Validate Media

User's Guide

Contents

Introduction to Validate Media

Digimarc Validate Media enables image copyright holders to protect their digital image assets from illicit use by applying a covert watermark that identifies the owner. This digital watermark persists when the image is copied and used for unapproved purposes, enabling you to identify the source of the stolen image, such as a particular social media account, advertisement, or blog article.

This guide is intended for the content creator, who owns the copyright for the digital images.

Enforcing a Copyright

If you discover unauthorized use of an image for which you own the copyright, you can enforce your copyright by requesting that the unauthorized user stop use of the image. Copyright protection exists upon creating an image meeting the requirements for copyrightability. If you own the copyright, you can demand that the unauthorized user cease use of it on the basis that it is an infringement of your copyright, including by a Digital Millennium Copyright Act Takedown Notice, if applicable. Registering the copyright with the U.S. Copyright Office provides several additional benefits, including the ability to seek an injunction or sue for infringement, and the potential to recover statutory damages and attorneys' fees. To be eligible for these benefits, you must register your copyright before the infringement occurs or within three months of publication of the image. The availability of statutory damages is significant because it allows you to sue for damages without having to prove actual financial loss, which might be difficult.

> **Note**
>
> Digimarc Corporation isn't a law firm and isn't providing legal advice. To assess eligibility for any legal claim, including potential violations of the Copyright Act and DMCA Section 1202(b), seek guidance from independent legal counsel.

Document Conventions

Following are the standards and conventions used in this documentation. See the Glossary for definitions of terms used in this guide.

Convention	Description
Numeric format	The fractional part of a numeric value is represented by the period character, such as pi =~ 3.14
Elements in the user interface	Formatting: Text in bold
Titles of tiles and dialogs	Formatting: Text in italics
User input (text that a user types)	Formatting: Text in a monospace font
File and directory paths	Formatting: Text in a monospace font
Variables or variable data	Formatting: Text in italics, often within angle brackets (< >)

Digimarc Support

For help using the Illuminate™ Platform, contact Digimarc Support or create a support request.

- [↗ Digimarc Support Website](#)
- [Send email to Digimarc Support](#)

Create a Support Request

You can request support from within Illuminate. If you're unable to log in, use one of the methods above.

To create a support request:

1 Click the Help icon (⑦) in the upper right corner of any page. A panel opens on the right.

2 Click **Create Support Ticket**.

3 In the **I need help with** drop-down list, select the subject.

4 Type a brief **Summary** of the problem or question.

5 Type a more detailed **Description** of the problem or question. Be as thorough and detailed as possible so we can better assist you.

6 Click **Submit**. A Digimarc representative will contact you soon.
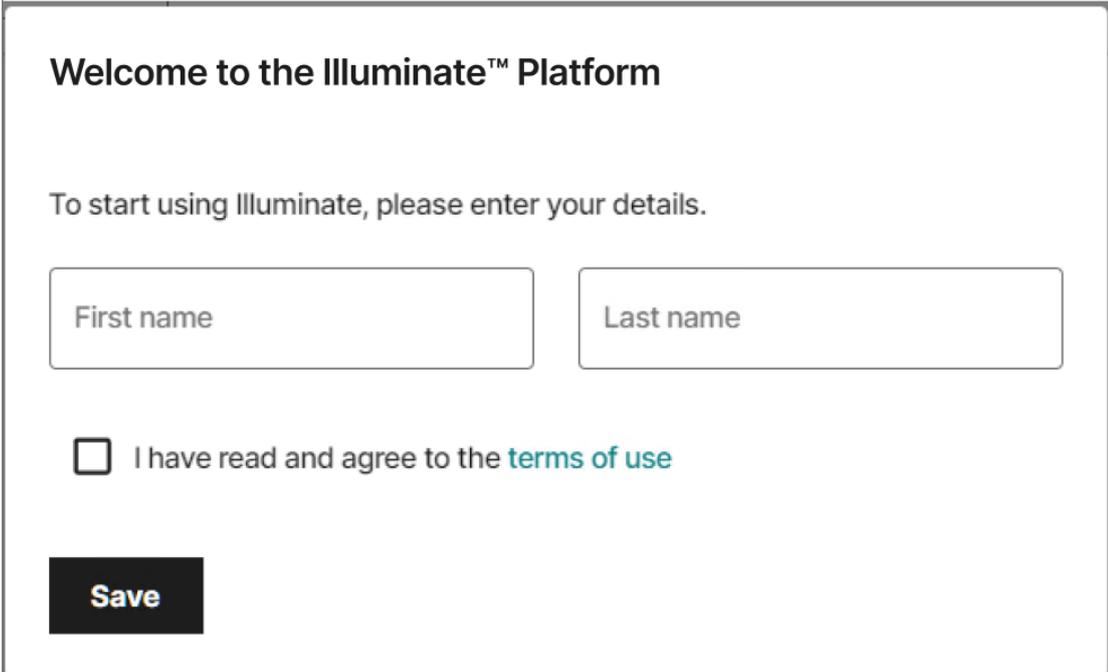
Get Started with Validate

To use Digimarc Validate Media, you first sign up on the Validate website. Digimarc Validate Media is a recurring subscription service. Your subscription fee is charged at the beginning of each subscription term until you cancel your subscription.

To sign up:

1 Go to https://dfi.digimarc.com/welcome and select a subscription tier to start with.

2 Choose whether you want to pay monthly or annually.

3 Fill in your contact and billing details.

4 Click the link to the **Terms & Conditions** and read the terms carefully.

5 If you agree to the terms, enable **Accept the Terms & Conditions**.

6 Click **Save**. Your account will be created. When it's ready for use, you'll get an email from Digimarc.

7 Click the link in the email to finish setting up your account.

Log In

1 Log in to the Illuminate Platform using your email address and the password you set. If you're logging in for the first time:

    1.1 Illuminate displays the *Welcome* dialog. Enter your **First name** and **Last name**.

    1.2 Click the link to the **terms of use** and read the terms carefully.

    1.3 If you agree to the terms, enable **I have read and agree to the terms of use**.

    1.4 Click **Save**.

2   The Illuminate Platform displays a list of your accounts or the *Validate* list view. If needed, click the account you want to work with.

> **Note**
> The remaining instructions throughout this guide assume you have logged in and selected an account to work with, if needed.

Steps for Using Validate Media

The high-level steps for protecting your images are:

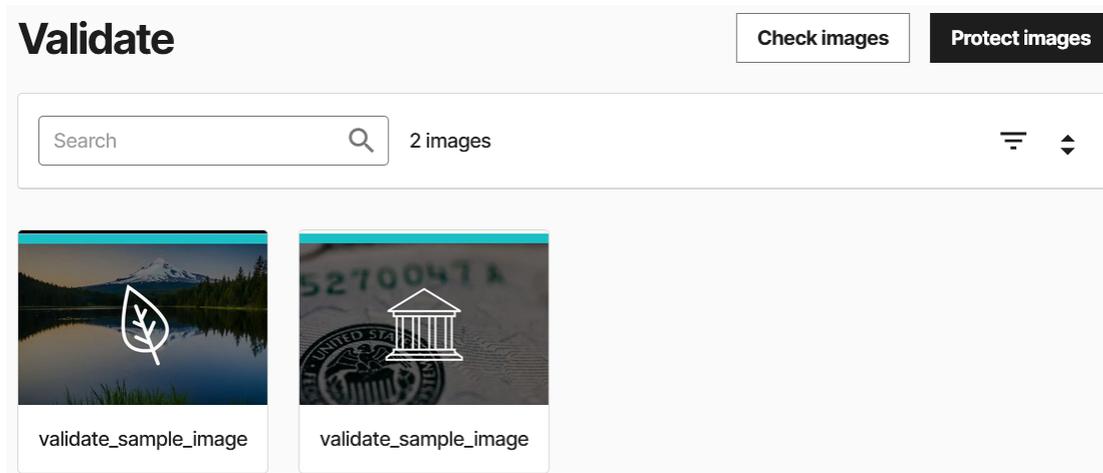1   Click **Validate Media** in the navigation pane to open the *Validate* list view.

Digital Twins

Validate Media

2   Upload an image you want to protect. See Protect an Image.

3   Download your watermarked image. See View Images.

4   To see whether an image is watermarked, see Check an Image.

View Protected Images

The *Validate* list view displays all the images you've protected in the selected account. For more information about this view, see Validate List View.

1 Click **Validate Media** in the navigation pane. The *Validate* list view opens. Any images you've protected are displayed.
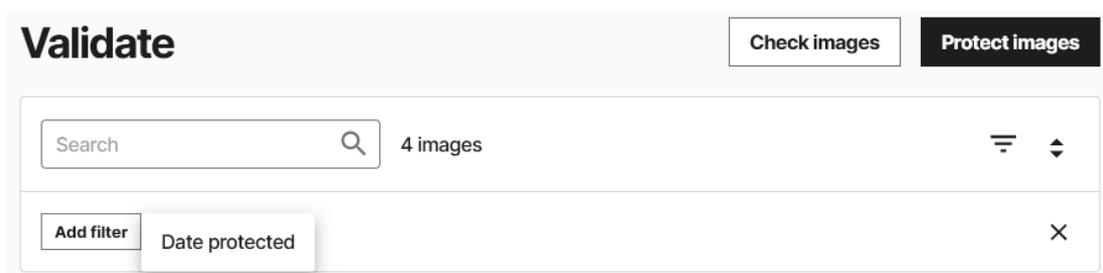

2 To easily find an image, you can search for it by one or more characters in the file name or apply a filter. See Filter Protected Images.

3 To view the details about a single image, click its thumbnail. See View Image Details.

4 To protect an image, see Protect an Image.

Filter Protected Images

To narrow the list of images displayed in the *Validate* list view, you can apply a filter on the date protected.

1 On the *Validate* list view, click the filter icon (☰) to open the filter.

2 Click **Add filter** and select **Date protected**.

3 From the **Date protected** drop-down, select the new date or date range. You can choose:

   • Today
   • Yesterday
   • Last 7 days (inclusive)
   • Last 30 days (inclusive)
   • Between (inclusive) two dates you specify
   • On a specific date

   The default is **Today**. For the Between and On context options, you must specify the date or dates for the filter. Dates are inclusive.

4 Click **Apply**.

5 To remove a filter, click its **Cancel** icon (⊗) or close the filter section.

Protect an Image

Protecting an image adds a covert digital watermark that's virtually imperceptible to the human eye but detectable by our software.

To protect an image, you add it on the *Protect Images* view. Validate Media applies the watermark automatically, based on the default or custom protection settings.

> **Important**
> After protecting an image, don't crop or resize it or adjust the colors. Doing so might corrupt the watermark. Upload only final versions of images.

To protect an image:

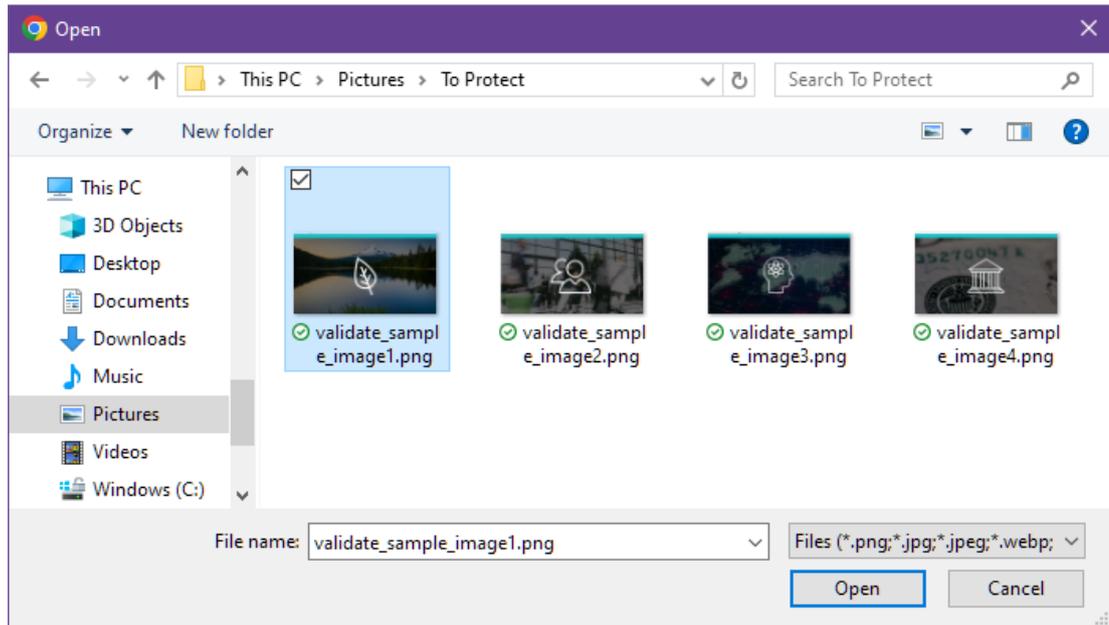1 On the *Validate* list view, click **Protect images**. The *Protect Images* view opens.

2 To display or hide the requirements for image files, click **Show image upload guidelines** or **Hide image upload guidelines**.

> **Note**
> Validate Media doesn't support palettized images.

3   Add the image you want to watermark:

    3.1   To upload an image from your computer, click the **Upload** icon (⬆) or **Click to upload**, or drag one image at a time from the file explorer and drop it onto the marked area.

> **Tip**
> We recommend you use a unique file name for each image to make the images easier to differentiate.

    3.2   To use a web-hosted image:

        3.2.1   Click **add images with a valid link**. The view expands to display additional controls.

        3.2.2   Paste or type the URL for the image in the **Image URL** text box. The image must be on a secure website (accessed using `https`).

        3.2.3   Click **Fetch**.

> **Notes**
> If the image URL lacks a file name extension, Validate Media displays an error. If you know the file type, download the image, ensure it has the proper file name extension (.jpg, .jpeg, .jfif, .pjpeg, .pjp, .webp, or .png), and upload it from your computer. Show the image upload guidelines for more information.
> Validate Media can't upload the watermarked images back to the originating web site. You'll need to upload them to the relevant sites yourself.

4   To change the watermark properties, enable **Customize watermark and protection settings**. The section expands to show the customization options with the default values.

> ☑ Customize watermark and protection settings
>
> Apply watermark by:
>
> ◉ Adjusting colors (for colorful images)
>
> ○ Adjusting brightness (for low-color images)
>
> **Protect**   Cancel

4.1   Select an **Apply watermark by** option:

- **Adjusting colors**, most useful for colorful images
- **Adjusting brightness**, most useful for low-color images

5   Click **Protect**. Validate gets the image and applies the watermark. The *Protect Images* view changes:

- To download the image, click **Download protected images**. A zip file containing the watermarked image is saved to your default downloads folder.
- To protect additional images, click **Protect more images**. The view resets. Repeat steps 3–5 for each additional image you want to protect.
- To view the image details, click the image's file name. The *Validate Details* view opens.

> **Tip**
> If you navigate away from the *Protect Images* view before the protection operation finishes, a notification opens when the image has been watermarked. You can click **SHOW ME** on the notification to see the protected image in the *Protected Images* view.

View Image Details

The *Validate* list view displays all the images you've protected in the selected account. For a description of the fields, see Validate Details View.

1   Click **Validate Media** in the navigation pane. The *Validate* list view opens, displaying any images you've already protected.

2   To easily find an image, you can search for it by one or more characters in the file name or apply a filter. See Filter Protected Images.

3   To view the details about a single image, click its thumbnail. The details view opens with the image file name as the title.
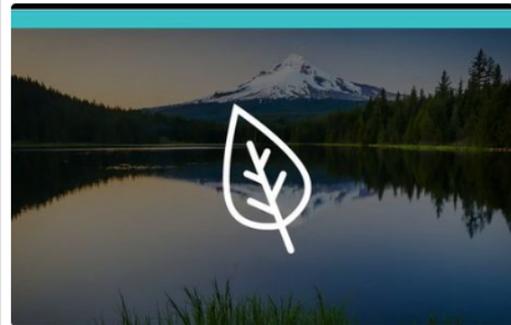

4   To view all protected images in the upload operation, click View upload details.

5   To download the watermarked image, click the download icon (⬇). For more information, see Download a Watermarked Image.

6   To add or edit custom attributes, see Add or Edit Custom Attributes.

Add or Edit Custom Attributes

Custom attributes enables you to store a name (or "key") and corresponding value as Illuminate metadata for each image you protect. The image itself is not altered; the metadata is stored in Illuminate. Each protected image can have up to 12 custom attributes. Examples of custom attributes include:

Name	Value
subject	grizzly bear
photographer	Pat Lopez
aperture	f/16

To add custom data to a protected image:

1 Click the protected image you want to work with. The Validate Details View opens.

2 Click **Edit** on the *Custom Attributes* tile.

3 Click **Add custom data**. The view expands to show two new fields, Name and Value.

4 Type the **Name** and its **Value**. Each Name and Value can be up to 256 characters long. If a Name is provided, a Value is required.

5 To add another name/value pair, click **Add custom data**.

6 To save the custom attributes and exit the view, click **Save**.

To edit an existing name or value:

1 Click the protected image you want to work with. The Validate Details View opens.

2 Click **Edit** on the *Custom Attributes* tile. Existing attributes are shown.

3 Edit the **Name** and **Value** attributes as needed.

4 To add another name/value pair, click **Add custom data**.

5 Click **Save** to save the custom data and exit the view.

To delete a custom attribute:

1 Click the protected image you want to work with. The Validate Details View opens.

2 Click **Edit** on the *Custom Attributes* tile. Existing attributes are shown.

3 Click the close icon (✕) for the name/value attribute to delete.

4 Click **Save**.

Download a Watermarked Image

After you upload and protect an image, you can download the watermarked image to use as you see fit.

> **Important**
> After protecting an image, don't crop or resize it or adjust the colors. Doing so might corrupt the watermark. Upload only final versions of images.

To download an image:

1 From the *Validate* list view, click the image you want to download. The image details view opens. The title of this view matches the file name of the protected image.

2 Below the image, click the **Download icon** (⬇). The watermarked image is saved to your default `Downloads` folder.
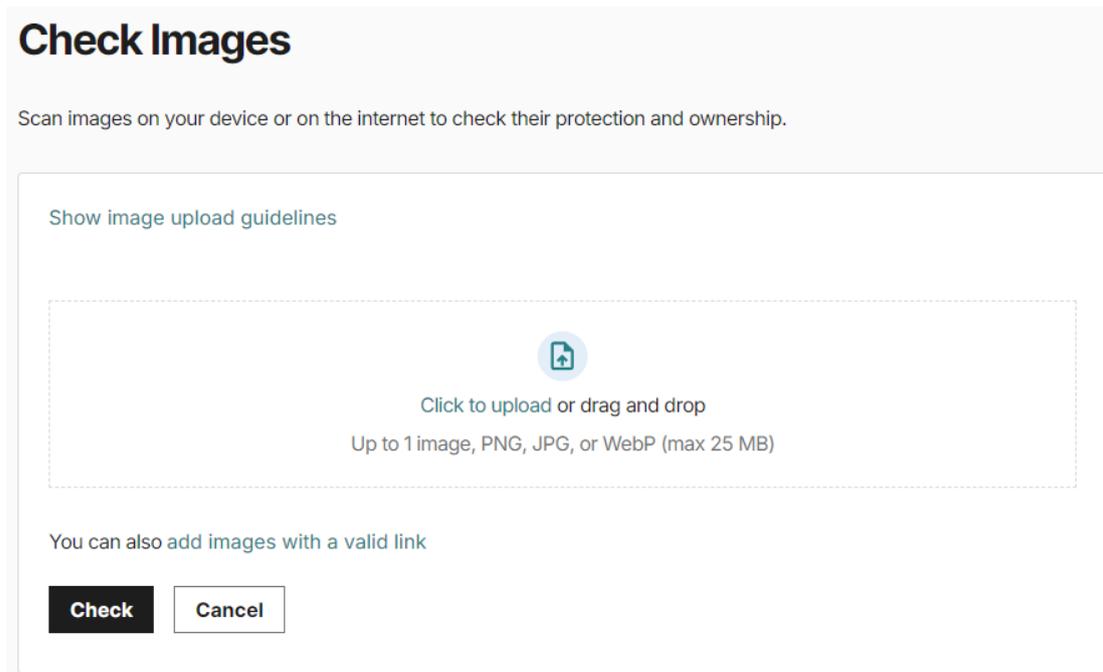
> **Note**
> Right-clicking or control-clicking the thumbnail image and selecting **Save image as** or **Save Image to "Downloads"** downloads only the smaller (thumbnail) version of the image, which doesn't contain a watermark. Use the download image icon (⬇) to save the protected image to your computer.

Check an Image

You can use Digimarc Validate Media to scan an image for the existence of a digital watermark, whether yours or someone else's. If you find that someone has used your protected image without permission, see Enforcing a Copyright.
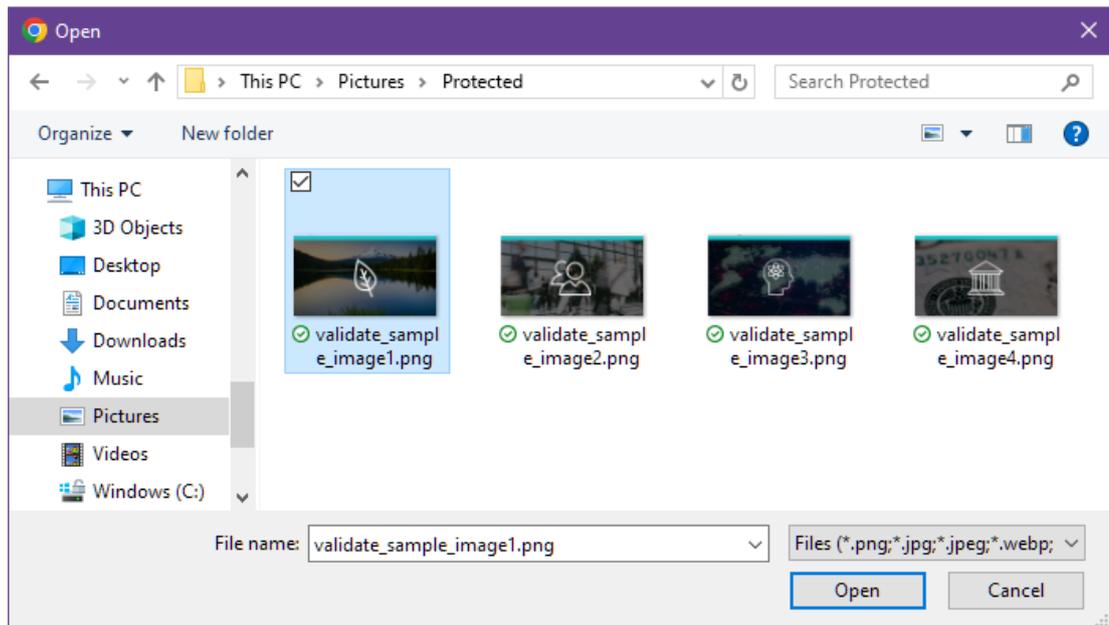
To check an image:

1   Click **Validate Media** in the navigation pane. The Validate list view opens. Any images you've protected are displayed.

2   Click **Check images**. The *Check Images* view opens.

Check Images

Scan images on your device or on the internet to check their protection and ownership.

Show image upload guidelines

Click to upload or drag and drop

Up to 1 image, PNG, JPG, or WebP (max 25 MB)

You can also add images with a valid link

| Check | Cancel |

3   To display or hide the requirements for image files, click **Show image upload guidelines** or **Hide image upload guidelines**.

4   Add the image you want to validate:

    4.1   To upload an image from your computer, click the **Upload** icon (⤒) or **Click to upload**, or drag one image at a time from the file explorer and drop it onto the marked area.
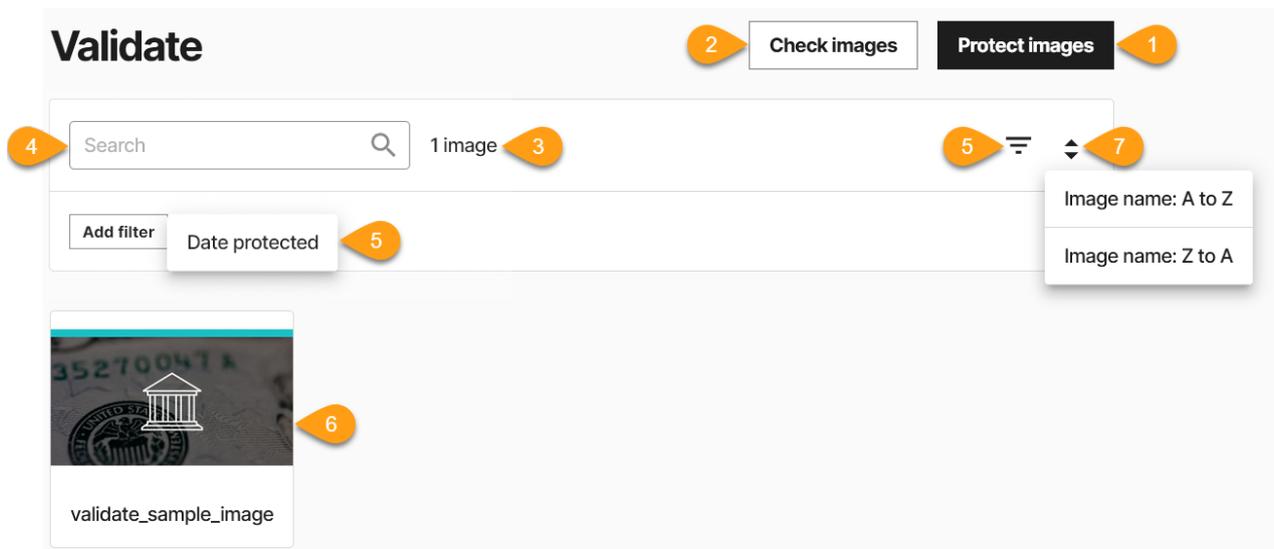

    4.2   To use a web-hosted image:

> **Notes**
> If the image URL lacks a file name extension, Validate Media displays an error. If you know the file type, download the image, ensure it has the proper file name extension (.jpg, .jpeg, .jfif, .pjpeg, .pjp, .webp, or .png), and upload it from your computer. Show the image upload guidelines for more information.

        4.2.1   Click **add images with a valid link**. The view expands to display additional controls.

        4.2.2   Paste or type the URL for the image in the **Image URL** text box. The image must be on a secure website (accessed using `https`).

        4.2.3   Click **Fetch**.

5   Click **Check**. Validate gets the image and checks for a watermark. The image size details and result of the validation are displayed:

- **No watermarks present**: Validate didn't find a digital watermark in the image.
- **Image protected by another account**: Validate found a watermark, but the image doesn't belong to your account or it was watermarked using another Digimarc enhancement tool. No additional watermark will be added.
- **Image protected on** *date*: Validate found a Validate Media watermark in the image that contains your account information. No additional watermark will be added.

6   To check another image, click **Check more images** or close the results panel and repeat steps 4–5.

Validate List View

When you open Validate, you see the Validate list view, showing you all the images you've protected.
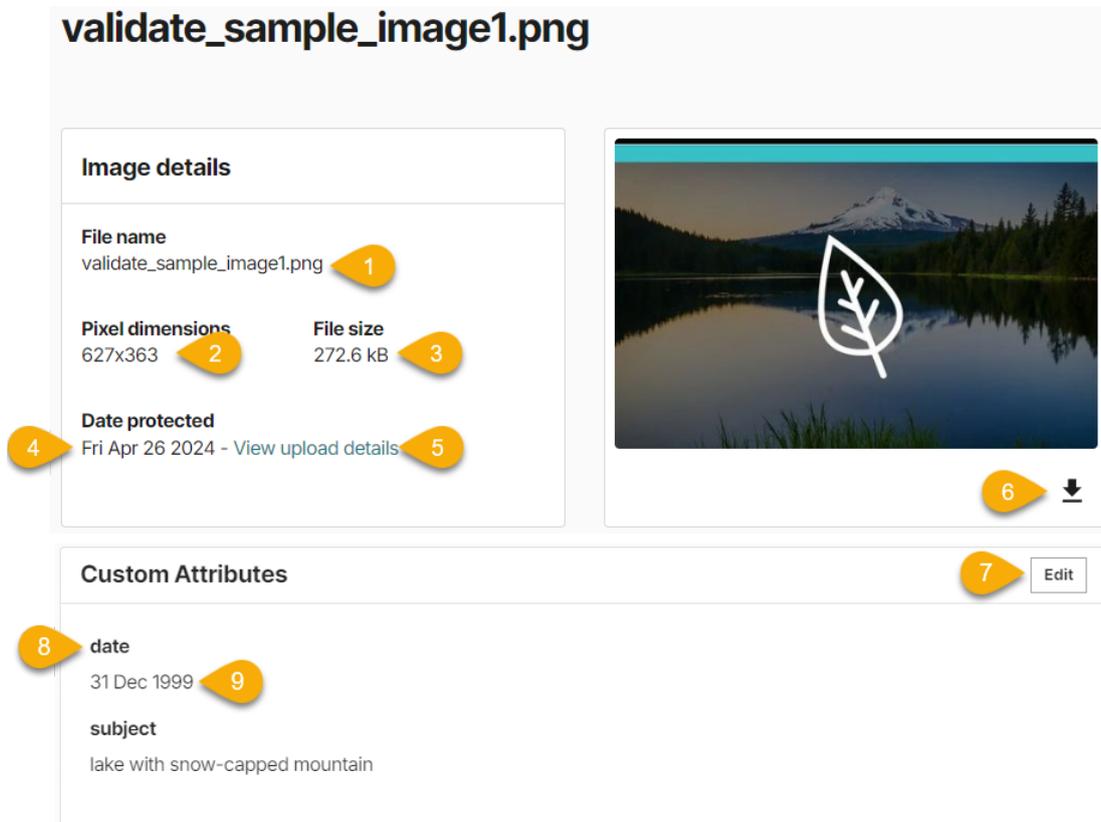

Protected Images

#	Description
1	Protect an image with a digital watermark. See Protect an Image.
2	Scan an image for the existence of a digital watermark. See Check an Image.
3	Displays the number of protected images in the account.
4	Enables you to search for an image by name.
5	Enables you to filter the list of images by date protected. See Filter Protected Images.
6	Enables you to view the details for the protected image. See View Image Details.
7	Enables you to sort the images by name.

Validate Details View

The image details view shows details about a protected image in your account. The title of the view matches the image file name. You reach this view by clicking an image on the Validate list view or the image file name on the Protected Images View.

On the image details view, you can see image details and download the watermarked image.
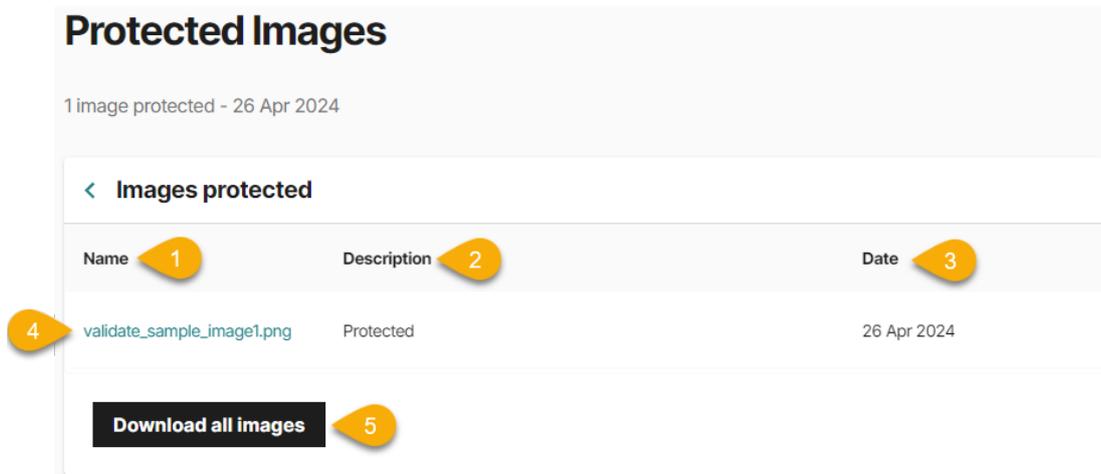

Protected Image Details

#	Description
1	The image file name
2	Dimensions of the image
3	Size of the image file
4	Date the image was protected with a watermark
5	Enables you to view the details about the upload operation. See Protected Images View
6	Enables you to download the watermarked image. See Download a Watermarked Image
7	Enables you to add, edit, or delete custom attributes. See Add or Edit Custom Attributes
8	The custom attribute name
9	The custom attribute value

> **Note**
> Right-clicking or control-clicking the thumbnail image and selecting **Save image as** or **Save Image to "Downloads"** downloads only the smaller (thumbnail) version of the image, which doesn't contain a watermark. Use the download image icon (⬇) to save the protected image to your computer.

Protected Images View

This view displays the list of images you protected in a protect images operation. You reach this view by clicking **View upload details** on the Validate details view.

Protected Images

#	Description
1	The image file name.
2	Protected status. On this view, Validate Media shows only images that have been Protected.
3	The date the image was protected.
4	Click to see the image details on the Validate details view.
5	Enables you to download all the protected images displayed on this view. The ZIP file is saved to your default downloads folder.

Glossary

chroma

Chrominance is a signal used in image systems to convey the color information of a picture separately from luminance.

Digimarc digital watermark

A novel data carrier that encodes data in media in ways that are generally imperceptible to people, permitting the carrier to be repeated many times over the surface of the Enhanced media. It delivers unprecedented ease of use, reliability, and efficiency in identifying the media due to massive mathematical and graphical redundancy.

digital watermark

In this guide, digital watermark refers specifically to the Digimarc digital watermark.

luma

Luminance is the brightness in an image.

palettized images

Many grayscale images are pseudo-monochrome, where the color space (such as RGB) is generally capable of representing digital watermarks. However, some formats (PNG in particular), offer the option to save space by representing pixels as indexes into a small palette of shades generated from the original image. These kinds of "palettized" or "indexed color" images aren't currently supported.

scan

The action taken by a consumer using the camera on their smartphone or tablet to view a digital watermark or QR code.

validation

The process of checking that the data carried in Digimarc digital watermarks is both accurate and consistent.

version

A uniquely traceable copy of an image. Creating versions for different uses enables you to track where an image originated.