

Watermarking

Protect your content, increase revenues

As a publisher, your content, whether in print or digital format, is your most valuable commodity and protecting it from being reproduced and disseminated incorrectly is no doubt a crucial part of your digital rights management strategy.

Watermarking represents a compelling solution to the problem by providing a symbol of identification that can be embedded into a document. This makes it easier to trace the origin and person responsible for any breach of copyright if, for example, your article is found to be somewhere that it shouldn't be, such as emailed to a discussion list.

Over the years, Publishing Technology has developed an advanced authentication system designed to ensure that only recognized users gain access to your content. Our watermarking service provides you with the additional security you may require for your online content on **ingentaconnect** by placing greyed-out information behind the full text of your articles when downloaded as PDF. You select the information you would like to include from a range of options, including:

- Your publisher name and branding
- IP range of the user
- Date of download
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ingentaconnect Benefits

- 255 publishers across all disciplines
- 13,500 electronic publications
- 25,000 library customers worldwide
- 1 million end users in over 170 countries
- Over 10 million page views each month
- Unique relationships with all major agents
- W3C AA accessibility compliant
- OpenURL and COUNTER compliant

