



DCIA P2P Digital Watermark Working Group Mission Statement

Mission

To work jointly and cooperatively with leading content and technology companies to ascertain appropriate and voluntary best practices for the use of digital watermarking to identify infringing content as a step to facilitate the legitimate consumption of licensed content through the P2P distribution channel.

Objectives

- Provide P2P systems with the ability to effectively identify infringing copyrighted content
- Establish appropriate and voluntary best practices for the deployment of watermarking technology implementations to meet the above identified objective in a way that can be sustained by all of the necessary participants

Potential Participants

- DCIA member organizations
- Digital watermarking technology and solution providers
- Copyright owners, including representatives from participants in the motion picture and music industries (such as movie studios, record labels)
- Copyright owners trade organizations (MPAA, RIAA, IFPI)
- Information technology companies involved in digital media platforms

Path to Progress

- Publish the Mission and Objectives of the working group
- Publish a call for participants in the working group
- Draft and reach agreement on a digital watermarking pilot study, including the test plan, timeline, and deliverables
- Organize and conduct the digital watermarking pilot study to ascertain an efficient means for identifying and filtering infringing copyrighted content on P2P networks
- Prepare and publish voluntary DCIA recommended practices for P2P digital content filtering based on results of the pilot study