

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

Pre-Event Services



Intelligence Gathering



Authorized distributor / Channel list administration



Search Engine Link Removal



Enforcement Preparation

\$350 MILLION

the estimated global value of advertising on illegal streaming services

Watermarking Fingerprinting



Watermark Embedding (optional)



YouTube Content ID and Facebook Rights Management



Content Fingerprinting for Verification

17+ MILLION

monthly visitors for the top 20 illegal streaming sites in 2023

Monitoring Detection



Monitor and detect threats with advanced web crawling and threat analysis

UP TO \$1 BILLION

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

Verification Analysis



Automated and Manual Verification



Watermark Detection (if available)

Top 5 illegally streamed sports

Enforcement



DMCA notice sending



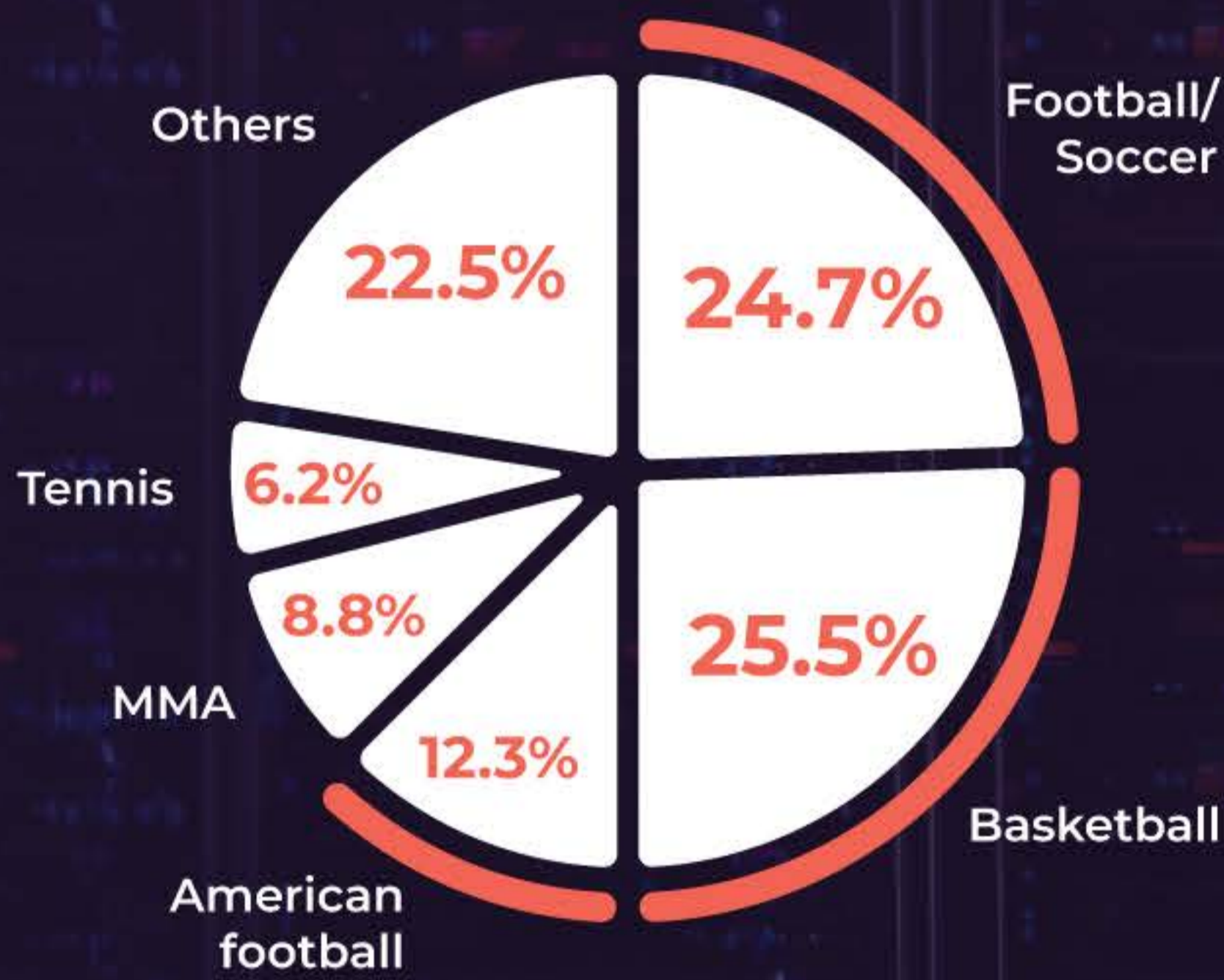
Social Media Takedown Tools



Cease and Desist Notifications



Search Engine Link Removal



Source: Sportjournal, December 2023

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