DIGITAL WATERMARKING
ALLIANCE

THE COLLABORATION BETWEEN SUPER-FAST WM DETECTION AND MONITORING TO STOP PIRACY IN ITS TRACKS

As combatting live broadcast piracy becomes the new norm for rights holders we'll look at how the relationship between forensic watermarking and automated web-crawling with real-time watermark detection can disrupt pirated streams. **A fireside chat.**🔥

DWA MEMBER PARTICIPANTS

Host

Rajan Samtani: Senior Consultant - [Digital Watermarking Alliance](#)

Panelists

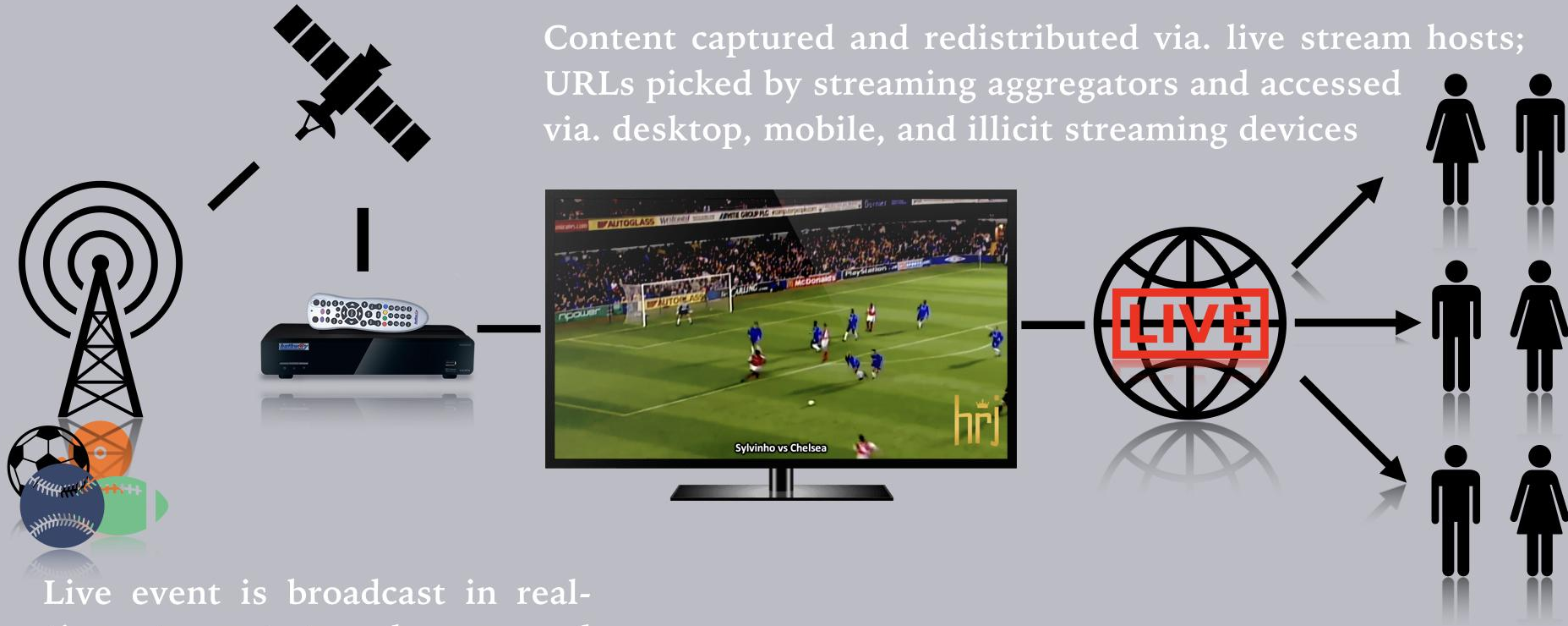**Neils Thorwirth**: V.P. Advanced Technology - [Verimatirx](#)

Michael Gamble: Product Manger - [Media Science International](#)

Eric Benetiere: Business Development - [ContentArmor](#)

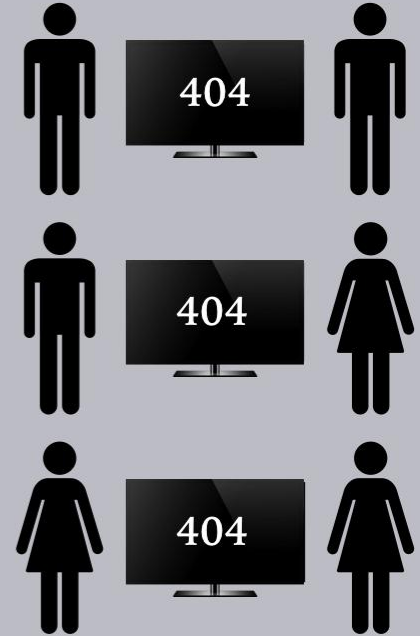# FROM THE FIELD TO THE WEB: HOW LIVE BROADCAST BECOME ILLICIT STREAMS

Content captured and redistributed via. live stream hosts; URLs picked by streaming aggregators and accessed via. desktop, mobile, and illicit streaming devices

Sylvinho vs Chelsea

Live event is broadcast in real-time to set top boxes and subscriber streaming portals

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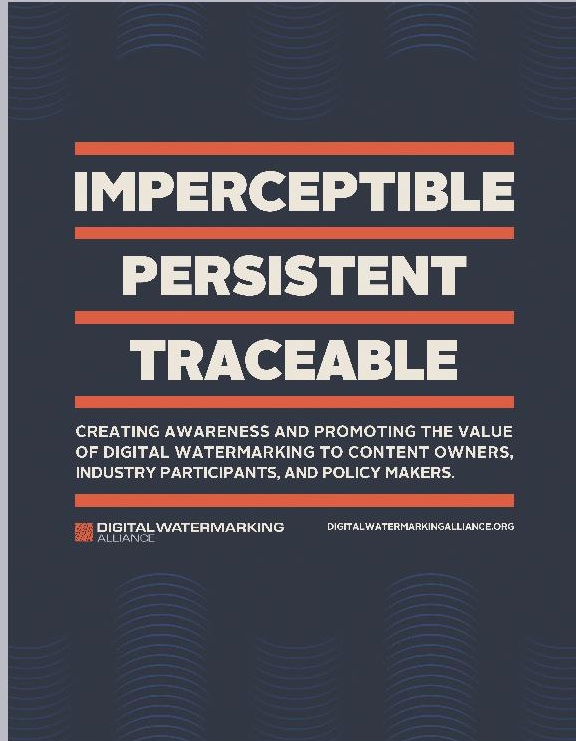# DISRUPTIVE FORCES: REAL-TIME MONITORING & WATERMARK DETECTION

Real-Time Monitoring with On-Board Watermark Detection Automatically Retrieves, Identifies and Disables the Subscriber Account Disrupting the Illicit Stream.

ATTENTION

This receiver has been disabled and your online account has been suspended due to suspected copyright infringement.
Please Call: (888)555-5555

Highly Robust Forensic Watermarks Embedded in Real-Time at the Subscriber Level and Retrievable at any Point Throughout the Distribution.

WATERMARK DETECTED

404

404

404

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ABOUT: DIGITAL WATERMARKING ALLIANCE

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The Digital Watermarking Alliance (DWA) is an international alliance of industry leading organizations that deliver valuable digital watermarking solutions to a broad range of customers and markets around the world. Members include ContentArmor, Irdeto, MarkAny, Media Science International, NexGuard, and Verimatrix. The mission of the DWA is to create awareness and promote the value of digital watermarking to content owners, industry, policy makers, and consumers.

www.digitalwatermarkingalliance.org