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Sustainable UGC business model a reality with Advestigo's AdvestiGATE filter for copyrighted content

Advestigo's patented Theraography™ technology to secure the future of online video sharing

Paris, France, January, 22nd – Advestigo, a major provider of content recognition technology, launches AdvestiGATE™ to automatically filter copyrighted files uploaded to user-generated content (UGC) websites.

Sustainable UGC business model

Video sharing websites, which might handle upwards of 65,000 newly uploaded clips every day, are permanently at risk of litigation by unintentionally distributing copyrighted content online. AdvestiGATE automatically filters uploaded content, putting a stop to accidental copyright infringement. Until now, this has been impossible. UGC websites can now develop sustainable, profitable business models without the risk of litigation, and copyright owners can safely decide how and where they want their content to be used.

Award-winning* digital fingerprinting technology

AdvestiGATE uses Advestigo's patented Theraography™ technology to calculate a fingerprint for each uploaded video file. AdvestiGATE then automatically cross-references new fingerprints against a database of existing fingerprints from copyrighted material; in a matter of seconds, files that contain full or partial, perfect or degraded copies of copyrighted content will be identified and flagged.

AdvestiGATE can manage video and audio in one comprehensive solution. For audio files, it relies either on Advestigo's audio fingerprint technology or interoperates with existing audio recognition technologies.

"Our technology, which is already in industrial use around the world - embedded in our range of peer-to-peer monitoring solutions - is shaping the future of online video sharing," says Michel Roux, President and CEO of Advestigo.

Off-the-shelf solution

AdvestiGATE is delivered on a plug-and-play 1U rackable appliance for seamless integration into existing UGC infrastructure. Scalability is assured through multiple appliances within a single process. Prices start at 15,900 USD plus subscription to a fingerprint database.

About Advestigo

Advestigo is a technology leader in the fast-growing digital asset management market. Using Theraography, a unique technology that analyses digital content to generate content-based "fingerprints", Advestigo provides solutions to automatically monitor and identify multimedia content.

* Advestigo's AdvestiSEARCH™, which is based on Theraography technology, won the European Information Society Technologies (IST) Grand Prize in 2006.