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Datasheet

Online Piracy Detection: Web Video Content

Due to the increased availability of broadband internet and unlimited (or high) data plans, it has become easier for anyone to access infringing content online through the various pirate sites and social media platforms. Easy access to pirated premium entertainment content severely disrupts major revenue streams for content owners big and small. In order to protect valuable content, businesses must understand how the supply and demand for pirated content affects paid consumption of premium entertainment content.

The Irdeto Online Piracy Detection solution for video on demand content is integrated with fingerprinting technologies and our forensic watermarking solution, TraceMark™. We provide this service for finding recorded clips of live events, pay per view broadcasts, web video and more. Our data-driven discovery process, combined with watermark and fingerprinting technologies, provides critical data and tooling for detecting and disrupting a wide range of internet piracy

KEY BENEFITS

More efficient process and better results
Our innovative proprietary crawlers provide detection technology, which is combined with piracy expert oversight, quickly identify infringing content. The solution offers content owners and operators multiple mechanisms to quickly identify and disrupt the pirate streams across various distribution platforms. For instance, we facilitate fingerprinting of content owners' streams into YouTube ContentID and Facebook Rights Manager systems for immediate takedowns of unauthorized streams on those platforms and are partnered with Akamai CDN to provide immediate takedowns on Akamai-sourced streams.

Data-driven discovery for effective enforcement
In order to find the infringing content, our discovery process includes searching on top Kodi add-ons, search engines, social media, UGC sites, and linking sites. Sites are prioritized based on web traffic statistics. This ensures that we are always searching the most popular sites as they can change over time. In addition, geographic targeting is done in order to collect important regional sites that may not rank highly when looked at only on a global level.

Our search process supports all languages so that we do not miss historically high piracy regions that are not Latin language based.

Accurate data leads to better business strategies
With our extensive search mechanisms and comprehensive validation of infringements, Irdeto provides reliable, high quality data. Irdeto's experienced analysts make sure that only links to true piracy are captured by counting each unique infringement once and only reporting the real infringements. The cost-effective approach of a highly scalable platform using the latest cloud techniques with human oversight ensures that you are receiving the most accurate piracy numbers.

Fast and effective enforcement to protect content rights
After finding and validating the infringement, Irdeto takes both technical and non-technical measures to immediately enforce the content rights in line with the owner's policies. Takedown or Digital Millennium Copyright Act (DMCA) notices can be sent to users and host sites on the owner's behalf. If the infringement is detected on Facebook, Instagram or YouTube, we can integrate with your social media account to perform takedown of the pirate stream in line with your business policies. Irdeto's compliance team escalate non-compliant infringements to hosting sites and ISPs.

Easy access to interactive data enhances day-to-day decisions
The online interactive reporting gateway provides multi-level business data to content owners, broadcasters and operators giving you more control over how you visualize your data by offering different levels of reporting and drill-down capabilities. The reporting gateway allows users to have unique views of their data giving them a more comprehensive picture of their information to identify trends and threats. By having access to reliable data businesses can make better decisions.

Live Anti-Piracy Services
Fast, comprehensive and effective

Pre-event Services

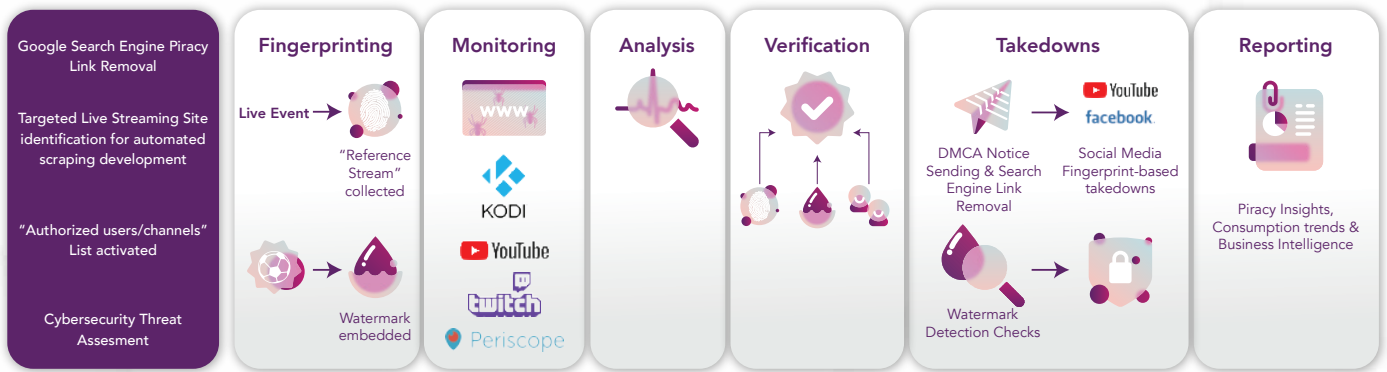**Live Event & Live Linear Channel Coverage**

Figure 1: Delivering rapid detection and enforcement

SOLUTION DESCRIPTION

Irdeto's Online Piracy Detection for streaming video on demand protection integrates forensic watermarking, fingerprinting, and human expert oversight to provide an accurate detection and quicker identification of leaked content. The data provides the information to shape content providers' strategic and operational decisions.

Detection, verification and enforcement
Our Online Piracy Detection solution monitors multiple forms of internet piracy; from the increasingly popular web video streaming sites, online file-hosting service sites, to social media and user generated content (UGC) sites.

Using automated keyword searches, in any language, our solution actively seeks pirated content by mimicking end-user behavior. We utilize search engines as well as search linking, and social media sites. A sample of the post metadata and/or a portion of the video stream itself is captured and automatically compared against a video fingerprint database. Key forensic metadata is gathered and verified when pirated content is discovered can then be used as evidence for any enforcement activities.

Irdeto gives content owners, operators, and broadcasters confidence that the business intelligence retrieved is accurate. Web hosting links are stripped down to the minimal required URL to decrease any double-counting of potential streaming infringements. Human analysts regularly review and perform metadata verification on all URLs that are detected; thereby ensuring that only the highest quality metadata infringements are reported.

Irdeto has global relationships with hosting sites and ISPs. This means that once we have located and validated infringing content on pirate sites, enforcement notices are quickly issued, and the infringing content can be removed from the public domain. Notices can be sent in batches, and enforcement is aligned with your business policies.