



STRATEGIES FOR RAMPING UP ANTI-PIRACY EFFICIENCY

According to a recent survey by Streaming Media, the average streaming video content publisher loses 20% of potential revenue to piracy. With the volume in video piracy cases growing at an alarming rate, pay TV operators need better ways to fight against threats.

There is no silver bullet for fighting piracy; however, a holistic anti-piracy solution with innovative technologies can help operators combat video piracy more efficiently. This article will examine why tools such as automatic detection with human input, machine learning (ML)-based data collection, and dynamic watermarking are imperative.

COMBINING AUTOMATIC DETECTION WITH HUMAN INPUT BOOSTS ANTI-PIRACY EFFICIENCY

Illegal web streaming is one of the top forms of video piracy today. To effectively fight illegal web streaming, operators need an anti-piracy solution that can manage a huge volume of data, quickly detect sources of piracy, and swiftly submit requests to delist content for copyright infringement.

While many anti-piracy solutions use automatic detection tools to identify piracy sources, technology alone is not enough. Piracy detection can be enhanced with

human input. For example, it has been shown that the human eye is superior at detecting typos and voluntary letter swap than an automated detection tool. Combining the strengths of automatic detection and human monitoring is an excellent way to drive efficiency when combatting illegal web streaming.

MACHINE LEARNING IS CRUCIAL FOR DATA COLLECTION

The number of illegal IPTV networks has boomed over the past few years and is a significant problem for the live sports video industry. To fight piracy on illegal IPTV networks, operators must effectively manage a massive volume of data. Data collection and analysis aids operators to quickly identify and accurately label pirate websites selling accounts of those IPTV services. Analysing the sites give operators insights on the most used IPTV services in their broadcast areas and help them focus on the proper targets.

24/7 web crawling, real-time automated monitoring, and ML data collection are powerful technologies that operators can use to act faster and improve the identification of illegal IPTV networks. With ML, operators can constantly improve data labeling, manage a significant amount of data, and ensure data is always up to date.



DYNAMIC WATERMARKING IS A MUST FOR LIVE EVENTS

Dynamic video watermarking technology enables operators and content owners to fight illegal live streaming faster than ever. By employing a unique, top-down approach that supports client-side, server-side, and contribution use cases, the technology allows operators to protect content on broadcast, IPTV, and OTT networks. After identifying the source of piracy, the content owner or TV operator can then take down the source, which is especially critical for live sports and events since there is a short window for monetization.

It is important for watermarking technology to be dynamic since piracy techniques are increasingly sophisticated. For example, with collusion attacks, several pirate sources can mix their copies

together and retransmit the content as a new blank stream. Dynamic watermarking enables operators to react swiftly to new types of pirate attacks.

NO ONE-SIZE-FITS-ALL APPROACH TO PIRACY

There is no one-size-fits-all approach to fighting piracy. Piracy technologies are constantly changing. Video pirates are getting smarter, and they are using increasingly complex techniques. Operators need to be able to counteract any type or source of video piracy, including piracy on the web, IPTV services, Set-Top Boxes (STBs), and apps.

By embracing a holistic anti-piracy solution and technology innovations such as automatic detection with human input, machine learning for data collection, and dynamic watermarking, operators can drive efficiency and ensure faster remediation to safeguard their brand reputation and revenue stream. ■



by **Anne-Sophie Cornet**
Product Marketing Manager, Viaccess-Orca

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