

MLB to Begin Digital-Watermarking of Broadcasts

Written by Maury Brown
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Major League Baseball will begin digital-watermarking of its broadcasts, according to the content and monitoring firm, **Teletrax**. The technology allows the watermark to be embedded in such a way as to be “imperceptible and indelible into video whenever it is edited, transmitted, broadcast or duplicated.” The testing will begin with the NLCS, ALCS, and the World Series. The use of the digital-watermarking marks the first time that a professional sports league is using the technology.

[As reported by Broadcasting and Cable](#)

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“Major League Baseball is proud to be pioneering the use of digital-watermarking and broadcast-tracking technology in the American sports industry with Teletrax,” said **Elizabeth Scott**, vice president of programming and business affairs for MLB Properties, in a statement.

“Its broadcast-verification services will allow us to thoroughly ascertain the reach of our game content and, in turn, better protect the valuable live-game assets we license our broadcast partners, increase footage-licensing revenue and provide valuable information to our sponsors about the impact of their brands beyond the live-game broadcasts,” she added.

MLB will test the technology through 2008.