

DATASHEET

MarkMonitor AntiPiracy Live Streaming

Illegal live streaming of video content has become one of the fastest growing forms of digital piracy.

A variety of websites offer unauthorized links to streams of live free-to-air and pay-per-view TV and, in addition, often provide the ability to download or broadcast video streams. As a result of this growing form of theft, producers and distributors of live events, including sports, music and award shows, lose a significant portion of their revenues. MarkMonitor provides unmatched expertise, experience and advanced technology for broadcasters and distributors to successfully combat live streaming piracy. For nearly a decade, MarkMonitor has been a proven leader in fighting the theft of intellectual property across digital channels.

How It Works

Live Detection and Real-time Enforcement

MarkMonitor provides event-based coverage during the hours of a live event by utilizing trained analyst teams, directing web crawlers and leveraging established enforcement relationships with major live streaming hosts. We monitor major commercial sites as well as linking sites in order to collect live streams in real-time and immediately take down infringing material during the live event.

This effort can be maximized when complemented by Search Link Removal coverage to address non-compliant sites and re-direct traffic from search engines back to

legitimate sources. As a trusted aggregator of copyright notices with established processes, consistent quality checks and a recognized track record with the search engines, MarkMonitor is able to process link removals expeditiously. This in turn cuts off a major source of traffic, impacting these sites where it counts most: their revenue.

Web-based Reporting

To help clients effectively track progress and manage their anti-piracy efforts, monitoring and enforcement campaigns are reported through the MarkMonitor AntiPiracy web-based interactive reporting system.

The Most Effective Solution in its Class

- Offers automated monitoring and collection of illegal streaming on the sites impacting your business
- Deploys best-in-class video fingerprinting to automatically identify content for enforcement
- Leverages tools across multiple Live Streaming sites to effect immediate takedowns where feasible
- Generates takedown automatic notices for other sites

Our solution also monitors P2P networks, including main software developers, trackers and hosts while utilizing automatic crawling of the major search engines.

Notices from the system are sent within seconds of case identification, and, where necessary, to the server ISP for which the stream is being delivered.

Highlights

Monitoring

Effectively targets major commercial hosts, linking sites and pop-up sites pirating your content.

Enforcement

As a trusted aggregator of copyright notices, MarkMonitor accesses enforcement tools at major commercial hosts to expedite takedowns faster than individual rights holder requests.

Compliance

Continuously maintains contact with Internet Hosts to monitor and report on compliance automatically for every notice it sends.

Reporting

Graphically represents real time scanning and enforcement data for monitoring during the event and allows clients to create reports, view trends and build visuals in order to manage their campaigns effectively.

Clients are also provided enforcement at the ISP/CDN level for non-cooperative sites. Actionable intelligence is gathered through a live ingest into YouTube and Daily Motion's Content ID system for fingerprinting. In addition, copyright infringing mobile apps on the Amazon and Android marketplaces are both monitored as well as enforced.

MarkMonitor Focus

Gather unauthorized clips and highlight them for removal with advanced tools that drive fans back to your channels. Support teams review results from a near real-time collection of clips and highlights, triggered by a live streaming schedule.

IPTV Protection

Our latest product is designed specially to combat the rising threat of "Paid Piracy" via unauthorized IPTV channels with features that allow you to:

- 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

Experience and Expertise

- The trusted provider for the world's largest media and software companies
- Deep expertise with anti-piracy professionals that have a comprehensive understanding of piracy-based on experience with a wide range of clients and industries
- Dedicated regional support centers in Los Angeles and London

Building Strategy, Sustaining Results

Designed for global companies who need global, world-class support at every level, MarkMonitor services include a range of strategic professional services and custom-configured managed services. These services help companies maximize their brand protection impact and realize immediate and sustained ROI.

More than half the Fortune 100 trust MarkMonitor to protect their brands online. See what we can do for you.

MarkMonitor Inc.

U.S. (800) 745-9229

Europe +44 (0) 207 433 4000

www.markmonitor.com

About MarkMonitor

MarkMonitor, the leading enterprise brand protection solution and a Clarivate Analytics flagship brand, provides advanced technology and expertise that protects the revenues and reputations of the world's leading brands. In the digital world, brands face new risks due to the Web's anonymity, global reach and shifting consumption patterns for digital content, goods and services. Customers choose MarkMonitor for its unique combination of advanced technology, comprehensive protection and extensive industry relationships to address their brand infringement risks and preserve their marketing investments, revenues and customer trust. For more information, visit markmonitor.com or call us at (800) 745-9229.

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