
Hughes Hubbard & Reed

HHR Hosts Conference on Digital Content Protection, Identification and Monetization

News & Events

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[UPDATE: Conference materials available for download below.] On May 19, the Firm hosted a conference sponsored by the Association of Media and Entertainment Counsel and the Digital Watermarking Association. The conference, entitled "[Digital Watermarking, Fingerprinting, Filtering and Other Technology Solutions to Identify, Protect and Monetize Content](#)" featured several panels discussing the business and legal implications of content protection initiatives. The keynote speaker was Stanley Pierre-Louis, VP and Associate General Counsel for IP and Content Protection at Viacom. Dan Schnapp moderated a panel with executives from MTV Networks, Giant Steps Technology Services, Interpret LLC and County Analytics. The complete agenda is available [here](#). Conference Materials [Final Agenda](#) [Speakers' Bios](#) [Presentations](#)

- [Content Protection As A Business Imperative – Stanley Pierre-Louis](#)
- [Digital Watermarking Applications and Business Drivers – Bruce Davis](#)

- [Part 1](#)
- [Part 2](#)

- [Content Security and Tracking – Tom Miller](#)
- [Watermarking for Monitoring – John Utley](#)

Articles

- [Congress Should Amend the Copyright Act to Protect Transactional Watermarking – Matt Williams](#)
- [Content Identification Technologies – Bill Rosenblatt](#)
- [Ongoing Innovation in Digital Watermarking – Rajan Samtani](#)

White Papers

- [Digital Serial Numbers and Piracy Deterrence – Digital Watermarking Alliance](#)
- [Digital Watermark Technologies-Applications in P2P Networks – Distributed Computing Industry Association](#)
- [Orphan Works – Digital Watermarking Alliance](#)
- [Privacy Principles for Digital Watermarking – Center for Democracy & Technology](#)

Other Materials

- [Digital Watermarking Alliance Brochure](#)
- [Digital Watermarking Alliance Information](#)

Related Areas of Focus

[Media, Technology & Commercial Transactions](#)