
- Master/Diploma thesis -
Video Game Watermarking: Market Analysis & Perspective

Language German or English

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Motivation & Goal Digital Watermarking is an accepted technology to discourage illegal distribution of multimedia such as audio tracks, images or videos. But in the field of video games it is yet hardly applied. The demand for effective but also user-friendly copyright protection within the huge market for video games has increased rapidly. One solution could be given by watermarking technology. The goal of this thesis is to give an overview of the impact of copyright violation in the market of video games and how current copyright protection mechanisms are employed. Based on this models of an expedient strategy for successfully applying watermarking technology should be elaborated. Finally there should be given an evaluation showing the applicability, operability also the economy and technologic aspects of watermarking in video games.

Tasks

- Become acquainted with watermarking technology and construction of video games
- Give a market analysis of the impact of copyright violation in video games
- Analyze the applicability, user-friendliness, operability and possible benefit of watermarking for video games
- Elaborate approaches for watermarking in realistic scenarios.

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