

SOLUTION OVERVIEW

Online Piracy Detection

Advanced Solutions for Video on Demand Security

Executive Summary

Content owners across the video industry, including studios, broadcasters, pay TV operators, and OTT platforms, face significant challenges in protecting their intellectual property and revenue from unauthorized distribution. The new Online Piracy Detection solution addresses these challenges by leveraging innovative proprietary crawlers and expert piracy oversight to quickly identify and enforce against infringing content.

Online Piracy Detection offers comprehensive protection by safeguarding Films and TV series from unauthorized distribution, ensuring revenue from subscriptions, advertising, and broadcasting rights. It provides extensive monitoring across multiple pirate platforms and social media sites to detect and remove pirated content. With enhanced detection capabilities, employing advanced crawling techniques and data-based targeting, Online Piracy Detection effectively identifies and provides enforcement against piracy.

BUSINESS CHALLENGES

Businesses that hold exclusive rights to content, including studios, broadcasters, pay TV operators, and OTT platforms, encounter significant challenges in safeguarding their intellectual property and revenue from unauthorized distribution. Studios must safeguard films and TV shows to prevent revenue loss from piracy. Broadcasters must ensure that exclusive content is not illegally streamed, as this negatively impacts viewership and advertising revenue. Pay TV operators aim to prevent unauthorized access to premium channels and content, to avoid substantial revenue losses. Similarly, OTT platforms must protect a wide range of on-demand content from piracy, ensuring that subscribers receive exclusive access. Together, these challenges highlight the critical need for robust piracy detection and enforcement solutions across the industry.

WHAT IS THE SOLUTION?

Online Piracy Detection is Irdeto's next generation solution to combat streaming piracy of film and TV show content. Combined with Irdeto's TraceMark™, it provides content owners a comprehensive 360° view to guide content providers' strategic, operational and security decisions.

DETECTION, VERIFICATION, AND ENFORCEMENT

- **Data-Driven Discovery:** The discovery process is data-driven, using various tools to identify sites and platforms for coverage.
- **Comprehensive Monitoring:** The solution provides extensive monitoring across multiple platforms. It captures all the links in the piracy chain to identify the correct domains for enforcement.
- **Accuracy & Scalability:** The solution ensures accuracy and scalability, enabling cost-effective coverage of 20, 200, or even 2000 assets. For assets enrolled in coverage, Irdeto can provide differing sweep frequency, allowing for various levels of priority.
- **SEO Keyword Analysis & Targeting:** The solution includes search delisting, whereby Irdeto leverages various SEO tools to validate effectiveness and identify keyword variations.
- **Tailored Coverage:** Irdeto provides varying sweep frequency, allowing for tailored coverage of assets.
- **Watermarking Integration:** The solution can be integrated with Irdeto's forensic watermarking technology, TraceMark™, which embeds unique identifiers into the content. This allows for precise tracking and identification of the source of any leaked content, enabling swift enforcement actions.

DYNAMIC REPORTING GATEWAY

- **Comprehensive Data:** The solution includes an online interactive reporting gateway that provides multi-level business and enforcement data to content owners, broadcasters, and operators. This dashboard offers different levels of reporting and drill-down capabilities, allowing users to make informed decisions.
- **Advanced Visualization Capabilities:** Users have graphical and detailed visibility of their anti-piracy program. This helps users make more data-driven decisions on how to combat piracy.

KEY BENEFITS:



Revenue Protection:

Safeguards content from unauthorized distribution, ensuring revenue from various sources such as subscriptions, advertising, and broadcasting rights.



Comprehensive Coverage:

Offers extensive monitoring across multiple pirate platforms and social media sites, to detect and remove pirate streams.



Continuous Expansion:

Irdeto continues to onboard new sites daily to increase coverage scope. Irdeto has a dedicated team of engineers whose sole focus is onboarding pirate websites to the system. Irdeto's global and local focus ensures the seamless addition of sites in any language.



Scalability:

The solution is highly scalable, capable of handling increasing volumes of data and expanding to meet growing needs.



Accuracy:

Ensures precise detection and reporting, minimizing false positives and providing reliable data for further enforcement actions.

WHY IS ONLINE PIRACY DETECTION RELEVANT FOR YOUR BUSINESS?

- **Studios:** The new Online Piracy Detection is crucial for studios as it provides robust protection for films and TV shows from unauthorized distribution. By leveraging advanced crawling techniques and real-time protection, studios can ensure their intellectual property remains secure, maximizing revenue from box office sales, streaming, and physical media.
- **Broadcasters:** For broadcasters, Online Piracy Detection ensures that exclusive and local content are not illegally streamed, protecting viewership and advertising revenue. The solution's ability to provide immediate takedown of unauthorized streams helps maintain the integrity of exclusive programs.

- **Pay TV Operators:** Pay TV operators benefit from Online Piracy Detection by preventing unauthorized access to premium channels and their proprietary content. This protection is essential to safeguard subscription revenue and maintain customer trust. The solution's comprehensive coverage across various platforms ensures that premium content remains exclusive to paying subscribers.
- **OTT Platforms:** For OTT platforms, Online Piracy Detection is vital in protecting a wide range of on-demand content from piracy. By ensuring that subscribers receive exclusive access to content, the solution helps maintain subscription revenue and enhances the overall user experience. The advanced detection and enforcement features of Online Piracy Detection provide OTT platforms with the necessary tools to combat piracy.

CONCLUSION

In today's digital landscape, content is king. In a highly competitive landscape, OTT platforms, broadcasters and studios have steadily increased the amount of content they produce and make available to their customers. This investment must be protected to ensure higher customer acquisition and lower customer churn. The Online Piracy Detection solution by Irdeto offers a comprehensive, robust, and scalable approach to safeguarding your valuable intellectual property. By leveraging advanced watermarking, innovative proprietary crawlers combined with expert oversight, Online Piracy Detection ensures precise detection and effective enforcement against piracy. This solution not only protects your revenue streams from subscriptions, advertising, and broadcasting rights but also maintains the exclusivity and integrity of your content releases.

**Choose Irdeto and ensure your content remains protected,
your revenue streams secure, and your business future-
proofed against the ever-evolving threats of digital piracy.**

[Contact Irdeto](#)



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.

Last modification: 1-04-2025 / 04:24 pm GMT+01:00

© 2025 Irdeto. All Rights Reserved.