



# Eye on Piracy

Track, Fight and Prove Piracy of  
Premium Live Content

SECURITY



viaccess·orca

As more people consume premium content on various devices, anywhere, at any time, the value of content is increasing and the cost of procuring rights continues to rise. Live sports, movies and popular series are commanding larger fees than ever before. As content owners and service providers are driven to deliver return on investment (ROI) by raising subscription rates, and while content remains unavailable in certain markets, viewers are turning to the relatively easy content consumption option of internet pirate sites.

## Challenges of Piracy in an OTT World

### Greater Bandwidth

Due to greater availability of bandwidth and technology that enables retransmission, high quality content like sports can be viewed illegally around the globe with little loss of quality.

### New Technology

Allowing content to be consumed on TV and multiple screens using new multimedia dongles and connected devices.

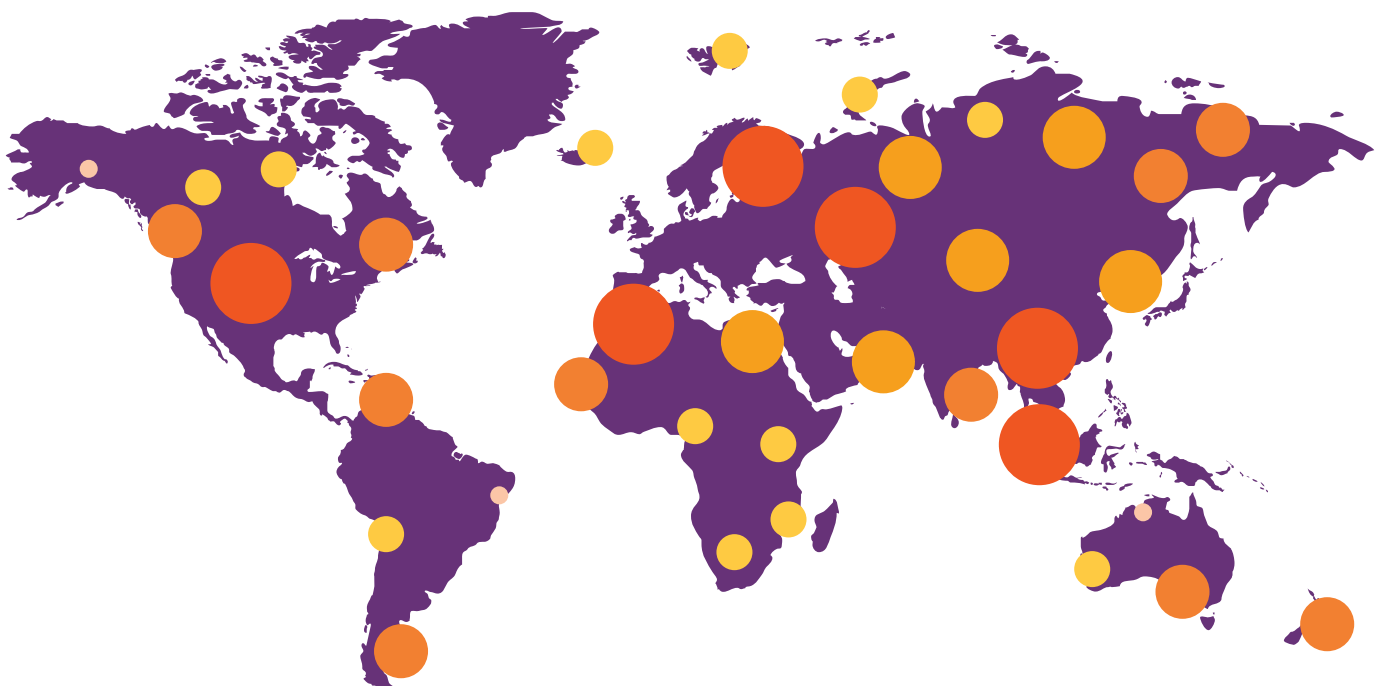
### Sophisticated Pirate Sites

Pirates are becoming more sophisticated, selling illegal content through slick web sites boasting great user interface and experience, which include programming guides, credit card payment and even season tickets to matches. They offer choice, flexibility and low prices.

### Difficult to Trace and Stop

Many pay TV service providers can decrease TV piracy and even prevent it. However, they are challenged by the newer trend of live streamed online piracy - especially expensive live events like sports and concerts.

## Piracy Hit Map - Global Phenomenon



# Viaccess-Orca Eye on Piracy

Viaccess-Orca's Eye on Piracy is a solution for content owners and service providers that helps detect, fight and legally stop piracy. Eye on Piracy was created especially to prevent the illegal distribution of premium live content, focusing on live sports content, and has already identified close to a hundred thousand premium pirated sports events and hundreds of pirate internet services. In order to help customers overcome online piracy, Eye on Piracy offers a three stage modular service:

## Track

Global marketing intelligence and monitoring

This module monitors where piracy occurs, the amount of piracy that is taking place and who is actually watching the illegal broadcasts.

Track uses a unique portal to provide the following information online, in real time:

- Global and personalized views of streams
- Audiences for live streaming and peer to peer (P2P) events
- Single event audience information for major events
- Worldwide/regional/national map of P2P piracy

## Fight

Active solutions to combat piracy

Includes measures to prevent piracy such as issuing cease and desist notices or using technology to prevent rebroadcasting - especially during real time transmissions.

With the help of advanced broadcast and broadband anti-piracy tools, this module includes:

- Detecting illegally streamed content using advanced web crawling and scraping
- Sending take-down notices to pirate site owners
- Following up on notices and providing real time reports to customers

## Prove

Legal support against piracy

Viaccess-Orca identifies who the pirates are and which organizations stand behind them, while gathering detailed evidence which can be used in court. Then, together with local law enforcement or government agencies, attempts can be made to close pirate operations.

Content owners and service providers need to recover their premium content investment. Ending the damage from the new type of organized online piracy is possible, with Viaccess-Orca's Eye on Piracy on your side.



# Eye on Piracy Highlights



## **Protect Your Investment**

Content owners and service providers need to protect their expensive investment in premium content and generate an ROI. Internet piracy undermines the pay TV business; Eye on Piracy helps fight piracy, in turn protects the investment and increases the content ROI



## **Law Enforcement Involvement**

As active members of anti-piracy organizations, Viaccess-Orca is helping shape powerful new laws and share insights with government bodies to prevent this damaging activity



## **Comprehensive**

Eye on Piracy solution includes three modules to answer the content piracy challenge over the internet: Track, Fight and Prove



## **Track Piracy**

This module uses advanced forensic technology to indicate where piracy is happening, how many people are illegally consuming content and which content is being consumed



## **Fight Piracy**

Based on 20+ years of experience, Viaccess-Orca uses conventional and electronic tools to fight piracy and interrupt illegal live broadcasts, and continues to develop and innovate in the field of piracy



## **Prove Piracy**

Eye on Piracy identifies who the pirates are and issues a well-documented legal evidence to fight them using legal means

