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## **Saliency map based digital watermarking**

### **Abstract**

Digital watermarking for copyright protection is proposed based on the saliency map. The proposed algorithm can embed more information into less perceptive areas within the original image determined by Itti-Koch saliency map.

It gives a concept of the areas which have excellent data hiding capacity in an image. The area/region with less perceptibility denotes the most insignificant region from the aspect of visibility in an image, so any modification within these areas will be less perceptible to any observer, thus, we can increase the embedding capacity of the proposed algorithm. We evaluated the proposed method in terms of embedding distortion and robustness against the attacks.