Embed a watermark in a transcoded stream in
Wowza Streaming Cloud

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The Wowza Streaming Cloud™ service allows you to protect copyrighted content by embedding a watermark into transcoded streams. Watermarks aren’t available for passthrough streams, transcoders, or video output renditions, however, and aren’t saved in Wowza Streaming Cloud recordings.

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1. Click **Advanced** on the menu bar, click **Transcoders**, and then click **Add Transcoder**.
2. On the **Add Transcoder: Transcoder Setup** page, enter a short, descriptive **Transcoder Name**.
3. For **Transcoder Type**, choose **Adaptive bitrate**.
4. Under **Watermark**, select **Embed a watermark in the transcoded stream**.

5. Click **Browse** and navigate to and select the image to embed as a watermark in the transcoded stream.

   Watermark images must be GIF, JPEG, or PNG format and no larger than 2.5 MB.

6. Specify the corner of the video frame in which the watermark should be positioned.
7. If necessary, enter a **Watermark Width** and **Watermark Height** to scale the image to fit in the video frame. Leaving either field blank keeps the original measurement.
8. Specify the **Watermark Opacity** by entering a percentage between 0 (transparent) and 100 (opaque).
10. Click **Add**.
Wowza Streaming Cloud creates the transcoder and displays the **Outputs & Targets** tab of the transcoder detail page.

The transcoder isn’t finished until you create outputs and targets for it. Remember, any passthrough output renditions you create and assign to an adaptive bitrate transcoder won’t display the embedded watermark.

**Embed a watermark in a live stream**

You can also embed a watermark in an adaptive bitrate live stream. Create the stream as you normally would using the live stream creation wizard, and then edit the stream’s transcoder to include the watermark.

1. Click **Live Streams** on the menu bar, and then click **Add Live Stream**.
2. On the **Add Live Stream: Live Stream Setup** page, enter a **Live Stream Name**, choose a **Broadcast Location**, and then click **Next**.
3. If you choose a **Broadcast Location** that supports passthrough streaming, on the **Video Source and Transcoder Settings** page, specify the **Live Stream Type** as **Adaptive bitrate**.
4. Specify all of the other settings for your live stream, review your choices, and click **Finish** to create the live stream.

   Now, edit the live stream’s transcoder setup to embed a watermark.

5. Click **Advanced** on the menu bar, and then click **Transcoders**.
6. On the **Transcoders** page, select the live stream’s transcoder. It appears as *[Live stream name]* / Transcoder.
7. Click the **Transcoder Setup** tab of the transcoder’s detail page, and then click **Edit**.
8. Under **Watermark**, select **Embed a watermark in the transcoded stream**.

9. Click **Browse** and navigate to and select the image to embed as a watermark in the live stream.

   Watermark images must be GIF, JPEG, or PNG format and no larger than 2.5 MB.

10. Specify the corner of the video frame in which the watermark should be positioned.
11. If necessary, enter a **Watermark Width** and **Watermark Height** to scale the image to fit in the video frame. Leaving either field blank keeps the original measurement.
12. Specify the **Watermark Opacity** by entering a percentage between 0 (transparent) and 100 (opaque).
13. Click **Save**.

The watermark will appear in the live stream wherever it's played except, however, in any passthrough video output renditions you create and assign to the live stream’s transcoder.

If you’re having problems or want to discuss this article, [post in our forum](#).