

KDDI LABS' Anti-Piracy Software Requires No Fingerprint

KDDI R&D LABS will exhibit, at NAB Show 2009, their unique anti-piracy software which distinguishes whether the video footage was produced by professional or amateur. This software is based on their innovative technology, "Professional/Amateur Video Distinction Technology", which focuses on differences between a professional and an amateur in terms of shooting devices/techniques, production processes, etc. Their proprietary technology analyzes visual and audio features which are affected by these differences, and then distinguishes between professional video footage (e.g. TV programs) and amateur video footage (e.g. home videos) at high accuracy. This enables copyright protection on video sharing services, by automatically detecting TV programs and films which are illegally uploaded to video sharing sites. Some operators have implemented anti-piracy software based on *fingerprint*, where copyright holders have to identify copyrighted videos beforehand and provide them for fingerprints registration. Moreover, fingerprint may change from its original due to modifications such as mash-ups or camcording.



The biggest advantage of KDDI R&D LABS' approach is that there is no need to register copyrighted videos in the database beforehand. In addition, since KDDI R&D LABS' technology analyzes features of a video file itself, it also works for mashed-up and camcordered videos. At their booth, a *video clip inspection engine* will be demonstrated, which runs on Linux and measures degree of infringement for an uploaded video on a Web site.