

## Digimarc® Guardian Watermarking for Publishing

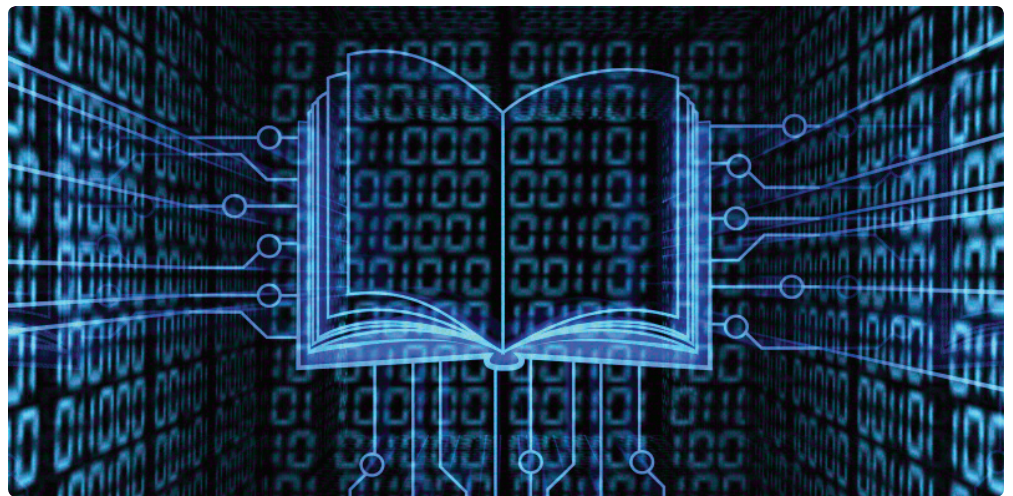
### Identify the Source of Digital Piracy

Digimarc Guardian's Watermarking Service is for publishing companies who want to:

- Deploy an effective, user-friendly, and economical alternative to traditional DRM technology
- Leverage industry-leading technology to embed imperceptible, robust digital watermarks in copyrighted content
- Trace leakage and unauthorized distribution occurring at pre-publication, retail, and consumer levels
- Discourage piracy before it starts through the use of visible social watermarks
- Benefit from a discovery system that crawls the web and identifies their watermarked assets
- Ensure full circle anti-piracy protection for their copyright-protected content

Digimarc Guardian's Watermarking Service is for distribution platforms who are interested in:

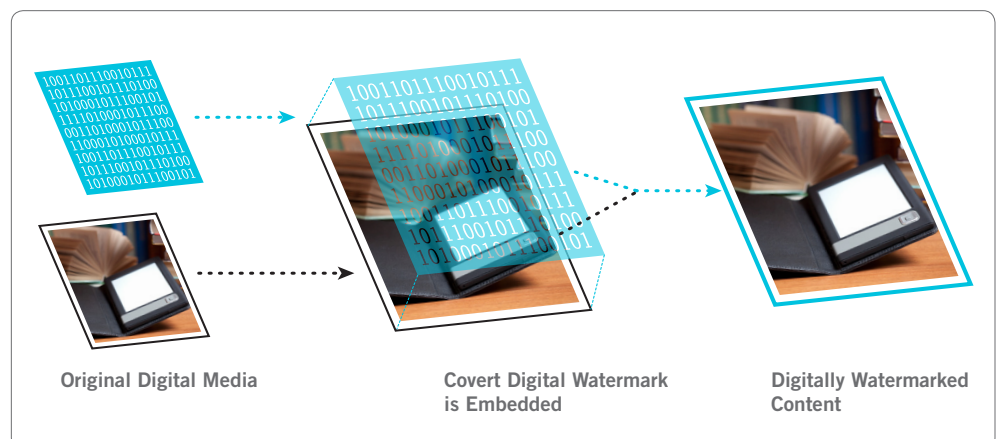
- Enabling publishers to trace their content and fulfill their anti-piracy goals
- Offering an easy way to enhance e-books during distribution and fulfillment
- A quick and seamless integration via robust, cloud-based APIs
- Fast processing and minimal file transfer times performed by globally distributed servers



#### A Platform for Watermark Embedding and Identification

Digimarc Guardian Watermarking embeds unique, imperceptible and traceable digital watermarks into e-books in near real-time, enabling distributors and publishers to track where their content is appearing online and identify the sources of leakage and unauthorized distribution.

The cloud-based platform offers easy-to-integrate API support for most e-book formats, including EPUB, PDF, and MOBI. For each transaction, the platform generates a unique, traceable digital watermark and embeds it throughout the e-book. The imperceptible digital identifiers are extremely difficult for pirates to locate and remove. The platform also allows for the inclusion of visible social watermarks—indicating the customer, date of purchase, and/or file protection information.



*Digimarc Guardian embeds unique identifying data into e-book files in the form of imperceptible digital watermarks.*

# Digimarc® Guardian Watermarking for Publishing

## A Full Circle Solution

Digimarc's anti-piracy service then crawls the web 24x7 searching for watermarked content. When a watermark is detected, Digimarc provides the unique identifier to the publisher to match against its own transaction records. Digimarc Guardian Watermarks do not contain any personal or user information; the watermarks contain only anonymous digital IDs.

The Digimarc Guardian platform provides publishers with a powerful weapon to both understand and combat the broader piracy ecosystem while protecting revenues. It enables pirated or leaked files to be traced—either before or after general release. The platform helps publishers identify potentially unreliable distribution channels. While a Digimarc Guardian Watermark can enable a publisher to connect a pirated file to a specific distribution or transaction, the watermark itself contains no sensitive information.

## Digital Watermarking vs. DRM

Digimarc Guardian Watermarks are fully compatible with DRM solutions, but for many publishers, digital watermarking alone proves to be a more effective anti-piracy solution. Traditional DRM is both expensive and ineffective against users who are intent on breaking it. Legitimate consumers are frustrated by an overly restrictive experience which prevents them from easily sharing content between devices.

Unlike DRM, watermarking is both a social deterrent and identification technology. Visible text added to fulfilled publications reminds users that their file is traceable and can be an effective deterrent to unauthorized distribution. Imperceptible digital watermarks, once detected, enable publishers to pinpoint the source of distribution and take appropriate action.

“Digimarc Guardian Watermarks help us identify and stop potential e-book leaks in our digital supply chain that result in piracy. This technology, alongside the monitoring and takedown service, helps us better protect our authors’ content.”

Chantal Restivo-Alessi, *Chief Digital Officer*, HarperCollins Publishers

“Digimarc Guardian Watermarking is cost-effective, can be implemented quickly and doesn’t interfere with the end-user reading experience.”

Tyler Ruse, *General Manager*, LibreDigital

## About Digimarc

Digimarc is the global leader in protecting books from the growing threat of digital piracy. The software and services protect book revenues and authors’ rights by finding and removing pirated content across the Internet. Digimarc’s customers are some of the world’s largest and most prominent publishers including Harper Collins, Harvard Business Publishing, Oxford University Press, Pearson Education, Pottermore, Random House, Reed Elsevier and Simon & Schuster.

## SELECT CUSTOMERS



## DIGIMARC

1825 S. Grant Street, Suite 600  
San Mateo, CA 94402

Toll Free: +1 (888) 300-9114

Direct: +1 (650) 340-9601

guardian@digimarc.com

www.digimarc.com/guardian

Copyright © 2014 Digimarc Corporation. All rights reserved.  
Digimarc Guardian is a trademark of Digimarc Corporation.  
All other trademarks are the property of their respective owners.