



FOR IMMEDIATE RELEASE

## **Gracenote and Civolution Showcase Content Filtering and Monetization Platform at CEATEC 2009**

**TOKYO, Japan – CEATEC 2009 – October 6, 2009** – Gracenote® ([www.gracenote.com](http://www.gracenote.com)) and Civolution ([www.civolution.com](http://www.civolution.com)) today announced they are jointly exhibiting their respective content fingerprinting technologies in the Gracenote booth #2A49 (Home and Personal Zone, Hall 2) at the CEATEC 2009 conference. The two companies are demonstrating their best-of-breed audio and video fingerprinting solution, a comprehensive system for content owners and service providers looking to control the use of and monetize copyrighted content across multiple platforms.

By implementing the combined solutions - Gracenote's audio fingerprinting technology and Global Media Database with Civolution's video fingerprinting technology and content registration and management tools – customers can power digital media services and protect and monetize digital audio and video content. According to a September 2009 report from Ipsos MediaCT, 67 percent of Internet users have streamed or downloaded digital video. As a result, there is a growing need to identify copyrighted content making its way across computers and mobile phones around the world.

"By integrating Gracenote's market-leading audio recognition technology with the world-class Civolution platform, we offer content owners a complete and viable solution for tracking, filtering and monetization," said Aki Kodama, GM of Gracenote Japan. "This comprehensive system, and our expertise in the market, will be essential for any customer wanting to capitalize on the vast opportunities posed by digital video and audio on the internet."

"The Civolution – Gracenote partnership shows our commitment to helping our customers unlock the hidden value of their media assets by providing control of and monetizing copyrighted content. Our customers are able to enjoy the most complete and reputable offering of audio and video, fingerprinting and watermarking technologies - four major cornerstones under our content tracking, filtering and monetization service platform," said Hans van de Ven, SVP of business development, Civolution.

## **About Gracenote**

Gracenote, a wholly-owned subsidiary of Sony Corporation of America, is a global leader in embedded technology, enriched content, and data services for digital entertainment solutions within the Internet, consumer electronics, mobile, and automotive markets. Formerly known as CDDB®, Gracenote delivers a substantially improved consumer experience in digital media devices and applications, plus media monitoring and other data services to the recording industry, making it an integral part of the digital media economy. Gracenote powers leading services including Apple iTunes, Yahoo! Music Jukebox, Winamp; home and automotive products from Alpine, Panasonic, Philips and Sony; and mobile music applications from Samsung, Sony Ericsson, KDDI (Japan), KTF (Korea), Musiwave (Europe), and others. Gracenote is headquartered in Emeryville, California. [www.gracenote.com/corporate](http://www.gracenote.com/corporate).

## **About Civolution**

Civolution is a leading provider of technology and services for identifying, managing and monetizing media content. The company offers an extensive portfolio of cutting edge watermarking and fingerprinting technology solutions for forensic tracking of media assets in pre-release, digital cinema, PayTV and online. Through its service portfolio Civolution offers broadcast and internet media intelligence and monetization solutions. Headquartered in Eindhoven, The Netherlands, with offices in London, Rennes, New York and Los Angeles, Civolution was formed in October 2008 as a spin-off from Royal Philips Electronics combining synergies from Philips CI, Teletrax and Thomson STS. For more information visit: [www.civolution.com](http://www.civolution.com).

*Gracenote and CDDB are registered trademarks of Gracenote, Inc. All other names are trademarks and/or registered trademarks of their respective owners.*

For more information:

Gracenote:

Veronica Skelton

Gracenote PR Director

415.342.3435

[vskelton@gracenote.com](mailto:vskelton@gracenote.com)

Civolution:

Floris Maassen

Civolution Marketing Manager

Tel: +31 40 4100207

floris.maassen@civolution.com

David Bramley

Platform PR

Tel: +44 (0)20 7486 4900

david@platformpr.com