

Protecting Your Brand Against Piracy in 2017

Demand for online pirated content continues to grow and is fueled by easy access to P2P networks, websites and increasing popularity on streaming services. As a result, content and rights owners need to make sure they stay on top of the latest piracy trends and have strategies in place to protect their copyrighted work and revenues online. Here are five key strategies to help guide you in 2017:



1. Develop and review your anti-piracy strategy on a regular basis

Having a clear strategy in place for how to deal with those infringing on your intellectual property is a must in today's digital world. You should determine how big your piracy problem is, and what enforcement and litigation options you have available to you. Then evaluate which enforcement strategies are most effective for the type of content and infringements you currently face.



2. Scale up your anti-piracy enforcement efforts

Content thieves are good at avoiding enforcement actions and DMCA notices are not always enough to take down infringing content. Rights holders need a comprehensive enforcement escalation program to put pressure on stubborn sites through different entities, such as Internet Service Providers (ISPs), registrars, ad networks, payment providers and many others.



3. Drive traffic to your legitimate channels

Taking down infringing links that lead to copyrighted games will discourage Internet users from downloading illegal copies of your work. It also helps you drive additional traffic to your website or other legal distributors of your content. Find out who the main culprits are, how your content is being shared and if your current anti-piracy strategy is effective enough to deal with them.



4. Make smarter business decisions using piracy data

Piracy data can provide a wealth of information into how, where and when copyrighted material is being used. This data can be turned into actionable intelligence and provide business insights, often before data from traditional sources is available. Content owners and distributors can use piracy consumption data to identify gaps in their distribution strategies, highlight missed opportunities and help to identify new revenue streams.



5. Be prepared for new piracy channels

Consumer adoption of streaming technologies provides additional challenges to games companies as they try to keep up with infringements. As eSports market reached 134 million users¹ in 2015, its popularity impacted availability of pirated streams available online. Rights holders need to set up policies to include monitoring and takedown of illegal live streams of eSports tournaments and other events. This will prevent illegal distributors from undermining the value for advertisers, sponsors and players alike.

For more information on developing a comprehensive online anti-piracy strategy, please call us at **1-800-745-9229** or visit **markmonitor.com**.

1. Superdata: "The worldwide eSports marketing reaches 134 million viewers," May 4, 2015. <https://www.superdataresearch.com/blog/esports-brief/>