

Two new strategic partnerships for Blue Efficiency

Blue Efficiency's mission is to provide cinema and audiovisual rights holders with the most effective anti-piracy solutions.

These are primarily based on the in-house development of software innovations, but the company also combs the market for complementary technical partners to enhance and bolster its offerings.

At this year's Cannes Film Festival, Blue Efficiency was proud to announce two new strategic partnerships in the fingerprinting and watermarking of works.

Fingerprints

Fingerprints are technologies used to automatically detect video matches between the original video of a work and videos submitted by Internet users.

Big video platforms like YouTube and Dailymotion use this type of technology. However, other major platforms like TikTok, Twitter and Twitch do not yet offer it to rights holders, and content piracy is rife on them.

To make our protection on these platforms as effective as possible, Blue Efficiency has selected and integrated Videntifier's fingerprinting technology.

After testing a few works in late 2022, we extended the creation of Videntifier fingerprints to all our customers and generated over 2,000 for a wide variety of content ranging from films to reality shows, series and entertainment. In 6 months, these fingerprints have made it possible to detect and remove over 30,000 videos on TikTok, including highly popular programmes such as Star Academy (6,000 videos) and the daily show Demain Nous Appartient (5,000 videos).

Watermarking

Invisibly watermarking works is a technique used for tracking purposes to identify the origin of pirated versions of films appearing on the Internet.

While the watermarking stage is generally carried out in post-production labs, extracting the watermarks requires pirated versions of films to be detected and analysed.

Our customers have asked us to integrate watermark extraction into our protection solution. Our software already monitors appearances of new pirated versions of films in order to warn the rights holders and trigger our protection solution as quickly as possible.

Nagra's Nexguard Forensic Watermarking technology is well-established and internationally recognised for its reliability. For this reason, Blue Efficiency has chosen to integrate it as a priority and thus offer its customers watermark extraction based on this technology.

More information about Videntifier

<https://www.videntifier.com/about>

More information about Nagra/Nexguard

<https://dtv.nagra.com/nexguard-forensic-watermarking>

About Blue Efficiency

Blue Efficiency is an expert in protecting films from piracy on the Internet. The company works for several independent film distributors and producers, as well as major groups including the main TV groups TF1 and France Télévisions.

We heavily invest in research and development, meaning that we can offer the best possible solutions for fighting against piracy.

Our services include the removal of unauthorised streaming and downloading on specialised pirate sites, through illegal IPTV offers, on UGC platforms (YouTube, TikTok, etc.), through social networks (Facebook, Telegram, Twitter, etc.) and through general search engines (Google, Bing, etc.).

Blue Efficiency's commitments:

A Technical Partner of the Marché du Film - Cannes Film Festival since 2020.

A Technical Partner of the César Awards since 2014.

A partner and member of Point de Contact since 2023

A partner of Privio since 2022

A partner of Futur@Cinema since 2021.

A partner of the ADEF (associations of film exporters) in 2017 and 2018.

A partner of the SDI (association of independent distributors) since 2016.

A partner of SCARE (association of art house cinemas) since 2018.

A partner of the Cinewax African Film Festival in 2019.

A partner of the CIP (independent Paris cinemas) Avant-Premières Festival since 2019.

A partner of the Les Arcs European Film Festival since 2014.

A partner of the Saint-Jean-de-Luz International Film Festival since 2015.