

The global online sale of pirated movies, music, games and software costs *just US firms* over 25 billion dollars in lost sales annually.

Combating the Distribution of Pirated Goods: The MarkMonitor/DtecNet Solution



Partner Profile

Experience:

DtecNet protects businesses by providing market-leading anti-piracy software solutions, in addition to expert legal and technical consulting.

Locations:

DtecNet works with customers in more than 25 countries worldwide from its regional offices in Copenhagen, Paris, Los Angeles, and Vilnius, Lithuania.

Customers:

DtecNet serves the world's largest rights holders in the motion picture, music, software, games and law enforcement industries.

Strategic Partner:

DtecNet's leadership position in combating piracy on P2P networks, blogs, video streaming sites and usenet services complements MarkMonitor expertise in detecting and responding to piracy activity on other Internet channels, including auction sites, exchanges, websites, social media sites, and spam email.

When Internet users obtain pirated copies of digital goods—music, software, games and movies—legitimate rights holders lose billions of dollars. Yet downloading these materials—or ordering a pirated CD or DVD online—is decidedly easy, through a wide array of channels including peer-to-peer (P2P) networks, email and blogs, plus auctions, exchanges and other websites.

Demand for pirated goods continues to rise, with global software piracy losses alone at over \$50 billion in 2008. As losses mount, the entertainment, media and software industries have less to invest in future releases. And those future releases in turn are threatened by revenue loss from pre-release leaks.

The answer? Monitor, detect, and enforce—across as many channels as possible.

Shut down online distribution of pirated goods, wherever they appear

MarkMonitor® and DtecNet have partnered to provide the most comprehensive solution in the industry for monitoring, detecting, and responding to piracy on the Internet. While DtecNet pinpoints and monitors illegal download activity on P2P networks, blogs, video streaming sites and usenet services, MarkMonitor blankets auction sites, exchanges, websites, social media sites and spam for related promotional and transactional activity.

Any detected piracy is then verified, evidence collected, and one of several automated enforcement responses can be initiated: DMCA takedown notices, de-listing requests on major online marketplaces, cease-and-desist letters to website owners and more.

This proactive, comprehensive approach to fighting online piracy lets rights owners limit unauthorized distribution and protect their revenue streams.

Unparalleled, Full-Spectrum Anti-Piracy Solution

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| 1. Detect | <ul style="list-style-type: none"> • Monitor movies, music, games, and software, pre- and post-release • Monitor all major P2P networks including BitTorrent & eDonkey • Monitor video linking sites, blogs, cyberlockers, newsgroups • Monitor auction sites, B2B/B2C exchanges, websites • Monitor email (especially for software) |
| 2. Verify & Gather Evidence | <ul style="list-style-type: none"> • Verify infringement, presence of copyrighted material • Detect related, suspicious listings on other Internet channels • Capture extensive evidence on infringers for potential future use in legal cases |
| 3. Enforce | <ul style="list-style-type: none"> • Send automated DMCA takedown notices to ISPs hosting infringing sites • Send auction and exchange de-listing requests, cease and desist letters to website owners • Steer Internet users away from sites with infringing material via the MarkMonitor Trusted Brand Broadcast System™ |
| 4. Report | <ul style="list-style-type: none"> • Deliver comprehensive online and real-time reports detailing ongoing piracy activity and results of enforcement efforts |

Dedicated Customer Service—Plus Optional, Customized Advisory Services

Every MarkMonitor customer has a dedicated, expert Client Services Manager, included as part of their brand protection services—just one of the reasons we enjoy a near-perfect customer satisfaction rating.

Managed Services from MarkMonitor and DtecNet can be further custom-configured according to each enterprise's needs. Many clients use their internal resources to analyze MarkMonitor Brand Protection™ and DtecNet results. Others opt to outsource the entire analysis, enforcement and recommendations cycle to MarkMonitor and DtecNet, allocating internal resources elsewhere while ensuring their branded digital goods are closely monitored and defended.

Protecting Reputations, Revenues and Customer Relationships

MarkMonitor is the global leader in enterprise brand protection—currently safeguarding more than half of the Fortune 100 brands. DtecNet is a market-leading supplier of specialized software solutions designed to protect businesses by tracking and preventing piracy of digital content.

For additional information on the MarkMonitor/DtecNet Solution or the MarkMonitor Brand Protection Platform, call us at **1-800-745-9229**.

Solution Highlights:

- **Helps prevent unauthorized distribution and selling of copyrighted works** by quickly clamping down on sites that make the materials available
- **Protects revenue anticipated from new releases** by proactively detecting and responding to pre-release copies on the Internet
- **Efficiently detects piracy across the Internet** by simultaneously monitoring thousands of P2P networks, auction sites, blogs, exchanges, websites and online forums
- **Provides extensive forensic evidence** for possible future legal action against online pirates
- **Measures effectiveness of anti-piracy efforts** through comprehensive reporting of piracy abuses which have been detected and successfully taken down
- **Optimizes anti-piracy budgets** through flexible business models and service levels to suit the needs of any corporation

More than half the Fortune 100 trust MarkMonitor to protect their brands online.

See what we can do for you.

MarkMonitor, Inc.

U.S. (800) 745.9229

Europe +44 (0) 207.840.1300

www.markmonitor.com

Boise | San Francisco | Washington D.C. | New York | London | Toronto | Frankfurt

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