CREDENTIALS SHARING HAS EVOLVED FROM BEING A CASUAL PASTIME TO AN ESTABLISHED INDUSTRY THREAT AS ONLINE AND SOCIAL PLATFORMS ENABLE SHARING AT SCALE AND OFTEN INVOLVE A FINANCIAL ARRANGEMENT FOR SHARING.

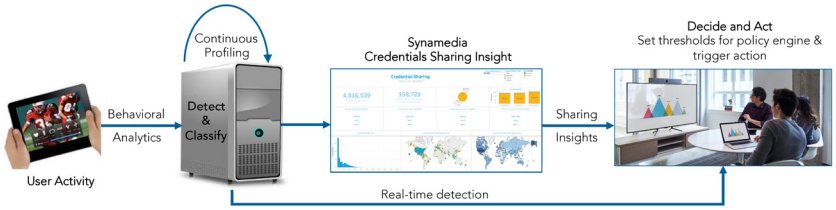
Using behavioral analytics, Synamedia's "Credentials Sharing Insight" tool analyzes OTT usage data and uses machine learning to detect and classify credential sharing accounts. Knowing the accounts that are most likely to share their credentials, the service provider can respond appropriately, turning casual password sharing into incremental revenues or enforcing authorization.

Video Security for Service Providers:

Credentials Sharing Insight

The Problem

As viewers shift their entertainment experience from TVs to second-screen devices, service providers deliver digital video content OTT. This video is no longer protected by hardware-integrated security, as it was for legacy set-top-boxes. Users log in with their credentials and can easily share them with non-subscribers, effectively providing them with free video services, unbeknown to the service provider. Credentials sharing is expected to cost the US pay TV industry nearly $10Bn by 2021, according to Parks Associates.



User and Entity Behavioral Analytics (UEBA)

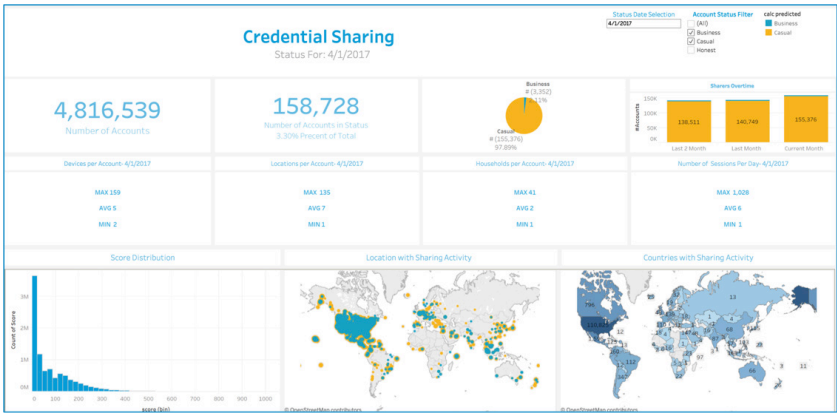
The way users watch TV is diverse. Users differ in the time and location they watch, the genres they prefer and the total time they spend enjoying entertainment. Although we can intuitively outline the behavioral features of a typical user, there is no one static set of rules that can determine what an honest account looks like. User behavior is subject to individual changes in time, location and consumption. That is why Synamedia's Credentials Sharing Insight tool applies behavioral analytics and machine learning to detect sharers. Instead of planning out the detection process, Synamedia's solution leverages OTT data and uses machine learning models to establish a baseline of honest and normal behavior for a given population, peer-group or individual user.

Any deviation from the baseline that exceeds the risk threshold is further analyzed to determine the sharing motivation: whether it is a casual sharing between family and friends, or a business sharing to make a profit. Our models are adaptive to behavioral changes, and provide real-time detection, and continuous profiling.

Synamedia

Insight

We provide a dashboard with general information about the extent of sharing in the service provider's user base. We also provide a set of APIs for retrieving the results and integrating them with other systems.



Sample Credentials Sharing Insight Dashboard

Using the Insight

Armed with the insights, operators can tread the fine line between identifying account sharers and troubling subscribers. By integrating the credentials sharing policy engine with its subscriber database, the operator can apply specific policies:

- Marketing: upgrade casual sharing accounts to a premium package with more active users, or target sharing individuals according to their distinct content preferences.
- Security: The solution can be used to detect and shut down large-scale, for-profit credentials sharing accounts run by fraudsters.

Credentials sharing has become too expensive to ignore. Synamedia's solution gives operators the ability to take action!

NEXT STEPS:
For more information contact us at: anti-piracy@synamedia.com