



Content Made Intelligent



## Protect and Fully Monetize Your Digital Assets

ImageSpan's LicenseStream Content Tracker with Digimarc for Images gives you the critical visibility and tracking you need to protect and drive the most value from your digital content.

### Track Your Content to Drive Revenues

LicenseStream's Content Tracker with Digimarc for Images lets you digitally watermark your content as you publish it to major search engines and the Web. The combined solution then continually scans the Web to locate where and how your content is used and provides monthly reports of where your watermarked content is found. In the case of an infringing use, the solution enables you to take action with a suite of automated options that can effectively address and manage the unauthorized use of your content, often resulting in incremental revenue.

### Efficiently Manage Digital Content with Automated Tools

Digimarc for Images embeds an imperceptible, persistent digital watermark into all your images that communicates copyright ownership for your digital assets as they travel across the Web, letting potential buyers know who you are and how to find you. LicenseStream automates the costly processes of licensing, publishing and ongoing management of licenses. LicenseStream combined with Digimarc for Images provides a complete solution to efficiently manage, monitor and monetize your valuable images.

- Communicate ownership with an imperceptible, persistent digital watermark
- Publish to the Web and to major search engines so that anyone, anywhere can license it with a mouse click
- Track and license content globally with one automated service
- Find out where your and when your creative assets are being used
- Resolve unauthorized use with our automated tools
- Turn your catalog of content anywhere on the Internet into multiple marketing agents that point traffic back to your website
- Improve the effectiveness of your marketing efforts and minimize revenues lost due to unauthorized use with intelligent reporting that tells you where your content is being consumed
- Price your work with confidence using LicenseStream's breakthrough pricing engine

### Who Can Benefit from the Joint Solution?



#### Content Owners

Track and resolve unauthorized use with automated resolution tools to increase revenues.



#### Enterprises

Optimize strategic decisions based on intelligent reporting.



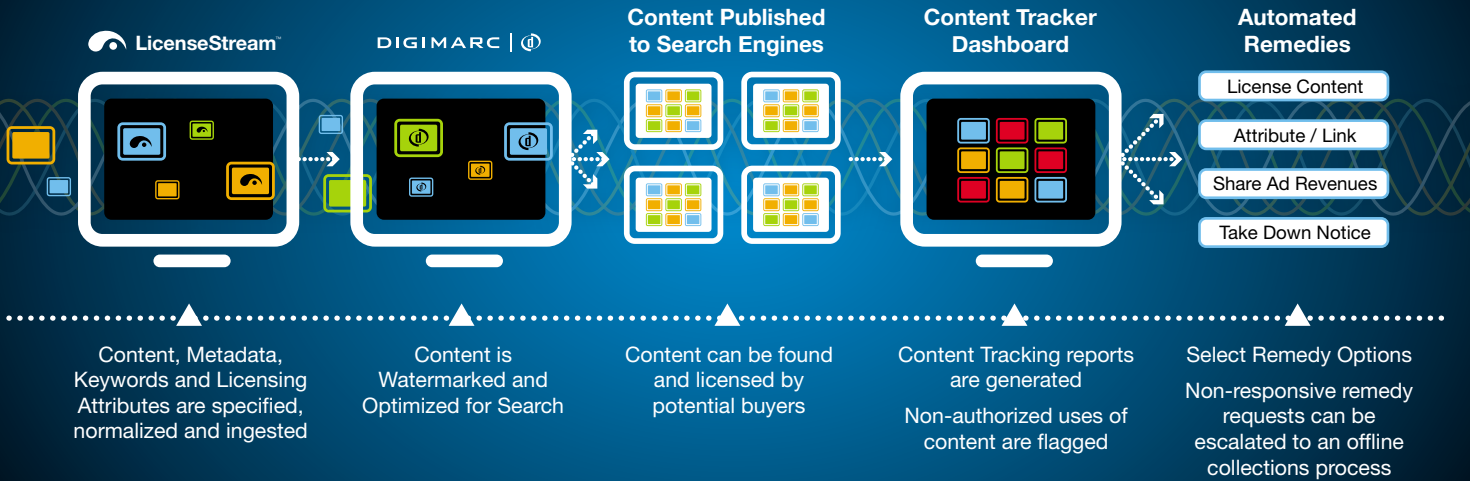
#### Advertisers

Make informed decisions based on the consumption of specific content and content types.

Get Started Now

Find out how you can put LicenseStream to work for you. Call 866.240.8243 or email us at [enterprise@licensestream.com](mailto:enterprise@licensestream.com).

## How Content Tracker works



## LicenseStream and Digimarc for Images offer a complete and automated Web-based image management solution.

The joint solution eliminates legacy licensing, tracking, royalty settlement and reporting services and time-consuming manual processes by automating licensing, royalty settlements, content tracking and remedies for unauthorized image use, significantly reducing operating costs and creating new revenue opportunities. Content Tracker simplifies the process of settling unauthorized use of your valuable assets.

**The result?** Dramatically improve your profit margins, reduce operational inefficiencies, and open up new revenue opportunities.

With market-leading licensing automation combined with intelligent reporting, the LicenseStream-Digimarc for Images solution offers real ROI and provides the most innovative media companies in the world with a better understanding of what opportunities exist for their digital content.

### Breakthrough Solutions

LicenseStream provides a full suite of licensing, license management and remedies capabilities. Digimarc for Images provides a persistent, imperceptible digital watermark into all your images that travels with them across the Web. The combined solution lets you protect and fully monetize your digital assets.

### New Revenue Streams

Through content tracking, we can turn your catalog of content existing anywhere on the Internet into multiple agents that drive or point traffic back to your website, to function in a fashion very similar to an Ad network.

### Business Intelligence

Create focused campaigns based on intelligent reporting that tells you where and how your creative assets are being used. With this intelligence, you can make more informed and effective business decisions. You can also pursue untapped opportunities for licensing, advertising and distribution.



ImageSpan is the creator of LicenseStream, the market-leading licensing automation platform for all media types and businesses, from individual creators to enterprises. ImageSpan is the exclusive provider of license registry services to the PLUS coalition.

**Get Started Now.** Find out how you can put LicenseStream to work for you.  
Call 866.240.8243 or email us at [enterprise@licensestream.com](mailto:enterprise@licensestream.com).

