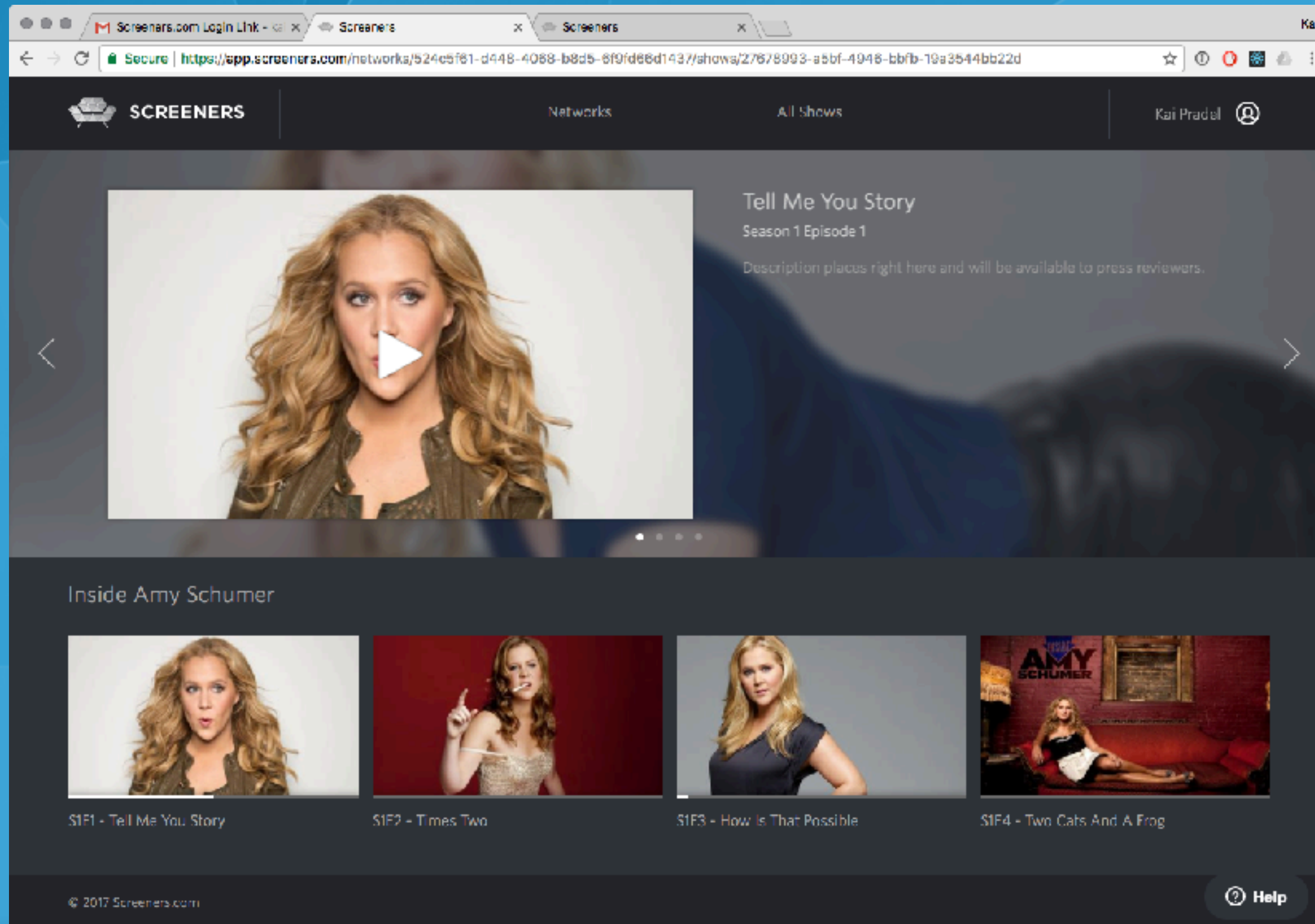


**Easy User Management**  
**Detailed Analytics**  
**Studio-Grade Security**  
**Great Viewer Experience**  
**tvOS Support**

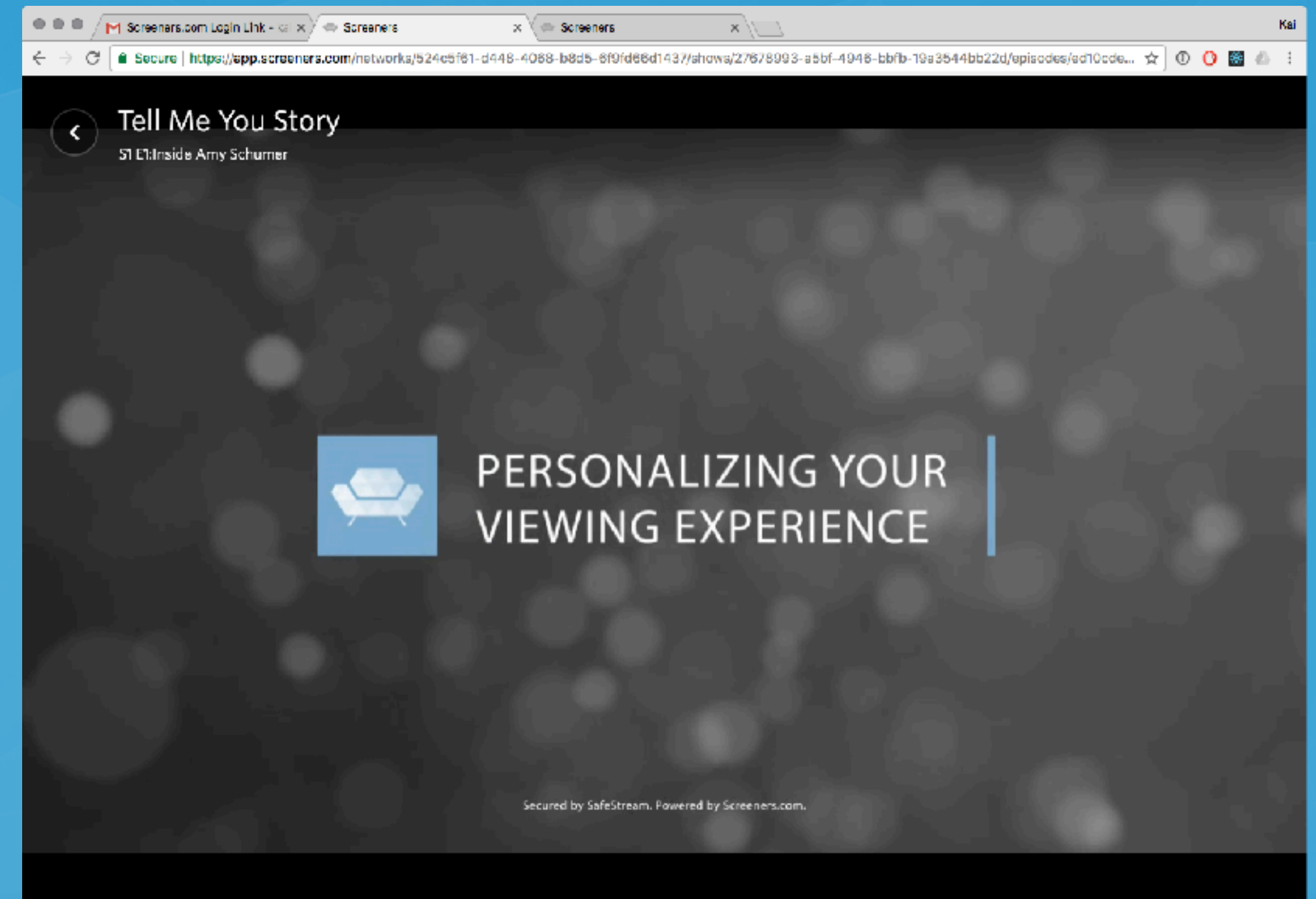








The screenshot shows a web browser window with the URL <https://app.screeners.com/networks/524e5f61-d448-4088-b8d5-6f9fd86d1437/shows/27678993-a5bf-4948-bbfb-19a3544bb22d>. The page features a navigation bar with 'SCREENERS', 'Networks', 'All Shows', and a user profile 'Kai Pradel'. The main content area displays a video player for 'Tell Me You Story', Season 1 Episode 1. The video player shows a woman with long blonde hair. Below the video player, there is a section titled 'Inside Amy Schumer' with four video thumbnails: 'S1E1 - Tell Me You Story', 'S1E2 - Times Two', 'S1E3 - How is That Possible', and 'S1E4 - Two Cats And A Frog'. The footer includes '© 2017 Screeners.com' and a 'Help' button.



The screenshot shows a web browser window with the URL <https://app.screeners.com/networks/524e5f61-d448-4088-b8d5-6f9fd86d1437/shows/27678993-a5bf-4948-bbfb-19a3544bb22d/episodes/ed10cde...>. The page features a navigation bar with 'SCREENERS', 'Networks', 'All Shows', and a user profile 'Kai Pradel'. The main content area displays a promotional message for 'Tell Me You Story', Season 1 Episode 1. The message includes a blue icon of a couch and the text 'PERSONALIZING YOUR VIEWING EXPERIENCE'. The footer includes 'Secured by SafeStream. Powered by Screeners.com.' and a 'Help' button.



# Latitude°

Lumière is a video feedback and analytics software designed that lets you collect (and analyze) in-the-moment qualitative, quantitative, and behavioral data on your content through interactive video activities. Want to know how audiences think and feel about your content - and how to make it even more engaging? Now you can: with any video, any audience, on any device, at any time.

Companies across the globe choose Latitude to help them identify and grow around new opportunities in an increasingly connected world.



REFINERY29

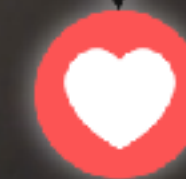




136.25.33.82



I can relate to him here.



**John Smith (Latitude)**

**lumière**

Activities

**Insights**

Videos

Account

Teams

**Comparison Groups**

- All 517
- 25-39 212
- 40-54 190
- Upscale Moms 98
- Young Professionals 68
- Watch Every Episode 114
- People Who Like Dogs 327

**Filter Builder**

- Quick Filters 66
- Add Filter
- Gender
  - Male
  - Female
- Age
- Viewer Type

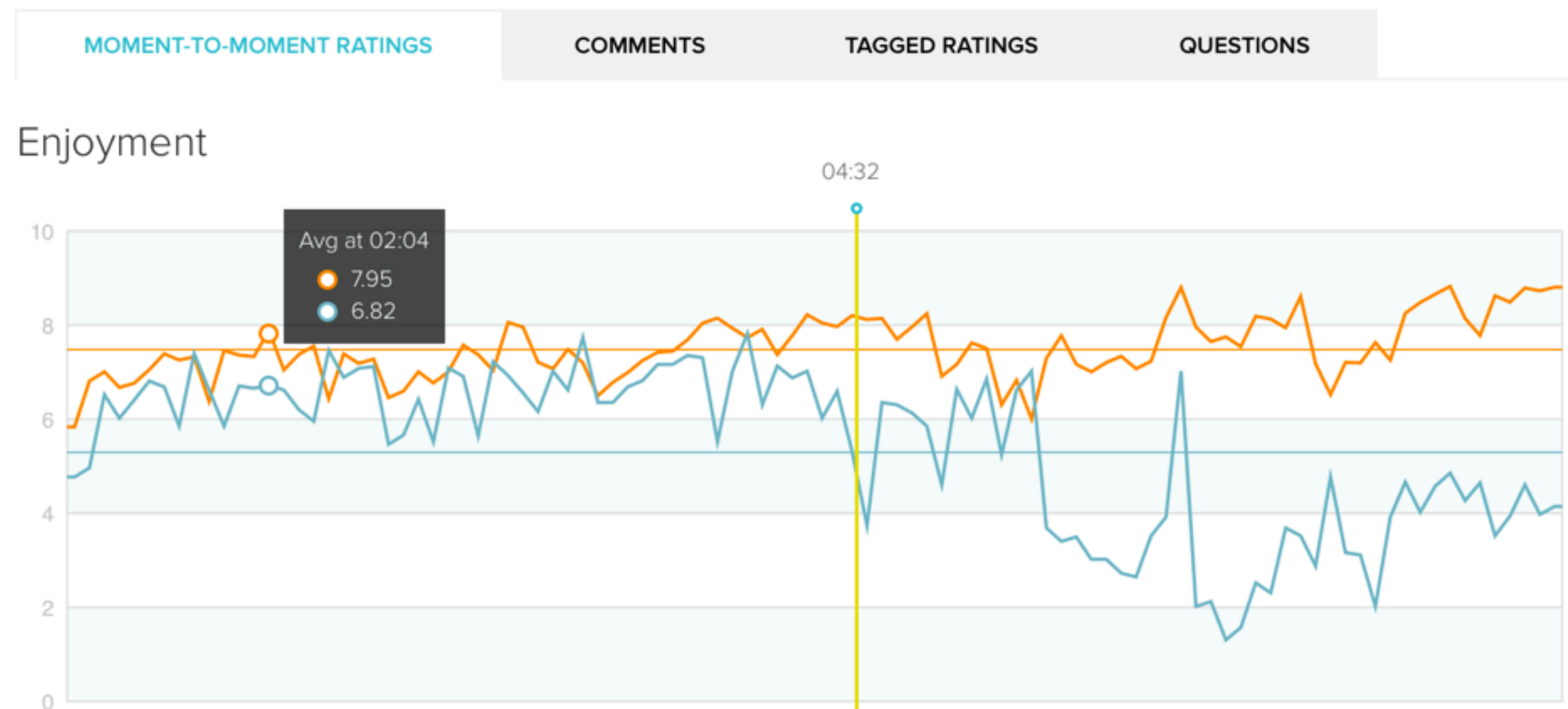
Create new group +



**PARTICIPANTS SURVEYED**  
517

**AVG TIME COMPLETED**  
00:08:46

**FIELDING DATES**  
2/21 - 2/27/16





# Latitude<sup>o</sup>

## **Time to implement:**

1 Day on SafeStream

1 Week of optional custom player

## **Success Story:**

New business won

Demonstrated service value vs. focus group

Qualitative result led to pilot not being produced

# Real-World Use Case

## Envoi - Xplatform Consulting