

Piracy Intelligence Dashboard



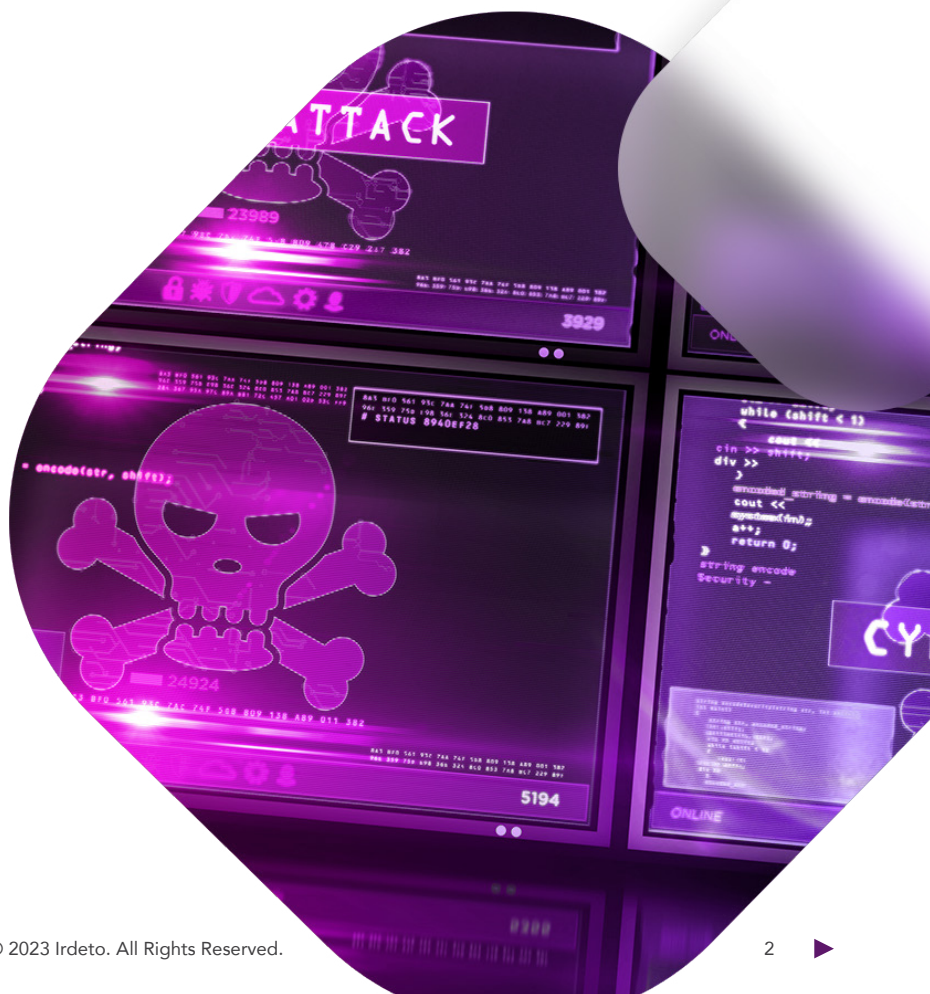
INTRODUCTION

With the wide availability of high-quality, premium digital content, streaming piracy is on the rise and shows no signs of slowing down. Pirates continuously evolve and adapt, and attacks on both videogames and video entertainment infrastructures are increasingly sophisticated.

Staying on top of the latest piracy trends is crucial in this war against digital piracy. Unfortunately, the sheer volume of information necessary to monitor and investigate these trends can make data-driven strategic decisions problematic. The time to process this data while at the same time considering other factors, can not only be costly and time-consuming, but can lead to analysis paralysis.

How do you measure the performance of your anti-piracy programs? Where do you start? Where do you go next?

An efficient IP Protection strategy requires the continual collection and assessment of data extracted from a wide spectrum of piracy data sources, depending on customer needs. Armed with that relevant data, stakeholders across the industry – whether licensees, content owners or studio security departments – can better gauge the effectiveness of current anti-piracy programs and fine tune security, content protection strategies, etc. to protect valuable revenue. This data is not only valuable for anti-piracy decisions but can also be used in a variety of other circumstances to better focus marketing efforts content development and release patterns, giving content owners the most value for their money.



WHAT IS THE PIRACY INTELLIGENCE DASHBOARD?

A ONE-STOP-SHOP FOR EVERYTHING PIRACY

Our **Piracy Intelligence Dashboard** provides comprehensive piracy data aggregation and visualization at your fingertips, allowing for a broad understanding of the ever-changing piracy landscape. The Piracy Intelligence Dashboard collects and synthesizes tens of thousands of data points for you, across platforms and applications, identifying and tracking specific threat vectors so security measures can be refined or alternative strategic actions can be taken.

The Piracy Intelligence Dashboard provides detailed displays of piracy data including, but not limited to:

- Top illicit IPTV services
- Top pirate streaming sites
- Top pirated sporting genres
- Top pirated sporting events
- Most egregious hosting sites
- Current information on site blocking efforts
- Ecommerce data on illicit goods and services affecting the video game and video entertainment industries
- Recent trends pertaining to pirate applications for IPTV and video game cheats
- Global piracy trends interactive map
- Top pirated titles by category
- Relevant industry news

For an additional cost, more complex dashboard views and detailed data is available for each category.



KEY BENEFITS

The Piracy Intelligence Dashboard can be utilized for a wide variety of strategic and tactical purposes including:

Realtime 24/7 Intelligence & Trends

Dashboards provide direct access to critical information in real-time, allowing users to make informed decisions such as (1) where to focus or expand content security efforts (2) where to improve on their platform (3) which regions or devices they should monitor and more.

Improved Data Management

Dashboards can help manage large volumes of data by presenting it in a meaningful format. Users can filter data by specific parameters and gain insights into trends and patterns that might otherwise go unnoticed.

Customizable Views & Smarter Intelligence

Dashboards can be customized to suit the specific needs of different users. Information is presented in a visually appealing, interactive and user-friendly manner that is simple to understand, making it accessible to a wide range of users.

Better Collaboration & Shared Insights

Dashboards can be shared among team members for improved collaboration and shared insights. By having access to the same data, team members can work towards the same goals and objectives.

Real-time Monitoring

Dashboards provide real-time monitoring of critical metrics and KPIs, enabling users to react quickly to changes in the data. This can identify issues before they become major problems, leading to better decision-making.

By combining intelligence with historic data and customer specific data points we can measure the probability of revenue gains from direct actions against piracy groups. This will be instrumental for customers to define their anti-piracy strategy and maximize their revenue potential.

WHO IS IT FOR?

Broadcasters:

Which pirate IPTV services should you investigate first? With thousands of rogue services out there this can be difficult. Most likely these pirates are resellers rather than higher-level content providers. Irdeto's experts help trace and identify these content providers and assist customers in addressing them (technically and/or legally).

Studio/Content Owners:

There are thousands of rouge linear streaming and VOD sites out there. Not all are created equal. Where do you focus your content protection and anti-piracy efforts? What about social media? At Irdeto, we have the expertise to answer all of these questions and create a solution that fits a customer's problem set and provide a tailored service.

Video Game Studios & Publishers

From content piracy to cheats and account selling, there are thousands of products and services out there that prey on content owners and players alike. Not all are created equal. Where do you focus your content protection and community management efforts? What about social media? At Irdeto, we have the expertise to answer all of these questions and create a solution that fits a customer's problem set and provide a tailored service.

WHY IRDETO?

In conjunction with the Piracy Intelligence Dashboard, Irdeto offers a robust end-to-end piracy solution that protects valuable content and revenue from production to consumption. The Piracy Intelligence Dashboard can be combined with any number of Irdeto's Services and tailored to each customer's individual strategic needs, including digital rights management, watermarking, online piracy detection, brand protection, and cyber services.

The Piracy Intelligence Dashboard:

- Provides the heavy lifting, data collection, monitoring problematic sites, services, and applications.
- Synthesizes this data into a comprehensive "one-stop shop" overview of the ever-evolving pirate landscape.
- Utilizes cybersecurity experts to help customers convert data into actionable intelligence.
- Sorts through the noise to determine which pirate to investigate and/or litigate and which tool(s) to deploy.

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.

