

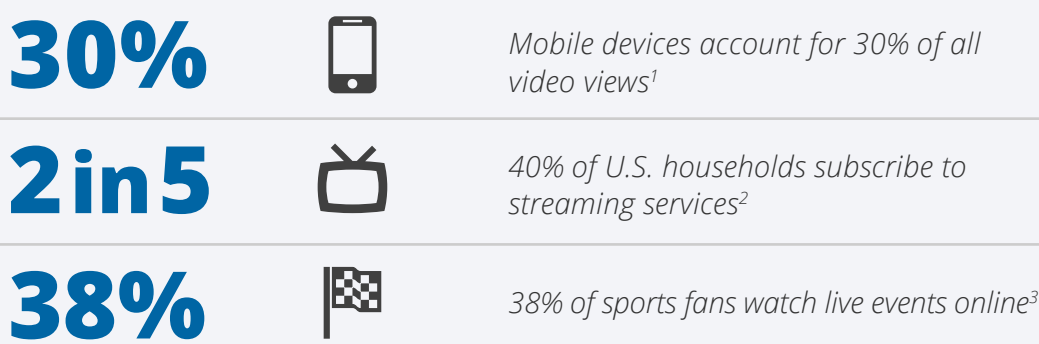


# How Video Streaming Impacts the Piracy Landscape in the Digital World

Movie studios, television networks and broadcasters who once worried about their video titles being illegally downloaded must now also monitor popular user-generated content (UGC) and known pirated sites for illegal video streams. Online pirates are using the easy accessibility of streaming video to poach viewers at an alarming rate — costing networks and broadcasters millions of dollars. An effective anti-piracy program monitors, detects and enforces on infringing streaming content to help rights holders protect their content and their profits.

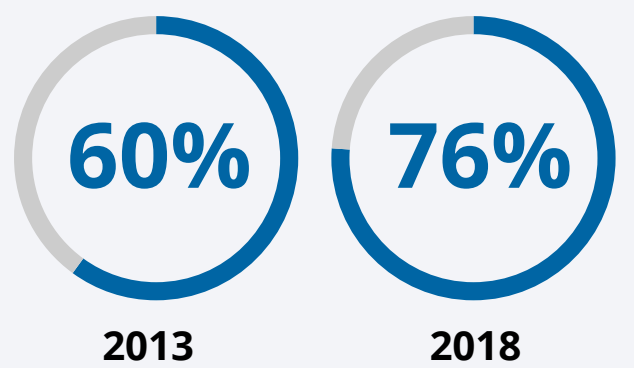
## There's a Growing Appetite for Streaming Content

Thanks to faster Internet speeds and the increasing adoption of mobile devices, streaming content is available at any time, from anywhere, using any device. And consumers like it.



## Video Already Dominates Internet Traffic

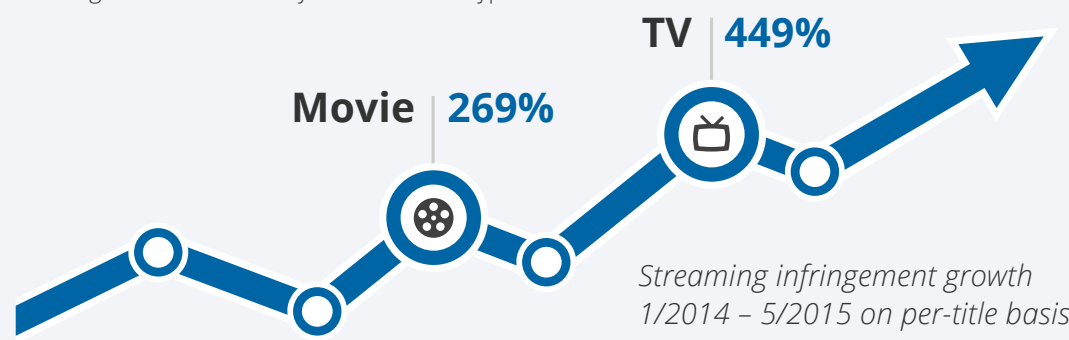
With no signs of slowing down, the growth of online video popularity over the next few years — while good for rights holders as they make their content more accessible — will only propel an increase in video streaming piracy.



Video traffic as a percentage of Internet traffic<sup>4</sup>

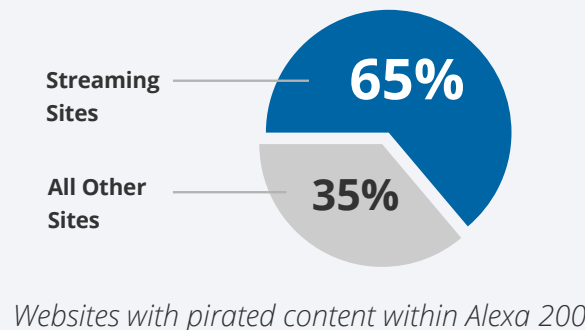
## Online Pirates Want Their Share — and They're Taking It

Over a 17-month period, MarkMonitor® reported an increase in the number of copyright infringements that were detected across these channels. In fact, in that short timeframe, infringing video streaming content grew faster than any other content type.



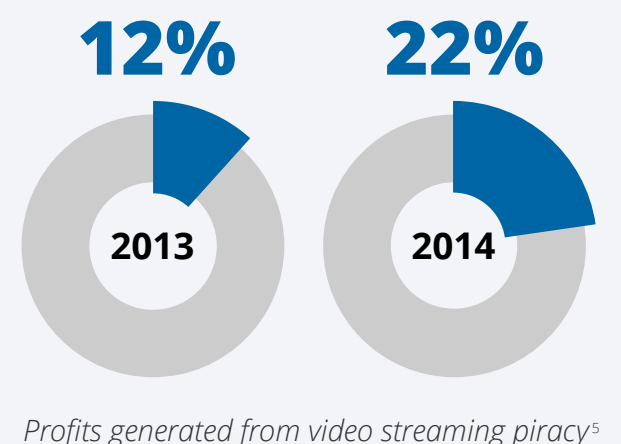
## Streaming to Become the Most Popular Piracy Channel

You are more likely to come across illegal streaming content than a direct download or any other type of piracy. We analyzed the most popular sites with pirated content and found that 65% of them are considered streaming sites and almost half of the infringing content can be streamed.



## Pirates Are Making a Profit

Content thieves are quickly turning to streaming platforms to make their money. In fact, profits generated from video streaming piracy have grown faster in the past year than those generated by sites offering pirated content for download. This means big revenue losses for broadcasters and networks.



## BEST PRACTICES

# Protect Your Content and Your Profits



### Monitor the Internet for infringing streaming content.

Your anti-piracy program should cover and actively monitor top regional and global UGC and piracy sites as well as popular streaming and linking sites.

### Be prepared for new piracy channels.

Consumer adoption of streaming technologies (e.g. live streaming apps) provide additional challenges to the content owners as they try to keep up with infringements. Rights owners need to make sure to include these in their monitoring program.

### Have a strategy for enforcing on copyright infringement.

DMCA notices are not always enough to take down infringing content. Rights holders need a comprehensive enforcement program that applies pressure on pirate sites through different entities such as ISPs, registrars, ad networks, payment providers and many others.

### Use piracy data to make smarter business decisions.

Piracy data provides key information about how, where and when copyrighted material is being used. Content owners and distributors can use piracy consumption data to identify gaps in their distribution strategies, highlight missed opportunities and help to identify new revenue streams.

### Fight the piracy battle with an anti-piracy strategy.

An anti-piracy strategy that uses automated technology will give you an advantage in your fight against piracy. Your strategy should include comprehensive coverage, accurate infringement verification and a compliance escalation process so you can save time, protect your content and recover revenue faster.

For more information on MarkMonitor AntiPiracy™ solutions, please visit [markmonitor.com](http://markmonitor.com)

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