

Digimarc Guardian

Anti-Piracy Service

Burt Slavin

stm

**International Association of
Scientific, Technical & Medical Publishers
The Voice of Academic and Professional Publishing**

Formerly Contributor Guardian



Now Digimarc Guardian

Two types of Pirates are stealing your content

The Robin Hood's
&
The Jack Sparrow's

Pirates Make Themselves Rich



This work, "Captain Sparrow", is a derivative of "Pirate Hat" by João Lavinha, used under CC BY: <http://creativecommons.org/licenses/by/2.0/legalcode>

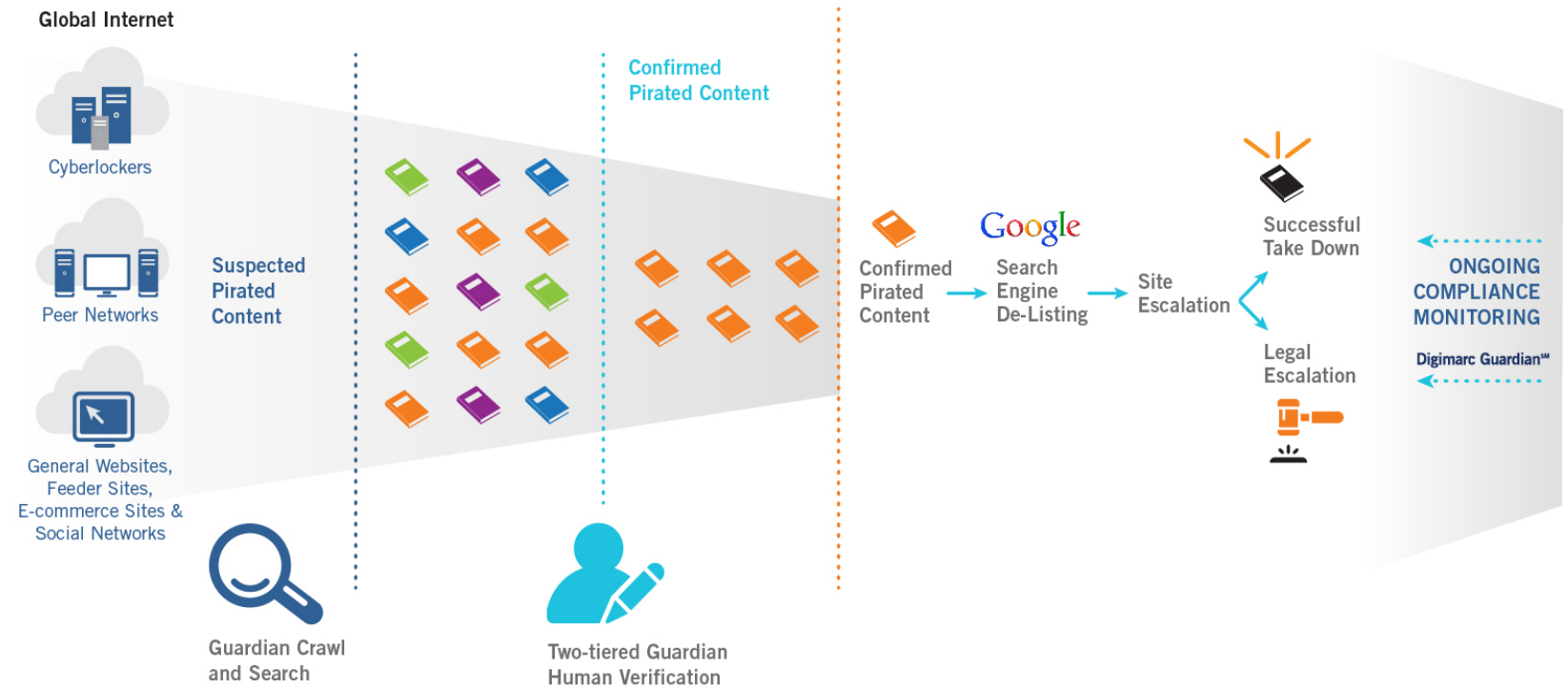
Noble Pirates



This work, "Robin Hood", is a derivative of "Robin Hood Tax supporters London" by Flickr user Robin Hood, used under CC BY: <http://creativecommons.org/licenses/by/2.0/legalcode>

Digimarc Guardian Process

DISCOVERY > VERIFICATION > ENFORCEMENT



Discover

Global Internet



Cyberlockers



Peer Networks



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

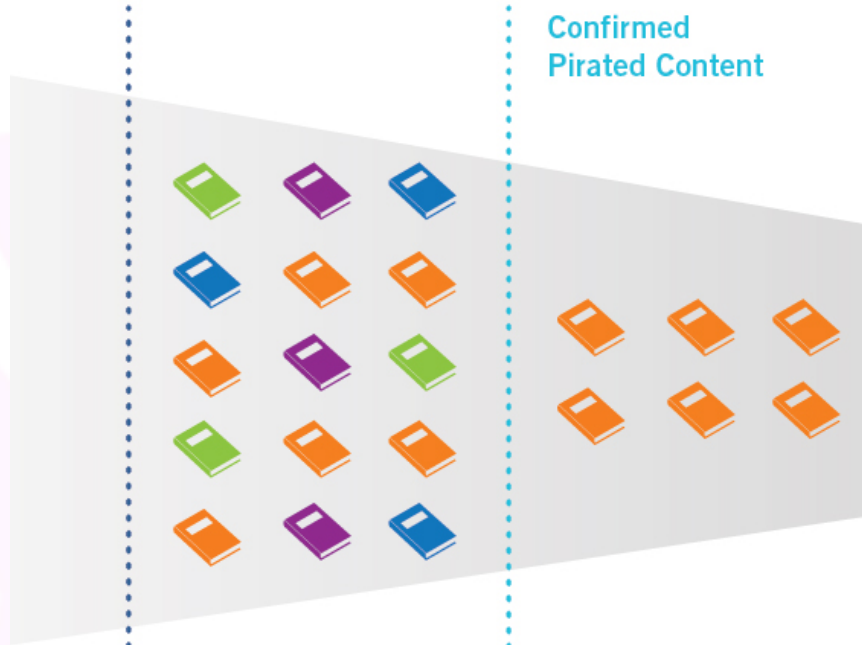
Suspected
Pirated
Content



Guardian Crawl
and Search



Verify



Confirmed
Pirated Content



Two-tiered Guardian
Human Verification



Enforce



Search Engine Link Removal

Google

YAHOO!

bing



The Casual Pirate

Escalate



Level 3

Level 2

Level 1

Real-time Portal

Digimarc GuardianSM redengineNorthamericauser@attributor.com | Report URL | Exports | Settings | Sign Out
FORMERLY ATTRIBUTOR GUARDIAN

URL search

Red Engine North America

Mar 5, 2014 - Apr 4, 2014

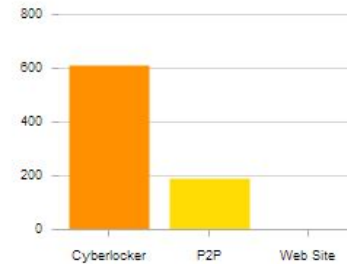
Summary

Summary of all notice activity in selected time range

Notices	802
Sites	119
Success	762
Pending	39
Non Responsive	42
Titles under Management	160
Titles with Notices	138

Notice Volume by Site Type

Number of approved take down notices by site type



612	Cyberlocker Notices
190	P2P Notices
0	Web Site Notices

Days To Success

Time it takes for site to respond to take down notices



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

Site Distribution

Distribution of sites associated with take down notices



61	Cyberlocker Sites
58	P2P Sites
0	Web Site Sites

Making your life easier

Report URL

Request review of one or 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**

Site




September 19th

**Happy
Halloween**

We go after the Pirates!



Time's Up!



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