

The worldwide economic impact of online piracy and counterfeiting is estimated at \$200 billion annually.

## MarkMonitor AntiPiracy: Shut Down the Online Distribution and Promotion of Pirated Digital Content



**When Internet users obtain pirated copies of digital content — movies, music, software, games and eBooks — legitimate rights holders lose billions of dollars. Yet downloading these materials — or ordering a pirated CD or DVD online — is decidedly easy, through a wide array of Internet channels including peer-to-peer (P2P) networks, cyberlockers, user-generated content (UGC) sites, video streaming sites and blogs.**

Demand for pirated goods continues to rise, with industry sources estimating lost revenue worldwide due to counterfeiting and piracy at \$200 billion annually. As losses mount, affected industries have less to invest in future releases. And those future releases in turn are threatened by revenue loss from pre-release leaks.

The answer? Monitor, detect, and enforce — across as many online distribution and promotional channels as possible to shut down pirated digital goods, wherever they appear.

### Shut down pirated digital content, wherever it appears

Rights owners must take a proactive and comprehensive approach to fighting online piracy, by pinpointing and monitoring illegal activity across a wide-array of Internet channels — P2P networks, cyberlockers, blogs, live and on-demand video streaming sites — as well as detecting and disrupting the related promotional activity on search engines, websites and social media sites.

Our anti-piracy technology provides the industry's most complete solution for monitoring, detecting, and responding to piracy and related promotional activities.

### AntiPiracy Highlights:

- **Efficiently detects piracy across the Internet** by simultaneously monitoring all major P2P networks, cyberlockers, live and on-demand video streaming sites, blogs and online forums
- **Helps prevent unauthorized distribution and selling of copyrighted works** by quickly clamping down on sites and networks that make the materials available
- **Protects revenue anticipated from new releases** by proactively detecting and responding to pre-release copies on the Internet
- **Provides extensive forensic evidence** for possible future legal action against online pirates
- **Measures effectiveness of anti-piracy efforts** through comprehensive reporting of piracy abuses which have been detected and successfully taken down
- **Optimizes anti-piracy budgets** through flexible business models and service levels to suit the needs of any corporation

## Unparalleled, Full-Spectrum Anti-Piracy Solution For Digital Content

- |                               |  |
|-------------------------------|--|
| 1. Detect                     | <ul style="list-style-type: none"> <li>• Monitor movies, music, games, eBooks and software, pre- and post-release</li> <li>• Monitor all major P2P networks, cyberlockers, live and on-demand video streaming sites</li> <li>• Monitor linking sites, blogs, newsgroups</li> </ul> |
| 2. Verify and Gather Evidence | <ul style="list-style-type: none"> <li>• Verify infringement, presence of copyrighted material</li> <li>• Detect related, suspicious listings on other Internet channels</li> <li>• Capture extensive evidence on infringers for potential future use in legal cases</li> </ul>    |
| 3. Enforce                    | <ul style="list-style-type: none"> <li>• Send DMCA takedown notices to ISPs hosting infringing sites</li> </ul>  |
| 4. Report                     | <ul style="list-style-type: none"> <li>• Deliver comprehensive online reports detailing ongoing piracy activity and results of enforcement efforts</li> </ul>  |

## Expert Customer Service — Plus Optional, Customized Services

With its long experience, enterprise focus and commitment to customers, MarkMonitor® is uniquely positioned to deliver the service and support global companies need. Every MarkMonitor customer has an expert Client Services Manager included as part of their brand protection services — just one of the reasons the company enjoys a near-perfect customer satisfaction rating.

Managed Services can be further custom-configured according to each enterprise's needs. Many clients use their internal resources to analyze results. Others opt to outsource the entire analysis, enforcement and recommendations cycle to our anti-piracy experts, allocating internal resources elsewhere while ensuring their digital content is closely monitored and defended.

## Protecting Revenues and Reputations

As the global leader in online brand protection, MarkMonitor provides advanced technology and expertise that protects the revenues and reputations of the world's leading brands. Customers choose MarkMonitor for its unique combination of industry-leading expertise, advanced technology and extensive industry relationships to preserve their marketing investments, revenues and customer trust.

For additional information on MarkMonitor AntiPiracy™, our solutions and services, visit [markmonitor.com](http://markmonitor.com) or call us at **(800) 745-9229**

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

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