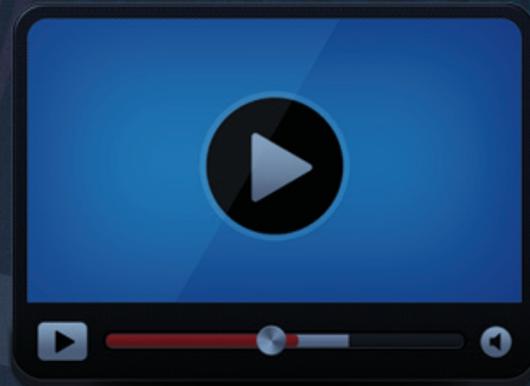


FACT SHEET

IPTV Protection Services

Stay ahead of threats to your content with comprehensive protection



Features

- Award-winning video fingerprinting with 100% accurate validation
- Image pre-processing, reverse entity check and DNS data review
- Escalation to dedicated server providers (DSPs), Tier 1 ISPs and payment processors
- Litigation support objectives with court-ready network evidence

With the advent of Internet Protocol television (IPTV), consumers now have access to thousands of live streaming channels.

The bad news? Pirating is on the rise. A recent study showed that nearly half of US consumers were unwilling to pay for even one streaming on-demand service.¹ Illicit Streaming Devices (ISDs) have become a primary channel for unauthorized access to your content.

Fortunately, *MarkMonitor* offers 360° protection for every major outlet – and a state-of-the-art solution designed specifically for today's IPTV threats so you can:

- **Detect, verify and enforce** in near real time
- **Gather intelligence** over a comprehensive database of IPTV services
- **Avoid detection** by unauthorized platforms with discreet scanning
- **Prioritize IPTV services for disruption** with traffic-based enforcement

Fighting on your behalf

Our global organization of dedicated analysts and engineers customizes your strategy to meet business goals and guide enforcement efforts. We collaborate with all stakeholders and streamline the process for you, always providing a direct line of communication to our research teams.

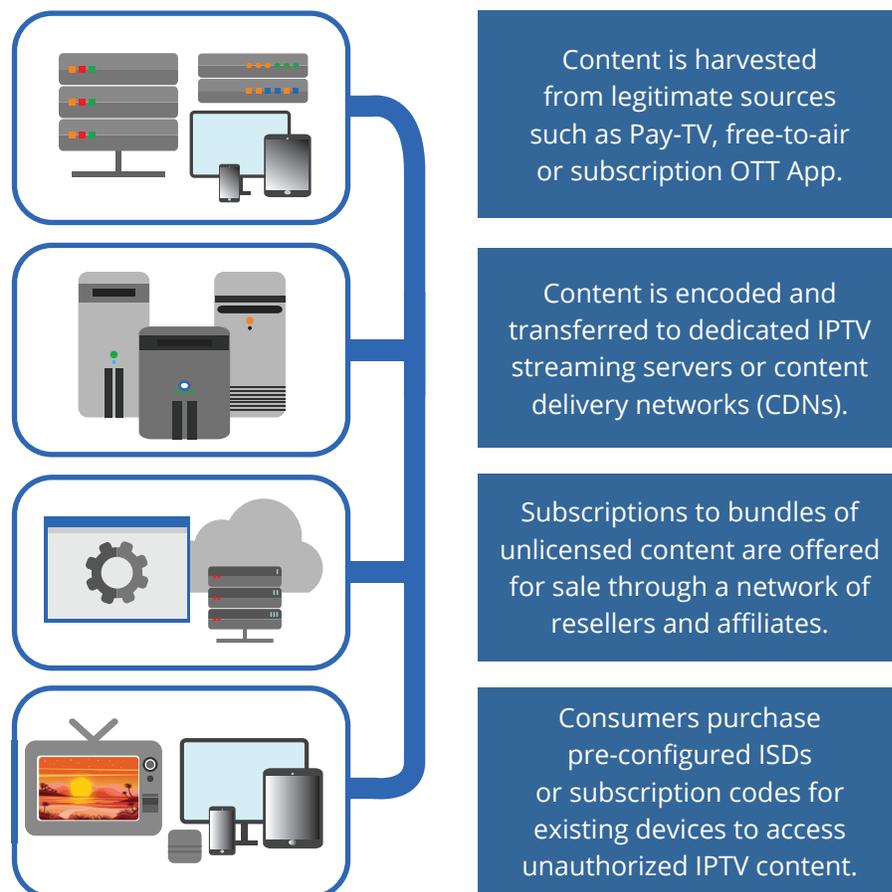
Reporting your results

Your online portal features a customizable dashboard tailored to highlight insights most relevant to your goals. Integrate your key performance indicators into the system to track success.

The Solution

- Unauthorized service intelligence gathered using proprietary research as well as search engines, online forums and social media
- Evidence gathered covertly to support service investigation and enforcement
- Subscription and ISD sellers detected through automated marketplace searches
- Verified infringements evaluated, enforcement actions taken, including escalation to payment providers and server hosts

How it works



Why MarkMonitor

A trusted brand protection leader, MarkMonitor safeguards revenues and reputations with revolutionary approaches that include:

- Advanced technology, including a centralized cloud platform and innovative search capabilities
- Comprehensive, cross-channel solutions and years of industry expertise
- Powerful partnerships with government agencies, associations and online marketplaces

¹ Bylykbashi, Kaltrina. "Half of US consumers unwilling to pay for streaming services." Digital TV Europe, June 27, 2018. <https://www.digitaltveurope.com/2018/06/27/half-of-us-consumers-unwilling-to-pay-for-streaming-services/>

Contact our experts today.

800.745.9229 (U.S.) | +44 (0) 1978 528 370 (Europe)

markmonitor.com