Copyright Monitoring in Digital Media

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- NEUTRAL cooperation of internationally operating news agencies and mecom as a specialist for distribution of news via satellite
- supporting photo agencies, news agencies and media enterprises in MANAGING COPYRIGHTS on the web
- development of effective, internationally applicable monitoring-SERVICE for copyrights in digital media
dpa – German Press Agency

- founded 1949, owned by the German newspaper publishers and broadcasters
- private company with statutes ensuring its independence
- produces international services in English, Spanish, Arabic and German
- covers politics, business, sports, culture science and human interest news
- the dpa group consists of 13 companies

Contract Pool
Requirements For Successful Copyright Monitoring

Modern Service Workflow
Monitoring with **Content-patrol**

**Future Integrated Content Monitoring Services**
Enforcement of Copyright Claims in Germany

Copyright Infringement → Documentation of Violation → License Fee

Friendly Reaction → License Fee Billing
Professional Reaction → Billing via Service Partner
Strong Reaction → Warning via Lawyer → Court

Thank you for your kind attention!

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Detection Technology

Basics

Watermarking: Embedding Information in Digital Media

Fingerprinting: Extracting Information out of Digital Media

Requirements

Find Identical Content

Find Similar Content

Solution

Similarity Analysis

Sensitive Rights Management

Assessment Website  1. Level

Assessment Match  2. Level

Approval Rights Management  3. Level

Internal / External Rights Management  4. Level
Content-Patrol: New Monitoring Technology

- Sophisticated technique to identify digital content on the web
- Detection of manipulated images and text
- Automatic integration of content in reference database
- IPTC metadata for each content integrated and researchable
- Clearly structured, organised user interface
- Optimum workflow to assess matches
- Integrated process for internal or external rights management

Monitoring with Content-Patrol