

## **ADAPTIVE DIGITAL WATERMARKING TECHNIQUE**

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### **Abstract**

Digital Watermarking is a powerful technique to help protect the intellectual property right as well as the security of multimedia content. Sophisticated watermark embedding is a potential method to discourage unauthorized copying or attest the origin of the images. In this paper, an image authentication technique by embedding digital “watermarks” into images is proposed. It has been proposed to embed the binary image watermark using Discrete Cosine Transform (DCT) based spread spectrum technique in which all bits are embedded in a cover image using an adaptive embedding factor based on texture of the image. The method of decoding the watermarked image is based on correlation to extract the watermark.

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**Keywords:** DCT, statistically secure, correlation.