

Anti-Tamper Technology

Cracking hurts - The first 14 days of a title release are critical. It is within these first 14 days that publishers make up to 59% of their revenue from their new title, ensuring that their business thrives and more games can be made in the future.

Great games deserve 360-degree protection! On average, 1 out of 3 gamers are playing pirated titles, resulting in major effects to publisher's

return on investment. Denuvo by Irdeto's Anti-Tamper technology is smart protection, designed to combat devious hackers and secure the critical initial sales window.

In 2018 alone, Denuvo protected more than USD \$300 million worth of revenue from titles before they could be cracked by pirates, dramatically increasing the publisher's revenue.

TITLE VERSUS TITLE SEQUEL

In May 2016, a publisher released a title under the protection of our Anti-Tamper technology; the following year, they released a prequel title and chose not to use the Anti-Tamper technology. Although the prequel title received more positive reviews, it had 40% less sales during the first week and 30% less over the first 15 weeks, when compared to the first title.

| Game | Release date | Crack date | Timeframe | Crack in timeframe | Release peak | Sum over timeframe | Steam review |
|-------------------------------|--------------|------------|-----------|--------------------|--------------|--------------------|--------------|
| Tite Anti-Tamper | May 2016 | May 2017 | 15 weeks | No | 547 000 | 916 000 | 75% positive |
| Title Prequel: No Anti-Tamper | Sep 2017 | Sep 2017 | 15 weeks | Yes after 0 days | 327 000 | 640 000 | 88% positive |

Denuvo Anti-Tamper is an essential tool in the game dev's arsenal. Working on top of any digital distribution platform, it prevents hackers from cracking, debugging, reverse engineering or otherwise changing an application.



Amount of revenue protected in two months



Average number of crack-free days for titles protected by Denuvo Anti-Tamper



Amount of revenue protected in two weeks

PROTECT YOUR DOWNLOADABLE CONTENT

Protecting your Downloadable Content (DLC) is equally as important as the base game and a significant additional revenue stream. It helps to ensure your title profits, growing your income and giving you the capital needed to reinvest and produce further content for your gaming audience to enjoy!

Keeping developers happy, Denuvo Anti-Tamper:

- Drives revenue
- Has no impact on in-game performance
- Is easy to deploy
- Features multi-distribution platform support

Denuvo is the global #1 Application Protection and Anti-Piracy Technology Platform with 350+ million software licenses issued and revalidated.

Denuvo by Irdeto is the world leader in gaming security, protecting games on desktop, mobile, and consoles. Denuvo provides core technology and services for game publishers/platforms, independent software developers, e-publishers and video publishers across the globe, enabling binary protection for games and enterprise applications across multiple platforms. Denuvo's gaming security solutions prevent piracy and expose cheats in competitive multiplayer games, empowering publishers to innovate while also protecting their revenue, the integrity of their game, and the gaming experience. With a rich heritage of security innovation and rapid adaptation to the changing demands of the cyber security space, Irdeto is dedicated to being the security partner to empower a secure world where people can connect with confidence.