MarkMonitor™

Datasheet | AntiPiracy

Shut down the distribution and promotion of pirated on-demand content

When internet users obtain pirated copies of digital content, such as movies, music, software, games and publishing, legitimate rights holders lose billions of dollars.

Today's wide array of digital channels – from peer-to-peer (P2P) networks and cyberlockers to user-generated content (UGC) sites, video streaming blogs and social media – has made pirating these materials decidedly easy.

To combat these threats, content owners need to monitor, detect, verify and enforce across as many online distribution and promotional channels as possible and shut down pirated digital goods wherever they appear. Rights owners must take a proactive and comprehensive approach by pinpointing and monitoring illegal activity.

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

Solution highlights

- **Detect piracy** across the internet with simultaneous monitoring of all major P2P networks, cyberlockers, live and on-demand video streaming sites, blogs and online forums

- **Prevent unauthorized distribution** and selling of copyrighted works by quickly clamping down on sites and networks that make the materials available

- **Gather extensive forensic evidence** for possible future legal action against online pirates

- **Measure effectiveness** with comprehensive reporting of detection and takedowns

- **Optimize your budget** through flexible business models and service levels to suit the needs of any corporation

Solutions covering all major channels of abuse

Detect and disrupt promotional activity across websites, forums and social networks with comprehensive tools that help you quickly remove content.

With a smarter strategy in place, you'll enhance enforcement and litigation strategies while redirecting traffic from illegal to legal services and platforms. You'll be able to identify major infringers and their locations while learning online consumption patterns and consumer behavior across:

- **Peer-to-peer digital media:** Advanced technology mimics the searches your offenders make and provides actionable data.

- **Websites/cyberlockers:** Secure content so it doesn't wind up in file hosting services without your consent.

- **Search delisting:** Cut traffic at the source with automatic cease and desist letters for listings using our website and P2P databases.

- **Video streaming:** Quickly and accurately verify infringement with proven fingerprinting technology and fully automated software that continuously scans 1,000+ streaming, linking and UGC sites.

- **Social media:** Extensive social coverage, backed by powerful business partnerships, allows you to monitor and enforce across the most popular platforms and other major UGC sites.

Our Global Digital Piracy Index™ affords rights holders a deeper understanding of when, where and how copyrighted content is being used, and informs business decisions with strategic insights.

Detect

Monitor movies, music, games, television, publishing and software

Covers all major P2P networks, cyberlockers and on-demand video streaming and linking sites, blogs, newsgroups and social media

Enforce

Send DMCA takedown notices to site owners and ISPs

Team dedicated to escalation and compliance

Verify and Gather Evidence

Industry-leading content identification ensures 100% accurate validation with award-winning fingerprint technology

No false positives: Trusted technology pinpoints relevant listings and copy-righted material

Detect related listings across other channels

Capture extensive evidence on infringers for use in legal cases

Report

Deliver comprehensive reports detailing ongoing piracy activity and results of enforcement

GDPI systematically monitors an index of music, movie, television, book and game titles worldwide to provide visibility into piracy consumption across different markets

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Expert customer service and tailored add-ons

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 AntiPiracy services – just one of the reasons for our near-perfect customer satisfaction rating.

Our global support team brings unmatched industry expertise. This team of knowledgeable and dedicated staff make for a perfect partner. Our team's "follow the sun" coverage ensures your content is protected, no matter the time zone. Additionally, a dedicated engineering team makes sure that MarkMonitor is innovating at the speed demanded by the industry.

Contact our experts today:

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