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# *Media Watermarking, Security, and Forensics 2013*

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# Introduction

It is our pleasure to bring to you the papers presented at the 2013 Media Watermarking, Security, and Forensics Conference, the premier forum for disseminating high quality cutting-edge research in these areas for the past fifteen years. Over this period, this conference has served as an excellent venue for researchers and practitioners in this field to present their innovative solutions in a timely manner and to keep abreast of the latest developments in watermarking, security, and forensics.

The conference this year was very successful. Twenty-four quality papers were presented by reputable academic, industry, and government institutions and many more quality papers were submitted but could not be accommodated. The presentations spanned the areas of watermarking, security and biometrics, camera identification and forensics, steganography, and steganalysis. Moreover, the conference included well-received and illuminating keynote speeches, panel discussions, and demonstrations from representatives of world-class companies.

Speakers from companies preeminent in the field of watermarking, fingerprinting, and content identification gave the two keynote speeches. In the first, Jaap Haitsma from Civolution discussed converting audio watermarking research into a technology startup. In the second, Thabet Alfishawi from Google discussed the background, the challenges, and the roadmap ahead for the YouTube content identification system. Both keynotes were very informative and well-received.

Panelists from respected universities and leading companies engaged in three panel discussions. The first panel discussed the future of watermarking and the question of whether or not watermarking is a solved problem looking for an application. The panel was moderated by Adnan Alattar from Digimarc Corporation and included panelists from Digimarc, Irdeto, and the University of Rochester. The second panel focused on the topics of content identification and copy fraud. Nasir Memon from New York Polytechnic University moderated, and the panel included representatives from FairUse, Gracenote, Audible Magic, and Purdue University. The third panel discussed which field is winning the competition between steganography and steganalysis. This panel was moderated by Tomas Filler from Digimarc and included panelists from University of Oxford, University of Binghamton, and Johnson & Johnson Technology Consultants. All panel discussions were well attended by appreciative and engaged audiences.

Three special demonstrations were given by Digimarc, Audible Magic, and Technicolor. Digimarc showcased their latest watermarking application, in which watermarking is used in packaging as a complement to barcodes to increase check-out speed at the point of sale. Audible Magic and Technicolor each demonstrated their state-of-the-art second-screen applications to enhance the experience of users watching TV or listening to radio. Although these two

demonstrations were similar, their underlying technologies are completely different. While Audible Magic's approach is based on audio fingerprinting, Technicolor's solution relies on audio watermarking. All demonstrations were very enlightening regarding the great potential of both watermarking and fingerprinting technologies.

The conference audience expressed appreciation of the high quality of the technical presentations and the outstanding participation by representatives of industry. The conference chairs would like to thank all authors, participants, keynote speakers, panelists, moderators, and demonstrators, as well as the technical committee, for their efforts in making this year's conference a great success. We are looking forward to continuing this trend with another very successful conference next year.

Thanks.

**Adnan M. Alattar**
**Nasir D. Memon**
**Chad D. Heitzenrater**