

# Digital video watermarking using discrete wavelet transform and singular value decomposition technique

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## Abstract

The method of inserting data in the form of image, audio or video into a multimedia entity and then later identifying or extracting the inserted data is called watermarking. A basic example of digital watermark would be a visible identification positioned over an image to recognize the copyright. Based on the purpose of the watermark, it is inserted either perceptibly or imperceptibly. Digital Video Watermarking is developed to reduce the increasing illicit distribution of copyrighted video content. In this paper, Discrete Wavelet Transform (DWT) and Discrete Wavelet Transform (DWT) combined with Singular Value Decomposition (SVD) have been used to insert a watermark into all the frames of a video. The watermarked content is subjected to various attacks and their Normalized Correlation Coefficient (NCC) and Peak Signal to Noise Ratio (PSNR) are computed. The proposed technique has been found to be robust and imperceptible against attacks.

**Keywords:** Digital Video Watermarking; Discrete Wavelet Transform; Singular Value Decomposition; NCC; PSNR.

## 1. Introduction

Cryptography and steganography are the most basic methods of hiding information. The term steganography refers to “cover writing” and cryptography refers to “secret writing”. Cryptography deals with transmission of messages in a unique form allowing only the intended recipients to remove the hidden information and read the message [1-3]. Steganography is an expertise study involving modern data compression, spread spectrum, information theory, and cryptography technologies. These techniques are used to satisfy the need for confidentiality on the web. Steganography, also referred as ‘writing in hiding’ is a method where the data is hidden in a cover media [4,5]. Recent examples of steganography include usage of special inks to inscribe hidden messages on currency notes, fingerprinting and digital watermarking of audio and video for copyright protection.

The fast growth of the web in the previous years has rapidly increased the accessibility of digital data in the form of video, audio and images to the community. As we have seen in the previous few years, with the advances in Internet, data sharing has been effortless irrespective of distance. In such cases, since the material is not stored on the server, it becomes difficult for the copyright owner to detect the offending parties. In the music industry, it is estimated that sharing data or files on the Internet and plagiarizing data costs a loss of more than £2.8 billion a year. In this respect, some thoughtful work needs to be done in order to maintain the accessibility of multimedia information.

During the past years, digital watermarking was most commonly used for still images but during the recent days, they are used more commonly on data related to the communicative media namely video and audio samples [2]. Digital video watermarking refers to embedding and extracting watermark data from the video streams. Most of the video watermarking algorithms consider

videos as a set of uninterrupted still images or frames. Cox et al. in [9] proposed the first non-blind transform domain approach for watermarking, in which the authors focussed on the perceptually significant areas to embed the watermark. The authors in [10] proposed a 3D robust watermarking scheme based on Discrete Fourier transform. In [7], Thind et.al proposed a semi blind video watermarking scheme using DWT and SVD, and tested the algorithm by taking several videos and applying different attacks for robustness and imperceptibility.

In this paper, a digital video watermarking technique is proposed using DWT and DWT+SVD. The data chosen as watermark is inserted or embedded in each frame of the video and later extracted from the video. The watermarked video is subjected to a set of attacks and the watermark is extracted. The Peak Signal to Noise Ratio (PSNR) and NCC (Normalised Cross Correlation) are computed to assess their imperceptibility and robustness. Section 2 gives a brief introduction about the algorithms used in this paper. Section 3 introduces the proposed method of video watermarking and the implementation of the algorithms. Section 4 describes the experimental results obtained in this work and section 5 provides the concluding remarks.

## 2. Preliminaries

### 2.1. Discrete wavelet transform

DWT also called Discrete Wavelet Transform is used in a wide range of signal processing applications. The energy of Wavelets is centered in time and is appropriate for analysis of signals that vary with respect to time. The transform is suitable for applications in which the nature of the signal changes with time. The biggest challenge in watermarking is to achieve a good trade off between

robustness and perceptivity. If the strength of embedded watermark is increased, robustness will be achieved but damage to the original image is also immense. DWT has the property of providing information related to spatial and frequency domain of the frame with multiresolution. From this property it can be understood that the response of human eye is different to low and high frequency components of a video frame. As compared with DCT, DWT is usually applied to the whole image without the need for using the block structure, thereby reducing the blocking artefact effect of DCT. Wavelets are oscillatory function of time and they are periodic with finite duration having an average value of zero. By dilating and translating the parent wavelet a lot of wavelets are thus created.

The DWT of an image is found by passing the frame through an analysis filter bank and later down sampling of the frequency samples is carried out. The analysis filter bank is a combination of low and high pass filters. When the image is made to pass through the analysis filter, the frame is split into two sub bands. In the low frequency sub-band, averaging operation and extraction of the coarse information from the image is performed. In the high frequency sub-band a difference operation is performed and the image details are obtained. Further the output is down sampled by two, which in-turn divides the image into four subbands LL, LH, HL, HH [6] as shown in Figure 1.

The lowest frequency level or the lowest resolution level (LL) consists of approximate or the average information about the frame and thus this band has the highest energy concentration. Changes to this sub band leads to severe and unacceptable image degradation. It is a good practice to avoid embedding in the LL sub-band. The best choice for embedding a watermark are low frequency and high frequency ranges. Therefore the coefficients of these sub bands are changed to embed the watermark.

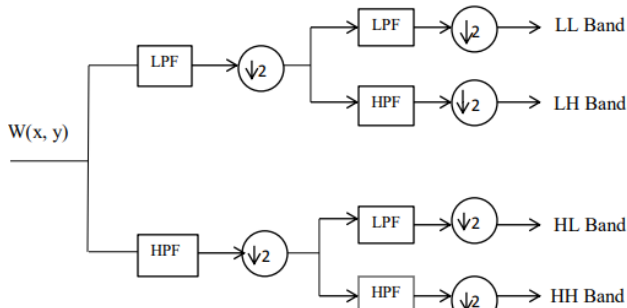


Fig. 1: Down Sampling of DWT Equation.

The DWT is implemented as follows.

The video is decomposed into frames. Then each of these frames is decomposed into four parts i.e., LL, LH, HL, HH by applying DWT Haar Transform. LL being the low frequency sub band and LH and HL being the high frequency components. HH is the high frequency sub band. This is done by sampling the vertical and horizontal channels using subband filters. The first level decomposition is given by the sub components LH1, HL1 and HH1. The next level decomposition is obtained by further decomposing the sub component LL1 as shown in Figure 2.

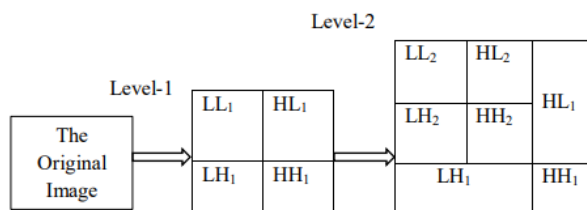


Fig. 2: The Sub Bands of DWT

Some of the advantages of DWT that made it popular are:

- DWT is preferred over other algorithms as it gives both spatial localization and frequency spread of the watermark in the host image.

- The image in DWT is represented using the multi resolution analysis. This provides a simple framework for describing the image information. Signal is analyzed at various resolutions using DWT.
- DWT is used to decompose the frames into high frequency and low frequency bands. The low frequency band is further divided into more high and low frequency bands. This division is continued until the signal is completely decomposed.
- DWT is also limited to its complexity over DCT, high computational cost and high computational time.

### 2.2. SVD algorithm

In linear algebra, the singular value decomposition involves the decomposition or factorization of a real or complex matrix. The frame of the video is represented using the form of a matrix of scalar values. SVD decomposes an image into matrix A of size MxN into a product of three matrices. Here, the matrix  $A=USV^T$  where U and  $V^T$  are matrices of size MxN and NxN respectively and they are orthogonal matrices. Here, S is an NxN diagonal matrix. The diagonal elements of S are non-zero and are called the singular values of A. The rank of matrix A is computed and if the rank of A is r,  $S = \text{diag}(\gamma_1, \gamma_2, \dots, \gamma_n)$  satisfies  $\gamma_1 > \gamma_2 > \gamma_3 > \dots > \gamma_r = \gamma_n = 0$ . Embedding in the LL sub band decreases the distortions in the frame after embedding process and thus becomes more sensitive to alterations in histogram namely histogram equalization, contrast adjustment, brightness adjustment, and gamma correction. Whereas watermarking in middle and high frequencies are more robust to noise adding and non-linear deformations.

$$A = \sum_{i=0} \alpha_i u_i v_i$$

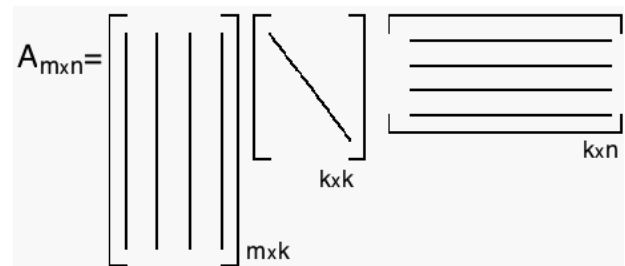


Fig. 3: SVD Structure.

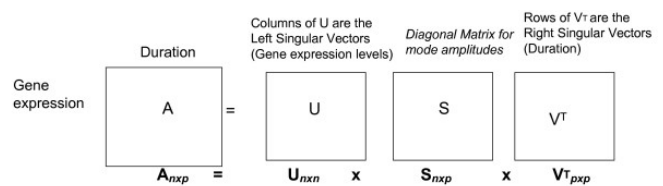


Fig. 4: Representation of SVD.

SVD is gaining more importance due to the following properties:

- Little disturbance added to the image does not cause high variation to the singular values of the image.
- The singular value of the image represents the essential algebraic image properties.
- SVD reserves the non symmetric properties of an image.
- The algorithm is robust to various geometric and non-geometric attacks.
- It mainly extracts the algebraic properties of a digital image.

SVD is applied to low-frequency bands of the frame having fixed block sizes. The vectors obtained are then sorted lexicographically to identify the duplicated video frame blocks [7].

### 3. Proposed algorithms

The step by step procedure of the algorithms used to implement the proposed watermark embedding and extraction scheme is discussed in this section.

### 3.1. Proposed DWT algorithm

The DWT divides a frame into four sections namely LL, LH, HL and HH. LL being the lower resolution approximation component. HL being the horizontal, LH being vertical and HH being the details component. The LL sub band is obtained after passing it through a low pass filter which results in a rough picture of the frame.

The HH sub band consists of high frequency components along the diagonal and is filtered in both directions. The LH and HL subbands are acquired by subjecting the frame once to low pass filter in one direction and subjecting it once to high pass filter in the other direction. The approximate or the average details are concentrated into the LL sub band. The vertical detail information of the frame corresponding to horizontal edges are available in the LH sub band. The horizontal detail information from the vertical edges are available in the HL band [8]. Multiple 'scale' wavelet decomposition of a frame can be obtained by repeating the process. The steps of the algorithm are shown below:

Step 1: Read the video and divide it into frames.

Step 2: Read the Watermark Image.

Step 3: Extract R part of the Watermark and Pre-Process it.

Pre-Processing of Watermark

Step 1: Get the resulting size of the wavelets after applying 2 – level DWT.

Step 2: Modify the Watermark image by zero padding to make the size same as the wavelets.

Step 3: Divide the Watermark image into 8-bit frames.

Step 4: Convert the video frame from RGB to YUV format.

Step 5: Invisible Embedding algorithm is implemented for Y component of every frame.

Embedding watermark in the Video

Step 1: Apply 1-level dwt2 of the type 'haar' on the frame.

Step 2: Apply 2-level dwt2 of the type 'haar' on the wavelets from the Step 5.

Step 3: Embed the 8-bit planes of the watermark image in 8 mid-frequency sub-bands.

Watermarked\_image=original\_image + (embedding\_strength)\* watermark\_image

Step 4: Apply inverse 2-level dwt2 with the new mid frequency band values.

Step 5: Apply inverse 1-level dwt2 with the new wavelets.

Step 6: Concatenate UV component of frames with the Y component.

Step 7: Convert the frame back to RGB format from YUV format.

Step 8: Construct the video back by combining all the frames together.

### 3.2 Proposed DWT-SVD algorithm

DFT has a very good spatio frequency localization, which allows the algorithm to find locations in the image to embed a watermark data imperceptibly. The biggest advantage of using SVD is that even very small variations in the singular values do not affect the visual perception of the host image, which simplifies the watermark embedding procedure. This in turn leads to good transparency and robustness. The steps of the proposed DWT-SVD algorithm for watermark embedding and extracting along with attacks is shown below:

Watermark Embedding in the Video

- 1) Apply Haar Wavelet Transform to the image and then decompose it into subbands i.e. (LL,LH,HL,HH).
- 2) Do a second level decomposition on each of the sub-bands.
- 3) Apply Haar Wavelet Transformation on each of these sub-bands.
- 4) Apply SVD to HH component. This is done majorly because HH has the high end details of the image and not the approximate part. This is usually imperceptible to the user. Therefore the embedding of the watermark in this sub band will not affect the image.

- 5) Adjust the singular value and determine the singular value of the watermark embedded image.
- 6)  $S_{w1}=S_a+k*S_w$ , where k is the scaling factor.
- 7) Apply the singular value decomposition on the obtained diagonal matrix.
- 8) Apply DWT to  $S_{w1}$  and obtain the high frequency sub band.
- 9) Apply IDWT to obtain watermarked cover image  $A^*$  by using LL, LH, HL,  $HH_a^*$ .

Watermark Extraction from the Video

- 1) Using DWT, decompose the watermarked image  $A^*$  into four subbands LL, LH, HL,  $HH_a^*$  and apply SVD to sub-band  $HH_a^*$ , where  $HH_a^*=U_{wa}S_{wa}V_{wa}$
- 2) Similarly, using DWY decompose the original image into four sub bands and apply SVD to the high frequency sub-band.
- 3) Obtain the singular value of high frequency sub-band watermark image:  $S=(S_w-S_a)/k$ .
- 4) Recover the high frequency subband of watermark image using the singular value S.
- 5) Using  $LL_w, HH_w, LH_w, HL_w$  recover the watermark image

### 3.3. Subjecting extracted watermark to attacks

- Create functions of various attacks like Gaussian Noise, Salt and Pepper Noise, Poisson Noise, Speckle Noise and some filters like mean filter, median filter etc.
- No once the image is watermarked, subject the watermarked image to these attacks.
- The robustness is measured by extracting the watermark back from the attacked image.
- The robustness can be checked by measuring the PSNR and NCC value. Preferably, if the values of NCC and PSNR are respectively greater than 0.75 and 30 then the algorithm is said to be robust.

### 3.3. Attacks

Salt and Pepper Noise: This form of noise is impulsive and presents itself as sparsely spread black and white pixels over an image. The cause for salt and pepper noise is due to errors in data transmission. The pixels that are corrupted are usually set to the minimum value or to a maximum value (240-255 for salt and 0-8 for pepper).

Gaussian Noise: This form of noise is a statistical noise which has a probability density function similar to the Gaussian distribution (normal distribution).

Speckle Noise: It is a granular noise that integrally exists and reduces the quality of active radar.

Poisson Noise: A type of electronic noise modelled by Poisson distribution. A number of events happening in a fixed interval of time is given by Poisson distribution.

Rotation Attack: Rotates an image about the specified angle in anticlockwise direction about its centre point.

## 4. Results and discussions

A wide range of experiments were conducted to evaluate the performance of the watermark embedding and extraction using DWT-SVD Algorithm. In particular the proposed system has shown improved performance to several attacks like mean filtering, Gaussian noise addition, rotation, salt and pepper noise addition, speckle noise addition, Poisson noise addition, Gaussian Blur, and rotation. The performance of DWT and DWT-SVD is obtained by testing the following set of data and the Peak Signal to Noise Ratio (PSNR), and Robustness measure are evaluated. All the experiments are implemented with an Intel i5 CPU, 1.6GHz, 6 GB RAM PC using MATLAB R2013 software.

### 4.1. Description of data

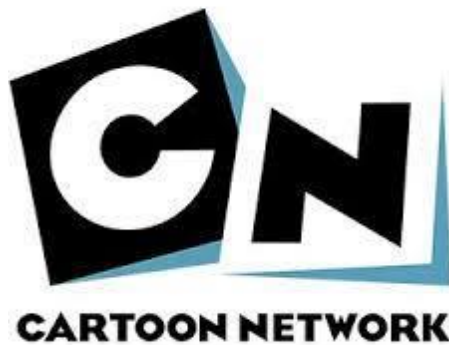
This section contains tabulations and results of all the implemented algorithms.

**Table 1:** Description of Video Data

Video Data- Raw video is taken from a wildlife blogs	
Size	1.05 MB
Number of Frames	113 Frames
Format	.mp4
Frame Width	1280 pixels
Frame Height	720 pixels
Length	0.3 seconds
Frame Rate	29 fps

**Table 2:** Description of Watermark Data

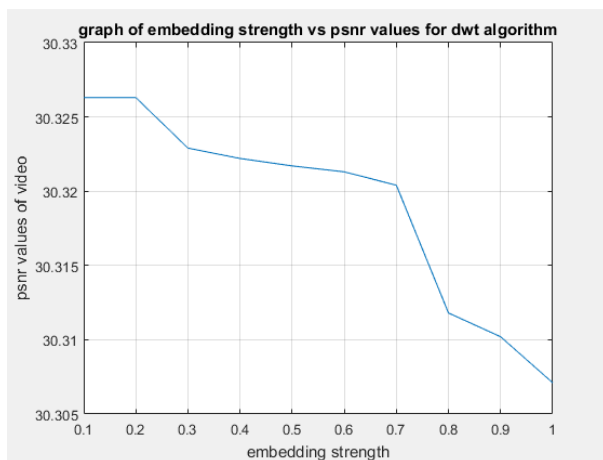
Watermark Data- Fig. 5	
Size	6.44 KB
Format	.jpg
Image Height	225 pixels
Image Width	225 pixels



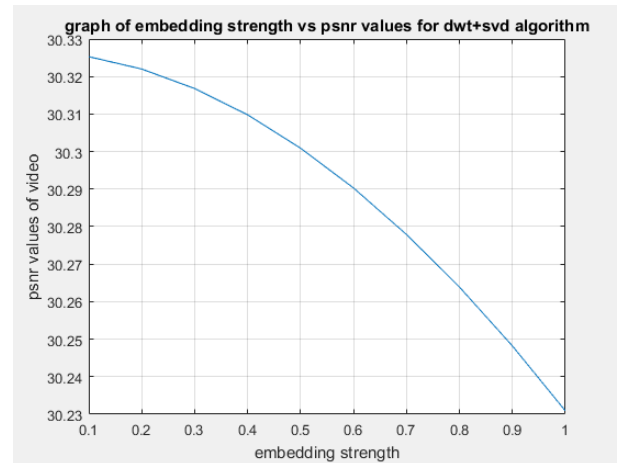
**Fig. 5:** Invisible Watermark.

### 4.2. Watermark embedding

In digital image watermarking using the DWT domain, the tuning of the watermark embedding strength provides a proper balance between robustness and imperceptibility [11]. The results were evaluated by varying the embedding strengths in the interval [0,1] and found that the optimal value for embedding watermark into the video frames was 0.6. This optimal value was chosen for both DWT and DWT+SVD algorithms in order to obtain a proper balance between imperceptibility and robustness. The graphs shown in Figure demonstrate the embedding strength v/s PSNR values for DWT and DWT+SVD algorithms respectively.



**Fig. 7:** Embedding Strength V/S PSNR Values for DWT Algorithm.



**Fig. 8:** Embedding Strength V/S PSNR Values for DWT+SVD Algorithm.

### 4.3. Robustness against watermarking attacks

Several attacks were applied to the watermarked video frames to evaluate the performance of the proposed algorithms. The most common attacks applied in this paper are salt and pepper noise, addition of Gaussian noise, speckle noise, Poisson noise, Gaussian blur, rotation, and mean filtering. The robustness measure defined by the normalized cross correlation (NCC) is computed according to Equation (1).

NCC is defined as,

$$NCC = \frac{\sum_{k=1}^{W_w \times W_w} w_k w'_k}{\sqrt{\sum_{k=1}^{W_w \times W_w} w_k^2 \sum_{k=1}^{W_w \times W_w} w'_k^2}} \tag{1}$$

Where  $w_k$  and  $w'_k$  are the original and the extracted watermarks respectively [11].

One of important requirement in the watermarking scheme is the perceptual transparency of the superimposed watermark on the host data. Perceptual transparency refers to maintaining the perceptual quality of the image in spite of attacks. The perceptual transparency is evaluated by computing the PSNR. The PSNR is a metric commonly used in image processing to calculate the peak signal-to-noise ratio between two images [11]. The quality of the watermarked image is better with higher values of PSNR. The PSNR is computed as,

$$PSNR = 10 \log_{10} \frac{I_{peak}^2}{\frac{1}{mn} \sum_{i=1}^n \sum_{j=1}^m (I_{ij} - I'_{ij})^2} \tag{2}$$

The relation between PSNR and MSE is given by,



$$PSNR = 10 \log_{10} \frac{I_{peak}^2}{MSE} \tag{3}$$

Where  $I_{peak}$  is the peak intensity level in the original image. The peak value for an 8-bit gray scale image is mostly 255.

#### 4.3.1. Salt and pepper noise

The video frames were subjected to Salt and pepper noise and the watermark was extracted. The NCC and PSNR values for an embedding strength of 0.6, and noise density of 0.01 were determined for DWT and DWT-SVD algorithms as shown in Table 3.

**Table 3:**NCC and PSNR of Extracted Watermark against Salt and Pepper Noise



Proposed Algorithm	Extracted Watermark	NCC	PSNR
DWT		0.9737	20.5363
DWT-SVD		0.9809	23.8124

The inference obtained from the tabulation shows that the algorithm is robust when subjected to salt and pepper noise.

**4.3.2. Gaussian noise**

The video frames were subjected to Gaussian noise and the extracted watermark is evaluated for NCC and PSNR for an embedding strength of 0.6 and a mean of 0 and variance of 0.01. The results are presented in Table 4.

**Table 4:**NCC and PSNR of Extracted Watermark against Gaussian Noise

Proposed Algorithm	Extracted Watermark	NCC	PSNR
DWT		0.9752	21.1777
DWT-SVD		0.9807	23.2166

The algorithm was tested on Gaussian noise attack. The attack was presented by varying the variance from 0.001 to 0.1 in steps of 0.02, and the PSNR values were found to be better for  $\sigma = 0.001$ .

**4.3.3. Speckle noise**

The PSNR and NCC values were calculated for the extracted watermark, subjecting the video to speckle noise with variance ranging from 0.01 to 0.9 in random intervals. It was found that PSNR and NCC were relatively better for small values of variance. The results are tabulated in Table 5.

**Table 5:**NCC and PSNR of Extracted Watermark against Speckle Noise



Proposed Algorithm	Extracted Watermark	NCC	PSNR
DWT		0.9886	27.7728

DWT-SVD		0.9964	36.2930
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**4.3.4. Poisson noise**

The chosen watermark was embedded into the video frames with an embedding strength of 0.6 and subjected to Poisson noise. The watermark was extracted and the PSNR and NCC values are computed as shown in Table 6.



**Table 6:**NCC and PSNR of Extracted Watermark against Poisson Noise

Proposed Algorithm	Extracted Watermark	NCC	PSNR
DWT		0.9887	31.9426
DWT-SVD		0.9958	35.1740

**4.3.5. Gaussian blur**

The video frames were subjected to Gaussian Blur attack with a window size varying from [3x3] to [20x20] and the extracted watermark was tested for NCC and PSNR. The results demonstrated improved NCC and PSNR values for smaller window sizes. Invariably, the NCC and PSNR for window size of [20x20] for DWT-SVD algorithm was found to be 0.9934 and 29.9438 dB. The results obtained for window size of [3x3] using DWT and DWT+SVD algorithms are shown in Table 7.

**Table 7:**NCC and PSNR of Extracted Watermark against Gaussian Blur

Proposed Algorithm	Extracted Watermark	NCC	PSNR
DWT		0.9923	30.6049
DWT-SVD		0.9970	37.4220

**4.3.6. Rotation**

The watermark embedded video frames were rotated with different angles and the PSNR and NCC were estimated for the extracted watermark. Rotation attack with 5°, 15° and 45° resulted in NCC > 0.75 and PSNR > 30dB as shown in Table 8. The computed values shown in the table indicate that NCC and PSNR values are less for larger degrees of rotation.

**Table 8:**NCC and PSNR of Extracted Watermark against Rotation



Degree of rotation	DWT		DWT+SVD	
	NCC of Watermark	PSNR of Watermark	NCC of Watermark	PSNR of Watermark
5°	0.9962	38.4644	0.9983	41.1299

10°	0.9948	36.4521	0.9981	40.9516
45°	0.9925	35.7485	0.9970	39.6159

#### 4.3.7. Mean attack

The extracted watermark image was subjected to a mean filtering attack of window size [3x3] and the measured the NCC and PSNR values are tabulated as shown in Table 9.

**Table 9:** NCC and PSNR of Extracted Watermark against Mean Attack

ProposedAlgorithm	Extracted Watermark	NCC	PSNR
DWT		0.9938	30.4092
DWT-SVD		0.9949	31.8550

## 5. Conclusion

In this paper, the DWT algorithm used in this paper embeds the watermark in the mid frequency band of the video frames. The proposed DWT+SVD algorithm used in this paper embeds the watermark in the high frequency band of the video frames. The algorithms were tested against various attacks for imperceptibility and robustness. Based on the results, it has been observed that the proposed DWT+SVD scheme yields better robustness and imperceptibility against various attacks.

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