

# Denuvo TraceMark™ for Gaming

Keep the thrilling moment of your game's release intact

No matter how big the studios or games are, leaks can happen and affect everyone!

**2024**

**Project Rene: The Sims franchise**  
The playtest build was leaked, revealing gameplay, maps and important game mechanics.

**2023**

**Team Fortress 2**  
The 61GB leak includes various unreleased maps, models, photoshop source designs and raw map data. The exact source of the leak is unconfirmed.

**2022**

**Grand Theft Auto 6**  
Over 90 clips of GTA6 were leaked, sparking a great deal of controversy, costing the studio \$5 million plus thousands of staffing hours to recover.

**2020**

**The Last of Us Part 2**  
The entire plot and bittersweet ending were leaked, leading to a massive boycott that damaged the studio's reputation and almost derailed the game's launch.

**2015**

**Fallout 4**  
Protagonist images, gameplay details and the perk chart were leaked before release.

**2003**

**Half-life 2**  
The source code and negative information about the game development process were leaked, damaging the team's morale, slowing their work and leading to a delayed release.

These are, sadly, not isolated incidents. Your game could be the next victim!

Leaked information can be fake, but the repercussions can be very real!

- Gamers are less engaged
- Players' interests are influenced
- Creative development is discouraged
- Innocent parties could be impacted by unfounded accusations regarding the leak's origin
- The launch and marketing plan are gone awry
- Leaks may impact revenue

Developers need an extra layer of security to detect content leakage in a timely manner

Watermarking is an optimal solution to prevent your gameplay from leaking. But don't do it yourself, here's why!

DIY	Denuvo TraceMark™
Visible watermarks can be easily circumvented by AI tools, while more sophisticated ones can come with a performance impact	Employ a dual approach of both cutting-edge visible and invisible watermarks
It takes a lot of time and manpower to develop your own watermark	Having a full team of cybersecurity professionals on your side
	The game is monitored 24/7
	Hassle-free binary integration into existing development workflows
	The original quality of the game remains intact

Whether you conduct playtests and closed beta tests, or deploy review copies and press screeners, our platform-agnostic game watermarking can help you address the challenge of content leakage during the sensitive pre-release phase of game development.

Denuvo TraceMark™ can be integrated with our 360-degree suite of Denuvo Cyber Services and Denuvo Anti-Tamper for optimal leak prevention

## Denuvo TraceMark™ Visible watermark

Inform the user that the watermarking technology is in place to prevent leaks in the first place

## Denuvo TraceMark™ Invisible watermark

Identify the source of a leak if it happens

## Denuvo Anti-Tamper

Prevent a leaked build to run by unauthorized parties

## Denuvo Cyber Services

Identify, investigate, analyze, shutdown and prosecute leakers

Tighten your gaming pre-release security before it's too late!

Contact us today