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# Cloud Hosting channel

CLOUD HOSTING HOMEPAGE

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Cloud Hosting Featured Article

## Cloud Hosting: Vobile Debuts vCloud9 to Manage File-Hosting Services

September 28, 2011

Vobile, a provider of video content identification and management services, announced that its new Software-as-a-Service solution vCloud9 is capable of helping file-hosting services easily comply with international copyright laws, [open new opportunities](#) for monetization for content owners and publishers.



By [Nathesh](#)  
[TMCnet Contributor](#)



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**CLOUD**



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Copyrighted content such as movies, songs and TV shows are typically uploaded to file hosting servers as compressed files under the pretext of easier file downloading, hiding the content inside them and they were until now very hard to detect. [Vobile](#) provides accurate, scalable content identification technology for determining ownership, preventing unauthorized distribution, and tracking usage.

The Vobile Content Identification Platform supports wide-ranging applications, including media rights management, targeted advertising, business intelligence, metadata services, asset management, and video search and categorization. The VDNA “fingerprinting” technology is stated to be a compact and unique signature or “fingerprint” that can be computed for any video content without altering the source content.

When vCloud9 finds new content, it matches the content to Vobile's VDNA Database (VDDDB), the world's largest registry of copyrighted audiovisual content. When a match is found, necessary actions preset by content owners are activated. Because the vCloud9 is capable of determining the content inside compressed file formats, it helps file-hosting services comply with international copyright law and provides content owners with a tool to manage the distribution and monetization of their content over the Web.

Officials with Vobile exclaimed that as traditional content distribution channels continue to face new challenges, industry support for their new vCloud9 service underscores their success in ensuring fair use and proper monetization of copyrighted material as it is distributed and stored throughout the Web. Vobile vCloud9 offers an important new tool for website operators offering legitimate cloud-based storage services to be able to discover unauthorized content online and

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regitimate cloud-based storage services to be able to discover unauthorized content online and ensure copyright compliance, thereby protecting the rights of content owners and the creative community.

*Nathesh is a contributing editor for TMCnet. To read more of Nathesh's articles, please visit his [columnist page](#).*

Edited by [Carrie Schmelkin](#)

[\[More on Cloud Hosting\] »](#)

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