

October 19-20, 2021

# Video Security Summit



**Piracy Monitor**

STAY SAFE



VIDEO SECURITY SUMMIT



[securitysummit.video](https://securitysummit.video)

## The Forms of Video Piracy ... There's a taxonomy for that



**Piracy Monitor**

STAY SAFE

**Steven Hawley**

Founder & Managing Director

Piracy Monitor

[steven.hawley@piracymonitor.org](mailto:steven.hawley@piracymonitor.org)

<https://piracymonitor.org>



## Video piracy: How big is it?

- **\$29 Billion** lost to the US economy in 2018, due to global video piracy (US Chamber of Commerce, 2019)
- **During COVID**, 66% of Americans said they watched more (Digital Citizens Alliance 2021). Britons' streaming consumption doubled (BBC 2020)
- **One fifth of Americans** said they visit pirate Web sites, and 10% have an illegal streaming device with apps in their home (DCA 2021)
- **91.3%** of the consumption of *A Quiet Place, Part II* was via unlicensed streaming Web sites (Muso, 2021)
- **2022: >\$66B** in revenue to pirates (Parks Associates, 2020 est.)
- Pirates reaped more than **\$1.3 Billion in annual revenue through ads** on illicit streaming apps and Web sites (DCA & White Bullet, 2021)



# Where Piracy (Theft) Happens

## **NO** Protection

### **Before Distribution**

Vulnerable to theft:

- Live sports, events
- Original Programming
- Digital cinema
- Production copies

## **Protected**

### **Legal distribution**

Pay TV/DVB (CA/CAS), Streaming (DRM)

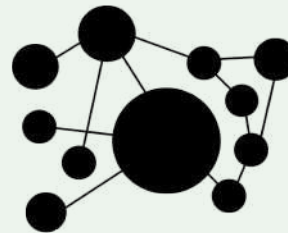
#### **Production & Packaging**

Pay TV  
Provider

Original  
Content  
Provider

#### **Distribution**

via Managed Network



Via Open Internet

#### **Authentication & Playback**



## **NO** Protection

### **Beyond the consumer**

Vulnerable to theft:

- Live streamed events
- Series programming
- Cinematic releases
- Personal information
- Software integrity
- Device integrity



# Where Piracy (Theft) Happens

## **NO Protection**

### **Before Distribution**

Vulnerable to theft:

- Live sports, events
- Original Programming
- Digital cinema
- Production copies

## **At Risk**

### **Legal distribution**

Pay TV/DVB (CA/CAS), Streaming (DRM)

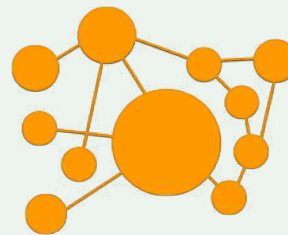
#### **Production & Packaging**

Pay TV  
Provider

Original  
Content  
Provider

#### **Distribution**

via Managed Network



Via Open Internet

#### **Authentication & Playback**



## **NO Protection**

### **Beyond the consumer**

Vulnerable to theft:

- Live streamed events
- Series programming
- Cinematic releases
- Personal information
- Software integrity
- Device integrity

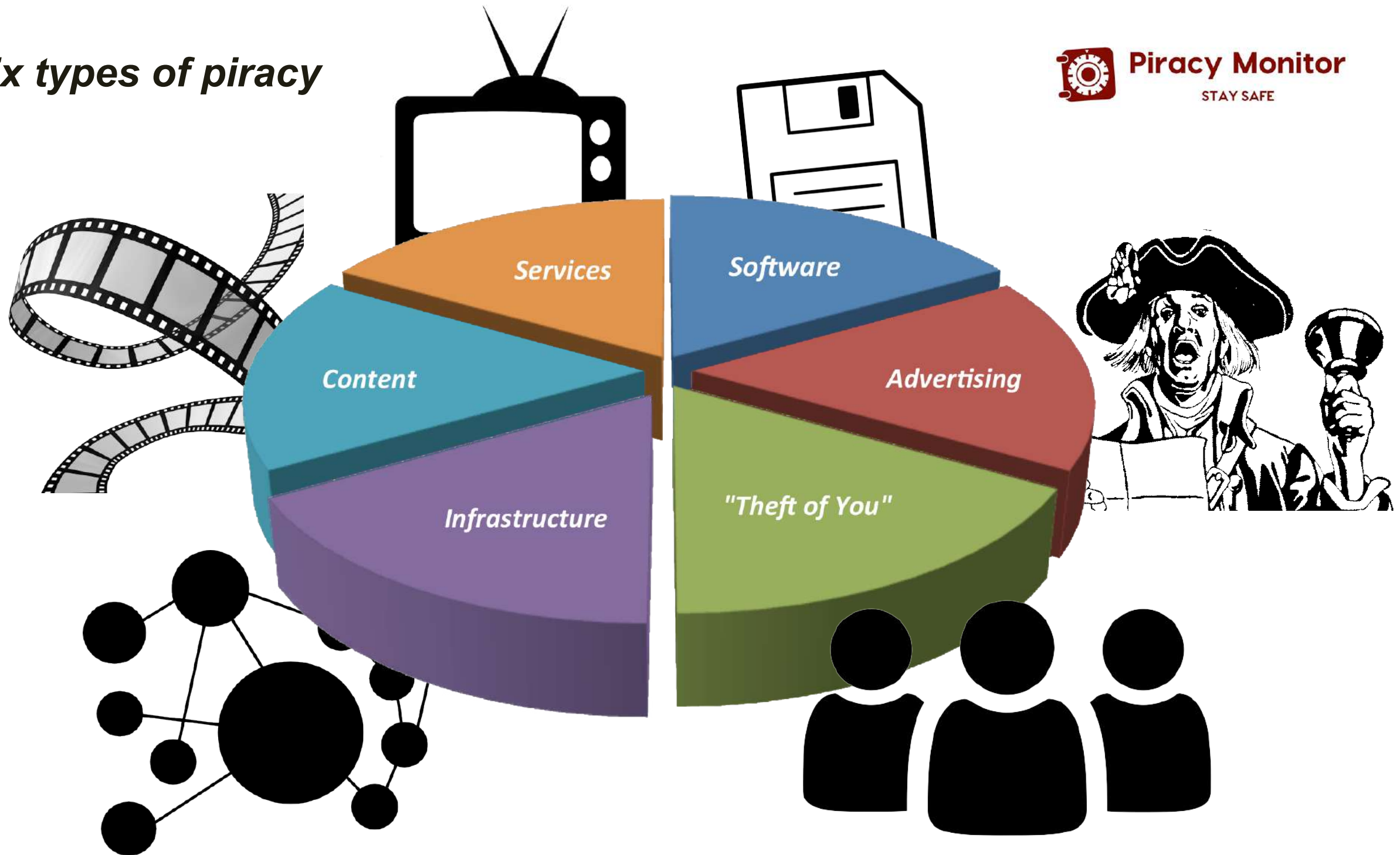


# *Why should video providers care?*

- **Revenue retention**
  - Consumer revenue: Subscriptions, On-demand, Cross-promoted services
  - Ad revenue: Legitimate ads running through programmatic placement on fraudulent sites
- **Contractual considerations**
  - Protecting contractual obligations of exclusivity
  - Protecting content from being distributed cheaper elsewhere
- **Cost considerations**
  - Network providers must over-provision their networks to guarantee QoE
  - The longer it takes to fight or shut down, the more costly it is
- **Reputation protection**
  - Fraudulent attacks reflect poorly
  - One incident can have lasting effect



# Six types of piracy





# Ways to fight video piracy



**Piracy Monitor**

STAY SAFE

## ***Technical countermeasures***

- Enforcing service parameters (business rules)
- Traditional multiscreen security (CAS, DRM)
- Usage monitoring & analytics
- Content identification (wmk'g., fprint'g.)
- Network test & source verification
- Service administration (SDP, OVP)

## ***Non-technical countermeasures***

- Marketing (consumer-facing offers)
- Consumer education (risks, personal steps)
- Online partners (distribution, search, social)
- Financial partners (anti-fraud)
- Industry partners (M&E peers & Industry orgs.)
- Governmental (law enforcement, regulators)



October 19-20, 2021

# Video Security Summit



**Piracy Monitor**

STAY SAFE



VIDEO SECURITY SUMMIT



[securitysummit.video](https://securitysummit.video)

## The Forms of Video Piracy ... There's a taxonomy for that



**Piracy Monitor**

STAY SAFE

**Steven Hawley**

Founder & Managing Director

Piracy Monitor

[steven.hawley@piracymonitor.org](mailto:steven.hawley@piracymonitor.org)

<https://piracymonitor.org>