

IMATAG

LEAKS - MUSIC INDUSTRY

A global leading music company fights leaks by invisibly watermarking all its digital assets.

CASE STUDY
Music Company



CHALLENGE

A renowned music label handles not only album production but also visual communication surrounding releases, including photo shoots, advertising, brand image, and digital content. Maintaining confidentiality is crucial to ensure success and excitement among fans.

Visuals are shared with third-party entities under embargo during important stages such as album releases, promotional video clips, and pre-tour events.

Thus, the industry prioritizes tracking visual assets to prevent leaks at each stage, protecting visuals, satisfying the fan community, and maintaining strong relationships with suppliers.

SOLUTION

Sensitive content is now being tagged with an invisible identifier as a precautionary measure. This new addition seamlessly fits into production, editing, and transmission workflows, which previously had inherent flaws or risks of leaks.

From the very beginning of the content creation process, with the marking of TIFF files, to prompt crisis management through a continuous online detection service that can identify the source of the leak 24/7, the client now possesses a robust arsenal to effectively combat leaks and respond swiftly.

RESULT

The group effectively manages leaks and experiences enhanced confidence when it comes to promoting a music release.

How IMATAG LEAKS helped



"As a result, we now feel much more at ease when launching albums for our artists. The protection of our entire production chain enables us to deliver the authentic experience our artists' fans desire, precisely at the moment we have strategically chosen.".

Anna, VP Digital Distribution Services

We deliberately anonymize all our success stories in order to protect the identity of IMATAG Leaks customers.
For more information, please visit our website at www.imatag.com or contact us at sales@imatag.com

IMATAG



INDUSTRY FOCUS

Music Company

Fans' eagerness to seek early-stage information and share it within their community becomes problematic when leaks of album covers, music video footage, concert posters, or drafts occur, resulting in various negative consequences.

Main consequences of leaks

SPOILED CAMPAIGNS

Leaks spoil the element of surprise and often forces you to rearrange the promotional schedule.
They damage the trust relation with partners, despite NDAs and embargo agreements.

QUALITY

Poor quality of communication from fans, when they showcase leaked content.
Often doesn't meet the requirements outlined in the artist's guidelines.

MISINFORMATION

Leaked information can be incorrect : outdated visuals, drafts, work in progress, or options not chosen by the creative or marketing team.

Main challenges

- **Protecting visuals at every stage**
- **Satisfying the fan community**
- **Ensuring relationships with suppliers**
- **Integrating seamlessly in existing workflows**

The solution

Apply Forensic Watermark ✓ **on every sensitive visual asset**

FIGHT LEAKS WITH IMATAG

Learn more about IMATAG at www.imatag.com