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## New Tool For Managing Unauthorized Content

Vobile's vCloud9 software-as-a-service offering is designed to help ensure copyright compliance.

Information Management Online, September 26, 2011

[Bob Violino](#)

Vobile, a provider of multimedia content monitoring and protection technology, introduced vCloud9, a new software-as-a-service offering designed to help cloud-based file hosting services identify and manage unauthorized content that has been uploaded to their sites.

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Copyrighted content contained within cloud-based "cyberlockers" is very difficult to find, Vobile says. On cyberlockers, the majority of unauthorized content is saved as compressed files to allow easier file downloading. But file compression hides the true content, the company says, which until now has made it impossible to identify.

Vobile's VDNA – a content identification technology that can be used to manage audio and video content – is at the foundation of vCloud9. When vCloud9 finds new content, it matches those files against Vobile's VDNA Database, a registry of copyrighted audiovisual content. If a match is found, business rules set by the content owner are automatically triggered.

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Because vCloud9 can specifically identify content contained within compressed files, 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.

"Vobile vCloud9 offers an important new tool for Web site operators offering legitimate 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," Kevin Suh, senior vice president of content protection at Internet for Motion Picture Association of America (MPAA), said in a statement.

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