Online Piracy Detection: Piracy Control for Live (Sports)

In a world where subscribers are moving to time-shifted viewing, live sports broadcasts play a growing role in the pay TV business. Sports attract increasing numbers of viewers. And consequently, an increased revenue share of advertising fees. It also attracts piracy. Technology advancements have made it easy for pirates to steal valuable content and redistribute it illegally over the internet.

Live sports rights are becoming more valued to all players in the distribution chain, from rights holders to broadcasters and platform owners. Live sports are a key differentiator for pay TV operators and broadcasters who pay large licensing fees in order to acquire the unique rights to broadcast such events in their regions. Rights owners are seeing a growth in public interest in sport. And they are seeking to license a larger number of platform operators in regions around the world.

But when you consider the increased availability, speed and affordability of broadband combined with technology that facilitates restreaming of content from the TV, tablet or laptop to the internet, pirates end up with an easy solution to steal this high value content.

As a result, today's biggest piracy threat is content redistribution over the internet to websites, plug-ins, apps and devices. Pirates use different business models to generate revenues from this pirated content - via ad revenues on websites or subscriptions offered to an app, plug-in or device. Pirate services bundle hundreds of pay TV channels that offer premium sports, movies and TV content. Some subscription-based pirate models even offer more content at a cheaper price than legitimate subscriptions. These pirate offerings are proving to be compelling to consumers. But with high volumes of streams being available for premium sports events, it affects everyone in the distribution chain.

PROTECTING YOUR CONTENT, REVENUE AND BRAND

Operators and broadcasters are experiencing subscriber churn and reduced advertising revenues due to the decrease in legitimate viewers. Having their unique content available in pirate packages can hit the rights owners' bottom line. Licensees are reluctant to license the rights when the content is not being controlled and protected from piracy. Operators and rights owners need to be vigilant and address content redistribution wherever it appears. They need to target the more prolific websites and address new apps and devices as they appear.

Irdeto Piracy Control for Live identifies and stops pirate streams in real-time. This is crucial since the value of live sports content is at its highest when it is being broadcast live. Addressing this form of piracy requires specialized knowledge and technology that evolves as fast as internet piracy does. Irdeto takes an intelligent approach to fighting piracy by focusing on the most popular sites or plug-ins not only with the larger numbers of users but also with the biggest regional influence in the rights holder's territories. This ensures you tackle the biggest competition that is threatening your business. Working with a trusted managed service provider with proven success to stop live sports piracy allows operators/broadcasters and rights owners to protect their content, revenue and brand.

SERVICE DESCRIPTION

Irdeto Piracy Control for Live solution uses scalable platform automation in combination with human oversight. The platform automation is built using the latest crawling technology and is evolves to match all the latest pirate developments. This means that the service swiftly identifies infringing content. The streams are analyzed and validated. And evidence is captured for inclusion in DMCA infringement notification. This hybrid approach enables a rapid, cost-effective execution of the service. Human intervention maintains quality of service (QoS) and outstanding customer service management.
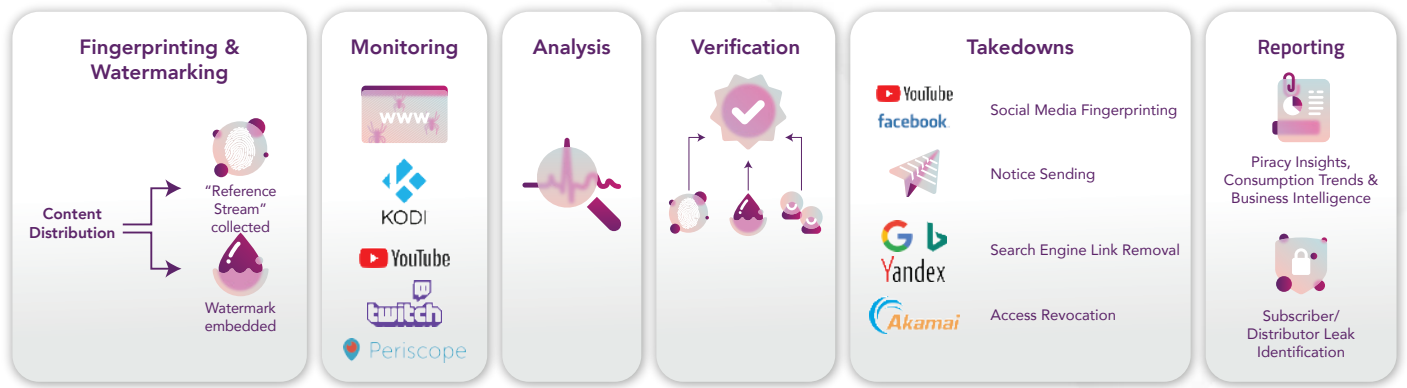
Figure 1. Rapid response to protect valuable live content

Fully automated, cost-effective platform

Irdeto Piracy Control for Live uses a fully automated platform which is highly scalable and highly available, enabling the real-time processing of hundreds of pirate streams. This ensures that efficient discovery, verification and takedown activities are possible during the broadcast while the value of the sports content is at its highest. The cloud-based offering can be scaled easily to process hundreds of streams in real-time in a cost-effective manner. The system executes detailed analysis and provides consistent and reliable information on all piracy detections.

Integration with source identification

Irdeto Piracy Control for Live can be integrated with existing CA and watermarking solutions. Furthermore, it can identify the source of the leaked content and implement countermeasures to maximize the return on any content investments. The solution is pre-integrated with Irdeto TraceMark™, a patented, scalable forensic watermarking technology which is reliable, robust and easy-to-deploy.

Enforcement activities

To ensure an effective and immediate response, a dedicated enforcement team focuses their efforts on reaching out to hosting sites and ISPs. Takedown tools are used where available, and evidence is provided with each enforcement request. Subsequent to notification, the infringing stream is checked for compliance and follow up communications are made to ISPs.

Online reporting for real-time updates

Irdeto Piracy Control for Live includes an online, interactive portal where all reporting information is easily accessible. It provides users with graphical and detailed visibility into and control over their anti-piracy activities.

The intuitive portal provides a comprehensive view of real-time data, allowing users to instantly drill down to see details such as information about detection rates, enforcement activities and compliance metrics.

Control risks and costs with a tailored service

The battlelines against online piracy differ from each provider. As one size does not fit all, Irdeto Piracy Control for Live offers a suite of state-of-the-art technologies, best practices and extensive services to address the provider's unique needs. This 360 degree approach ensures that the provider can minimize risks while maintaining cost predictability with a managed service-based approach.

KEY BENEFITS

Intelligence driven approach

Using web analytics, the Irdeto automated system is configured to focus on sites within the broadcast jurisdiction area(s) which are the biggest threats in that region or to that type of content. In addition, extensive data and evidence is collected on the pirate-streaming infrastructure which gives a comprehensive picture of the pirate linking and hosting sites and streaming servers. And the ISPs that facilitate them. This provides an intelligence-based picture of the live streaming piracy landscape and the best points to attack. Customers are empowered to take action against the people behind the online piracy. By doing so, operators/rights owners are more effective with their anti-piracy budgets by targeting the pirates that are causing the most harm to their business.

End-to-end managed service with global response

Combining state-of-the-art technology, best practices and specialized knowledge, Irdeto offers a complete anti-piracy team for rights holders or complementary to existing anti-piracy teams pay TV operators may already have. Dedicated service managers are assigned to each customer. This ensures that a deep understanding of the account is built up so that the customers can rely on a fast- acting, efficient and knowledgeable support team that is an extension to their own business. Such a managed service approach means that customers can minimize risk, while also maintaining cost efficiency and predictability with a service-fee model.

Extensible service for new piracy and counterfeit threats

Irdeto Piracy Control for Live service can be extended with monitoring and enforcement on OTT plug-ins and apps. This means that the customer's content is monitored for distribution across all pirate distribution channels and when discovered, swiftly dealt with. Complementary services such as Investigations & Enforcement, Online Brand Protection, Cyber Security and Cyber Intelligence (OTT credential theft, cyber threat monitoring) can be selected. This full-service offering will ensure security vulnerabilities across the business will be identified and mitigated. This allows customers to continue to control delivery of their high value, live sports products and services to the market.

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.