

ABSTRACT OF THE DISCLOSURE

It is an object of this invention to reliably pad electronic water-mark information even in a moving image constituted by a plurality of frames whose contents hardly change and easily pad electronic water-mark information even in a general moving image obtained by photographing an object at one angle. In order to achieve this object, there is provided an electronic water-mark information padding scheme of padding electronic water-mark information in only intraframe-encoded data without padding any electronic water-mark information in interframe-encoded data.

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