

Multimedia Fingerprinting Forensics for Traitor Tracing

K. J. Ray Liu, Wade Trappe, Z. Jane Wang,
Min Wu, and Hong Zhao



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Dedication

To Our Families

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Preface

Multimedia is becoming an integral part of our daily life. It is a means for us to communicate important information with each other, as well as a way to express our creative sides. The information and art contained inside media have economic value, personal value, and often broader impacts on the general welfare of our society. Consequently, multimedia is a form of digital information that must be protected.

This book is about protecting the economic and sensitive nature of multimedia. Since the Internet has become increasingly widespread, and now reaches into our everyday actions, it is easy to foresee that our modern communication networks will become the means for distributing multimedia content. This distribution will take many forms, ranging from a deceptively simple download-and-play model where a single consumer is the end-target for that content to streaming modes of operation where content is being enjoyed simultaneously by many consumers. Regardless of how you look at it, the future of multimedia is closely tied to the pervasiveness of our communication infrastructure. It therefore seems natural to protect multimedia by securing its distribution across these networks, that is, by employing the methods of network security.

Although securing the network and protecting the data crossing the network from eavesdropping is certainly essential for protecting multimedia, it is nonetheless a generic problem with generic solutions. Network security methods are important to many other applications, such as electronic commerce and computer security, in addition to being important to multimedia security. However, this book, *Multimedia Fingerprinting Forensics for Traitor Tracing*, is not about securing the communication infrastructure that will deliver multimedia.

Rather, this book focuses on the issue of protecting multimedia content when it is outside the realm of cryptography and network security. It is now relatively easy for adversaries to access multimedia content after it has been decrypted. Adversaries may now alter and repackage digital content. Therefore, ensuring that media content is employed by authorized users for its intended purpose, regardless of how it was delivered, is becoming an issue of eminent importance for both governmental security and commercial applications. As such, this book is about issues that are unique to multimedia and focuses specifically on how multimedia, unlike generic data types, can be protected by using fingerprint signals that are invisibly embedded inside the multimedia to trace and deter unauthorized content redistribution. That is, this book is about the rather nascent field of multimedia forensics, where the goal is to track and identify entities involved in the illegal manipulation and unauthorized usage of multimedia content. Ultimately, a solid foundation for media forensics will deter content fraud.

This book is targeted at an audience that is familiar with the fundamentals of multimedia signal processing and will teach the reader about the tools needed to build, analyze, and deploy solutions that will protect a variety of multimedia types. It, therefore, provides foundational material intended to assist the digital rights management (DRM) engineer understand technologies that complement traditional cryptographic security methods.

In this book, we will review a few major design methodologies for collusion-resistant fingerprinting of multimedia and highlight common and unique issues of various different fingerprinting techniques. The goal is to provide a broad overview of the recent advances in fingerprinting for tracing and identifying colluders. We will first provide background on robust data embedding, upon which multimedia fingerprinting system is built. We will then introduce the basic concepts of fingerprinting and collusion and provide a discussion on the various goals associated with fingerprint design and colluder tracing. Detailed discussions are then provided on two major classes of fingerprinting strategies, namely, orthogonal fingerprinting and correlated fingerprinting, where the latter involves the design of suitable codes that are employed with code modulation to create the fingerprints. As part of our discussion, we will arrive at a unified view of fingerprint design that covers orthogonal fingerprints, coded fingerprints, and other correlated fingerprints. After concluding the discussion of fingerprint design methodologies, we will explore two applications of fingerprinting. We will explore the migration of multimedia forensic technologies to networks, whereby the fingerprinting process will be integrated in core multicast functionality to provide DRM solution suitable for streaming delivery of content. Next, we will examine the protection of a type of multimedia content that has, until recently, been left unprotected by multimedia security solutions. In particular, we will explore the design of fingerprints for digital curves and maps and exploit the unique properties of digital curves in order to devise fingerprinting solutions.

We would like to thank Ms. Hongmei Gou, a Ph.D. student in the University of Maryland, for her contribution and involvement in preparing the draft of Chapter 8. The results presented in this book have been, in part, supported by the National Science Foundation and the Air Force Research Laboratories. We would like to thank these organizations for the support to explore and develop this exciting research area.

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1

Introduction

The ubiquity of high-bandwidth communication technologies, in combination with well-developed multimedia standards, has led to the proliferation of multimedia content in both the government and commercial sectors. We are witnessing the integration of next-generation multimedia standards, such as MPEG-4 [1, 2, 3, 4] and MPEG-7 [5], into software and hardware. As a result of this integration, users are able to readily create, manipulate, and combine multimedia content, such as audio clips and segments of video.

Multimedia data has become the mode by which we communicate with each other. We share digital photos with childhood friends whom we have not seen in years, and we share home videos of our children with our parents. Video conferences and the sharing of recorded presentations allow both corporate and governmental sectors to increase their productivity. It is now easier for artists to create their own cinema or record the performance of their garage-operated band. The combination of the availability of multimedia software and hardware with the availability of the Internet and the Web has encouraged artists, professional and amateur alike, to share their creative expressions. Ultimately, this has led to the creation of a digital marketplace.

Whether you examine the role of multimedia to convey information between different branches of the government, or you examine the role of multimedia in the digital marketplace, the picture is the same: the promise of multimedia is great, but its successful adoption stands on a dangerous precipice right now as the very technologies which facilitate its success also threaten its success. The combination of multimedia technologies and a pervasive communication infrastructure introduces an explosion of threats to the sharing of multimedia content. The tools that allowed users to create content, also allow them to duplicate or forge content. The medium that allowed users to share their expressions also facilitates the sharing of illicit or fraudulent content.

The alteration, repackaging, and redistribution of multimedia content pose a serious threat to both governmental security and commercial markets. The ability to securely and reliably exchange multimedia information is a strategic imperative in order for governments to operate smoothly. In order to facilitate the global

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Preliminaries on data embedding

This chapter reviews the basics of robust data embedding. After a brief overview on digital watermarking and data embedding technologies, we steer our attention to a popular class of robust embedding techniques known as the spread-spectrum embedding. The detailed formulation on the embedding and detection aspects of the spread-spectrum technique establishes a foundation to unveil our technical discussions on multimedia fingerprinting in the subsequent chapters.

2.1. Content protection via digital watermarking

Multimedia content has both commercial and personal value that must be protected before one can share his/her work, or businesses can be founded to distribute and add value to their creations. Prior to digital multimedia content being put onto the network for delivery, the data can be modified to help protect the intellectual property of the content's creators and service providers. Encryption and data embedding are two complementary techniques for protecting multimedia content that have different goals. The primary goal behind encryption is confidentiality [29, 30, 31], that is, to provide access control so that only authorized users with the correct decryption keys can access the content. The protection provided by encryption terminates after decryption. Complementing this functionality, data embedding or digital watermarking associates a set of secondary data with the host media in a seamless way [17, 18]. The term "digital watermark" comes from an analogy to its analog counterpart: as an art of paper making, paper watermarks usually indicate the origin and the ownership, and/or establish the integrity and prevent counterfeiting. Similarly, digital watermarking has been considered in several real-world applications related to multimedia content protection and security. These include copy prevention for DVD and digital music, the assertion of ownership, the fingerprinting and tracing of content recipients, and the authentication of the content. While the protection provided by watermarks is usually passive, the embedded watermarks can travel with the host media and assume their protection function even after decryption. This capability of associating additional data with

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Collusion attacks

Conventional embedding and watermarking techniques are typically concerned with robustness against a variety of attacks mounted by an individual. However, protecting the sanctity of digital fingerprints is no longer a traditional security issue with a single adversary. The global nature of the Internet has not only brought media closer to the consumers, but it has also brought adversaries closer to the media. It is now easy for a group of users with differently marked versions of the same content to come together and work together to mount attacks against the fingerprints. These attacks, known as collusion attacks, provide a cost-effective method for removing an identifying fingerprint and poses a significant threat to multimedia fingerprinting. For an improperly designed fingerprint, it is possible to gather a small coalition of colluders and sufficiently attenuate each of the colluders' identifying fingerprints to produce a new version of the content with no detectable traces. Thus, to design fingerprints that can resist collusion and identify the colluders, it is important to first model and analyze collusion and understand this new challenge in multimedia fingerprinting.

There are several types of collusion attacks that may be used against multimedia fingerprints. One method is simply to synchronize the media signals and average them, which is an example of the linear collusion attack. Another collusion attack, referred to as the copy-and-paste attack, involves users cutting out portions of each of their media signals and pasting them together to form a new signal. Other attacks may employ nonlinear operations, such as taking the maximum or median of the values of nonresponding components of individual copies.

To uncover the underlying complexities governing the effect of nonlinear collusion attacks, this chapter conducts both analytical and experimental studies on the behavior of nonlinear collusion attacks. This study will serve as a guideline for later chapters where we jointly consider the issue of designing fingerprints, embedding fingerprints, and devising appropriate detection schemes that have the ability to robustly resist a broader spectrum of collusion attacks. We will build upon the discussion about using orthogonal modulation for fingerprinting that was provided in the previous chapter, and will focus our analysis of nonlinear collusion

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Orthogonal fingerprinting and collusion resistance

We are interested in collusion-resistant fingerprinting technologies for protecting multimedia data. An early milestone work was presented in [77], addressing generic data fingerprinting using an underlying principle referred to as the *marking assumption*. However, multimedia data have very different characteristics from generic data and the marking assumption may not hold when fingerprinting multimedia data. In particular, fingerprints need to be embedded into media data. These differences have a critical impact on fingerprinting design.

There have been many technologies proposed in the literature to embed and hide fingerprints (watermarks) into different media. The combination of robustness [23, 24] and capacity [38, 39] has made additive spread-spectrum embedding a promising technique for protecting multimedia, and thus it was selected for our investigations. Though most watermarking methods are easy to defeat by collusion attacks, the spread-spectrum watermarking method proposed in [23], where the watermarks have a component-wise Gaussian distribution and are statistically independent, was argued to be highly resistant to collusion attacks [23, 70]. The basic intuition of this natural strategy is that the randomness inherent in such watermarks makes the probability of accusing an innocent user very unlikely. It was shown that randomness is needed to obtain collusion-resistance [78]. There are two main approaches to using spread spectrum for fingerprint embedding: orthogonal modulation originally proposed in [23], and code modulation. As reviewed earlier, *orthogonal modulation* [79] is a popular technique for watermarking and naturally lends itself to fingerprinting applications. The orthogonality or independence allows distinguishing the fingerprints to the maximum extent. The simplicity of encoding and embedding orthogonal fingerprints makes them attractive to applications involving a small group of users.

In order to facilitate the design of multimedia forensic systems for applications with different protection requirements, one critical research direction is evaluating the resistance performance of specific fingerprinting schemes when considering different types of attacks. Thus, it is essential to provide a fundamental understanding and analysis of collusion resistance for a specific fingerprinting system, where the main purpose is to study the relationships between the resistance

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Group-oriented fingerprinting

In the previous chapter we have examined fingerprinting systems using orthogonal modulation. Despite the superior collusion resistance of orthogonal Gaussian fingerprints over other fingerprinting schemes, previous analysis revealed that attacks based on averaging a few dozen independent copies can confound a fingerprinting system using orthogonal modulation [58, 59, 69, 70]. Averaging collusion attack is proved effective on orthogonal fingerprinting system due to its effect on the energy reduction of the original fingerprints and the effect it has upon the detection performance. Therefore, by gathering a few dozen colluders, it is possible to sufficiently attenuate each colluder's identifying fingerprint and produce a new version of the content with no detectable fingerprints. Ultimately, for mass market consumption of multimedia, content will be distributed to thousands of users. In these scenarios, it is possible for a coalition of adversaries to acquire a few dozen copies of marked content, employ a simple average collusion attack, and thereby thwart the protection provided by the fingerprints. Thus, an alternative fingerprinting scheme is needed that will exploit a different aspect of the collusion problem in order to achieve improved collusion resistance.

We note that one major drawback of fingerprinting using orthogonal modulation is its severe energy reduction. For example, under the average attack, the resulting energy of the colluded copy is reduced to $1/K$ of the original fingerprint energy, with K being the number of colluders. This energy reduction significantly degrades the detection performance of each original fingerprint. As we mentioned earlier, there are two main approaches using spread spectrum for fingerprint embedding: orthogonal modulation and code modulation. The second option allows for constructing the fingerprint for each user as a linear combination of orthogonal noise-like basis signals. Along the code-modulation line, a key is to strategically introduce correlations into different fingerprints to allow accurate identification of the contributing fingerprints involved in collusion. The correlation concern also helps to decrease the energy reduction ratio observed in the case of orthogonal modulation. The resulting fingerprints can be based upon binary or real-valued code modulation. The group-oriented fingerprinting scheme studied

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Anticollusion-coded (ACC) fingerprinting

In the previous chapters, we examined a conceptually simple strategy for fingerprinting that uses orthogonal signals as the fingerprints. We saw that the complexity of detection can be a concern for orthogonal fingerprints. Another problem with orthogonal fingerprinting arises when we examine the energy reduction in the fingerprint signals during collusion. Just looking at averaging collusion, it is easy to see that the energy reduction is roughly the same order of magnitude as the amount of colluders. This can be a significant problem for it means that once we have a few colluders, we become unlikely to identify any traitor. Further, another potential drawback with using orthogonal fingerprinting systems stems from the fact that the maximum number of users that can be supported by an orthogonal fingerprinting system is equal to the amount of orthogonal signals—that is, the dimensionality of the fingerprinting system can be a strict limit on the amount of copies of marked media that we distribute. In many commercial scenarios, the limitations imposed by using orthogonal fingerprinting is too restrictive, and it is therefore desirable to look for other fingerprinting strategies that can support a larger customer base, while also being able to resist collusion.

One natural approach to counteract the energy reduction caused by collusion is to introduce correlation between the fingerprints. When colluders combine their fingerprints, positively correlated components of the fingerprints will not experience as significant an energy reduction as would be experienced by orthogonal fingerprints. We have already seen an example of a fingerprinting strategy that uses correlated fingerprints. The group-based fingerprints that were introduced in Chapter 5 can be viewed as a special type of correlated fingerprints, where we employ a priori knowledge of the collusion pattern to guide us in introducing dependencies between fingerprints that assists in identifying collusion involving members of the same group. Further, by using an extra set of orthogonal signals to represent group information and introducing correlation, we were able to build more fingerprints than the amount of basis signals we had.

In this chapter, we will look at a more general approach for introducing dependency among the media fingerprints. We will build our fingerprints using code modulation, which is another modulation technique that is popular in digital

7 **Secure fingerprint multicast for video streaming**

The popular streaming technology enables the customers to enjoy multimedia on the fly and starts playing multimedia while parts of the data are still being transmitted. In video streaming applications, a huge amount of data has to be transmitted to a large number of users using limited bandwidth available under stringent latency constraints. To maximize their profit, video streaming service providers aim to reduce the communication cost in transmitting each copy, and therefore, to accommodate as many users as possible. Prior art in the literature usually utilizes the multicast technology that provides a bandwidth advantage for content and network providers when distributing the same data to multiple users [106, 152]. It reduces the overall communication cost by duplicating packages only when routing paths to multiple receivers diverge [106, 107].

For streaming applications that require traitor tracing capability, the uniqueness of each copy poses new challenges to the secure and efficient distribution of differently marked copies. Multicast cannot be directly applied to fingerprinting applications where different users receive slightly different copies. A simple solution of unicasting each fingerprinted copy is obviously inefficient since the bandwidth requirement grows linearly as the number of users increases while the difference between different copies is small. This calls for fingerprint multicast schemes that reduce the communication cost of distributing fingerprinted media without revealing the secrecy of the video content as well as that of the embedded fingerprints.

This chapter addresses the secure and efficient transmission of multimedia for video streaming with traitor tracing requirement. We first analyze the security requirement in video streaming and then investigate the fingerprint multicast techniques to efficiently distribute fingerprinted media to multiple users. To examine the performance of fingerprint multicast schemes, we use the pure unicast scheme as the benchmark in which each fingerprinted copy is unicasted to the corresponding user. For the fingerprint multicast schemes, we evaluate their bandwidth efficiency, the collusion resistance of the embedded fingerprints, and the perceptual quality of the reconstructed sequence at the decoder's side, and investigate the tradeoff between the communication cost and computation complexity.

8

Fingerprinting curves

This chapter presents a new data hiding method for curves. The proposed algorithm parameterizes a curve using the B-spline model and adds a spread-spectrum sequence to the coordinates of the B-spline control points. In order to achieve robust fingerprint detection, an iterative alignment-minimization algorithm is proposed to perform curve registration and to deal with the nonuniqueness of B-spline control points. We demonstrate through experiments the robustness of the proposed data hiding algorithm against various attacks such as collusion, cropping, geometric transformations, vector/raster-raster/vector conversions, printing and scanning, and some of their combinations. We also show the feasibility of our method for fingerprinting topographic maps as well as writings and drawings.

8.1. Introduction

Maps represent geospatial information ubiquitous in government, military, intelligence, and commercial operations. The traditional way of protecting a map from unauthorized copying and distribution is to place deliberate errors in the map, such as spelling “Nelson Road” as “Nelsen Road,” bending a road in a wrong way, and/or placing a nonexistent pond. If an unauthorized user has a map containing basically the same set of errors, this is a strong piece of evidence on piracy that can be presented in court. One of the classic lawsuits is the *Rockford Map Pub. versus Dir. Service Co. of Colorado*, 768 F.2d 145, 147 (7th Cir., 1985), where phony middle initials of names in a map spelled out “Rockford Map Inc.” when read from the top of the map to the bottom and thus copyright infringement was found. However, the traditional protection methods alter the geospatial meanings conveyed by a map, which can cause serious problems in critical government, military, intelligence, and commercial operations that require high-fidelity geospatial information. Furthermore, in the situations where distinct errors serve as fingerprints to trace individual copies, such deliberately placed errors can be easily identified and removed by computer programs after multiple copies of a map are brought to the digital domain. All these limitations of the traditional methods prompt for a modern way of map protection that can be more effective and less intrusive.

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