

Are you struggling to overcome illegal streaming of your video?

Disrupt Illegal Streaming Competition in Real Time and Beyond

Online video piracy is expected to increase nearly 40% between 2018 and 2022, exceeding \$50B of lost revenue. Whether a pirate is redistributing linear channels via subscription to a commercial-grade, illicit network or offering special live events (such as sports or a series first episode), the opportunities for viewers to illegally consume Pay TV licensed content are plentiful.

The problem has cut into the profitability of service providers and content owners, impacting their ability to invest in the experience of legitimate subscribers.

Illicit viewers are drawn to the convenience of illegal streaming; even paying for subscriptions to these pirate networks. Interruptions in these pirate services diminish their value to the viewer, especially during live, high-demand events. More frequent interruptions cause greater damage, driving viewers away in frustration and increasing the pirates' costs.

As a managed service, Synamedia's VideoGuard Streaming Piracy Disruption helps Pay TV operators and content owners dramatically



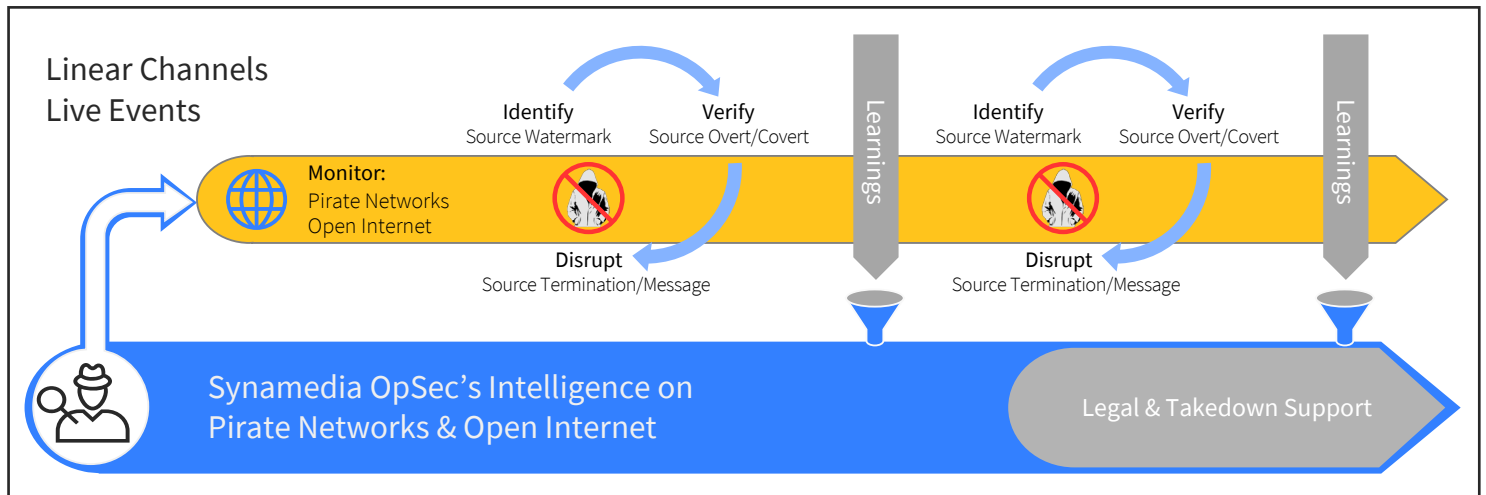
reduce piracy. It presents an opportunity to convert illicit viewers into legitimate subscribers, increasing profitability.

Combining innovative technology with human intelligence, VideoGuard Streaming Piracy Disruption monitors and traces the sources of linear and live illegal streams that compete with your service. We quickly identify pirate sources among your subscribers and disrupt them. Additionally, our forensic analysis of pirate operations and field investigation of the people behind them result in actionable recommendations for follow-up, prosecution, or takedown support.

Benefits

- **Confront the growing streaming piracy** that exploits Internet infrastructure and social norms
- **Target your direct illegal competitors**, namely subscription pirate networks, as well as piracy on the open Web
- **Reduce viewers confidence in pirate services** by repeatedly disrupting live/linear pirate streams
- **Convert piracy viewers into subscribers** by leveraging disruption technology for marketing
- **Rest easy** while we identify, verify, and disrupt pirate activity; constantly improving your anti-piracy efforts and strategy





Focus on your business while our VideoGuard Streaming Piracy Disruption Service oversees your anti-piracy efforts.

Monitors known pirate services and locates unknown players

- The only service covering subscription pirate networks as well as the open Internet
- Covers linear channels and live events
- Leverages the worldwide, proactive intelligence of Synamedia's Operational Security (OpSec) team

Advanced Source Identification

- Quickly identifies piracy sources using forensic watermarking for immediate action
- Stays ahead of evasion tactics that pirates employ in real-time to avoid identification
- Automatically verifies suspected pirate sources to ensure honest users are not affected
- Integrates with other VideoGuard protection technologies to enforce identification

Disrupts Streaming Piracy

- Immediately terminates pirate source stream or displays marketing message to piracy viewers using VideoGuard enforcement mechanisms
- OpSec provides analytical and evidence reports with actionable recommendations to disrupt pirates
- Utilizes takedown notice interfaces of open Internet platforms

Always Up-to-Date and a Step Ahead

Synamedia has an unmatched track record in providing video security for the world's leading Pay TV operators. Unlike the point products or tools commonly found on the market today, our comprehensive service ensures you can stay ahead of pirates. By leveraging our intelligence on pirate practices, we continually evolve our technology, making it more robust, and adding enhancements, such as predictive analytics, to detect suspicious subscriber behavior.

Next Steps



To learn more about Synamedia's Video Security Portfolio, visit synamedia.com.

For more information, [contact us](#).