Intelligent Techniques in Signal Processing for Multimedia Security pp 93–112

Digital Watermarking: A Potential Solution for Multimedia Authentication

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Chapter | First Online: 19 October 2016

Part of the Studies in Computational Intelligence book series (SCI,volume 660)

Abstract

The digitization has resulted in knowledge explosion in the modern technology-driven world and has led to the encouragement and motivation for digitization of the intellectual artifact. The combining, replication, and distribution facility of the digital media such as text, images, audio, and video easier and faster has no doubt revolutionized the world. However, the unauthorized use and maldistribution of information by online pirates is the sole threat that refrains the information

proprietors to share their digital property. It is therefore imperative to come up with standard means to protect the intellectual property rights (IRP) of the multimedia data, thereby developing the effective multimedia authentication techniques to discourage the illegitimate distribution of information content. Digital watermarking, which is believed to be the potential means among the various possible approaches, to encourage the content providers to secure their digital property while maintaining its availability, has been entreated as a potential mechanism to protect IRP of multimedia contents.

Keywords

Multimedia authentication **Digital watermarking**

Copyright protection **Intellectual property rights**

Discrete wavelet transformation