

CLAIMS

1. A method for providing a fragile watermark key, the method comprising:
 - receiving a request for a fragile watermark key, wherein the fragile watermark key is used to generate a fragile watermark on digital media content that provides an indication of provenance for the digital media content;
 - determining an entity associated with the request for the fragile watermark key, wherein the entity is a media content producer;
 - identifying a fragile watermark key related to the entity; and
 - providing the fragile watermark key to a requesting device.
2. The method of claim 1, further comprising, receiving an entity identification with the request for the fragile watermark, wherein the entity associated with the request is determined using the entity identification.
3. The method of claim 1, wherein the request identifies a purported entity, the method further comprising:
 - verifying that the purported entity;
 - when, upon verification, the purported entity is determined to be a trusted entity, receiving an entity identifier for the trusted entity.
4. The method of claim 1, wherein a plurality of fragile watermarking keys are associated with the entity, the method further comprising:
 - receiving additional information related to a specific entity producing the content;
 - and
 - selecting one or more fragile watermark keys from the plurality of fragile watermark keys based upon the additional information.
5. A method for requesting the provenance of a media content, the method comprising:
 - receiving, at a media application, a request to access the media content;
 - generating a content identifier for the media content;
 - sending the content identifier to a provenance service;
 - in response to sending the request to the provenance service, receiving a response indicating a provenance determination for the media content; and
 - when the provenance determination indicates that the media content is from a trusted entity, providing an indication of a known provenance for the media content.
6. The method of claim 5, further comprising when the response indicates that the media content was not previously analyzed by the provenance service, sending the media

content to the provenance service.

7. The method of claim 6, wherein sending the media content provides sending a portion of the media content to the provenance service.

8. The method of claim 7, further comprising, in response to sending the media content to the provenance service, receiving a response indicating the result of a provenance determination.

9. The method of claim 8, further comprising:

when the result of provenance of the media content is determined, providing a first indication that the media content is from a trusted source; and

when the provenance of the media is not determined, providing a second indication that the media is from an untrusted source.

10. The method of claim 9, further comprising when the provenance of the media is not determined, preventing playback of the media content.

11. A method for determining the provenance of media content, the method comprising:

receiving a unique identifier associated with media content from a requestor;

determining whether the media content was previously analyzed to determine provenance of the media content;

when the media content was previously analyzed, providing results of the previous analysis to the requestor; and

when the media content was not previously analyzed:

sending a request for the media content to the requestor;

receiving the media content;

processing the media content determining whether a the media content includes a fragile watermark associated with a trusted source;

when the media content includes the fragile watermark, providing a provenance verification to the requestor; and

when the media content does not include the fragile watermark, providing an indication that provenance of the media file cannot be determined to the requestor.

12. The method of claim 11, wherein providing the provenance verification to the requestor further comprises providing ancillary data associated with the fragile watermark to the requestor.

13. The method of claim 12, wherein the ancillary data comprises at least one of:
information about the trusted source;

a device identifier for the device used to capture the media content;
a globally unique identifier for the media content; or
a transcript of the media content.

14. The method of claim 11, further comprising:
upon completion of the processing of the media content, generating a unique identifier for the media content; and
caching results of the processing using the unique identifier.
15. The method of claim 11, wherein providing the results of the previous analysis further comprises providing ancillary data previously identified as being associated with the fragile watermark.