MarkMonitor
Protecting brands in the digital world

Clarivate Analytics

DATASHEET

MarkMonitor AntiPiracy™ OTT and IPTV Services

Recapture Lost Viewers and Revenues

OTT and IPTV Piracy Gaining Traction and Impacting Subscriber Revenue

With the wide-spread availability of high-speed broadband, over-the-top (OTT) and Internet Protocol television (IPTV) piracy is quickly becoming an issue for many paid-TV providers, content owners and broadcasters around the world. Illegal OTT and IPTV offerings are exploiting this low-cost delivery channel through the distribution of devices that can carry hundreds of channels or applications often featuring highly sought-after primetime content.

As a result, many rights owners are now facing real threats to their subscriber revenue due to the availability of cheaper, or even free, pirated content. OTT and IPTV piracy is not only undermining the value of content, but also directly impacting the average revenue per user (ARPU).

A True End-to-End Solution

MarkMonitor AntiPiracy™ – OTT and IPTV Services leverage global resources, proprietary technology and years of experience to perform a systematic market analysis of the scale, process, devices, networks and suppliers involved in the illegal distribution of OTT and IPTV content to identify high-value targets.

Our team of anti-piracy experts acquires and conducts extensive testing of suspected devices and services to investigate all parties involved. Deliverables include a detailed analysis of tested devices, applications and suppliers, as well as the entire network responsible for content delivery. This information is used to shut down the delivery network and terminate illegal services.

Comprehensive and Global Approach

Deep Experience. MarkMonitor® has years of experience in providing solutions to address OTT and IPTV piracy. Our ability to understand the market and the problems faced by content owners enable us to develop tailored strategies to address the distribution and availability of OTT and IPTV piracy.

Holistic Solution. Our suite of solutions provides the most comprehensive anti-piracy protection for copyright owners, leveraging technology and expertise across our market-leading suite of Brand Protection products, including online marketplaces and mobile app monitoring.

Worldwide Coverage. With operation centers in China, Europe and North America, MarkMonitor is uniquely equipped to address illegal OTT and IPTV streams around the world.

Disrupt Illegal Distribution of OTT and IPTV Services

- **Comprehensive Investigation.** Understand the scale of the problem faced by your brand, and utilize data collected to design strategies against OTT and IPTV piracy to prevent further erosion of ARPU.
- **Global Monitoring.** Uncover distribution networks of illegal OTT services and devices capable of streaming pirated content worldwide.
- **Testing of OTT and IPTV Devices and Services.** Our 10+ years of experience coupled with data-driven intelligence identifies where the biggest threats are coming from and determines how to prioritize further investigation and enforcement.
- **Compliance Escalation.** Take action against OTT and IPTV piracy services affecting your ARPU by removing illegal content and disrupting access to devices and applications capable of illegal streaming.

A Proven Multi-Stage Methodology

Only MarkMonitor OTT and IPTV AntiPiracy Services enables broadcasters and content owners to identify and enforce against content that is illegally distributed via streaming-enabled devices. Drawing upon our many years of experience and dedicated resources, we offer a proven multi-stage methodology from acquiring and investigating the illegal supply of devices to testing, evidence collection and enforcement to shut down and disrupt illegal streaming content — ultimately enabling you to recapture diverted viewers and lost revenue.

Why MarkMonitor

Advanced Technology. MarkMonitor AntiPiracy offers the most comprehensive coverage in the industry. We monitor all major online channels for unauthorized distribution of digital content of any type. The scalable structure of our technology ensures that we can protect even the world's largest media portfolios.

Unmatched Expertise. MarkMonitor AntiPiracy delivers deep expertise through an international team of 90+ anti-piracy professionals. We work with each client to design the most impactful anti-piracy program.

Business Intelligence Based on Piracy Data. Only MarkMonitor AntiPiracy allows businesses to leverage 10+ years of experience — and an unparalleled amount of collected data — across every type of digital content. As a result, MarkMonitor customers are able to make smarter decisions around digital content distribution, acquisition and marketing, while they recover lost revenue and create additional revenue streams.

To learn more about MarkMonitor OTT and IPTV AntiPiracy Services, our solutions and services, please visit **markmonitor.com** or call us at **1-800-745-9229**.

© 2017 MarkMonitor Inc. All rights reserved. MarkMonitor® is a registered trademark of MarkMonitor Inc., a Clarivate Analytics brand. All other trademarks are the property of their respective owners. MarkMonitor solutions are protected by US patent rights, including US 7,346,605. Other patents pending. Source Code: DSAPOTT102416