



## CASE STUDY

# Concurrent stream management: Reduce password and session sharing while bringing additional revenue

## THE CLIENT

A leading media and entertainment company, operating a variety of paid channels through its continent of application, currently with 21.7 million subscribers and over 4.5 million monthly active users.



**29 years** on the market



**21.7 mil** subscribers



**4.5 mil** active users

## THE CHALLENGE

The client, an entertainment provider, faced revenue losses from piracy and password sharing. Their existing system failed to prevent unauthorized access, leading them to seek a more effective solution.

## THE SOLUTION

Irdeto provided a Concurrent Stream Management solution using 60-second license renewals to prevent piracy and password sharing. They also added regional restrictions and limited streams per user, with extra streams available as a mobile-only upsell.

## THE RESULT

Irdeto's CSM solution cut password and session sharing by 99%, blocking a million daily unauthorized streams. The client's concurrent streams exceeded 850,000, and a four-stream limit increased subscribers and upsell revenue by 12%.

## THE CHALLENGE

As a leading entertainment provider, the client has been facing piracy resulting in revenue loss. To prevent further losses, the client applied a concurrent stream management solution. Unfortunately, the legacy solution – a polling-based system – was not robust enough to prevent piracy from reoccurring. Pirates found that they could bypass the polling mechanism and still access content.

Additionally, subscribers were sharing passwords, contributing to shortfalls in their expected revenue generation and putting their ability to create premium content in jeopardy. As a result, the client went looking for a solution that would address both these challenges.

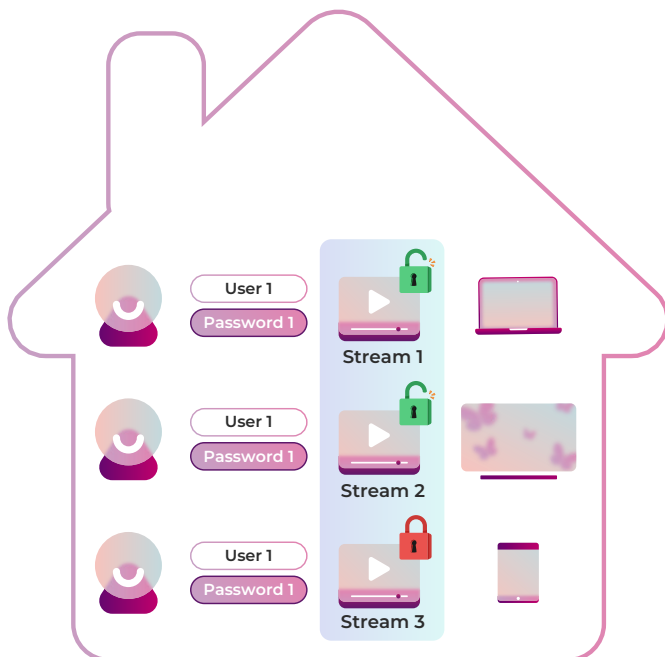
## THE SOLUTION

Cue Irdeto, the world leader in digital platform cybersecurity. To help out with their situation, Irdeto offered an innovative Concurrent Stream Management (CSM) solution.

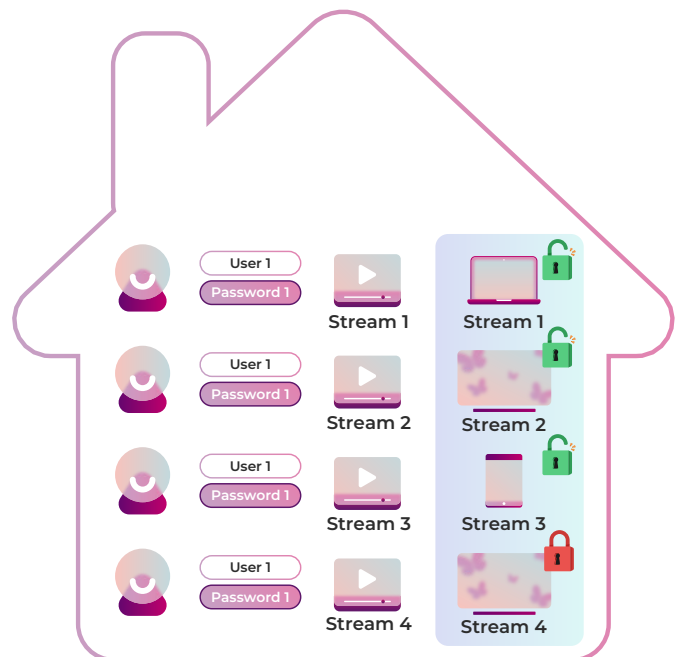
that leverages digital rights management based “heartbeats” to address the session and credential sharing as well as illegal streaming. Given that Irdeto’s CSM renews licenses every 60 seconds, it makes it incredibly robust and difficult to work around.

To help deal with the problem, Irdeto implemented regional restrictions and a rule that would only allow one stream per user at a time. Additional streams, up to four (per user), were then offered as mobile-only up-sale options, creating additional monetization opportunities.

### Subscriber account



### Device category



## THE RESULT

As a result of implementing Irdeto's CSM solution, the client has seen password and session sharing reduced significantly, with 99% of attempts being prevented. Currently, with over 850,000 active concurrent streams served, an additional million daily streams have been denied, significantly reducing the attack surface of their platform.

With the limitation of streams set to four, there has also been an increase in subscriber numbers; upselling opportunities contributing to a 12% average in additional revenue.

The client's success is a testament to Irdeto's expertise and capabilities.



**99% of password/session sharing prevented**



**12% average additional revenue**

## TECHNOLOGY USED

Irdeto Control is the most powerful solution to deal with multi-digital rights management, enabling you to maximize the scalability and revenue potential of your over-the-top video service while offering an unmatched user experience .

Irdeto Control CSM empowers you to grow your average revenue per user by enforcing concurrent stream limits accurately and effectively.



**CSM based on subscriber account**

Limit the number of streams accessed with a single set of credentials



**CSM based on device category**

Limit the number of streams by type of devices

**Reach out to us today to discuss potential solutions to your own challenges!**