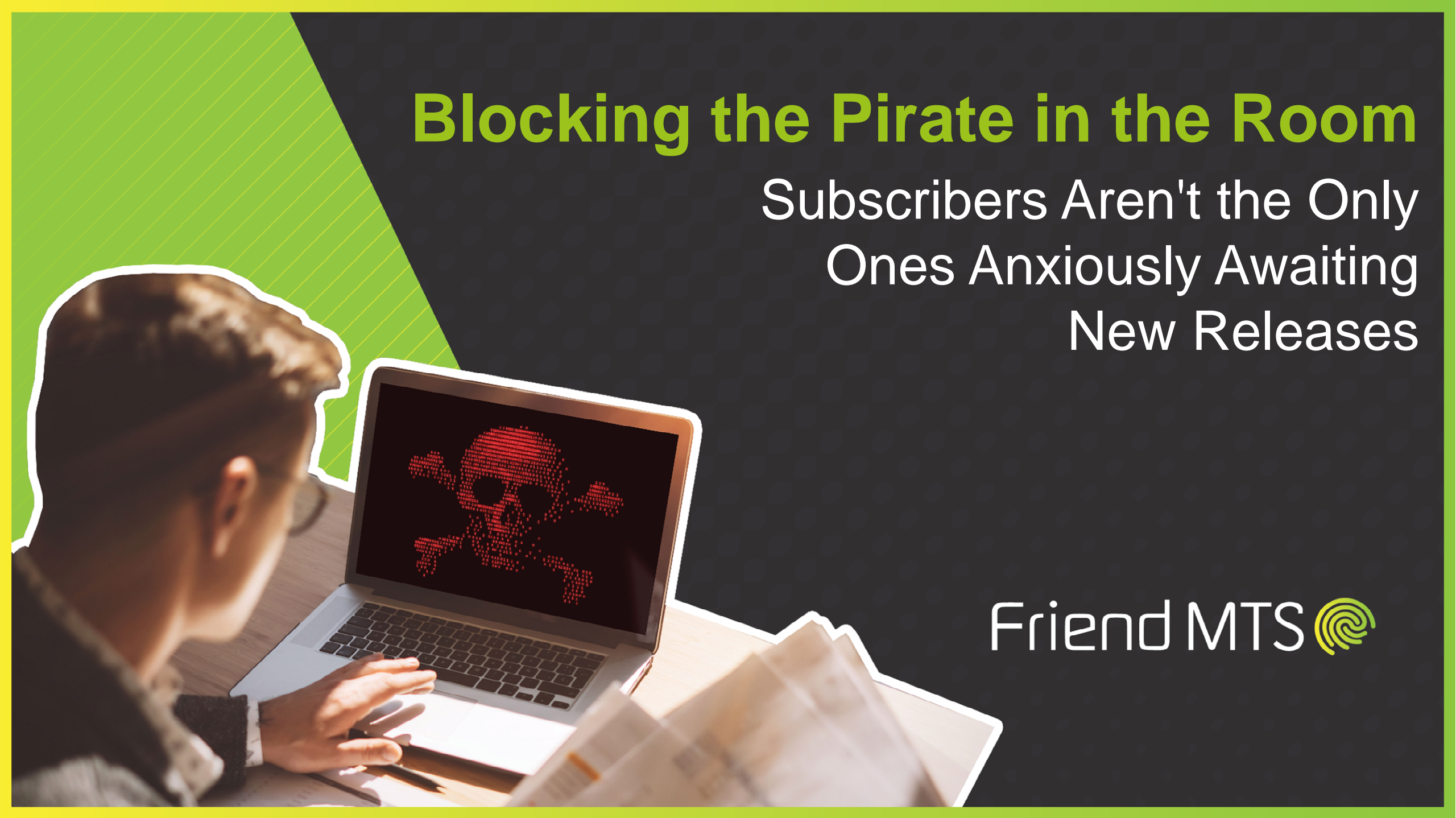


# Blocking the Pirate in the Room

Subscribers Aren't the Only  
Ones Anxiously Awaiting  
New Releases

Friend MTS 

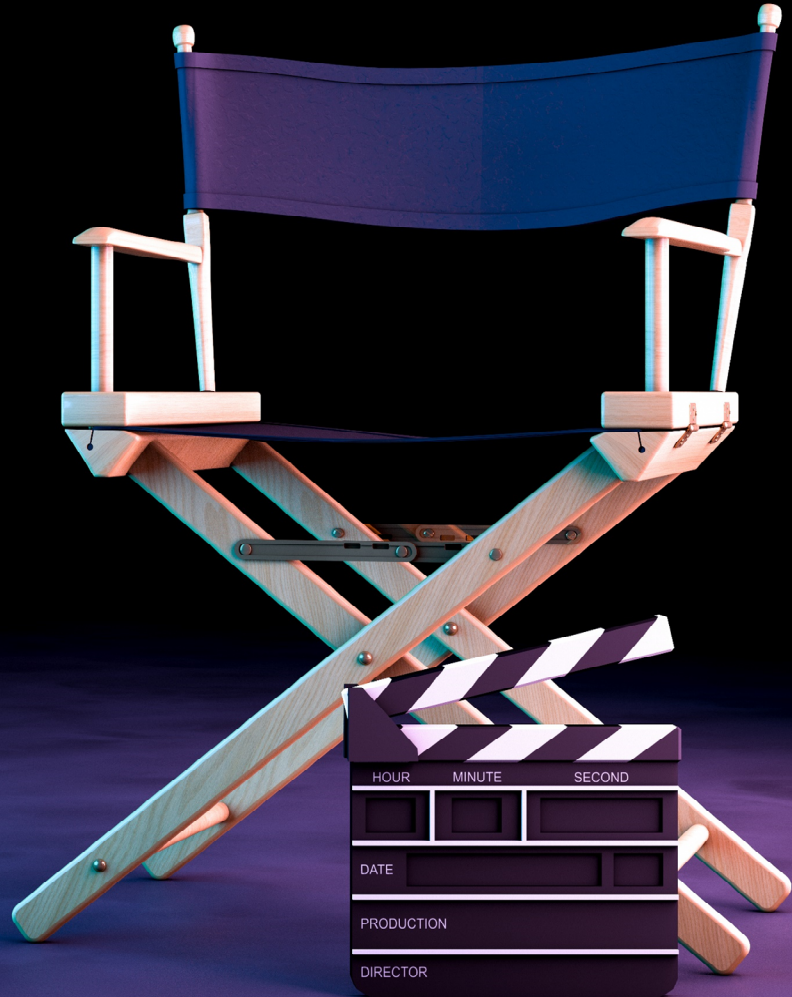




## Consumer viewing habits have changed

- » In-person events are limited or cancelled
- » Theaters are closed
- » Multiple OTT platforms have launched





## A Need to Adapt

Live Sports ————— Virtual Season Tickets

Movie Premieres ————— PVOD

Film Festivals ————— Virtual Events

Broadway ————— Streamed Performances

Live Music ————— Virtual Events

# Don't Forget the Pirates

- » More than **17%** of worldwide video streaming users **access content illegally**.<sup>1</sup>
- » Global online **piracy costs** the U.S. economy at least **\$29.2 billion** in lost revenue each year.<sup>2</sup>

<sup>1</sup>"Stay-at-Home Orders Cause a Spike in Illegal Content Streaming...by 2021" - April 2020, ABI Research  
<sup>2</sup>"Impacts of Digital Video Piracy on the U.S. Economy" - June 2019, U.S. Chamber of Commerce's Global Innovation Policy Center







## Why does piracy matter?

- » Content owners, rights holders and distributors **stand to lose** potentially billions of dollars in revenue – **every year**.
  - Subscriber and affiliate license fees loss
  - Advertising revenue loss
  - On Demand revenue loss
- » Staying **ahead of the game** in an ever-changing media landscape is even more important now than ever.



## But there are solutions

- » Find unauthorized copies of video content **anywhere** on the web **within seconds**
- » **Enforce copyrights** on behalf of content rights holders and owners in real time
- » Provide analytics on the **extent of piracy** and actions taken

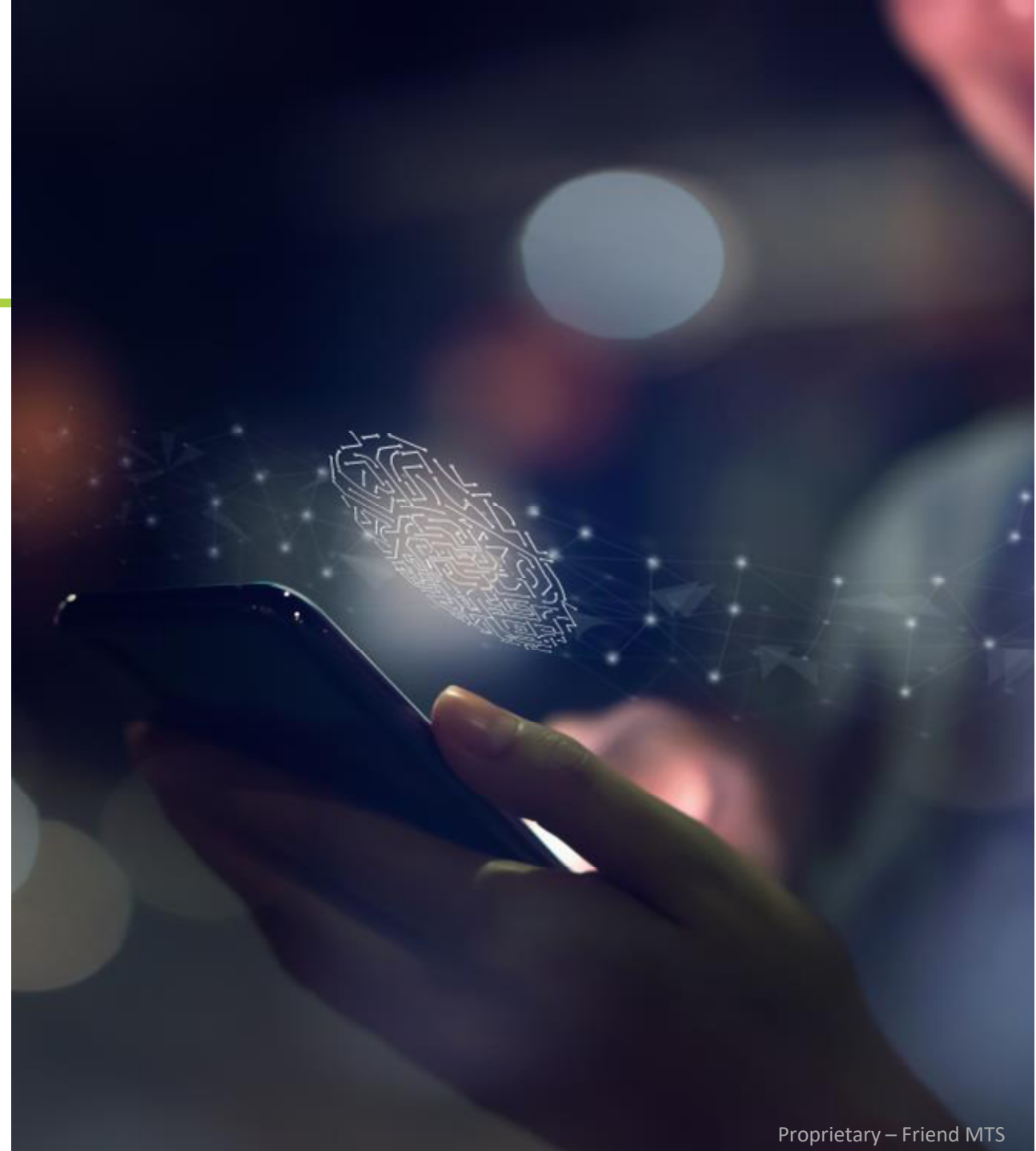


# Friend MTS: Your anti-piracy partner

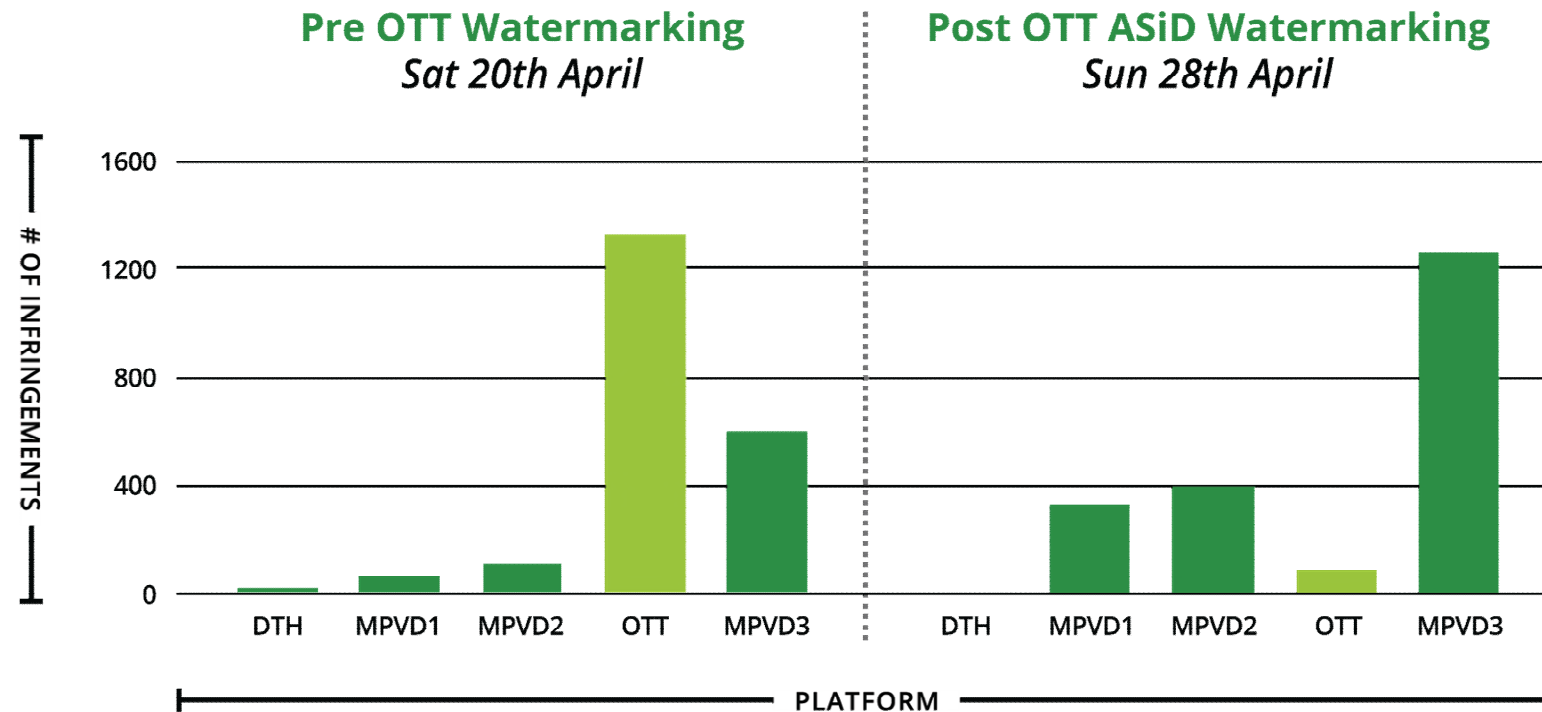
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We provide **highly-scalable solutions** that help media, entertainment, distributors and content owners **detect**, **deter** and **disable** piracy, within minutes.

- » Global Monitoring
- » Fingerprinting
- » Advance Watermarking (ASiD)
- » Business Insights (Piracy iQ & ASiD iQ)



# Friend MTS – Success by the numbers





**Piracy is big business.  
Secure your investment.  
Protect your content.**



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