

Audible Magic Copyright Compliance, Indexing, and Monetization Services

Ideal for Web 2.0 files hosting services or peer-to-peer file sharing applications

Can be customized to the needs of the service or application

Easy to integrate turnkey service consisting of

- Software API
- Content ID and link service
- Information data service

CopySense content identification technology measures perceptual characteristics of the content and does not rely on metadata, watermarks, or file hashes.

API library is easy to integrate and portable to any operating platforms.

Information returned with identification is customizable and may include unique AMID number, business use rules, metadata.

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Overview

Audible Magic is the premier provider of content management solutions that enable Web 2.0 services and peer-to-peer applications to

- Detect and verify copyrighted content identity and ownership,
- Store and retrieve business rules for use of content,
- Identify usage for compensation or royalties,
- Target content for advertising or sponsorships,
- Enable sales of content or content related products or services.

Easy to Integrate Turnkey Service

Audible Magic's CopySense content identification service is easily integrated into your own content management system or client application. The solution consists of a software API library, content identification and link services, and an information data service.

CopySense Content Identification Technology

Audible Magic CopySense technology uses sophisticated analysis to identify and match unknown content based on its perceptual characteristics. These measurements form the basis of a unique digital fingerprint and can be used to identify a piece of content in the same way a fingerprint or DNA can identify an individual. These measurements remain the same no matter whether the file is streamed, or what rate or type of compression is used to store files. This allows the technology to be indifferent to format and provides a universal solution for digital content on the Internet. The technology does not rely on metadata, watermarks, or file hashes. Currently Audible Magic can provide solutions for identifying audio files or video files using the soundtrack. Video identification using image data is planned for early 2007.

Easy to Integrate API Library

The CopySense content identification API library makes it easy for developers to incorporate content identification into any service, application, or device. The library is less than 500 KB and is portable to any operating platform. The unknown content sample is passed to the API library. The API processes the sample, generates a file link in the form of a digital fingerprint, and creates an ID package in the form of an encrypted XML string. The customer application sends this XML string over the Internet to Audible Magic's identification servers, where a match is made.

Flexible Information Services

The match is generated by comparing the digital fingerprint against a reference database of previously registered content. This information data service is customizable - the service is able to return a unique AMID number, content use business rules, content metadata describing identity and ownership, and other information useful for copyright compliance, licensing, and monetization applications. This service is hosted and managed by Audible Magic.