

Online Piracy Detection: Crisis Coverage Service

A stylized skull graphic composed of binary code (0s and 1s) in shades of pink and purple, positioned on the right side of the page.

Piracy hurts revenue and reputation.

The theft of copyrighted content is not new. Piracy of books, music, software, television shows, movies, games and other content has been around for decades. As technology adapts, pirates adapt, evolve and inevitably find new ways to circumvent security measures to steal content for illegal redistribution.

According to a December 2020 Deloitte report, almost half of studio revenue is usually derived from theatrical releases. Now that the distribution

windows have shifted due to the ramifications of COVID-19, more people are opting for in-home entertainment experiences.

Whether this trend towards increased digital consumption will continue is unclear. And the early availability of mezzanine-quality content makes piracy even more appealing. The stakes are very high not only in television and film, but within the videogame industry as well.



WHAT IS CRISIS COVERAGE?

Irdeto's Crisis Coverage Service is intended to meet urgent or unexpected content protection needs. Whether it's monitoring for NDA leaks of an upcoming game release, the resale of keys or accounts, the early upload of the new episode of a popular television series, leaked set photos or plot spoilers for an unreleased film, Irdeto's Crisis Coverage Service offers rapid and aggressive protection for valuable assets, and most importantly peace of mind for content owners.

Even with strict security measures in place, breaches and leaks can happen. Therefore it is crucial to have a strategy in place to prevent or mitigate the spread of valuable assets.

Every project is tailored to each customer's unique crisis situation. Depending on client needs, service options include either 24-7 coverage or business hours only (6am-10pm M-F). Crisis coverage may include a suite of any of Irdeto's online piracy services.

Customers may choose to proactively monitor for potential leaks prior to a specific release, or they may opt for emergency damage control after content has already leaked. Often customers choose both approaches, to ensure robust protection of valuable revenue both before and during the prime release window.



KEY BENEFITS

With each custom Crisis Coverage package, Irdeto's team of expert piracy and cyber security analysts utilize a highly targeted approach for the discovery of potentially infringing content. Automated crawlers continuously scan known pirate sites, blogs, social media, apps, Kodi add-ons for unauthorized content. Automated scanning is supplemented by manual searches, guaranteeing wide-ranging coverage.

Crisis Coverage offers:

- Rapid response to customer inquiries, concerns, or leads
- Near real-time updates and reporting on all potentially infringing content found, action taken, and current status of links
- Investigative services and evidence packages, if requested

Irdeto closely collaborates with customers for the duration of the crisis service to ensure accurate enforcement of copyrighted content according to the specified rules of engagement. For example, if a stolen script is posted on a legitimate news blog or website, the Irdeto team will refer the case to the customer for appropriate course of action.

Irdeto's global team liaises with platform owners, antipiracy bodies and law enforcement agencies on all continents and has a proven track record in identifying and disrupting piracy, and leveraging established relationships and networks, to track down pirates and their supply chains.

Irdeto is the world leader in digital platform cybersecurity, empowering businesses to innovate for a secure, connected future. Building on over 50 years of expertise in security, Irdeto's services and solutions protect revenue, enable growth and fight cybercrime in video entertainment, video games, and connected industries including transport, health and infrastructure. With teams around the world, Irdeto's greatest asset is its people and diversity is celebrated through an inclusive workplace, where everyone has an equal opportunity to drive innovation and support Irdeto's success. Irdeto is the preferred security partner to empower a secure world where people can connect with confidence.