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ABSTRACT OF THE DISCLOSURE

It is an object of this invention to efficiently embed digital watermark information in the above image or audio data. In order to achieve this object, there is provided a data processing apparatus comprising input means for inputting digital data including at least one of image data and audio data, transforming means for transforming a data format of the digital data, compression means for compressing the digital data whose data format has been transformed by the transforming means, and embedding means for embedding digital watermark information in the digital data whose data format has been transformed by the transforming means, wherein the apparatus includes a plurality of image processing modes, compresses the digital data by using the transforming means and the compression means in a first mode, and embeds digital watermark information in the digital data by using the transforming means and the embedding means in a second mode.

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