**Hybrid Digital Image Watermarking using Contourlet Transform (CT), DCT and SVD**

**ABSTRACT**

Role of watermarking is dramatically enhanced due to the emerging technologies like IoT, Data analysis, and automation in many sectors of identity. Due to these many devices are connected through internet and networking and large amounts of data is generated and transmitted. Here security of the data is very much needed. The algorithm used for the watermarking is to be robust against various processes (attacks) such as filtering, compression and cropping etc. To increase the robustness, in the paper a hybrid algorithm is proposed by combining three transforms such as Contourlet, Discrete Cosine Transform (DCT) and Singular Value Decomposition (SVD). Performance of Algorithm is evaluated by using similarity metrics such as NCC, MSE and PSNR

***Keywords:*** Digital Image Processing, Discrete Wavelet Transform, Discrete Cosine Transform, Contourlet Transform, Hybrid Water Marking.