

Brand Protection

The sale of pirated and counterfeit products through e-commerce websites and social media are a growing challenge. Criminals utilize these websites (and other tools) to take advantage of unsuspecting consumers to buy pirated or counterfeit products on a global scale. To minimize business risk, it is essential to rapidly block the online sale and distribution of pirated and counterfeit products.

Brand Protection disrupts the online sale and distribution of illegal products and services. This is performed through a comprehensive process of identification, analyses, verification and removal of illegitimate advertisements and websites.

Our Brand Protection services:

- Use automated crawlers to monitor e-commerce, social media and websites to detect infringing advertisements using keywords and logo recognition searching.
- Allow IP owners and broadcasters to identify and eliminate piracy and counterfeit risks that jeopardize their revenues.
- Confront unlawful resellers of illegal products and services with clear and enforceable messages that their illegal activities will not be tolerated.



KEY BENEFITS

Swiftly remove infringing content

We quickly identify pirated and counterfeit products that infringe intellectual property rights on the major global online marketplaces, social media platforms and website. Working in line with the policies set by our customer, we are able to swiftly enforce and remove the infringing advertisements. With extensive web crawling, human analysis, effective compliance and professional reporting, we provide a unique and comprehensive level of service.

Global online partners

Irdeto collaborates with major global online marketplaces and social media platforms to ensure that advertisements for pirate and counterfeit products are effectively taken down on a global scale.

Frequent collaboration with global e-commerce sites

As a key measurement to this service is to analyze the takedown rates on each online marketplace involved, Irdeto conducts a detailed analysis to identify the top infringing wholesalers and retailers. A strong working relationship with the world's largest e-commerce sites facilitates the quick and effective removal of infringing advertisements.

Tracking new threats and trends

Irdeto provides detailed threat intelligence on the most prolific advertisers of pirate and counterfeit products so our customers can focus on the delivery of their (legitimate) products and services. We also identify new piracy activities, counterfeit products, and report on emerging market trends.





AREAS OF EXPERTISE

- Copyright & trademark infringement detections (including illicit streaming devices, pirate subscription services, pirate apps & addons, stolen/compromised customer credentials, unauthorized reproductions of trademarked hard goods).
- Coverage across social media sites, e-commerce platforms, open web and dark net. Internet crawling based on keywords and image recognition, supported by machine learning.
- Analyst review and validation of all results.
- Enforcement and responses to counter claims to effect timely removal of advertisements.
- Online dashboard reporting via the Irdeto real-time intelligence system (IRIS).



Figure 1. IRIS - Irdeto Real Time Intelligence System

GLOBAL IDENTIFICATION AND REMOVAL OF ISDS ON MARKETPLACES AND SOCIAL MEDIA

Irdeto has been engaged by various sports rights owners and broadcasters to remove advertisements for ISDs (Illicit streaming devices) that use their logos, trademarks and other keywords that are attributable to their brands. Currently, Irdeto reports a downward trend in the usage of customer brands on various marketplaces by ISD advertisements.

Irdeto also engages with the platforms in order to find solutions to mitigate the damages done by pirates. Irdeto works with social media platforms to suspend accounts of repeating offenders as well as work with e-commerce sites to prevent illicit streaming advertisements from being posted. Irdeto also uses test-purchases and other sources of evidence to remove items that don't directly reference a (sports) brand.

QUANTIFYING THE EXPOSURE OF LICENSEE'S OTT PLATFORMS TO CREDENTIAL THEFT AND SALE

Irdeto has been engaged by a tier 1 sports rights owner to identify the exposure of their licensees' OTT platforms to credential theft and sale. The rights owner used this intelligence to inform and support their licensees in improving the security of their OTT platforms. Irdeto uses state of the art crawling technology to find these stolen credentials and engages with these platforms to remove these stolen items from the web.

HURTING THE PIRATES WHERE IT COUNTS

Irdeto was engaged by a tier 1 sports rights owner to target and remove advertisements of piracy devices on online marketplaces. One of the vendors that was targeted ended up losing their vendor status and was stuck with a warehouse full of pirate devices. The alleged owner of said operation flew to one of Irdeto's offices and demanded to speak to someone. He brought a bag of cash with the intention of bribing Irdeto to help him reinstate his vendor account. In the end, the man left the office, with his vendor account still banned.

KICKING DOWN DOORS WHERE NEEDED

Irdeto was approached by a renowned sports rights owner to target and remove advertisements of piracy devices on online marketplaces. One of the vendors was so persistent whereby he uploaded replacement advertisements quickly. Irdeto helped identify the location of the vendor and passed it onto the client. Armed with this intelligence, the client paid said vendor a visit... with the police.

THE FULL PACKAGE

Sometimes content owners need more than any of the above services. In those instances, Irdeto will offer a mixed package with services that complement each other. Irdeto will tailor a mix of services that will help the customer to address a specific piracy incident.

Irdeto has previously assisted one of our clients to tackle a worldwide piracy incident where our customers channels were made available on a pirate set-top-box and sold in many countries. The pirates rebranded the channels and added their own commercial breaks. This made it hard for the consumer to differentiate between official and unofficial content.

Irdeto has worked to remove advertisements of these devices, investigated how the content was being stolen and rebroadcasted and assisted in implementing features to prevent these pirates from stealing the channels. Irdeto also identified some of the people behind this pirate operation and captured key evidence which enabling our client to commence litigation. Ultimately this resulted in the shutdown of this pirate network which was causing significant commercial harm to our client.

Irdeto is the world leader in digital platform cybersecurity, empowering businesses to innovate for a secure, connected future. Building on over 50 years of expertise in security, Irdeto's services and solutions protect revenue, enable growth and fight cybercrime in video entertainment, video games, and connected industries including transport, health and infrastructure. With teams around the world, Irdeto's greatest asset is its people and diversity is celebrated through an inclusive workplace, where everyone has an equal opportunity to drive innovation and support Irdeto's success. Irdeto is the preferred security partner to empower a secure world where people can connect with confidence.