Content Pirates: Competitors or Criminals?

Speaker: Matt Lane

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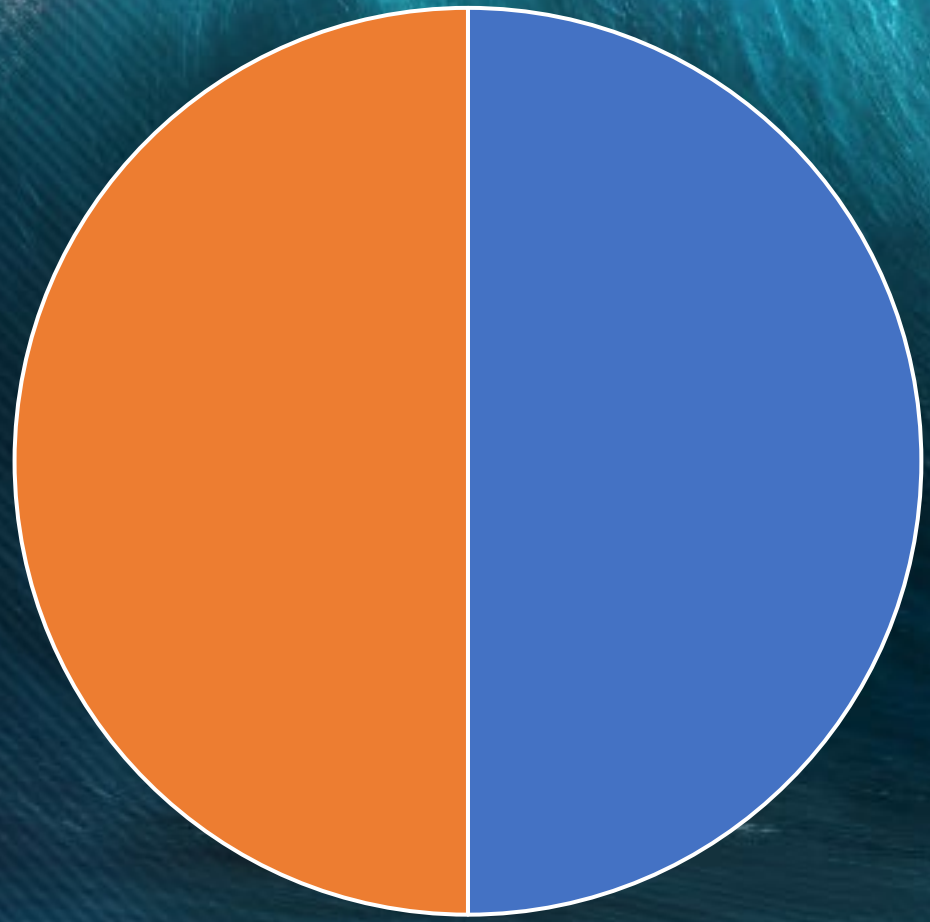
THE HUMAN SIDE OF CYBER®

THE ANTI-PIRACY LANDSCAPE

- Increasing COMSEC/OPSEC
- Discussion of piracy vendors
- Low risk of use and operation
- Low barrier to entry
- Users incentivised toward piracy
- Bundle services
  - e.g., VPNs



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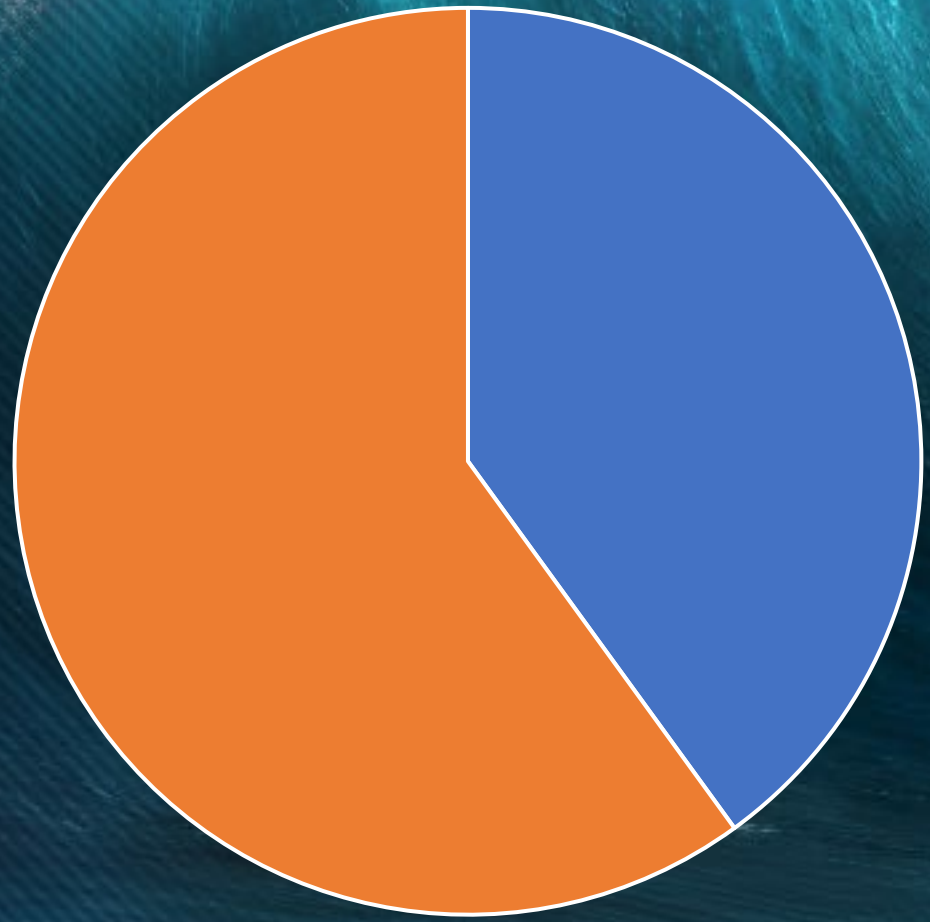

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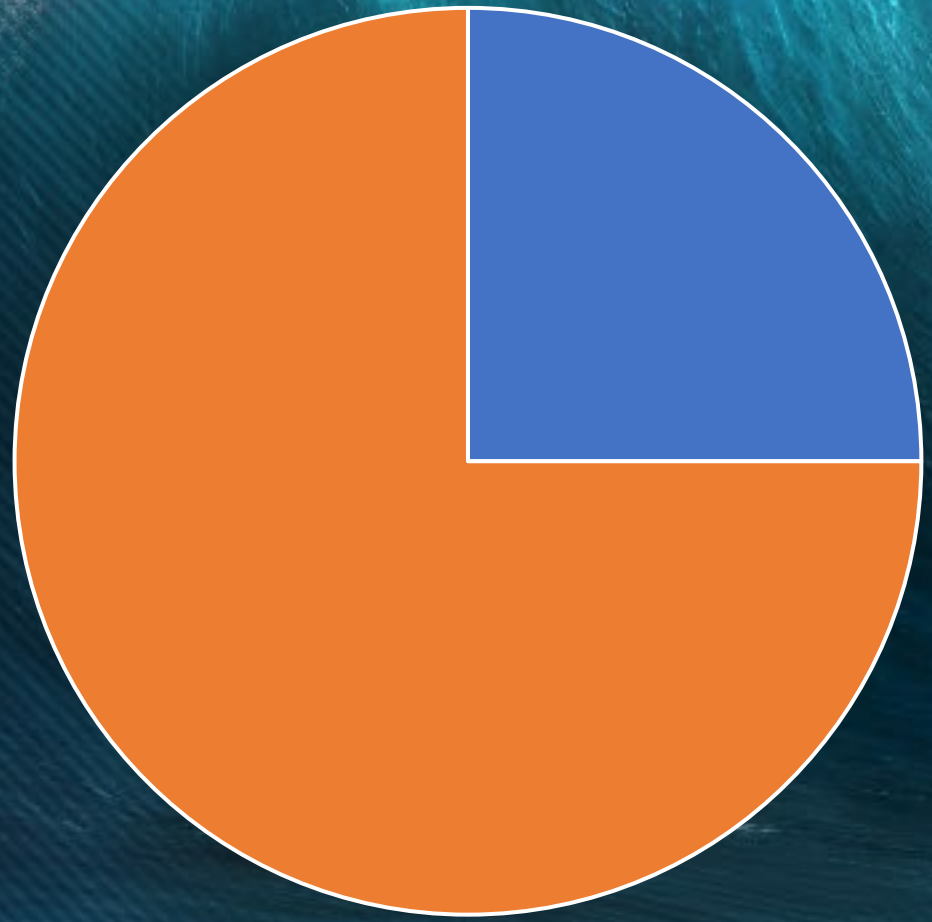

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Criminals?
Competitors?

- Criminals need to be arrested
- You can’t arrest your way out of the problem

- Pirates exploit technology and market opportunities
- Pirates seek to acquire your customers and revenue

- Competitors exploit technology and market opportunities
- Competitors seek to acquire your customers and revenue

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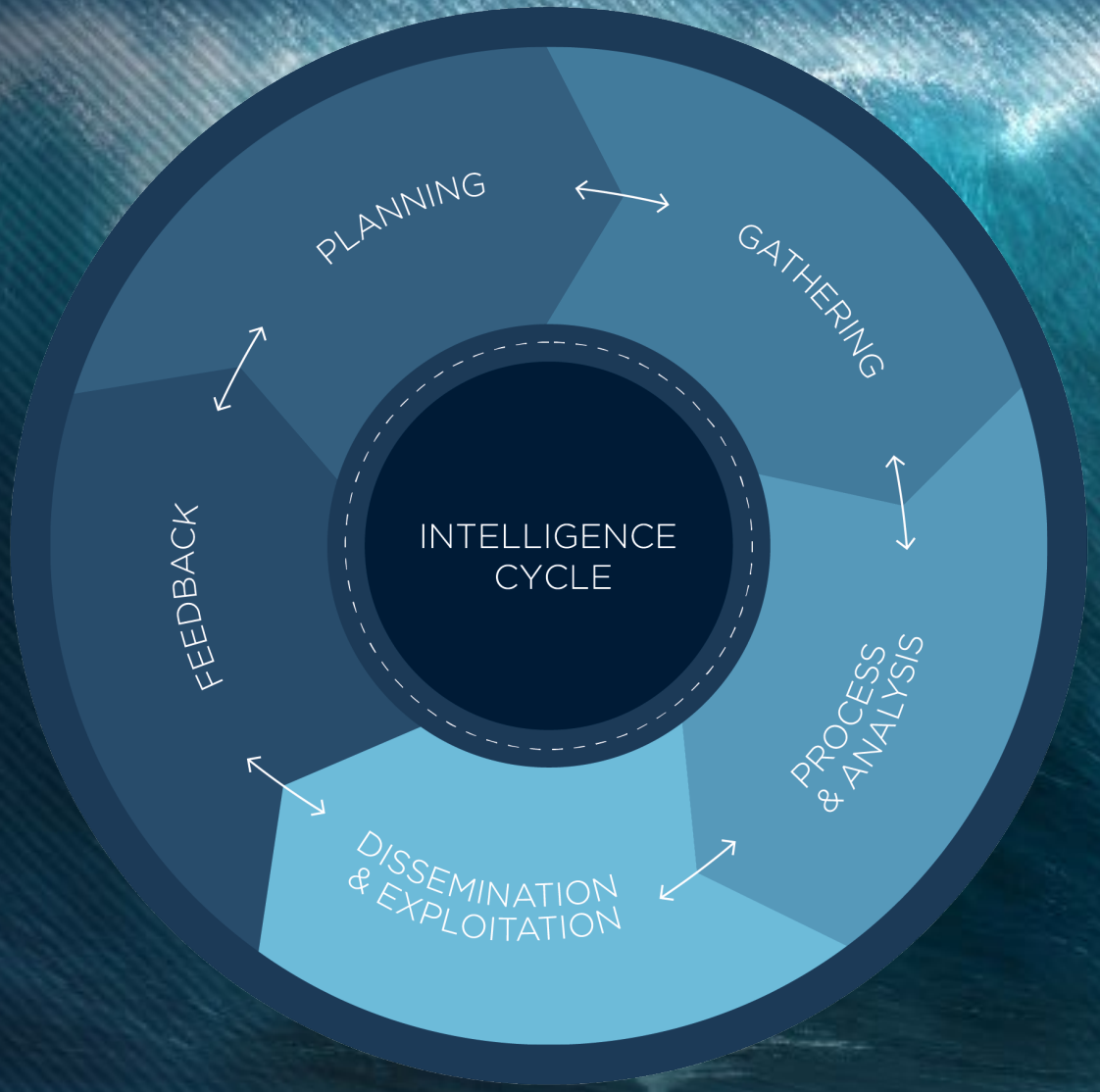
- Globally dispersed criminal ecosystems are generally resistant to, and resilient against, traditional ‘rule of law’ actions.
- Where they are not, extensive cross-jurisdictional co-operation has been fundamental to achieving impactful results.
- Such extensive multi-territorial liaison comes with a high resource burden, and as such these operations tend to be reserved by law enforcement to target only the top-tier criminal networks, or those causing the largest societal detriments.
- In the absence of such co-operation, one of the crucial practices that is effectually lost as a result is the systematic, multi-discipline and multi-faceted nature of the response

    - this style of response is one of its most effective attributes.

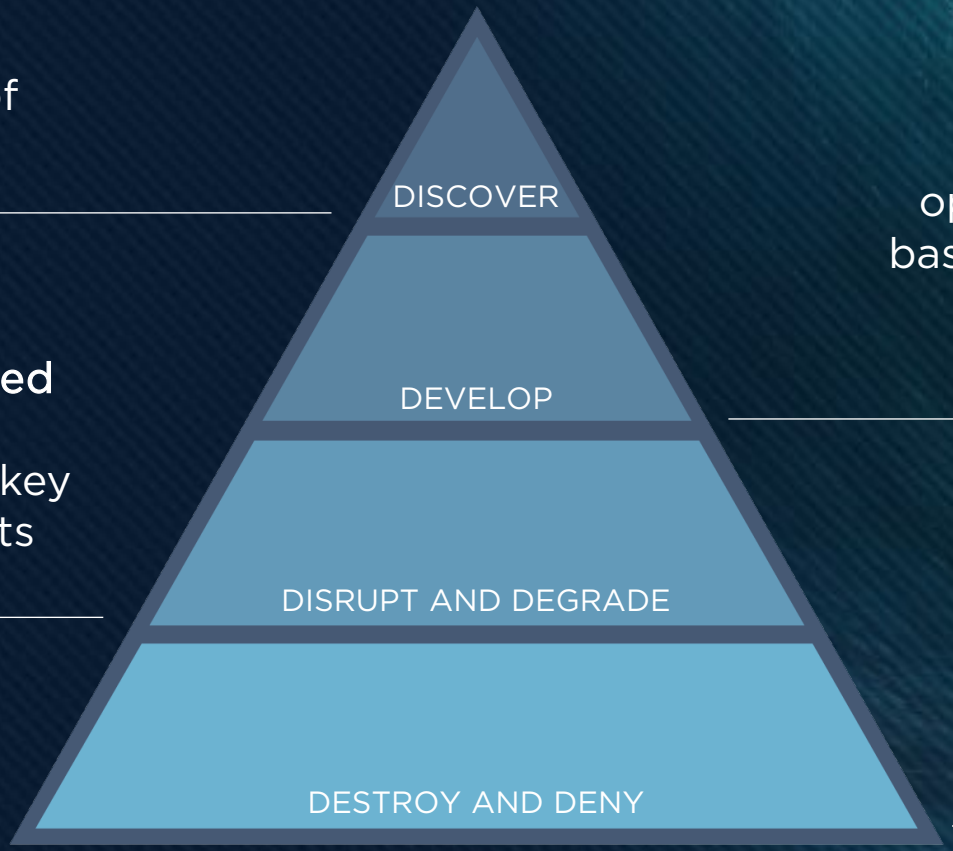


THE INTELLIGENCE CYCLE

SYSTEMATIC LAWFUL DISRUPTION

A detailed period of **reconnaissance**

Enact **lawful, directed disruption** and degradation of key threat actor elements



Develop specific, operational strategies based on a **continuous intelligence cycle**

Sustained impact that alters the operating environment.

Increase:
Time
Cost
Risk

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BRAND CONSCIOUS

Illegal providers are brand-conscious and brand-sensitive. Intelligence shows they actively curate their brand identities – many pirates run multiple simultaneous brands, as a defence against traditional disruption – as they attempt to encourage customer loyalty and retain revenue.

Cost, reliability, and availability of their services are key supporting components of a successful brand, but in a criminal ecosystem brand recognition alone can be disproportionately effective – it is, after all, a trust-based system.

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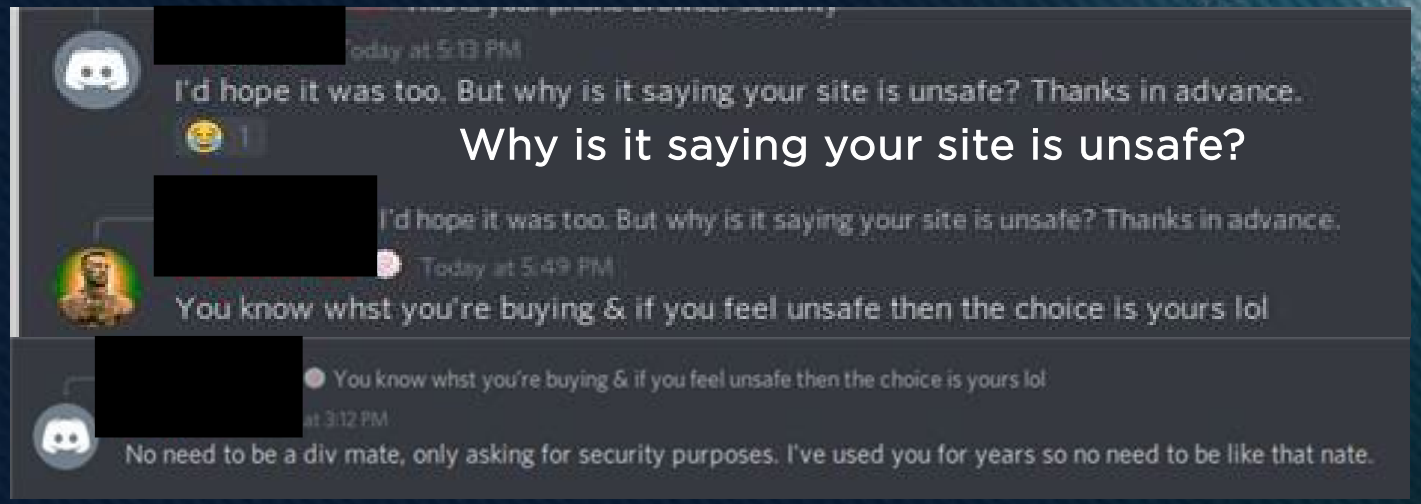
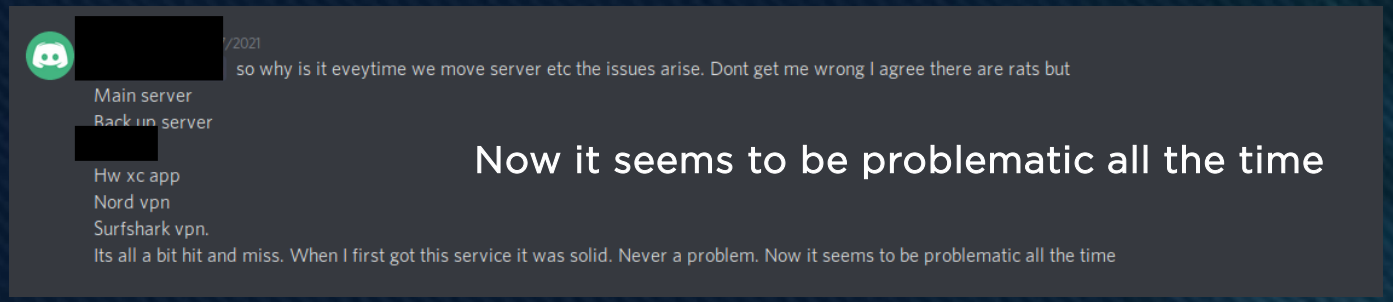
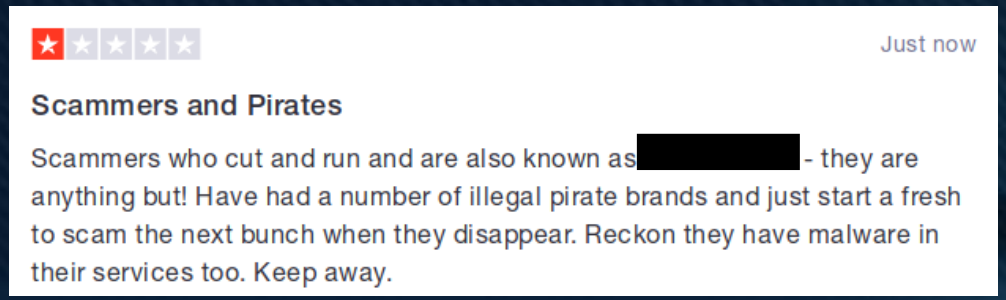
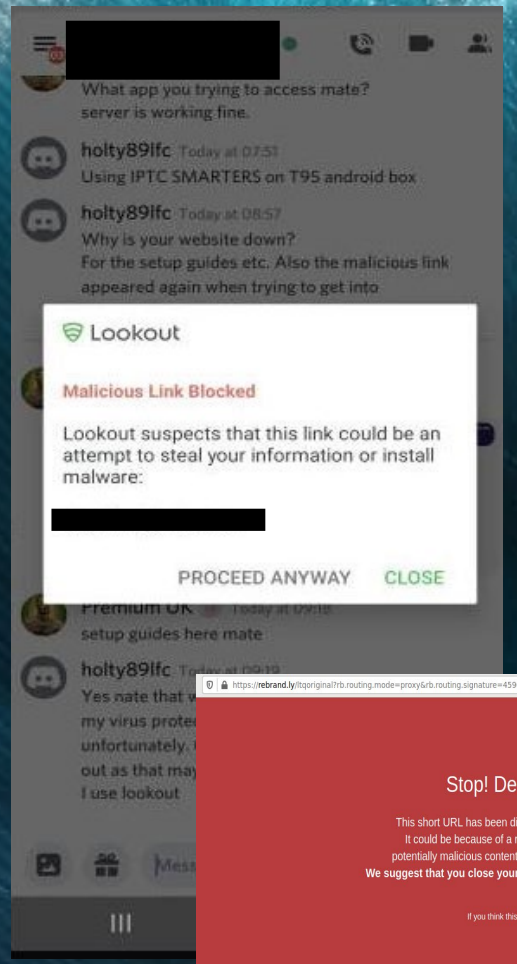
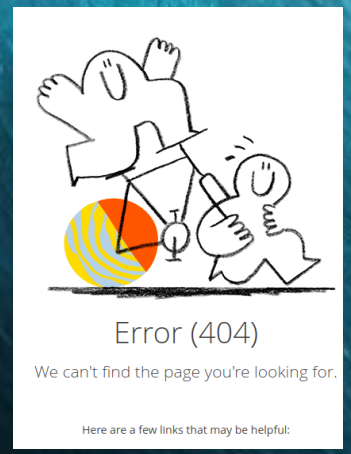
BRAND IMPACT

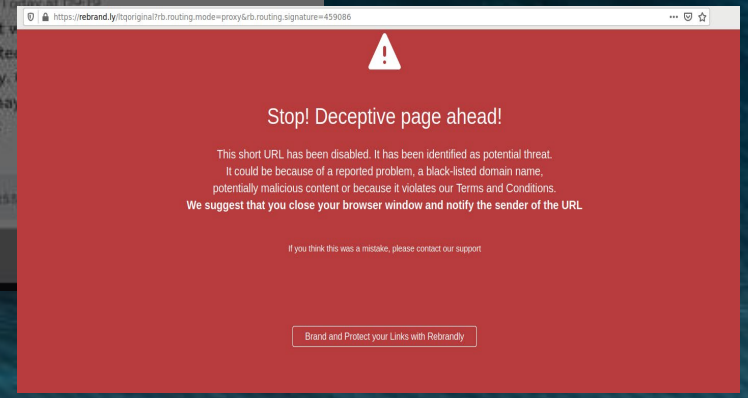












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LAWFUL

Our capabilities, processes and operations have legality and compliance designed-in from inception.

We carefully tailor our investigations to illuminate, enable and give optimal support to legal causes of action in multiple jurisdictions.

We use specialist legal knowledge to devise and deliver clever, but lawful, cyber disruption options for otherwise-intractable problems.

Legality and compliance is at the heart of what we do.

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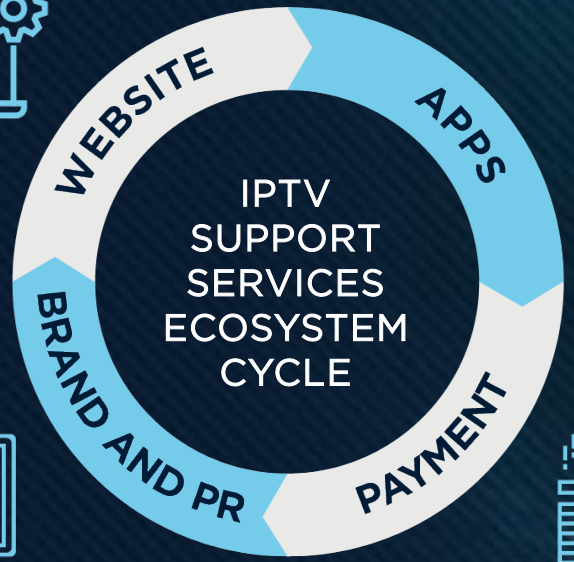
SYSTEMATIC LAWFUL DISRUPTION WITHIN THE IPTV ECOSYSTEM

WEBSITE

Maliciously marked, appears in infosec databases sowing doubt on brand, hosting also tarnished by association.



APPS

Download links broken, flagged as malware, short URL services revoked.

BRAND AND PR

Brand erosion via review sites, search engine results influenced, resource costs exacerbated by messages being received by customers.

PAYMENT

Bitcoin platform revoked.

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Visit: xcyber.group

THANK YOU FOR LISTENING

WHY XCYBER®?

XCyber® solve problems with state-grade intelligence expertise, across the core themes of trust, safety, security and prosperity

UNIQUE INSIGHT; UNIQUE APPROACH

Our clients consistently tell us they derive significant value from our unique insight and unique approach. We are serial innovators, committed to building and maintaining a diverse, professional, personable, and fun culture that promotes creativity and excellence, which attracts and retains clients, employees, and business partners.

DOMAIN KNOWLEDGE

Knowing the practical geography of the internet better than anyone else. How services interact. Where, how, and why data traverses the internet, and how we can lawfully locate, obtain, and utilise this information to inform decision making.

TARGET EXPERTISE

The reality of decades of work at the sharp end of intelligence. The deep understanding of how targets behave. Where, why, and how they are fallible. Only with this knowledge can you get ahead of targets and ensure meaningful impact.

PROPRIETARY TECHNOLOGY

Continuous research, development, and invention keeps our proprietary technology at the leading edge. These technologies are an enabler to all our outcomes, providing extra layers of data-driven, specialist insight.

TRUSTED PARTNER

We work in trusted partnership with our clients on their most complex and sensitive challenges to find meaningful, lasting resolutions. They trust us to advise them, acquire intelligence, and take action to achieve their goals.