

# MediaWise®

effective content identification and  
filtering for media distribution

As uploaded media on the Internet continues to rise, publishers need an underlying platform to effectively identify and manage user uploaded content to avoid copyright risk and grow revenue. MediaWise® enables publishers to manage digital content to eliminate copyright infringements and help increase business opportunities.



When content is not accurately identified with its original source, publishers are put at risk of copyright infringement and cannot properly capitalize on the content.

MediaWise® provides publishers the ability to automatically identify digital content instantly using Vobile's award winning VDNA content identification technology.

## Product Advantages



### Comprehensive coverage

Our content registry contains the largest authenticated database in the world from studios, TV networks and record labels.



### Validation assurance

Accurate ownership and usage rules identify infringing content instantly, reducing legal repercussion caused by copyright infractions.



### Scalable platform

Our flexible platform adapts as publishers increase their premium content inventory and grow their business opportunities.



### Cost efficient

Publishers can reduce overall operational costs with an automated process that quickly identifies original content.

## Key Features

- Identifies content including mash-ups and other manipulated versions in real-time, even against extremely large reference title lists.
- Provides access to Vobile's VDNA database, the industry's largest, premium content registry with business rules and rights information.
- Supports the industry standard, Movielabs' (CRR) Content Recognition Rules.
- Integrates seamlessly into publisher workflows and interfaces with all major platforms.



Visit [www.vobileinc.com](http://www.vobileinc.com) or contact us at [info@vobileinc.com](mailto:info@vobileinc.com) for more information.

Vobile is the worldwide leader in video and audio content protection, measurement and monetization services. Its patented core VDNA technologies enable fully automated identification, tracking and management of any video and audio content with high accuracy and scalability. Vobile operates the VDNA Database (VDDB), which is the most comprehensive database of authorized video fingerprints, metadata and business rules from major movie studios, television networks and record labels. Founded in 2005, the company is headquartered in Santa Clara, Ca., with additional offices in the United States, Japan and Hong Kong.

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