

DATASHEET

MarkMonitor AntiPiracy Global Digital Piracy Index

Online piracy has become a competitive force in the marketplace with activity levels that are as significant as those of traditional distribution channels. Innovative media companies are increasingly turning to piracy data as an additional method of informing their business strategy. In response, MarkMonitor AntiPiracy has developed the Global Digital Piracy Index (GDPI), a service that monitors piracy data trends to provide business intelligence across a wide range of markets and media.

How It Works

GDPI systematically monitors an index of music, movie and television titles worldwide to provide visibility into piracy consumption across different markets and media on file sharing networks. This data helps rights holders gain a deeper understanding of when, where and how copyrighted content is being used, and informs their business decisions with strategic insights.

Unlike individual anti-piracy campaigns which have their own enforcement objectives for specific titles and markets, GDPI scans comprehensively across a wide selection of titles and markets, using a methodology designed to measure data consistently and systematically. The methodology takes into account inherent seasonal fluctuations, and the data collection protocol provides greater visibility into the total universe of piracy consumption than the protocols

required for legal enforcement. Data is collected in real time and updated daily before many traditional data sources are even available. This data can be overlaid with external data sources to measure legal and illegal consumption against each other to identify trends and insights.

Combined with data from traditional sources, piracy data can help legal and marketing teams collaborate together on strategies that increase legitimate sales and undermine piracy at the same time. It can inform distribution strategies such as the complex timing decisions for release windows across markets. For licensors and distributors of content, it can inform companies which content is truly popular and in which markets before it has been made available through legal channels. Across a variety of contexts and situations, piracy data helps clients quantify illegal distribution and form strategies to respond to it as a competing force in the market.

Key Features

The Most Effective Solution in its Class

- Monitors the most popular file sharing networks as a standard service, with other networks available upon request
- Reports on trends globally and breaks them down to the city level

Highlights

Strategic Insights

Business intelligence from piracy data provides reporting on markets that traditional data sources cannot provide. For markets where illegal consumption exceeds legal consumption, piracy data can be a closer proxy to consumption than data from legal sales channels.

True Market Data

Rather than conventional methods that use extrapolated enforcement data from sample campaigns, GDPI scans comprehensively, consistently and systematically across a wide selection of titles and markets.

Timely Data

Data is collected in real time and reported daily, before many traditional sources of sales data and audience ratings are available.

Empower Collaboration

Business intelligence helps legal and marketing teams to collaborate together on strategies that increase legitimate sales and undermine piracy as a competing force in the market.

- Provides data and insights daily, before market data from many traditional data channels is even available, through our web-based interactive reporting system

Experience and Expertise

- The trusted provider for the world's largest media and software companies
- Dedicated regional support centers in Los Angeles and London

Best-in-Class Reporting

- 24x7 availability of data and notification results through the web-based, interactive reporting system, InSite

Building Strategy, Sustaining Results

Designed for global companies who need worldwide, 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.

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 domain management, our solutions and services, visit 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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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.

About Clarivate Analytics

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