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**Press Release**

**Advestigo's RAFFUT Project, aiming to develop a fully-integrated Platform to Manage Digital Content on UGC's, distinguished through funded support by Leading French Research Agency**

*Solution automatically locates fraudulent files on UGC sites, provides a complete platform of detection, protection and management of copyrighted material*

**PARIS – July 29<sup>th</sup>, 2008** – Advestigo, a leading provider of digital asset protection solutions, announced that the French National Research Agency (ANR) recognized its RAFFUT project as the most-promising platform to manage digital audio, video and textual content on UGC sites. INRIA Grenoble/Rhone-Alpes, one of the most internationally reknown lab of the French national institute for research in computer science and control, joined Advestigo in developing this project.

Content sharing sites such as YouTube, MetaCafé and Dailymotion have grown rapidly and the volume of UGC videos placed on these sites is going to accelerate. As a result of their popularity, these platforms are confronted with the issue of illegal distribution of copyright-protected content. Recent legal judgments have illustrated that it is imperative that video sharing sites analyze for protected content copies before placing videos on-line.

Advestigo and INRIA will develop the integrated detection and management solution for copyrighted content based on Advestigo's patented Theraography™ technology, which analyses digital content – whether video, audio or textual – to generate content-based fingerprints. These fingerprints allow for the detection of total or partial copying, independent of file and data formats, sampling rates, encapsulations and other typical masking techniques. INRIA will contribute its world-class leading edge concepts and algorithm in digital video characterization.

In addition to detecting illegal content, the RAFFUT Project integrates a protection and cleaning function: illegal content is automatically removed from UGC sites and is blocked from being uploaded again – a frequent response to detection and removal. To complete the offer, the solution manages the income generated by copyrighted content, ensuring that the rights holders are remunerated.

In providing a complete and robust platform, Advestigo and INRIA will allow UGC sites to increase the amount of content posted each day, all while insuring the rights of the copyright holders. A technology of this nature is critical in order to return to the true spirit of collaborative sites where professional/copyrighted videos exist along side UGC/amateur/personal video. Advestigo estimates that the solution will be ready for market in 2009.

The solution was developed in response to both qualitative and quantitative issues: not only is it necessary to improve video description technology to make it as effective as possible yet compact and reliable, but the solution must be able to accommodate clients whose users upload a huge number of videos, guaranteeing quick turnaround in analysis and response.

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**About Advestigo:**

Advestigo is a provider of digital asset protection solutions. Its patented Theraography™ technology analyses digital content to generate content-based fingerprints which allow the detection of total or partial copying, independent of file and data formats, sampling rates, encapsulations and other typical masking techniques. In addition, Advestigo provides automated surveillance and control solutions as well as the distribution of multimedia content. Advestigo, a private company founded in 2002, counts amongst its customers companies such as

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Disney, Gaumont Buena Vista International, AFP, Universal Music and Thomson. The company is supported by the French research fund ANVAR, and leading European VCs including iSource Gestion, Cap Décisif and EonTech. For more information, please visit [www.advestigo.com](http://www.advestigo.com).

