
WHAT A MAR
Canva

WHAT PROBLEM ARE WE SOLVING?

Publishing pictures with watermarks is illegal

Shutterstock, ***123RF***, and ***DepositPhotos***

--> ***Copyright Infringement*** to use Watermarked photos

S***tudents***, ***bloggers***, and even ***online advertisers***

--> ***illegal downloads***

THE TARGET

1 SOCIAL NETWORKS

2 PLAGIARISM DETECTORS

3 PHOTOGRAPHERS & STOCK PHOTOGRAPHY PROVIDERS

THE TARGET

SOCIAL NETWORKS

Social networks, like **Facebook**, hire people to manually check photos that are against their terms.

THE TARGET

PLAGIARISM DETECTORS

Plagiarism detecting services like ***Turnitin*** do not yet scan images or photos included in the documents it scans.

THE TARGET

PHOTOGRAPHERS & STOCK PHOTOGRAPHY PROVIDERS

If a photographer ***reports*** the use of a watermarked photo somewhere on the web, these reports can be ***automatically checked*** by the What A Mark ML model.

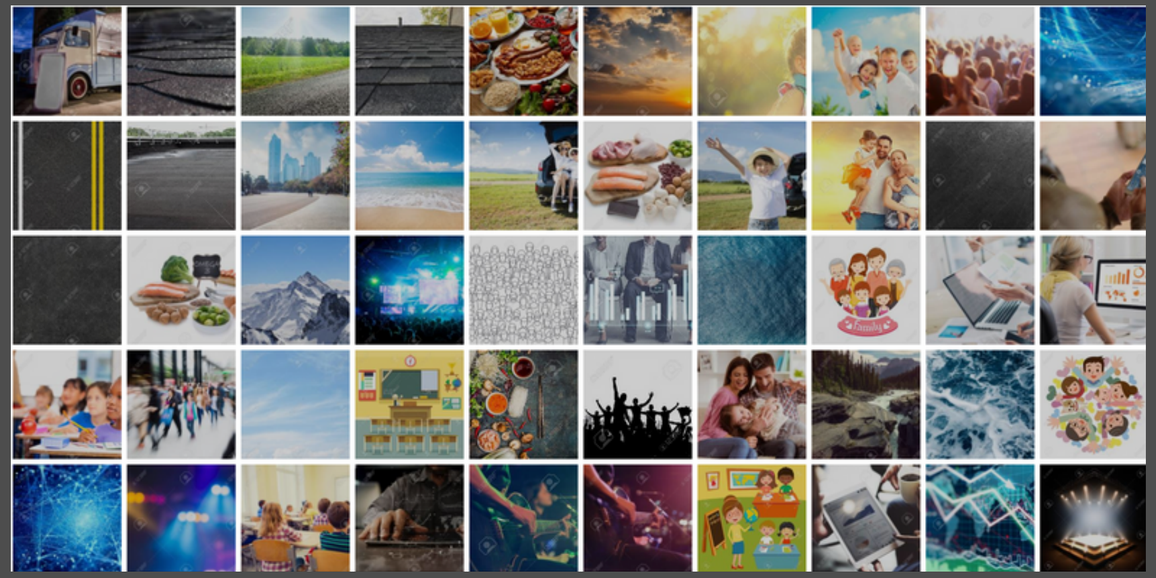
HOW IT WORKS?

GOAL

Detect whether a photo is a ***watermark*** photo or an ***original*** photo.

HOW IT WORKS?

TRAINING



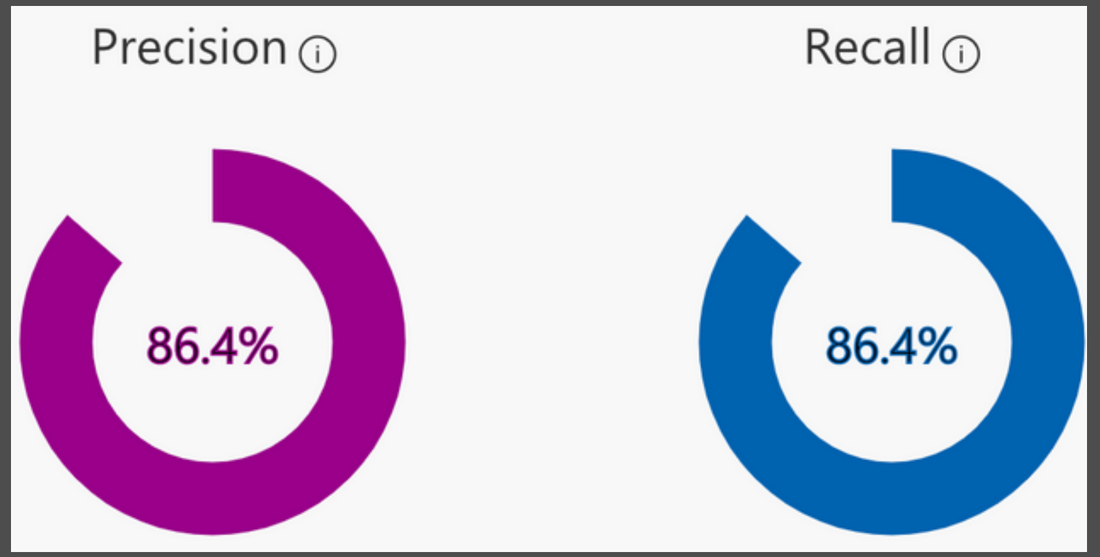
Trained with ***1522*** not watermarked and ***1548*** watermarked images from

Shutterstock, ***Depositphotos***, and ***123RF*** from different categories

+ ***200 original*** images that have ***non-faded*** text.

HOW IT WORKS?

RESULTS



Probability threshold: ***50%***

--> equally decrease ***manual reviews of posted content*** and ***accepted watermarked pictures***.

HOW IT WORKS?

TESTING / VALIDATION

Predictions

Tag	Probability
watermark	100%
original	0%

We tested with ***watermarked*** images from ***Shutterstock*** and ***123RF***

HOW IT WORKS?

TESTING / VALIDATION

...as well as from ***other stock photography*** websites (that we didn't include in the training)

HOW IT WORKS?

TESTING / VALIDATION

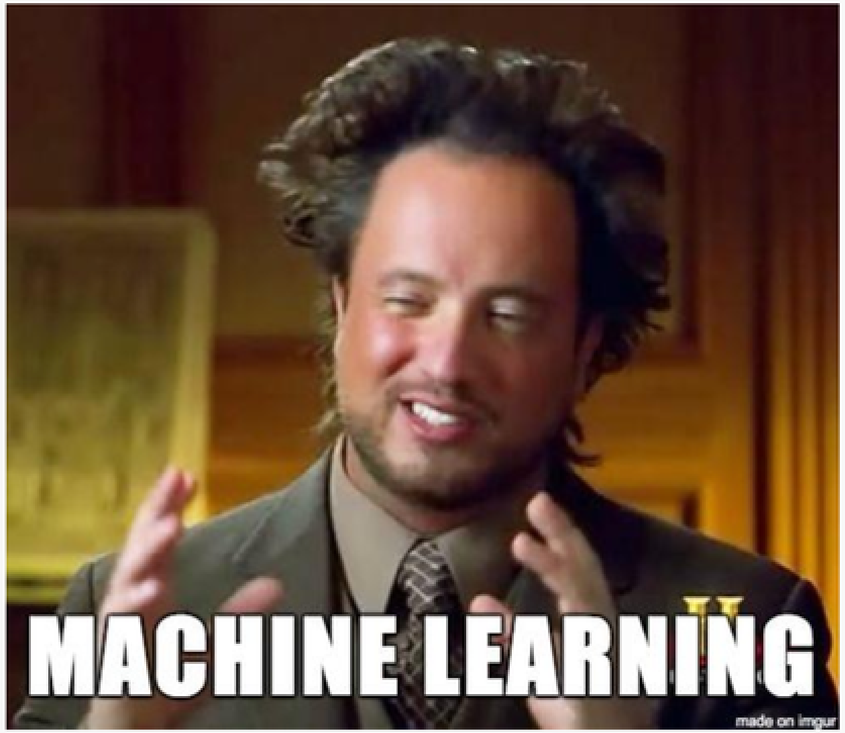
Predictions

Tag	Probability
watermark	99.9%
original	0%

...and tested with some custom watermarks and even ***non-textual watermarks***

HOW IT WORKS?

TESTING / VALIDATION



Predictions

Tag	Probability
original	100%
watermark	0%

...also tested for the possibility of ***false positives*** like images containing only text that is not faded/transparent

OVERALL FINDINGS

STRONG MODEL WITH OPPORTUNITIES TO IMPROVE

Most of the predictions: either ***97+%*** ***watermark*** or ***97+%*** ***original***.

In very rare cases: less clear results of ***70-30%*** **(**very dark photos / black background).

MODEL TRAINING?

COMMUNITY & PARTNERSHIPS

We will ***partner with our clients***, because of a strong client interest in our ***superior watermark detection algorithm***.

WHAT A MARK

MBD 0-1-1

Computer Vision Challenge

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