

Digimarc® Guardian for Images | Search Service

Digimarc's Search Service is for individuals, companies and organizations who want to:

- Know where their image assets are being used on the web
- Ensure they are fairly compensated for the use of their images
- Monitor that the right images are being used on the right sites at the right time
- Measure the effectiveness of marketing programs and campaigns
- Better manage their brand online
- Unearth leaks or quickly learn about embargoed images online

Find Your Images Online



Identify Where Your Images are Online

Whether you make money from photography or use images in marketing campaigns, confidential documents, product launches and more, it is essential you know where your images are being used on the web. After all, you chose to embed Guardian IDs into your images to communicate ownership as well as protect your copyrights and sensitive documents; now its time to use the Guardian IDs to identify where they are turning up online.

The Good and the Bad of Communicating on the Web

Today's businesses rely much less on printed brochures and datasheets and are finding they can effectively engage buyers through corporate web sites, social networking sites, and online communities. This is good news for budget conscious content owners; however, it presents some huge challenges as well.

Marketing professionals and brand owners must monitor what is happening with their brands online, which includes authorized and unauthorized use of images. Additionally, companies with complex sales channels have

an even tougher job of ensuring that the right images are being used only by authorized resellers and within the proper time frames.

For stock photo agencies, more of their inventory is now being licensed for web use, and with lower resolution required, it is much easier to intentionally or inadvertently take and use copyrighted images without proper permission and license rights. The potential revenue loss is significant.

Finally, more and more confidential information is being leaked online. Imagine investing thousands, even millions, on a product launch, advertising campaign or other strategic marketing program only to find your images have already been posted to web sites before the official release date. This can have devastating effects on your brand, not to mention the intended impact of all your hard work and planning.

Protect Your Image Assets and Brand

Fortunately, once you've embedded them, Digimarc can help you locate where your images are being used and provide you with ongoing reports that enable you to take any action you deem appropriate.

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Our customers have successfully used this service to recoup millions of dollars in lost revenue as well as more effectively manage their marketing efforts and sales channels.

Digimarc® Guardian for Images (DGFI) provides an easy, reliable way for you to protect your valuable image assets by embedding imperceptible Guardian IDs into digital photos, illustrations and other artwork. The Search Service then continuously crawls millions of sites across the web looking for your images and compiles a list of web sites where they are found.

Reports are automatically generated and sent out each month; however, the service also allows you to initiate and pull your own reports at any time. The Directed Search option allows you to hone in on a short list of web sites that you want to monitor more closely. We can help you quickly find your images and the context in which they are being used.

Found 1146 Images		
Company:	Your Company Name	Your Department
Digimarc ID:	508519	youremail@yourweb.com
Date Range	1/30/2014 thru 1/30/2015	503-469-4800
Revise Filter Show/Hide Images Page 1 of 46 ▶▶		
Site: http://images.exampledomain.info		
Page: /index.cgi?content=general&action=displays&thread=396		
	Name:	562ed1fe.jpg
	ID:	14509113
	Found:	2/12/2014
	Size:	255548
Site: http://articles.funds.sampleurl.net		
Page: /Investing/SimpleStrategies.php		
	Name:	banner_left.jpg
	ID:	16185791
	Found:	2/18/2014
	Size:	255548
Site: http://www.sampleblogtalk.com		
Page: /chat_zone/today-in-oregon-history/		
	Name:	thomas1.gif
	ID:	11615327
	Found:	2/24/2014
	Size:	27009

A simple, easy-to-read report is delivered to you each month with a listing of the web sites where your images were found.

Digimarc Search Service Reports provide:

- A complete list of all URLs where your images were found with corresponding thumbnails.
- The ability to view just the list of domains where your images were located and the number of images found on each web site. From there, you choose precisely where to prioritize your time.
- Drill down capabilities into specific domains you want to investigate more closely. Specify one, a few, or all domains for your report.
- Filtering for high value images you want to track and manage through specific ID numbers. Separate these IDs from the rest and see exactly where they were found online.
- Exporting of all report data to a comma delimited file which can be easily imported into many commonly used reporting applications, including Microsoft Excel. This lets you archive the results and conduct a deeper analysis of the data, including identification of trends over time.

“The ability to use Digimarc to identify the unauthorized use of a Corbis collection image is a cornerstone of our compliance efforts. It helps us determine where and how images are being used unlawfully.”

Jim Mitchell
VP and Chief Legal Counsel
Corbis.com

Getting Started

With Digimarc’s Search Service, you can access highly useful information on where your images are showing up on the Internet and where they came from. This valuable data can be used to enhance targeted marketing and promotional campaigns and boost sales. **Give us a call today to get started – 1.800.344.4627.**

Digimarc Guardian for Images

Digimarc Guardian for Images helps you convey copyright information and usage rights as well as contact information for potential buyers who may want to know where the image came from. You determine what you want your Guardian IDs to communicate, and you can customize them to each recipient of your images. So, if a leak occurs, you can trace back to the source.

Guardian IDs are persistent and stay with your images through file manipulation, format conversions, copying, etc. and as they travel through email and across the Internet. They are embedded and read using Adobe® Photoshop® and Photoshop® Elements, the most widely used image creation and editing software worldwide.

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ABOUT DIGIMARC CORPORATION

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