

Payment Investigation and Disruption Services

Identifying, investigating and disrupting payment methods of illegal streaming service providers



INTRODUCTION

Payment disruption in the technical or financial press usually refers to fintech startups disrupting the established world of banking. In the world of fighting content piracy, it is a completely different landscape. Pirates are using well-known and legitimate payment providers, platforms and processors. These include bank transfers, credit card operators, digital payment processors (e.g. PayPal) or cryptocurrency agents. This gives their services the appearance of authenticity and enable potential customers to easily subscribe to their services.

The Payment Investigations and Disruption solution by Irdeto hits pirates where it hurts the most: their money. By cutting pirates off from using popular and legitimate payment supply-chain platforms, we make it increasingly difficult for them to convince or lure potential customers to subscribe to their services.

Our solution includes detailed investigation of the payment methods accepted by the pirate operator, capturing detailed evidence, and reporting any violations of the rules of the payment platform or schemes to the acquirer or payment processor. Evidence packages help industry stakeholders, together with the payment processors, to identify and define strict procedures for preventing misuse of their systems and take actions against the pirate operations.

Pirates and hackers not only steal content but also increase risks to both the business and the consumers since many of these sites are designed to look exactly like their legitimate streaming provider site. It is therefore important to disrupt and neutralize their business models as much as possible, leaving them to rely on fringe payment platforms. And eventually no payment platforms whatsoever.



KEY BENEFITS

As with all anti-piracy programs, a human approach is needed to supplement the technology. The benefits of our end-to-end approach include:

- Utilizing a suite of crawlers combined with experienced analysts
- Collaborating with content providers and internationally operating law enforcement agencies
- Disrupting the financial supply-chain of pirates and hackers
- Negatively affecting the pirates and hackers' ability to gain (and invoice) new customers and increase their revenues

WHO IS IT FOR?

Our payment disruption service supports and secures revenues for:

- the video entertainment industry (including studios and OTT providers)
- sports license holders
- videogame customers
- or anyone whose rights are being exploited on pirate websites, apps, and services

It is also beneficial for payment processors themselves as it helps them identify where they need to focus their efforts as well.

HOW IT WORKS

While payment disruption incidents are never the same, there are some key elements that are part of a payment investigation and disruption framework. They are:

- Test purchase of the piracy enabling device, software application or hosted service, documenting the initial covert seller outreach and sales (payment processor details)
- Research server IP addresses used for authentication, the delivery of streams and electronic program guides
- Collation, reporting and following up on any violations of the rules of the accepted payment platforms or schemes to the relevant acquirers, payment processors and/or scheme
- Escalations and enforcement to each of the relevant acquirers, payment processors and/or scheme as required during the execution of the service
- Following up on actions with the relevant acquirers, payment processors and/or scheme to provide feedback or additional information, as necessary
- Report detailing the items above as well as the status and the result of the notice and takedown procedures

PAYMENT DISRUPTION ACTIVITIES

Over the years, Irdeto has built a strong trusted network with collaborative partners in the fight against content piracy and brand infringement. This not only serves to facilitate secure intelligence sharing but also to support actions against those causing harm to Irdeto and its customers. Using the law enforcement support and relationships that Irdeto has built over the years, we can easily and efficiently detect pirate activity, collect pirating evidence to confirm or reject suspicion of infringements, and then present this to those companies supporting the illicit activity.

In the case of Payment Disruption project work, this focuses on the infringers use of payment platforms and processors. These might include bank transfers, credit card operators, digital payment processors (e.g., PayPal), or cryptocurrency agents. Based on the strong foundations that Irdeto have established with these entities, Irdeto are able to prove the infringements and present irrefutable evidence of the legitimate payment processes that are being utilized to facilitate this fraudulent business. This is assessed by the payment platform whereupon, if in agreement, action will be taken to withdraw their support of the illicit service.

This has proven to be significantly disruptive to the pirate's business model. In this way, Irdeto are removing one of the key benefits to the criminal business. This has been demonstrated by our customers coming back to us repeatedly for additional support of this nature, following prior demonstrative successes. Over 100 illicit streaming services have been processed and disrupted in this manner for a single customer during the last year while eliciting a 100% compliance from the payment platform identified. The process is proven and now streamlined, with the recent introduction of automation technology, meaning that the disruption will only get faster in the future.



SUCCESS STORIES

Irdeto can conduct focused intelligence research into any foci (including theme, threat, asset, or target type) of interest and provide a 'Landscape' scanning report to their customers. Following the agreement of parameters and desired outcome or insights, Irdeto will conduct extensive research on relevant sources and platforms. This could include interrogation of the open and dark web, utilizing automated crawling (where permitted), and manual verification (for ratification and accuracy).

This work demonstrates our refined research capabilities and ability to identify sources of content that others are unable to locate. It also highlights Irdeto's strategic expertise in the industry, tracking both market trends and recognizing their customers' pain points. These descriptive reports are designed to understand the current state of affairs for a given topic, issue, title, or business and then assess in which direction that business landscape might move. A final report provides customers an assessment of how external factors might affect these statuses in the future, before making recommendations around minimizing these risks and exploiting opportunities to disrupt threats, allowing a customer to excel and succeed.

Landscape reports may also be produced on an annual basis to inform comparative and trend analysis over time. This is useful to the customer as it paints an all-encompassing view of their business from angles that they may not be aware of. They make use of refined processes commonly applied in law enforcement environments to get to the root of a problem. Irdeto is proud to demonstrate its far-reaching expertise and advise and protect their customers.





Protect. Renew. Empower.

As video entertainment and videogame delivery and consumption evolve, pirates find new ways to circumvent security technologies and steal valuable assets.

Protect your content, brand and investments while meeting premium content security requirements.

Contact Irdeto

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.