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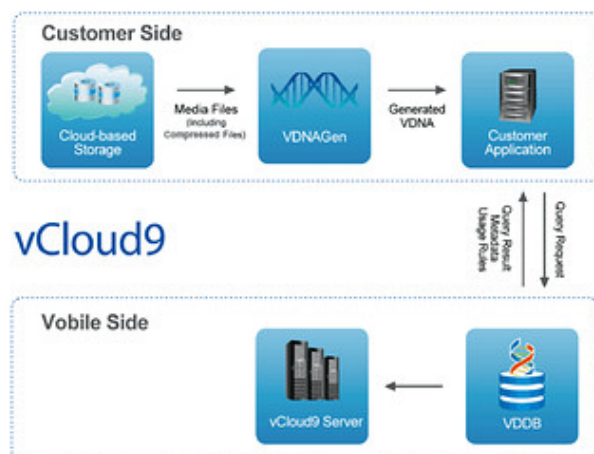
Vobile Expands Copyright Infringement Technology

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By WSJ Staff



Content identification provider Vobile, Inc. said Thursday its vCloud9 technology will be used by cyberlocker Web site Filesonic, to help the company spot copyright infringement before users are able to share them publicly.

Vobile is best known for its patented VideoDNA

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“fingerprinting” technology, which is currently used by all of the major film studios and TV networks. vCloud9 works by scanning both uncompressed and difficult-to-track compressed cyberlocker material.

The issue is a topical one. As more and more technology companies, such as Amazon, Apple and Google, push the use of their respective cloud-based cyberlockers, or file-hosting services, on consumers, the issue of digital content piracy continues to escalate in importance.

When used properly, cyberlockers are beneficial to both content distributors and consumers because they allow users to store large amounts of data in a digital storage space. Such lockers, however, have also become ideal places for content pirates to save and share copyrighted material. This is largely because unlike bit-torrent file-sharing, cyberlocker sharing is difficult to monitor.

According to Vobile President Thomas Frank, the ability to scan compressed files is huge technological leap. This is because traditional scanning has been a problem for studios when trying to confirm if a specific property is their copyright; for example, it's often difficult to tell if a file named “Pirates of the Caribbean” is a pirated version of the Disney film or merely a fan-created mash-up video or personal drawing of pirates. To fully investigate a title, the studios had to disassemble and filter through large files, which is a time-consuming and labor-intensive process.

vCloud9 is able to sift through existing material and match data — which is only delivered in 1s and 0s, thereby eliminating invasion of privacy issues — to its existing VDNA registry of copyrighted audiovisual content. If any matches are found, business rules determined by the content owner are automatically triggered; the rules range from serving ads against the uploaded content to removing the material completely from the site.

“If this problem of digital piracy doesn't get solved, the creative industry may just fade out over time because you can't make money from the content,” says Vobile founder Yangbin Wang.



Speakeasy is an online magazine covering media, entertainment, celebrity and the arts. The publication is produced by senior editor [Christopher John Farley](#), [Alexandra Cheney](#), [Michelle Kung](#) and [Barbara Chai](#) with contributions from the Wall Street Journal staff and others. Write to us at speakeasy@wsj.com or follow us on Twitter at [@WSJSpeakeasy](#) or individually at [@cjfarley](#), [@alexandracheney](#), [@mkung](#) and [@barbarachai](#).

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