



videocites

follow your videos, everywhere.

BOOST CONTENT PROTECTION AND MONETIZATION WITH AI

VIDEOCITES

INTRODUCING A COLLECTION OF SAAS PRODUCTS UTILIZING NEXT GEN VIDEO-BASED SEARCH ENGINE AND SCALABLE ULTRALIGHT VIDEO FINGERPRINTING TECHNOLOGY

Our Customers Are

*Major Hollywood Studios and TV Networks
Sports broadcasting rights holders
Media and video-oriented companies
Multi-Channel Networks
Home-Land Security Agencies*

Content and Rights Management

Allowing content owners to continuously keep track and better monetize their videos

Dynamic BI and True Viewership Analytics

Based on metrics of the official release and its full/partial copies, allowing content owners to identify the real distribution patterns and true engagement of their videos across the internet

Video Catalog Database Optimization

Smart tools for video content deduping, comparison and verification

*Lost Eyeballs is the **key parameter** to evaluate the efficiency of online anti-piracy and content monetization efforts.*

CHALLENGES IN ONLINE CONTENT PROTECTION AND MONETIZATION

- *Early detection*

Copies are uploaded at any given time, and immediately attract pirated views.

Current manual search services can't keep searching all the time and everywhere.

- *Scalability*

Current manual search services can't keep searching for everything, thus limiting coverage.

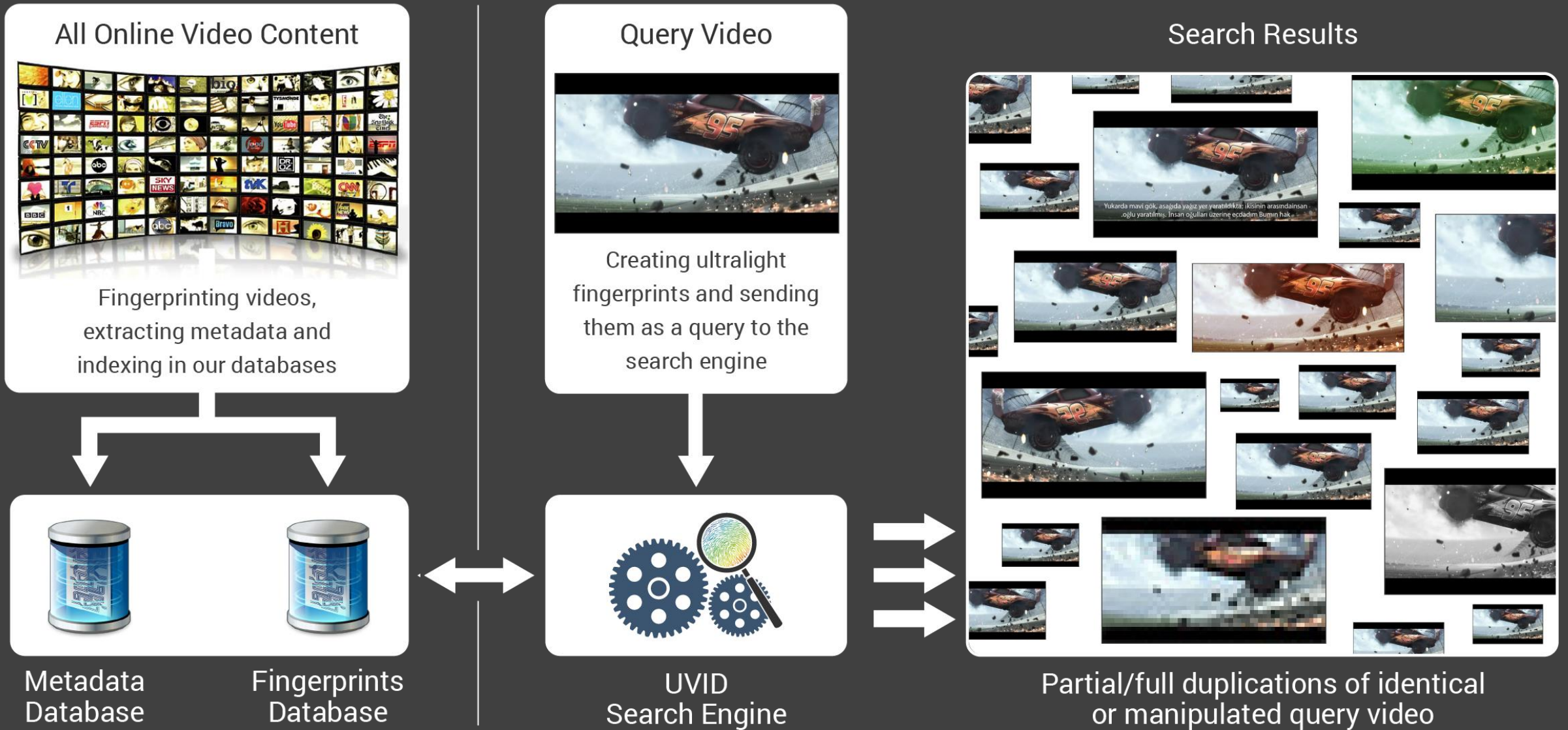
- *Detection*

Many copies can't be found textually due to metadata or language dependency.

- *Cost and effort*

Manual searches are slow, exhausting and expensive.

ULTRALIGHT VIDEO ID TECHNOLOGY



EARLY DETECTION

- *The Challenge*

*Copies are uploaded at any given time, and immediately attract pirated views.
Current manual search services can't keep searching all the time and everywhere.*

- *Our solution*

- *Search continuously, forever, to detect copies as soon as they appear*
- *Claim/takedown immediately before illegal views start growing rapidly*
- *Leak SOS service to contain the leakage damage and prevent the avalanche*

- *Our Case studies with Hollywood studios show*

That Early Detection prevents 90%+ of illegal/un-monetized views (performed by comparing lost views @ time of detection)



SCALABILITY

- *The Challenge:*

Current manual search services can't keep searching for everything, thus limiting coverage

- *Our solution:*

- *Cloud based and modular*
- *Scalable to handle thousands of videos (and more) at the same time*
- *No need to compromise, protect more content at any frequency*



DETECTION

- *The Challenge*

- *Many copies can't be found textually due to metadata or language dependency*
- *These unauthorized copies gain many pirated views*

- *Our Solution*

Detect copies by their visual properties, not by metadata

- *Our Case studies show*

- *Additional 20%-40% increase in # of copies over current textual-based services*
- *Saving huge amount of lost eyeballs*



+ Look Everywhere



COST AND EFFORT

- *The Challenge*

Manual searches are slow, exhausting and expensive

- *Our solution*

- *Automatic search is effortless and scalable*
- *Save precious reviewing time and focus on covering more content*
- *Cost significantly less than textual search*

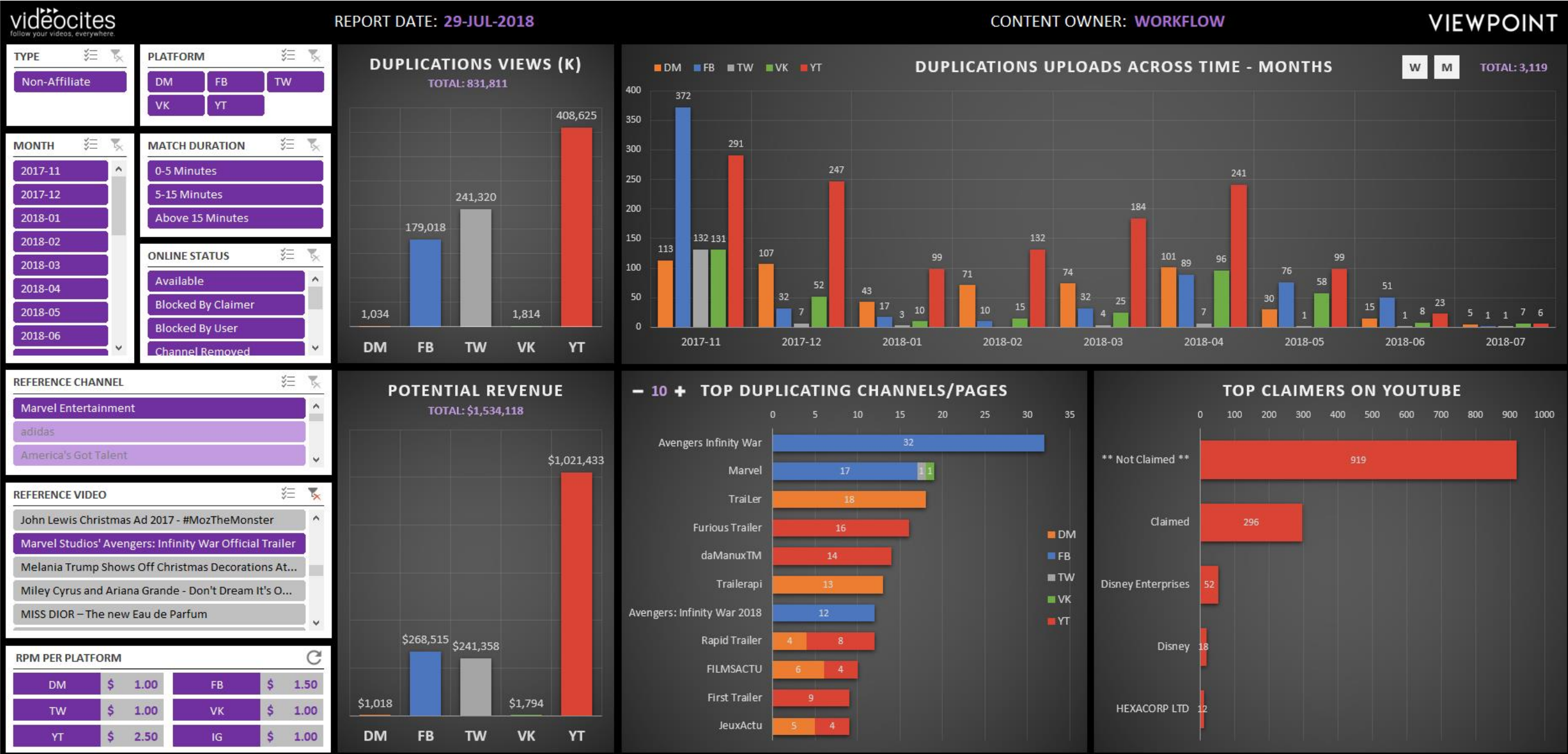


SUMMARY

Videocites **AI-based automated search** engine provides superior solutions for the current challenges in content protection

Challenge	Solution
Early detection	✓ Search continuously, forever
Scalability	✓ Protect all current and past videos
Detection	✓ Detect the un-detectable
Cost and effort	✓ Cover more, Pay less

VIEWPOINT - DYNAMIC BI AND TRUE VIEWERSHIP ANALYTICS



LEAK SOS – PREVENT THE AVALANCHE

Leak SOS service helps containing the damage of video content leak by minimizing the exposure window in online video/social platforms.

It also allows decision makers to understand the severity and scope of the incident.

- *Premium service for content leak incidents include:*
 - *Ultra-high frequency searches across all platforms*
 - *24/7 tracking and reporting*
 - *Distribution pattern and analysis*
 - *First uploader identification*
- *Complementary service for immediate takedown of detected copies*





Thank You
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