Formerly Attributor Guardian

Now Digimarc Guardian
Two types of Pirates are stealing your content

The Robin Hood’s
&
The Jack Sparrow’s
Pirates Make Themselves Rich
Digimarc Guardian Process

DISCOVERY ➤ VERIFICATION ➤ ENFORCEMENT

Global Internet
- Cyberlockers
- Peer Networks
- General Websites, Feeder Sites, E-commerce Sites & Social Networks

Confirmed Pirated Content

Guardian Crawl and Search
- Two-tiered Guardian Human Verification

Confirmed Pirated Content ➔ Google
- Search Engine De-Listing ➔ Site Escalation

Successful Take Down

Legal Escalation
- Digimarc Guardian™

ONGOING COMPLIANCE MONITORING
Discover

Global Internet

- Cyberlockers
- Peer Networks
- General Websites, Feeder Sites, E-commerce Sites & Social Networks

Suspected Pirated Content

Guardian Crawl and Search
Verify

Confirmed Pirated Content

Two-tiered Guardian Human Verification
Enforce

Confirmed Pirated Content → Google Search Engine De-Listing → Site Escalation

Google

YAHOO!

bing

Successful Take Down

Legal Escalation

ONGOING COMPLIANCE MONITORING

Digimarc Guardian™
Search Engine Link Removal

Google

Yahoo!

Bing

The Casual Pirate
Escalate

Level 3

Level 2

Level 1
Real-time Portal

Digimarc Guardian

Red Engine North America

Mar 5, 2014 - Apr 4, 2014

Summary
Summary of all notice activity in selected time range

<table>
<thead>
<tr>
<th>Notices</th>
<th>Sites</th>
<th>Success</th>
<th>Pending</th>
<th>Non Responsive</th>
<th>Titles under Management</th>
<th>Titles with Notices</th>
</tr>
</thead>
<tbody>
<tr>
<td>802</td>
<td>119</td>
<td>762</td>
<td>39</td>
<td>42</td>
<td>160</td>
<td>138</td>
</tr>
</tbody>
</table>

Notice Volume by Site Type
Number of approved take down notices by site type

- Cyberlocker Notices: 612
- P2P Notices: 190
- Web Site Notices: 0

Days To Success
Time it takes for site to respond to take down notices

- Cyberlocker (avg): 2.9
- P2P (avg): 3
- N/A Web Site (avg): 0

Site Distribution
Distribution of sites associated with take down notices

- Cyberlocker Sites: 61
- P2P Sites: 58
- Web Site Sites: 0
Making your life easier

Report URL

Request review of one of more URL's you believe may link to infringing content.

*URL(s)

*Your Email

Publisher: Red Engine North America

*Book Title

*Author

Notes

Request Review
Some of Our Customers
Some of Our Customers

University Presses
Columbia
Johns Hopkins
Princeton
Oxford
Chicago
Some of Our Customers

STM’s
American Society of Civil Engineers (ASCE)
Institute of Electrical and Electronics Engineers (IEEE)
Haynes/Clymer
International Standards Organization (ISO)
American Academy of Ophthalmology (AAO)
American Welding Society (AWS)
American Concrete Institute (ACI)
American Institute of Aeronautics and Astronautics (AIAA)
Press/National Science Teachers (NSTA)
Association for the Advancement of Medical Instrumentation (AAMI)
Massachusetts Medical Society (MMS)
Society of Automotive Engineers International (SAE)
Sheet Metal Air Conditioning Contractors National Association (SMACNA)
Take a trial run
What do we need?

**Meta Data**
- Title
- Author
- Language
- Format
The two times when it is ok

The Original

Talk Like A Pirate Day

September 19th

Happy Halloween
We go after the Pirates!
Time’s Up!

About your speaker:

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