



CENTRE FOR
CONTENT PROTECTION

Company No. 200710112K

-DIGITAL FUTURE SEMINAR SERIES-

“The Future Role of Watermarking and Fingerprinting for Content Distribution.”

**Delhi, 19 March
Convergence India**

A SEMINAR BROUGHT TO YOU BY THE MOTION PICTURES DISTRIBUTORS ASSOCIATION (MPDA) AND THE CENTRE FOR CONTENT PROTECTION (CCP).

DIGITAL WATERMARKING & FINGERPRINTING can be used in various deployment scenarios to combat piracy and enable the proliferation of legitimate channels that provide consumers with better choices and options to consume content. Textual metadata, hashes, fingerprints and watermarks are typical ways to identify content online. This session explores technical, business and policy developments specifically in watermarking and fingerprinting and how this relates to monetizing digital content.

Time	Session	Action (s)	Presenter
10.00 to 10.15 AM	CCP Content Protection Training Seminar	Keynote	Rajiv Dalal, MPDA India
10.15 to 12.15 PM	Watermarking and Fingerprinting for Content Protection 15 minute presentations and panel discussion afterwards.	<ul style="list-style-type: none">▪ 3 Companies' Presentations▪ Panel Discussion afterwards	Mr Steve Christian VP, Marketing, Verimatrix Warren Pearsall, Director Major Accounts, NDS Eric Diehl Director, Security Domain,

			Thomson Jeffery Yan Director, Policy and Standards Microsoft
Short break			
12.30 to 1.15 PM	Presentations		Shawn Ambwani VP, Marketing and BD, Intertrust Francois Galy Chief Representative, Viaccess Vidar Sandvik Product Manager, Conax
1.15 to 1.30 PM	Conclusions	Review of Activities and Resources.	Isa Seow Director, CCP

PARTICIPANTS

Participants of the session(s) should include regulators, telcos, broadcasters, technology providers, content providers, content aggregators, mobile and IPTV, industry, broadcasters and others. Trainers of the session are CCP members and Primary Advisory Committee (PAC) of the organization.

OUTCOMES SOUGHT

- 1) Provide basic introduction to issues
- 2) Outreach to broadcasters, and government officials
- 3) Introduce CCP as neutral party
- 4) Discuss protection of content in various devices; highlight convergence issues
- 5) Build alliances and members

DELEGATE CHARGES for CCP WORKSHOP

USD 80 for CCP members
USD 100 for non-CCP members