

# Detect and Disrupt Piracy Leaks Across Your Broadcast and OTT Services

Video is everywhere these days... and so is piracy. As pirates increasingly leverage Internet infrastructure advancements and social norms, streaming piracy over pirate networks and the open Internet is a growing threat to your pay TV or distribution business. Take, for example, subscription-based pirate networks (pirate IPTV) that deliver commercial-grade experiences at lower-than-market prices. Illicit streaming providers can do that since they don't spend a penny on the biggest chunk of your investment – content. To fight back, you need to **detect** and **disrupt** the sources in your video delivery system that feed these pirate networks, as well as **drive** their subscribers back to your services. And you can never let up, since pirates are experts at evading standard monitoring and takedown measures. That's why you need Synamedia's Streaming Piracy Disruption.

## Leverage Intelligence and Security Expertise to Stay One Step Ahead

Synamedia's Streaming Piracy Disruption (SPD) is a managed service that detects and disrupts piracy leaks across your broadcast and OTT services. The end-to-end, customizable solution handles video redistributed from either your broadcast set-top boxes (STBs) or your OTT service clients. SPD also enables you to identify which of your distribution affiliates is being used as a source for illegal streams.

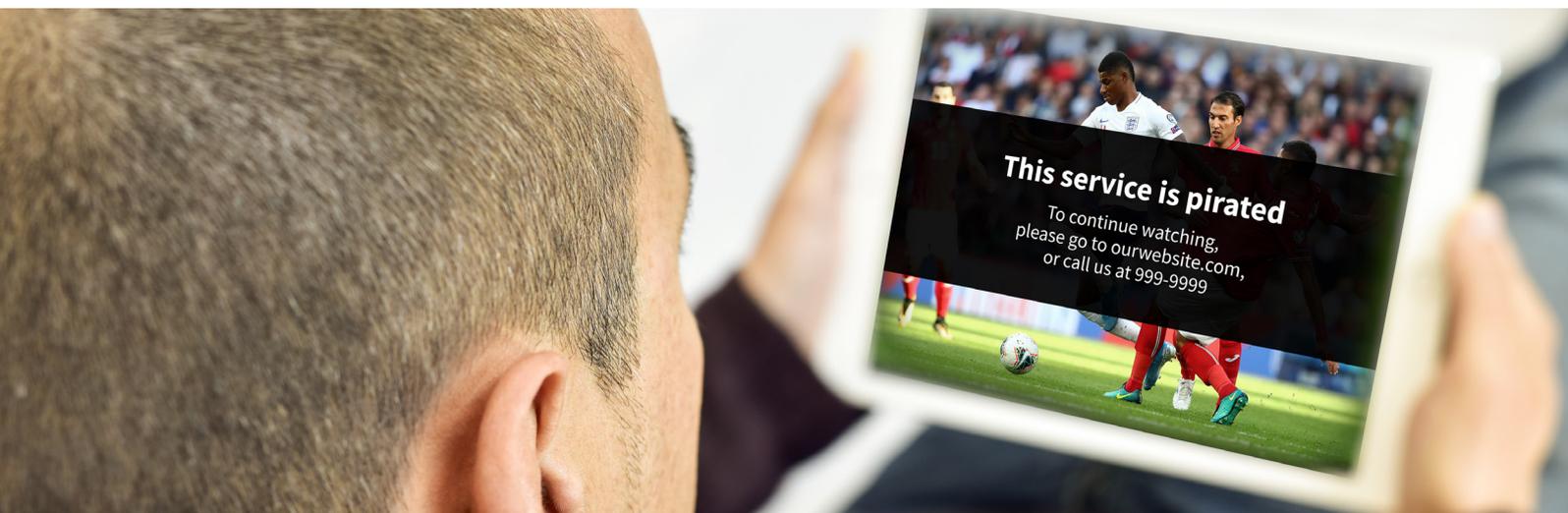
SPD combines decades of Synamedia video security expertise with proactive human intelligence from our global Operational Security team to help you focus on competitive pirate networks that most impact your business. You can, for example, locate and interrupt live sporting events quickly and repeatedly. Whether you terminate a stream or insert a promotional message within the leaked video signal, SPD enables you to lower viewer confidence in pirate services and convert their customers to paid subscribers.

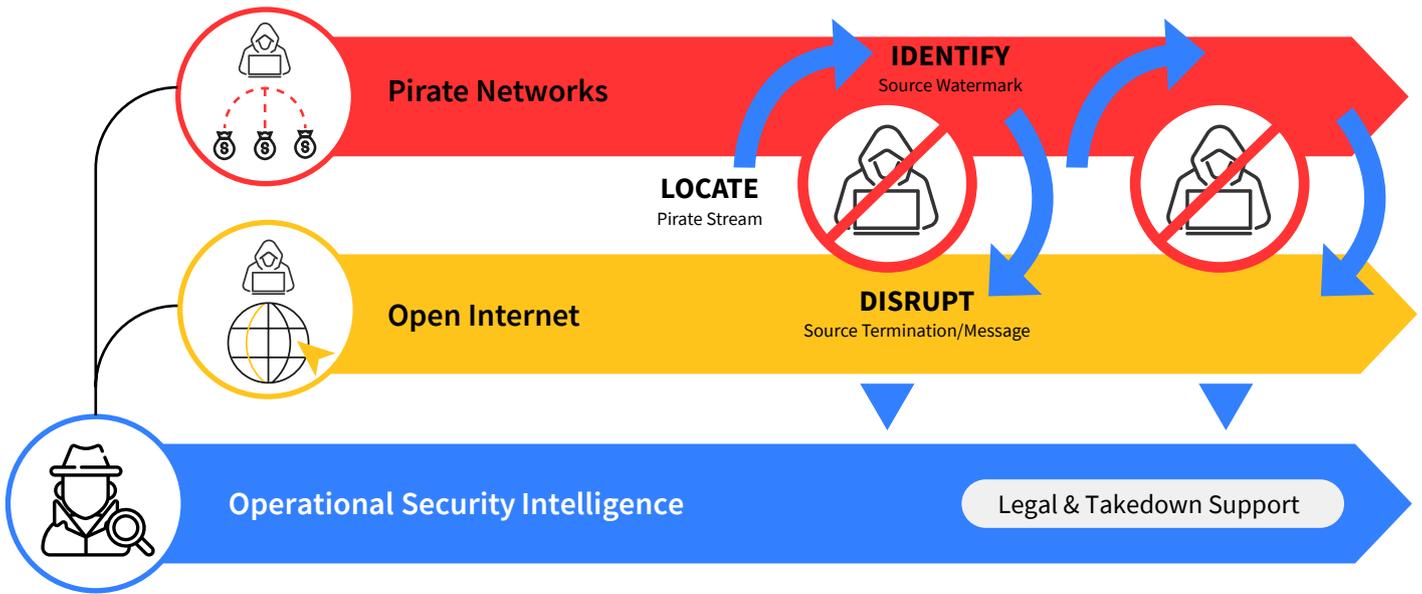
Synamedia also recognizes that pirates are relentless, always coming up with new evasion tactics to keep their services on air. That's why we continuously update SPD,

ensuring that you have the most advanced tools and strategies for combating streaming piracy. With SPD you can rest easy as you stay one step ahead of pirates in the never-ending cat-and-mouse game.

### Highlights

- Disrupts leaks quickly, eliminating the wait for 3rd-party takedown compliance
- Leverages layers of security expertise to overcome piracy evasion tactics
- Entices subscribers of pirate networks to subscribe to your service
- Comes pre-integrated in Synamedia video platforms for shorter time to market
- Offers end-to-end coverage across your broadcast or OTT delivery system





## Features and Benefits



### Monitors known pirate services and locates new players

- Locates/analyzes pirate networks beyond web crawling to understand extent of your threat
- Obfuscates tracking linear channels and special events to keep you under pirate's radar
- Conducts forensic analysis of piracy and global field investigations to complement your disruption activity



### Carries out advanced source identification

- Quickly identifies piracy sources with forensic watermarking to enable immediate action
- Pinpoints leaks from headend to client to ensure coverage across your entire delivery path
- Offers robust, Cartesian-certified identification against pirated video manipulation to counter real-time attacks
- Verifies suspected pirate sources to avoid framing or impacting your honest users



### Disrupts streaming piracy

- Rapidly terminates pirate stream or displays marketing message to fight live video piracy
- Overcomes pirate tactics against disruption to lower viewer confidence in pirate services
- Generates analytical and evidence reports with recommendations to support prosecution and takedown activities

## About Synamedia Security Solutions

Synamedia enjoys an unmatched track record providing video security for the world's leading pay TV operators and distributors, enabling them to protect and monetize their content and services. Leveraging decades of video security and operational security intelligence expertise, our end-to-end solutions provide multiple security layers to combat piracy effectively, and are continuously updated to counter new, evolving attacks. Our comprehensive security portfolio is pre-integrated into our broadcast, hybrid and OTT platforms, and can be adapted to meet specific customer needs.

## Next Steps

To learn more about Synamedia's video security portfolio, please visit [here](#).

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