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Blue Efficiency Launches Universal Digital Fingerprinting Service

On the occasion of the 71st Cannes Film Festival, Blue Efficiency officially launches its universal digital fingerprinting service, backed by the CNC through the RIAM (Research and Innovation in Audiovisual and Multimedia) program.

Previously, producers had to submit their works to multiple vendors to generate various digital fingerprints (such as Content ID, Audible Magic, etc.).

Thanks to this innovative service, producers now only need to upload their content once via the Blue Efficiency portal, which handles the creation and management of all fingerprints.

All tracking statistics and protection data tied to the digital fingerprints can then be accessed directly on the portal.

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About Blue Efficiency

Blue Efficiency is an expert in protecting films from unauthorized online distribution. The company works with numerous independent film distributors and producers, as well as major media groups such as TF1.

We invest heavily in research and development to deliver cutting-edge anti-piracy solutions.

Our services include taking down unauthorized content available via streaming or direct download on user-generated content (UGC) platforms (YouTube, Dailymotion, etc.), social networks (Facebook, X/Twitter, etc.), and general search engines (Google, Bing, etc.).

Blue Efficiency is:

Partner of the SCARE (French Association of Art House Cinemas) in 2018

Technical Partner of the César Awards since 2014

Partner of the ADEF (French Film Exporting Association) in 2017

Partner of the SDI Meetings (Independent Distributors Syndicate) since 2016

Partner of the Les Arcs Film Festival since 2014

Partner of the Saint-Jean-de-Luz International Film Festival since 2015