

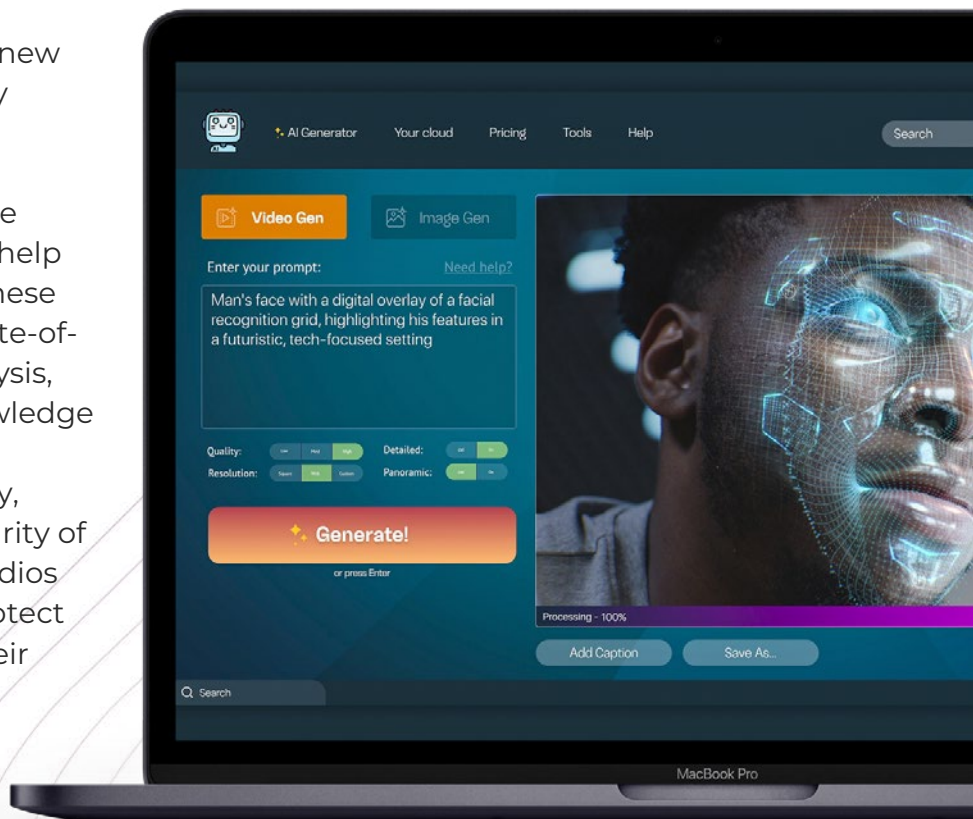
SOLUTION OVERVIEW

Threat risk assessment and intelligence service for studios

Safeguarding creativity in the age of AI

Executive summary

In today's rapidly shifting digital landscape, the entertainment industry faces unprecedented challenges from cybercrime and unauthorized use of intellectual property. The rise of AI-generated content has introduced new complexities, making it increasingly difficult for studios to protect their valuable assets. Irdeto's Threat Risk Assessment and Intelligence Service offers a comprehensive solution to help studios understand and navigate these emerging trends. By leveraging state-of-the-art technology and expert analysis, Irdeto equips studios with the knowledge and tools needed to proactively safeguard their intellectual property, mitigate risks, and ensure the integrity of their content. This service helps studios stay ahead of emerging threats, protect their investments, and maintain their competitive edge in the market.



INDUSTRY CHALLENGES

The entertainment industry is undergoing a significant transformation due to advancements in technology and the increasing reliance on digital platforms. Artificial Intelligence (AI) is revolutionizing the industry in various ways, from creating digital avatars and synthetic voices to automating content creation and distribution. While these advancements offer exciting opportunities, they also pose significant challenges, particularly in terms of intellectual property protection.

- **AI-generated content:** The use of AI to create content has become more prevalent, leading to unauthorized use of copyrighted material and characters owned by studios. This unauthorized use can cause loss of potential revenue streams and dilute their brand. Addressing the use of copyrighted content in AI-generated works is crucial for studios to safeguard their intellectual property, protect revenues, and preserve brand integrity.
- **Dangers of deepfake AI-created videos:** Deepfake technology, which uses AI to create hyper-realistic digital media, including video, image, and audio content, poses significant risks to the entertainment industry. Deepfakes can fabricate false narratives, showing studio-owned characters saying or doing things outside their intended branding, leading to misinformation and reputational damage.

WHAT IS IRDETO THREAT RISK ASSESSMENT & INTELLIGENCE SERVICE?

Irdeto's Threat Risk Assessment and Intelligence Service offers studios a comprehensive solution to navigate the rapidly evolving landscape of AI development and cyber threats. Irdeto can map the landscape of AI generated content and determine how much can be traced back to copyrighted material.

By staying ahead of the curve, studios can implement advanced protective measures, ensuring they are well-prepared to face the challenges of the AI-driven future.

KEY BENEFITS

Mapping the AI landscape



Irdeto's service provides a detailed analysis of the AI-generated content landscape, identifying instances where copyrighted material may have been used without authorization. This mapping helps studios understand the extent of potential infringements and the specific areas where their intellectual property is at risk.

Tailored insights and reports



Irdeto provides studios with customized insights and reports based on their specific needs. These reports include threat severity ratings and recommended mitigation actions, enabling studios to prioritize their response efforts and allocate resources effectively.

Legal and advocacy efforts



Understanding the landscape of AI-generated content helps studios pursue legal protections and engage in regulatory advocacy. By identifying unauthorized use, studios can advocate for stronger copyright laws and regulations to better protect their intellectual property. This proactive approach involves engaging with policymakers, participating in industry coalitions, and leveraging legal expertise to influence legislative changes that positively impact the industry.

Enhanced security measures



With a clear understanding of the threats posed by AI-generated content, studios can implement advanced protective measures. This includes strengthening their cybersecurity protocols, enhancing their content monitoring systems, and developing strategies to safeguard their assets in the AI-driven future.

Expert support



Irdeto's team of highly trained security consultants and analysts provides ongoing support to studios. Their expertise ensures that studios are well-equipped to address emerging threats and protect their intellectual property in an ever-evolving digital landscape.

CONCLUSION

By partnering with Irdeto, studios can effectively navigate the complexities of the digital age and the challenges posed by AI-generated content. Irdeto's Threat Risk Assessment and Intelligence Service provides the expertise, technology, and proactive measures needed to protect intellectual property, mitigate risks, and maintain the integrity of valuable assets. With tailored solutions and continuous intelligence gathering, studios can stay ahead of emerging threats, safeguard their investments, and ensure their continued success in an ever-evolving market. Trust Irdeto to be your ally in securing your creative future.

**Empower your studio with
Irdeto's cutting-edge solutions
and stay one step ahead in the
age of AI.**

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Protect. Renew. Empower.

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 transport. 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.