

The impact of piracy on live streaming services

Total losses to piracy of streamed content are skyrocketing

Theft of livestreamed content is a heavy loss contributor

6.5% of North American households access illegal live TV services every month.

Source: Multichannel News, [Sandvine] Study Finds 6.5% of North American Homes Get Illegal Live TV, November 2017



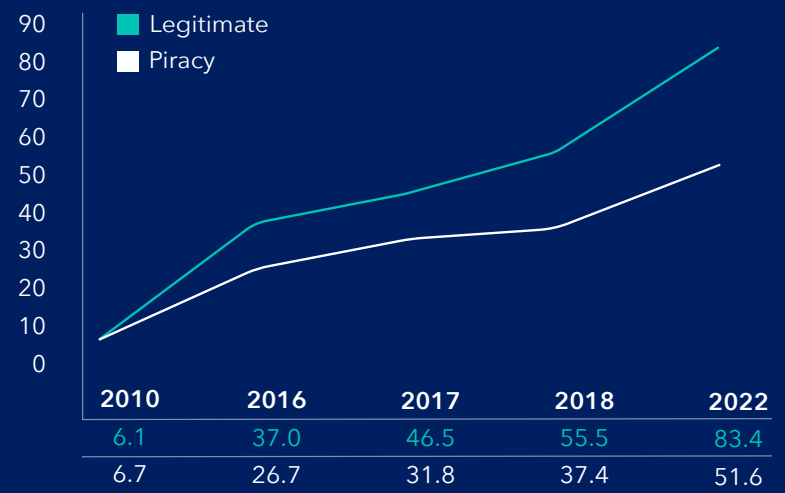
51.6 billion

Piracy losses to soar

By 2022 piracy losses will reach \$51.6 billion, double the amount lost in 2016.

Source: Digital TV Research, Online TV & Movie Piracy Losses to Soar to \$52 billion, October 2017

Legitimate online revenues versus piracy losses (\$ billion)



Top 5 streaming piracy countries

Top five countries by online TV and movie revenues lost to piracy (\$million).

Rank	Country	2016	Rank	Country	2022
1	US	8,943	1	US	11,583
2	China	4,236	2	China	9,778
3	Brazil	1,486	3	India	3,078
4	United Kindom	1,097	4	Brazil	2,584
5	South Korea	948	5	Mexico	1,576

Source: Digital TV Research, Online TV & Movie Piracy Losses to Soar to \$52 billion, October 2017

The KODI factor

The piracy ecosystem heavily relies on the open software platform formerly known as Xbox Media Center (XBMC), now operating under the Kodi brand.

Kodi runs on just about anything

Kodi runs on a large rage of devices and operating systems



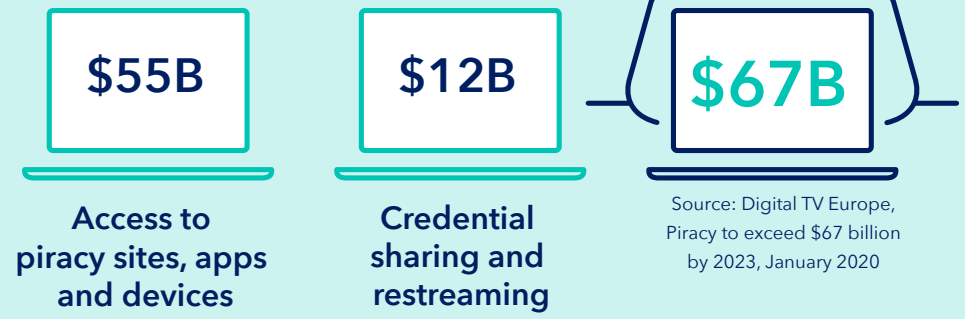
Kodi facilitates access to illegally streamed content in two ways:



Source: ibid., Multichannel news

Value and type of streaming theft

Streaming content theft by 2023—Value and methods



Source: Digital TV Europe, Piracy to exceed \$67 billion by 2023, January 2020

Anti-piracy services pay off

Assume average piracy 2020-22 = \$50Bn per year



Source: Intertrust estimate

2X

Legit live sports viewership can double with anti-piracy response

Source: The Telegraph, Premier League Believes it is winning the war on illegal streams, August 2019



Arm yourself against content theft

A new approach to containing piracy is needed to defend live streaming services:

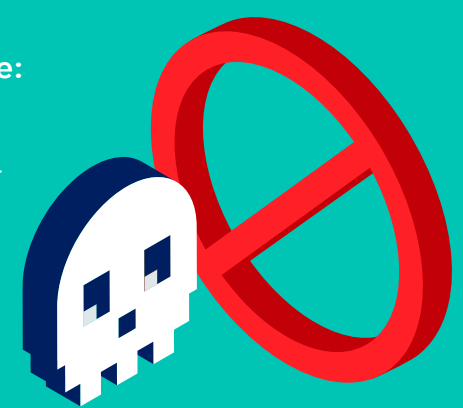
- Forensic watermarking and fingerprinting
- Real-time monitoring to identify source of piracy
- Rapid shutdown of illicit re-streaming



Piracy must be averted

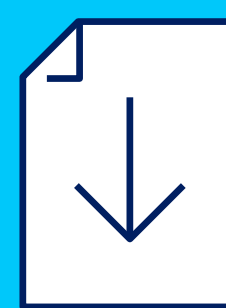
Effective protection the only answer to online piracy scourge:

- Live video traffic to exceed time-shifted content by 2024
- Pirates are sophisticated and pervasive
- Tens of billions of dollars to be lost to piracy unless an effective live streaming security strategy is adopted
- Legitimate live sports viewership may even double!



Protect your live streaming and premium content

Learn the latest in cloud-based multi-DRM content protection and live streaming anti-piracy services.



Download the full report now