

VideoTracker™ for Content Owners

Unauthorized distribution of copyrighted content is a serious problem for movie studios, television networks, game publishers and independent content producers. The rapid growth of online video sharing via social networks, UGC sites, and P2P networks has greatly increased the difficulty of monitoring and controlling illegal use of content.

Preventing widespread sharing of content over networks requires quick and accurate identification of illegal copies, so that those distributing them can be notified promptly.

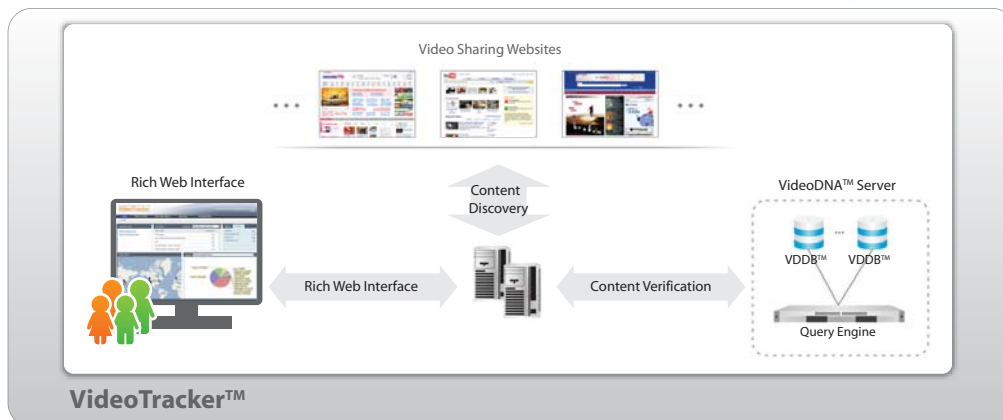
Existing methods for identifying and tracking content on online video sharing sites are based on technologies that have proved inadequate. They rely on metadata or audio fingerprints and as a result cannot effectively identify video content that has been altered significantly (e.g., mash-ups, cams, dubbed tracks, etc.). They generate too many “false positives” and miss too many truly infringing copies (“false negatives”) to be effective. Moreover, existing systems lack a unified interface for performing all tracking and enforcement tasks.

VideoTracker™

VideoTracker™ from Vobile, Inc. is an automated solution that enables content owners to accomplish all critical content tracking, identification, and enforcement tasks via a single user-friendly interface:

- Fast, easy VideoDNA™ “fingerprinting” of content
- Accurate, timely identification of copies on video sharing sites
- Single mouse-click initiation of “take-down” notices

VideoTracker™ is built on Vobile’s VideoDNA™ Content Identification Platform which enables a wide range of applications such as media rights management, targeted advertising, business intelligence, metadata services, asset management, and video search and categorization. Customers for these applications include all key participants in the video value-chain: content owners, post-production houses, online video distributors, Internet Service Providers (ISPs), Content Delivery Networks (CDNs), advertisers, measurement and audit companies, and even consumers.



Powerful Functionality

VideoTracker™ outperforms every existing content identification and tracking technology. It discovers potentially infringing content, using advanced intelligent search techniques on the leading sites that account for a vast majority of videos shared online. VideoTracker™ works with both audio and video content, verifying content with extreme accuracy by matching video or audio content or both. It can accurately match an entire video clip or segment merely a few seconds long regardless of resolution, aspect ratio,

bit-rate, frame rate, and file format.

VideoTracker™ uses advanced intelligent crawling techniques to provide fast, accurate, 24/7 content discovery and monitoring on all major video sharing sites including social networking sites, UGC sites, and P2P streaming sites (including non-US sites such as ones based in China).

The VideoTracker™ solution includes a highly user-friendly interface, providing comprehensive data on infringing content—where and

when it was found, who posted it, type of match, specific section of content matched, number of views, etc.—and allowing rights owners to review the data and take action quickly and easily.

VideoTracker™ offers a rich set of reports that provide content owners detailed data and analyses on how their content is being shared online. Users may also define their own custom reports.

VideoTracker™ Benefits

- Reduces enforcement costs significantly by slashing the time and effort required to identify unauthorized copies of content and take appropriate action (filter, redirect, monetize)
- Saves time and effort with fully integrated in-house automated system and workflow
- Minimizes “false negative” matches with intelligent discovery and identification
- Reduces losses due to unauthorized distribution of copies by allowing take-down notices to be sent within minutes of discovery and identification
- Enables more effective business decisions through comprehensive reporting
- Can be used to verify compliance with monetization agreements between content owners and content publishers

Features

- **Comprehensive Coverage** – Monitors major on-line video sharing sites that together account for most of the infringing content online. Coverage is updated regularly to keep up with the ever-changing UGC landscape.
- **Rapid Discovery** – Quickly identifies copies using advanced intelligent search and crawling techniques.
- **Reliable Identification** – Accurately flags infringing copies of content no matter how degraded the quality. Does not misidentify unrelated content as infringing. Can identify live, streamed and on-demand copies
- **Intuitive Interface** – easy-to-use web-based interface specifically designed for enforcement workflow
- **Flexible Reporting** – Provides a large variety of pre-defined and custom reports to help content owners get a complete picture of their assets across sites and over time.
- **Compliance Monitoring** – Sites are continually monitored for compliance after take-down notices are sent. Evidence files are archived in Vobile’s secure datacenter and can be downloaded by content owners anytime.

How VideoTracker™ Works

VideoTracker™ is a Software as a Service (SaaS) application based on advanced VideoDNA™ fingerprinting technology developed by Vobile.

1. Content owners use Vobile’s PC-based VideoDNA™ client software to generate fingerprints of content they wish to monitor and submit them to the Vobile VideoDNA™ Database (VDDB™).
2. VideoTracker™ uses advanced intelligent search and crawling techniques to find potentially infringing copies of monitored titles on major online video sharing sites. It downloads and fingerprints these video clips and queries the VDDB™ to determine whether they are infringing. It also collects data on the infringing copies for reporting purposes.
3. A highly user-friendly Web interface lets the content owner monitor titles on various sites and networks in near real-time to see how their titles are being shared and viewed. The user can also generate a variety of pre-defined as well as custom reports.
4. The content owner can then notify the video sharing site of the unauthorized use automatically with a single mouse click, VideoTracker™ continues to monitor the sites for compliance.



Vobile’s VideoTracker™ allows content owners to:

- [Identify infringing content](#) quickly and accurately ...
- [Track new and catalog titles](#) efficiently and unobtrusively, over a variety of video sharing sites...
- [Notify website and network operators](#) of unauthorized copies ...
- [Audit](#) sites and networks for compliance...