



SECURE AND MONITOR YOUR VISUAL CONTENT

CEPIC INNOVATION DAY - 2018

Images are shared over and over but usage monitoring is not efficient



Agencies deliver content ...

Newspapers

Websites

Social media

TV



... and lose sight of it

legal usage or not



Why current solutions fail

Visual recognition limits

Similarity Search....

Original



Hit



Verification is mandatory

METADATA ON WEB SITES (WORLD)

85%

of images published
on the web have no
metadata

imatag[©] study

**IPTC
EXIF
XMP**



12%

have some metadata
but no copyright
information in it

imatag[©] study



3%

have metadata
including copyright
information

imatag[©] study



HOW IMATAG IDENTIFIES THE **97%** WEB IMAGES WITHOUT METADATA ?

PIXELS



Link with
**invisible
watermark
identifier**

METADATA

En savoir plus	
Général EXIF IPTC JFIF TIFF	
Créateur	Fred Marie
Profession du créateur	Photographer
Légende/Description	In south of France, several members of the french extreme... Dans le sud de la France, plusieurs membres de l'équipe d...
Catégorie	SPO
Ville	Navacelles
Mention de copyright	Fred Marie / Hans Lucas
Code ISO du pays/de la régi...	FRA
Pays/Région	France
Coordonnées du créateur	France, 6 ancien chemin de Muret, +33(0)687672463, htt...
Fournisseur	Fred Marie
Date de création de l'objet	9 juin 2017
Date de création numérique	9 juin 2017
Heure de création numérique	12:38:01
Titre	Highline world record in Navacelles circus
Mots-clés	Adrenaline, adrénaline, circus, cliff, climbing, extreme, fal...
Titre	France - Extreme sports - Slackline - Highline world record...
Identifiant de la fonction	France - Extreme sports - Slackline - Highline world record...
Province/État	Occitanie
Source	Hans Lucas
StarRating	1
Code sujet IPTC	SPO
Heure de création de l'objet	12:38:01
Conditions d'utilisation des...	All Right Reserved
Légende/Description Auteur	Photographer

Watermarking demo

1

Upload original image



Original Image

2

Assess watermark quality



TAG



Our IMATAG
technology inserts
an invisible
watermark on the
image.

3

Challenge our technology



Watermarked Image

4

Detect copy



NEXT

A patented technology : Imatag's invisible and indelible watermark

Watermarking demo

1

Upload original image

2

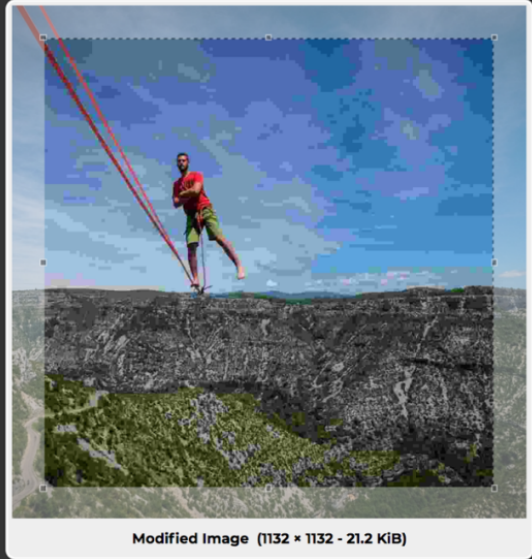
Assess watermark quality

3

Challenge our technology

4

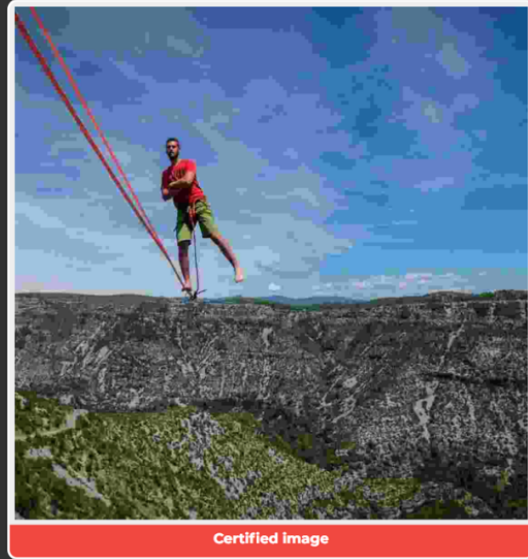
Detect copy



DETECT



We search for the watermark on the modified image, and link back to you when it is found.



Imatag's watermark is extremely robust. It proves resistant to compression, resize, crop, flip, color alteration, format change, screen capture...

05/21/2018 - 05/27/2018



Certified only ▾



MONTH



Credit



FILTER

FROM 05/21/2018 TO 05/27/2018 ×

CERTIFIED ONLY ×

USE WHITELIST ×

Top 10 countries

Country	Count
<u>com</u>	82
<u>fr</u>	72
<u>net</u>	5
<u>info</u>	2
<u>hu</u>	1
<u>org</u>	1

Top 10 sites

Site	Count
<u>ljour1actu</u>	34
<u>orange</u>	19
<u>niooz</u>	13
<u>liberation</u>	12
<u>free</u>	9
<u>newsientist</u>	8
<u>wikistrike</u>	8
<u>francetvinfo</u>	5
<u>marianne</u>	5
<u>revue-ballast</u>	5

VIEW MORE RESULTS







Top 10 photos



Once marked, your content is crawled back by our monitoring platform

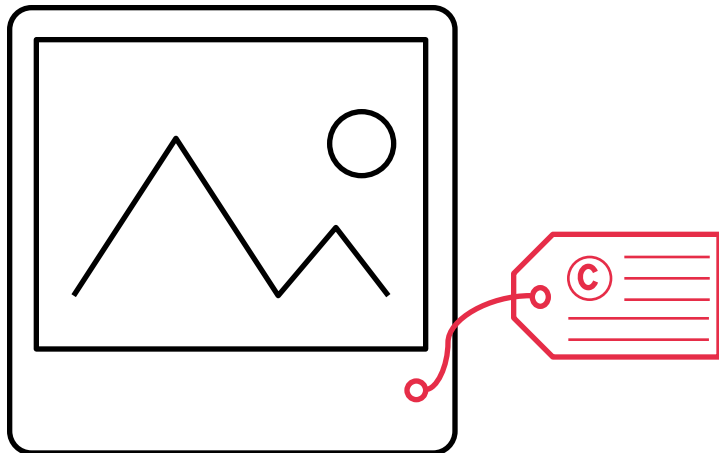
Batch process ▼

163 results (163 certified) , with 81 matches on 41 different sites

Page	Query info	Image
chassimages.com [3]	<p>Date: May 26, 2018, 11:41 p.m.</p>  <p>681 × 454</p>	<p>certified</p>  <p>Ref.: USA ou FRANCE - Snow on Manhattan NYC (HL_PSONNET_474584.jpg) Credit: Pascal Sonnet</p> <p>My photo ▲</p>
newscientist.com [8]	<p>Date: May 26, 2018, 11:36 p.m.</p>  <p>800 × 533</p>	<p>certified</p>  <p>Ref.: COP23 - CLIMATE - COAL - BONN (HL_DMEYER_450276.jpg) Credit: Denis Meyer</p> <p>My photo ▲</p>
1jour1actu.com [34]	<p>Date: May 26, 2018, 5:08 p.m.</p>  <p>427 × 427</p>	<p>certified</p>  <p>Ref.: France - Extreme sports - Slackline - Highline world record in Navacelles (HL_FMARIE_390580.jpg) Credit: Emilie Marie</p>

All usages are **certified**, no possible confusion

Imatag is simple to integrate



Images stay where they are. We give you the watermarking software easy to integrate in your DAM.

Specific watermark for specific channels and customers.



invisible



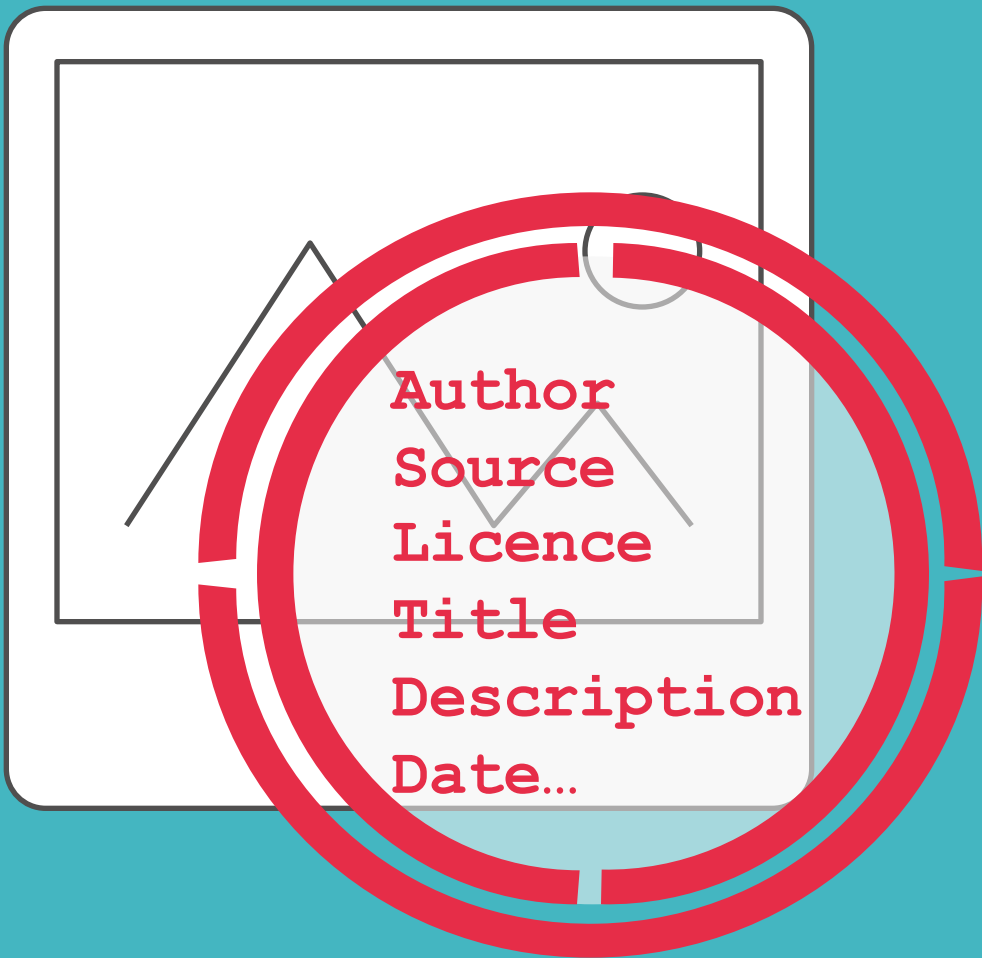
unique



secure

Benefits

- Track images on Print and Web
- Perfect for non-exclusive content
- Speed up your licensing process for legal and illegal usages
- Protect images with no ugly visible watermark
- Scale to hundred of millions of images



imatag[©]

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VISUAL CONTENT

Thank you