

# SafeView™

## ENSURE YOUR MEDIA ARE SECURELY TESTED WHILE REMAINING BROADLY ACCESSIBLE BY SURVEY RESPONDENTS

SafeView is Toluna's approach to media security, and used within Toluna survey projects to ensure that images, concepts, and video are secure and confidential while remaining broadly accessible by survey respondents. SafeView is mobile compatible, and does not require respondents to download a plug-in or have Java Applets or Flash installed, but instead uses mainly a combination of dynamic embedded watermarking and integrated digital rights management technology to deter media content piracy.

### Why SafeView?

Toluna has a longstanding focus on testing media, commercial, concept, and creative testing, and SafeView has been developed with the company's vast client needs in mind. In addition to ensuring clients feel rest-assured that their creative concepts are highly secure, clients need to know that respondents can access the concepts presented, without an interruption to their survey experience and have a reasonably quick turnaround times to do so. To that end, SafeView uses cloud encoding + adaptive streaming for optimal back-end and front-end performance and experience along with avoiding technologies like Java Applets and Flash.

### Benefits of using SafeView

- **High-level security** - Dynamic embedded (burned-in) watermarking to securely deter content piracy
- **Multiple applications** - SafeView supports all types of media – images, concepts, and video.
- **No interruption of user experience** - Cloud encoding + adaptive streaming for optimal back-end and front-end performance and experience
- **Mobile / browser optimized** - Viewers can access content via mobile or any browser
- **Added features** – Exciting new "Dial Testing with secured media"

### How it Works

SafeView™ uses dynamic embedded (burned-in) watermarking to securely deter content piracy.

Cloud storage and DRM ensures security. Adaptive streaming optimizes back-end and front-end performance and the user experience.

#### Cloud-Based Encoding Service Provider

Unique, **dynamic embedded watermarks** are burned directly into tested media.



#### Online Cloud Storage

Media is securely stored in the cloud.



#### Digital Rights Management (DRM) Provider

Ensures respondent is authorized to view media.



#### Adaptive HTML5 Video Player

Ensures media is compatible with respondent browser, mobile etc.

