

BATON® with for Verance's Cinavia Watermarks Technology

BATON's integration with Verance's Cinavia Watermarks assures quality content to the customers. The integration seamlessly automates Cinavia watermark check on media content just before it is delivered to the customers.

File-based digital media has changed the way media is delivered across end user devices, thus raising the potential for **content monetization** and **operational efficiencies**. Operational efficiency can improve when content quality is assured despite multiple transformations across various stages of the content lifecycle.

All the conversions and transformations leading up to media delivery make it an imperative for broadcasters to maintain the end user content quality. Therefore, media validation needs to be automated using an intelligent and flexible environment that can process huge volumes of data in an accurate and consistent manner.

BATON

BATON, industry's leading enterprise-class automated file-based QC solution is used by major broadcasters, post-production houses, IPTV, satellite and archiving companies for its thorough list of quality checks and enterprise-wide scalability.

BATON has been deployed in production use by global media companies of all sizes. BATON supports a wide range of media formats and offers comprehensive quality checks, including extensive subtitles and CC verification, audio language identification, PSE correction, loudness detection and correction. BATON's powerful Media Player for frame-accurate review, rich QC analytics and smart workflow tools are the best in class in the industry.

Solution Overview

- Detects the presence of Cinavia watermark in media content by integrating BATON as a part of workflow
- Ensures media content for various watermark types
- Prepares logs showing all types of watermarks present in a stream

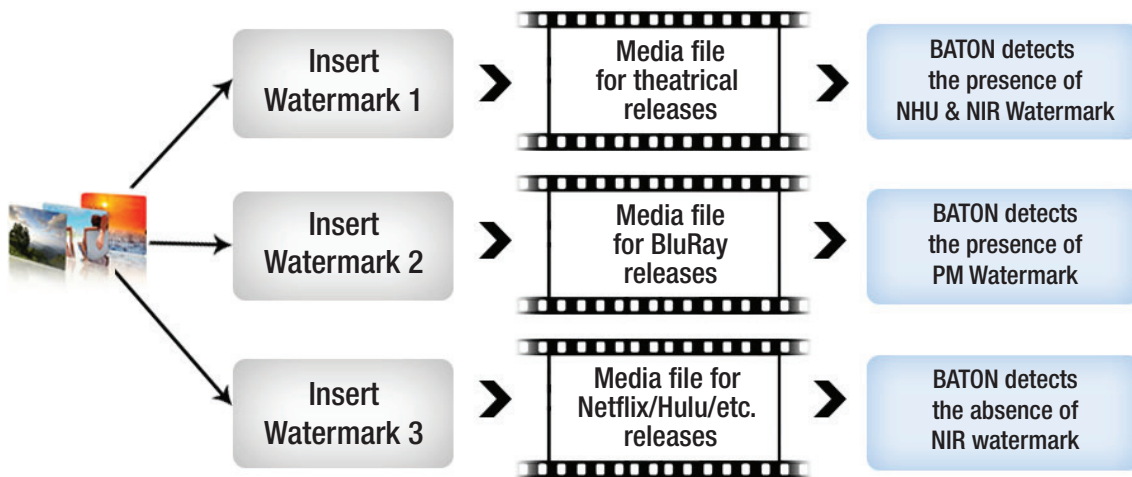
Verance's Cinavia Watermarks Technology

Verance's Cinavia Watermark Technology is targeted to limit unauthorized use of videos in Blu-ray Disc Players. Cinavia, the standard for protection of media content, incorporates Verance watermarking technology to enable customer playback devices to automatically identify different classes of copyrighted content.

BATON Integration with Verance's Cinavia Watermarks Technology

Integration of BATON with Verance's Cinavia Watermark Technology enables you to detect the presence of Cinavia watermark in any type of media. Cinavia Watermark offers a wide range of watermarks, such as No Home Use (NHU), Trusted Source (TS), Packaged Media (PM), and No Internet Redistribution (NIR) watermarks. Each watermark has its own significance in terms of their usage.

BATON recognizes the presence of Cinavia watermarks and the type of watermarks embedded in the media. The integration of BATON with Cinavia Watermark is designed to detect its presence so media companies can avoid distributing unauthorized content.



BATON file-based QC solution integration with Verance's Cinavia Watermarks Technology

BATON - Key Features

- A comprehensive ML/AI enabled QC solution, available for Windows
- Hybrid QC platform with a combination of automated & manual QC checks on content
- Supports SD, HD, UHD, 4K Mixed workflows
- Intuitive, simplified and a very user-friendly web-based user interface
- Extensive time code related checks including start TC / discontinuity / GOP / LTC, VITC and more
- Built-in Test Plans for various Standards and Workflows such as DPP, iTunes, Netflix, Cable Labs, ARD_ZDF, Ingest, Playout and more
- First QC system to support VAST formatted ads
- Supports S3, Spectrum, Azure Blob Storage AMP, Avid Interplay and Google Cloud Servers, HTTP Server, IBM Cloud Object Storage, OpenStack Swift based storage
- Rich reporting features:
 - Multi-language reports in HTML, XML, PDF, Excel and JSON
 - Reports based on analytics, timeline, content structure and thumbnails
 - Incremental reports of tasks in progress
 - Compact reports to analyze verification summary
 - Options to comment, tag, rate and compare reports
 - Configurable e-mail, HTTP alerts including SNMP
- Supports user management & access control
- Comprehensive solution for task scheduling & monitoring
- Support for SOAP, XML-RPC, and REST APIs
- Efficient integration with media servers, transcoders, MAM archiving and workflow solutions through its easy to use web-services based APIs
- Scalable architecture for expansion of the BATON set up as QC needs grow

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