

# What's at stake in the battle against live streaming piracy?

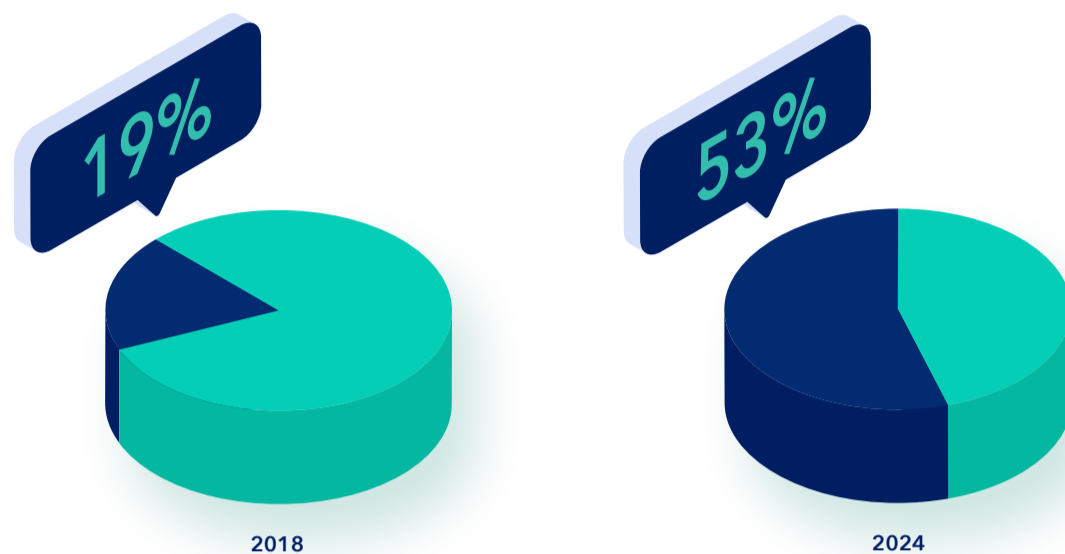
High-value OTT services attract new wave of piracy

## The new era of live streaming

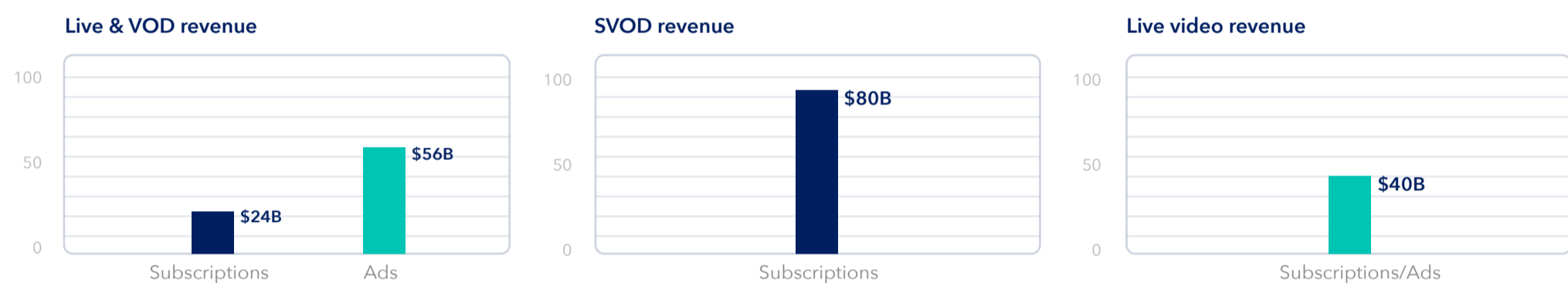
Globally, live streaming volume grew 32% between Q4 2018 and Q4 2019.<sup>1</sup>

Live streaming is predicted to surpass non-live traffic by 2024.<sup>2</sup>

### Live streaming share of OTT traffic



### Projected OTT revenue by 2024



Source: C21Media, OTT Revenues to Hit \$160Bn by 2024, October 2019

## Growing services, growing revenue

The streaming universe expands with new players and services:

- Free ad-supported and combo subscription/ad packages from vMVPDs
- Branded online outlets from legacy MVPDs
- Direct-to-consumer (D2C) services from content owners, including live sports

1. Conviva, State of Streaming Report, February 2020  
 2. Rethink Research, CDN Forecast to 2024, September 2019  
 3. Digital TV Europe, vMVPD and Direct-to-Consumer Revenues, April 30, 2018



## Surging threat of piracy

Streaming services are growing rapidly, risking a lot of money to piracy:

- By 2022, streaming piracy losses will exceed \$50B, doubling the loss of 2016<sup>4</sup>
- Parks Associates says 2023 losses will grow to \$67B<sup>5</sup> unless strong preventive action is taken

4. Digital TV Research, Online TV & Movie Piracy Losses to Soar to \$52 billion, October 2017  
 5. Digital TV Europe, Piracy to Exceed \$67 Billion by 2023, January 2020

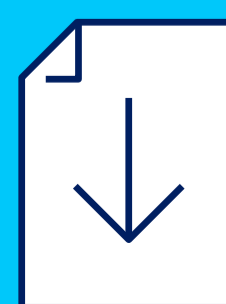
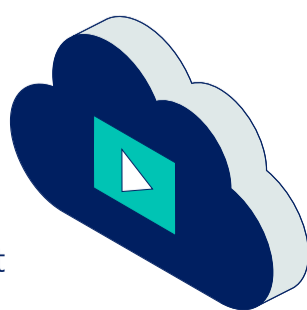
## Arm yourself against content theft

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

- Real-time monitoring to identify source of piracy
- Rapid shutdown of illicit re-streaming

## 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 white paper now