



## **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