

VIDEOSIGNER

DIGITAL WATERMARKING FOR VIDEO

Watermarking is a technique that guarantees the traceability of usage of contents such as images and audio and video files. It involves embedding into files visible or invisible information that is unequivocally linked to the owner of the material. This enables the content to be recognised over time, even following partial modifications. Different types of information can be used to watermark a file, but the most widespread form is that used to protect intellectual property rights in their various forms - copyright, Creative Commons attribution... – which enables the content to be traced and guarantees its authenticity.

Watermarks are characteristically non visible, robust or difficult to identify in the content, and non-removable.

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VideoSigner is a web application designed to watermark and verify video content, the authenticity of which can thus be verified by the watermark, controlling any improper use, unauthorised edits and plagiarism.

VideoSigner protects the intellectual property rights of content by:

- generating a watermark;
- embedding the watermark into the video;
- verifying the presence of the watermark in the video.

VideoSigner thus enables users to embed additional digital information into a video, creating a watermark that makes it possible to protect the intellectual property rights of any kind of multimedia content. The robustness of the watermarking algorithm is not guaranteed for any type of modification that can be made.

VideoSigner has been designed to withstand compression operations.

The prototype must be calibrated and customised to respond to the demands of specific subjects such as museums, archives, galleries and in general all those concerned with the financial interests connected to protecting intellectual property rights of visual media.

