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## Press release

Las Vegas | April, 22 2009

### Ina-signature protection tool to be implemented on the Kewego network

Ina, the one of the largest archive center in the world, and Kewego, the European leader in management, broadcasting, and monetization solutions for videos on the internet, intranets and screen networks, today announced a partnership on the *ina-signature* protection technology.

#### [Ina-signature extends its coverage over Europe through the Kewego network of sites](#)

- > The *ina-signature* tools enable the detection and monetization of protected videos when they are uploaded onto web sites. Kewego operates its video distribution technology on numerous European sites. The *ina-signature* protection is being implemented on all its sites with user-generated content capabilities.
- > *Ina-signature* was developed in Ina's research department and it is already in operation on the Dailymotion worldwide platform since January 2008 and soon on the wat.tv user-generated site.
- > If the signature of a video asset is computed by its rights holder, *ina-signature* will now automatically block or monetize copies on all sites using technology. Also, only one signature is necessary in order to protect all international versions of the asset. This protection means has already been chosen by many major rights holders worldwide.
- > "This new agreement shows that *ina-signature* is trusted to be an efficient protection technology by responsible web technology operators. It also confirms to the growing amount of rights holders who trust us that we commit in having their fingerprints protect and monetize their assets on a large scale." said Jean-Marc Bordes, INA's Chief Operating Officer.

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> “Kewego is the leading European player for professional video solutions; our network includes more than 350 companies in Europe, including the most well known European media and producers; we want our clients to benefit from the best copyright protection solution and we think the *Ina-signature* tool is one of the most advanced” said Michel Meyer, Kewego’s President of the Board and Founder.

#### About Ina

> Since February 2004, Ina has been providing professionals with a unique service worldwide at [inamediapro.com](http://inamediapro.com), the first global bank of digitized audiovisual archives with 600,000 hours of assets available online. Ina is also a research laboratory and the number one European centre for training in the audiovisual and multimedia fields.

> Since April 2006, the general public has also been provided with direct access, for consultation or downloading, to more than 100,000 television and radio programs on [ina.fr](http://ina.fr).

> Visit us at NAB - South Upper Hall Booth #SU12902

> <http://www.ina.fr/signature>

#### About Kewego

> Created in 2003, Kewego offers professional solutions for managing, broadcasting and monetizing videos on the Internet, intranets and screen networks. These solutions are designed for the media, companies and communication agencies. Kewego is represented in over 20 European countries and has 350 reputable partners, including M6, Gruner + Jahr, France Télévisions, Orange, Métro, Peugeot, etc.

> <http://www.kewego.com>



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