

# THE RISE OF SPORTS PIRACY: FIGHT THE RIGHT WAY!

How big is sports piracy today?

To address sports piracy, a holistic approach is necessary

622.4 MILLION

sports piracy website and mobile app visits in 2023

\$350 MILLION

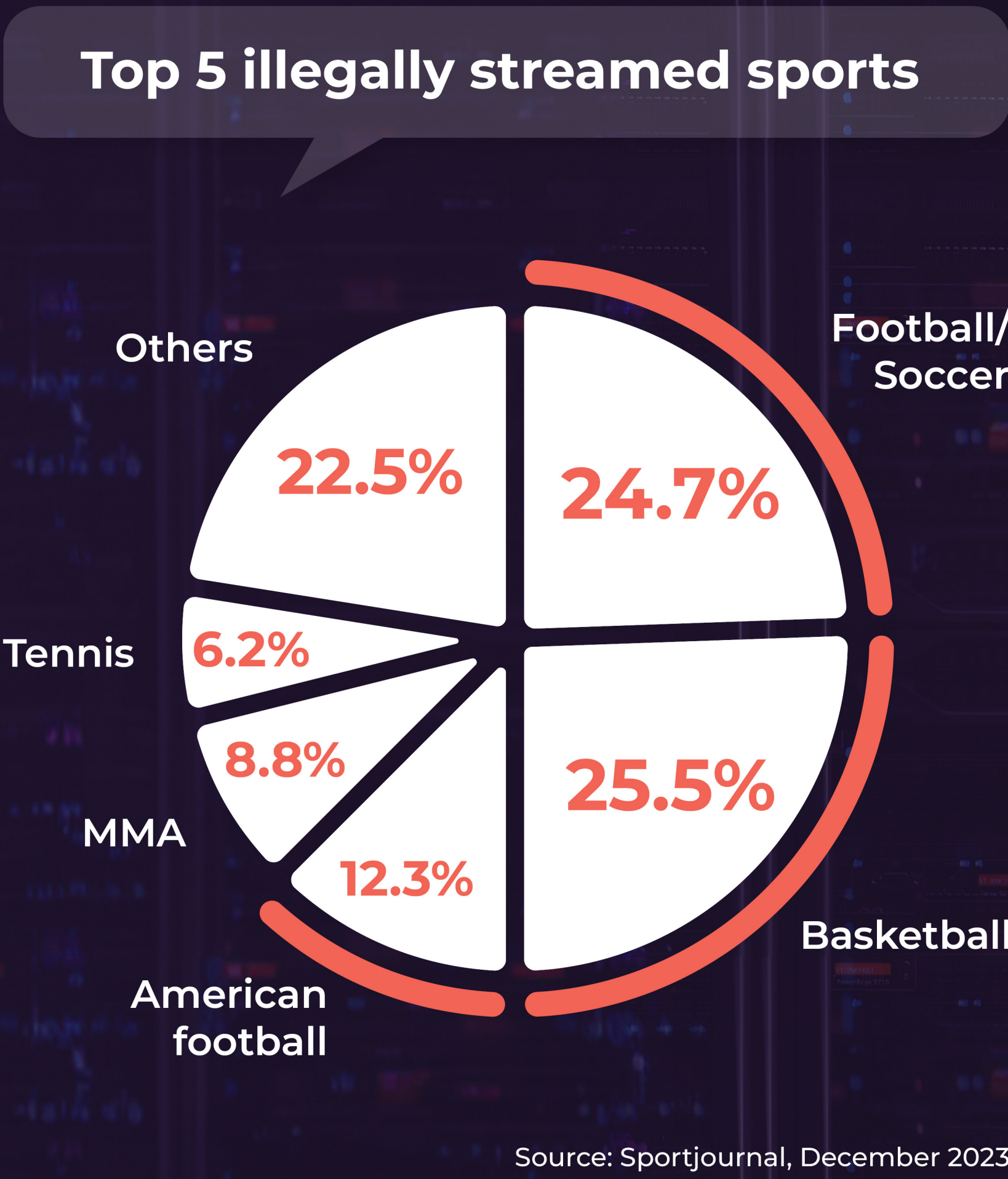
the estimated global value of advertising on illegal streaming services

17+ MILLION

monthly visitors for the top 20 illegal streaming sites in 2023

UP TO \$1 BILLION

the industry's annual revenue losses in advertising, sponsorship and subscription



Pre-Event Services

- Intelligence gathering
- Authorized distributor / Channel list administration
- Search engine link removal
- Enforcement preparation

Watermarking Fingerprinting

- Watermark embedding (optional)
- YouTube content ID and Facebook rights management
- Content fingerprinting for verification

Monitoring Detection

- Monitor and detect threats with advanced web crawling and threat analysis

Verification Analysis

- Automated and manual verification
- Watermark detection (if available)

Enforcement

- DMCA notice sending
- Social media takedown tools
- Cease and desist notifications
- Search engine link removal
- Payment disruption

Post-Event Wrap-up

- Metadata enrichment
- Web coverage
- Peer-to-peer coverage

Reporting

- Detailed reporting including number and time of detections, enforcement actions, compliance rates and compliance time, consumption trends and piracy insights
- Access to Irdeto real-time intelligence system portal

Pirates are evolving into full-fledged businesses, fiercely competing with legitimate services

Irdeto Piracy Control for Live Sports enables service providers to tackle illegal sports streaming services in a timely manner

- Offer the high-quality content from the major leagues
- Utilize well-known payment provider services
- More technology savvy and professional websites
- 24/7 customer services
- No geographic restriction

- Real-time pirate stream detection and blocking
- Risk and cost control with a tailored service
- Intelligence driven approach
- End-to-end managed service with global response
- Extensible service for new piracy and counterfeit threats

Click to learn more about our solution

Explore more