

# Stopping leaks before they spread

## Protecting high-value content before global release

In the weeks leading up to release, even a single leak can disrupt launch plans, damage brand reputation and accelerate global piracy.

For a **global media company managing high-value IP** and day-and-date releases, protecting content during this critical window became essential, not just to safeguard revenue, but to preserve audience experience and brand integrity.

By strengthening its pre-release protection strategy, the company gained the ability to detect and respond to leaks early, before they could spread.



## CUSTOMER PROFILE

### Operating at scale

The company delivers premium films and episodic content to global audiences, relying on tightly coordinated releases where timing and exclusivity are critical.

### Complex pre-release ecosystem

In the final weeks before launch, full content moves across multiple localization partners, increasing access points in a fast-paced, multi-vendor environment.

### Brand reputation above all

Protecting audience experience and preventing spoilers is a top priority, making pre-release content security business-critical, as well as ensuring continued partnerships with other studios.

## CHALLENGES



### Increased exposure during post-production

Once content is finalized and shared during post-production, it is distributed to multiple vendors, increasing exposure beyond secure studio environments. This stage carries a high risk of leakage, particularly if content is transferred through unsecured channels or released prematurely on streaming platforms.



### Lack of visibility into early leak signals

Pre-release leaks were often surfacing in private or semi-closed communities, beyond the reach of traditional monitoring, leaving the company blind to early-stage exposure.



### Limited time to respond before scale

Once leaks reached public platforms, distribution accelerated rapidly, leaving little time to assess impact, coordinate teams or contain spread.

# SOLUTIONS



## Proactive monitoring where leaks start

The company expanded its protection strategy with continuous monitoring of high-risk environments, including private trackers, pre-release channels and torrent ecosystems, where leaks typically appear first.



## Fast validation and investigation

Potential leaks were quickly verified to confirm authenticity and completeness. When watermarking was present, forensic analysis enabled deeper investigation into the source and distribution path.

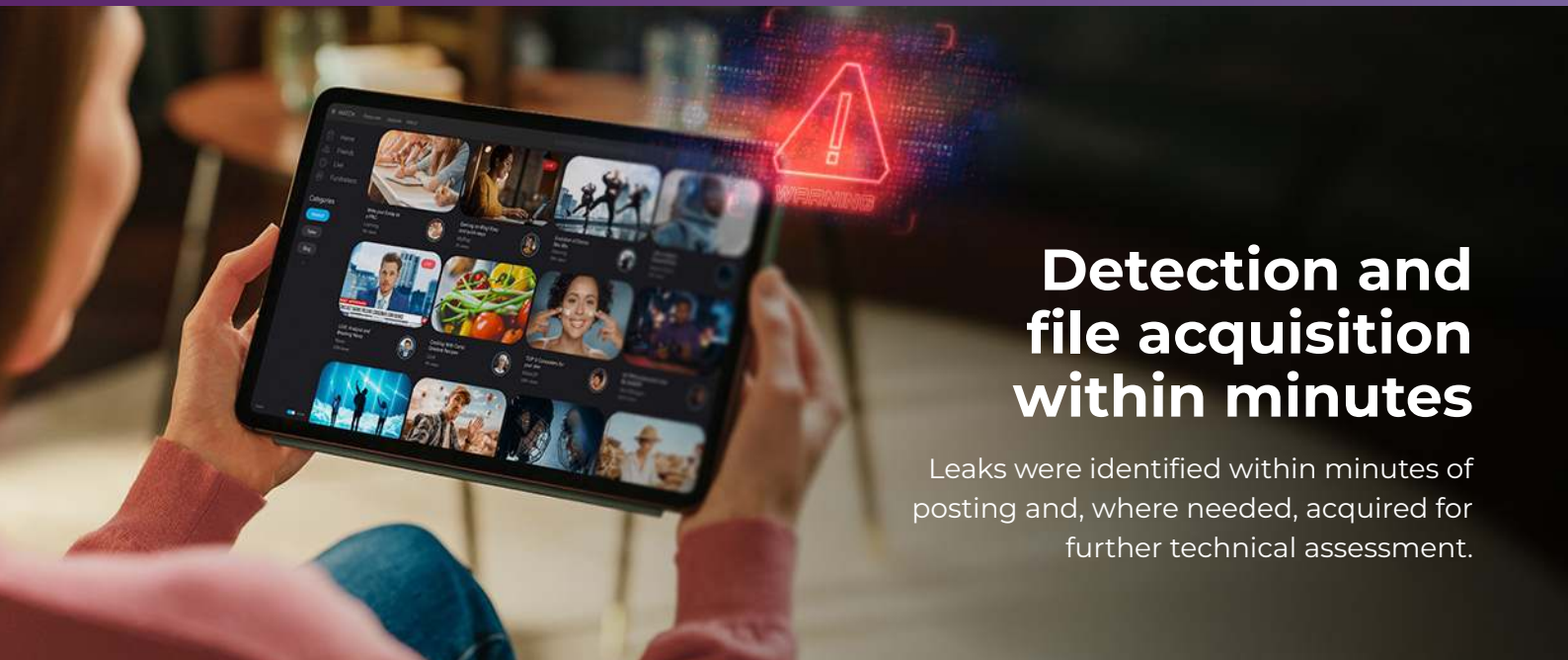


## Real-time alerts enabling immediate action

Security and content teams were alerted instantly, creating a critical response window to assess exposure, align stakeholders and initiate containment before wider propagation.



# RESULTS



## Detection and file acquisition within minutes

Leaks were identified within minutes of posting and, where needed, acquired for further technical assessment.



## Containment actions triggered

Anti-piracy actions, including 24/7 crisis coverage, were triggered based on the severity of the leak to limit further distribution.



## Knowledge and peace of mind

Forensic analysis of leaks identified security gaps, while visibility into when and where leaks occurred provided stakeholders with confidence that risks were under control.

# PROTECTING THE CRITICAL PRE-RELEASE WINDOW

## Early Leak Detection within Irdeto Anti-Piracy

Early Leak Detection strengthens content protection during the most vulnerable phase of the lifecycle, when completed assets are in wider circulation but not yet in exhibition through OTT platforms or theaters.

By identifying unauthorized distribution early, it creates a vital response window that allows content owners to assess risk, coordinate action and protect launch integrity.

As part of Irdeto's end-to-end Anti-Piracy solutions, Early Leak Detection works most effectively when combined with watermarking for attribution and enforcement for rapid takedowns, enabling a comprehensive approach to protecting content from final production through release.

**Protect your content when it matters most.**

**Get in touch with Irdeto to learn more.**

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## ABOUT IRDETO ANTI-PIRACY

Irdeto Anti-Piracy solutions are built to detect, disrupt and deter illegal streaming across every platform. From live event protection to takedown enforcement, we help sports rights holders and content providers safeguard their content, revenue and reputation.