

MEDIA-IDENT Group GmbH

Company Overview

MEDIA-IDENT is a Berlin based technology company founded in 2015 that develops artificial intelligence systems for the protection and enforcement of visual intellectual property. The company provides monitoring, watermarking, and brand protection tools designed to help creators, agencies, and enterprises manage unauthorized use of images, video, and visual brand assets across digital platforms.

Headquartered in Berlin, Germany, MEDIA-IDENT operates globally and supports rights holders in more than 100 jurisdictions through a combination of automated detection systems and coordinated enforcement workflows.

Group Structure

MEDIA-IDENT is divided into three product and service categories, each of which serves different areas of visual asset protection.

COPY-IDENT

COPY-IDENT focuses on image copyright monitoring and enforcement in over 120 countries. Its platform provides reverse image search, continuous automated monitoring, AI based similarity detection, and structured evidence collection.

When potential infringements are identified, the system generates timestamped screenshots, URLs, and supporting metadata suitable for takedown notices or legal proceedings. Integrated enforcement services operate on a commission-based model in which fees are collected only when revenue is successfully recovered.

The platform serves individual photographers, image agencies, publishers, law firms, and enterprise rights holders.

SOURCE-IDENT

SOURCE-IDENT provides invisible, digital and personalized watermarking technology for images and video. The system embeds tamper resistant identifiers directly into pixel data without altering visible image quality.

The watermark remains detectable after common transformations such as cropping, resizing, compression, or recoloring. Identifiers can be customized per creator, license, or distribution channel, enabling detailed tracking of asset usage, source and supporting proof of ownership in licensing disputes.

The technology is designed for professional creators and content producers, news agencies, media libraries, and enterprise content distributors.

BRANDS-IDENT

BRANDS-IDENT provides global trademark and brand asset monitoring services. Using AI based visual matching systems, the platform scans marketplaces, websites, and social media platforms to detect unauthorized use of logos, product photography, product piracy, and branded visual materials.

The company supports takedown workflows and coordinates enforcement activity when required. Services are used by consumer brands, ecommerce businesses, and multinational enterprises seeking to address counterfeit listings and brand misuse online.

Technology and Infrastructure

MEDIA-IDENT's systems combine large scale web crawling infrastructure with machine learning based visual recognition models. Detection methods include perceptual hashing, neural embeddings, and similarity analysis capable of identifying altered or partially modified content.

Automated evidence generation tools produce structured documentation including screenshots, timestamps, and metadata records. Detection models are continuously refined using real world feedback to reduce false positives and improve match accuracy.

Key Facts

- Founded in 2015
- Headquartered in Berlin, Germany
- Clients: Over 50,000 rights holders
- Cases: Processing over 500,000 copyright cases per year
- Partnered with over 40 international law firms

- Client base spans over 100 countries
 - Global Coverage: Successful recovery from over 120 countries
 - Business models:
 - Commission based enforcement for recovery services
 - Subscription based monitoring for crawling services
 - Ad-hoc integrations for watermarking and enterprise monitoring
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Media Contact

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