



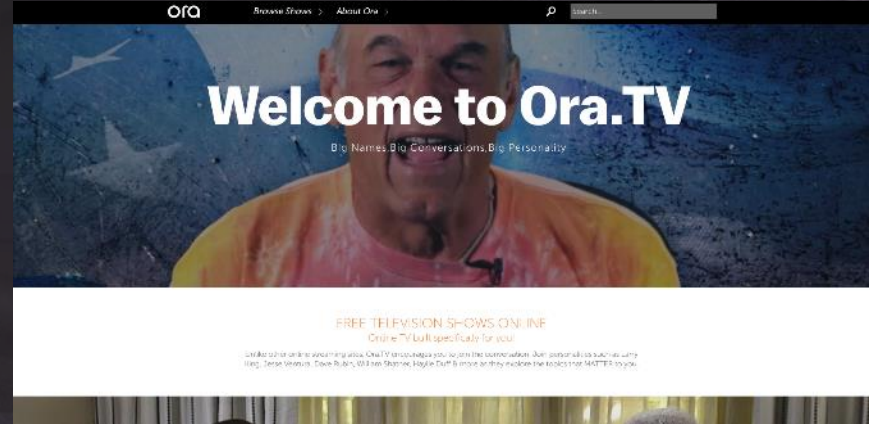
ir.deta

Piracy Trends
2019



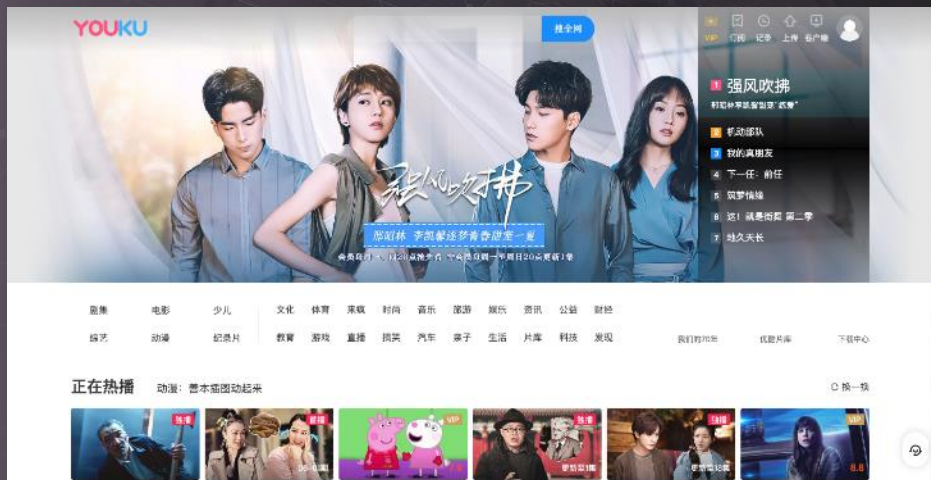
PIRATE OR LEGITIMATE?

WHICH OF THESE TWO IS THE WEBSITE OF A PIRATE IPTV SERVICE?



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JUST HOW BAD IS PIRACY

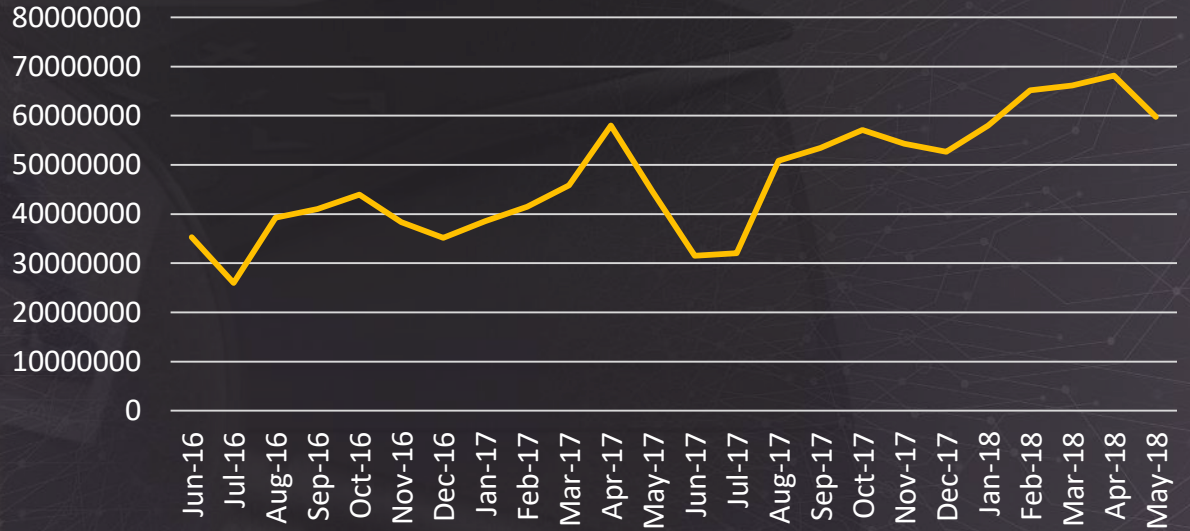
1 OUT OF 3 CONSUMERS STILL PIRATE MUSIC

THE PREMIERE OF GAME OF THRONES SEASON 8 WAS PIRATED 55 MILLION TIMES IN THE FIRST 24 HOURS

ACCORDING TO MUSO 189 BILLION VISITS TO PIRATE SITES WERE MADE IN 2018

ANTI-PIRACY MEASURES SUCH AS SITE BLOCKING IN THE UK RESULT IN AN INCREASE OF VPN AND PROXY USAGE

GLOBAL TRAFFIC FOR TOP 10 LIVE STREAMING LINKING SITES



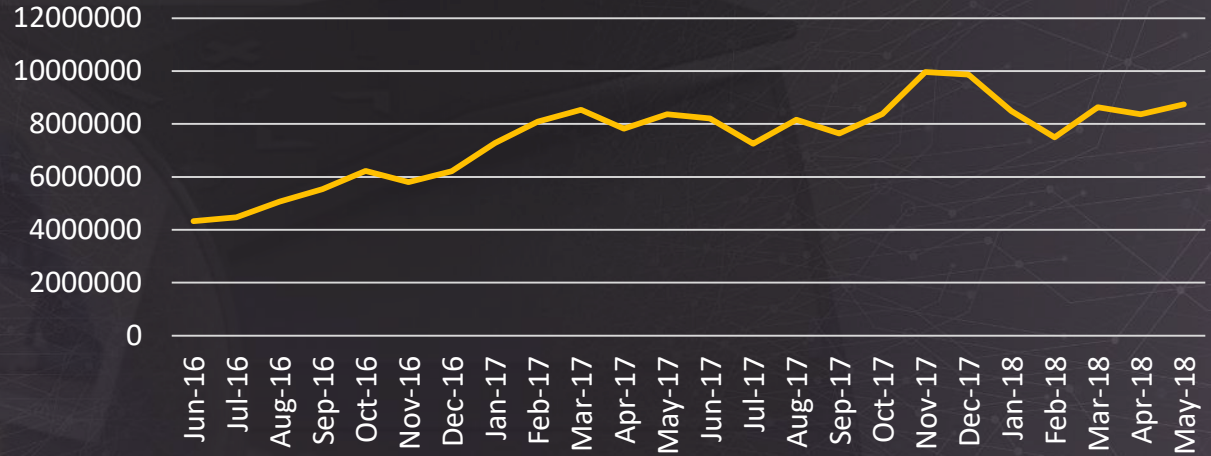
47,349,800

Average Site Visits
per Month

69%

Traffic growth
over 24 months

GLOBAL TRAFFIC FOR TOP 15 IPTV/OTT PIRATE SITES



7,455,600

Average Site Visits
per Month

102%

Traffic growth
over 24 months

RECENT TRENDS SOCIAL MEDIA

SOCIAL MEDIA HAS SEEN A SIGNIFICANT INCREASE IN THE PIRACY OF LIVE STREAMS OF MAJOR SPORTING EVENTS

635

PIRATE STREAMS FOUND WERE MADE UP OF A COMBINATION OF LIVE PIRATE STREAMS AND LINKS TO OTHER PIRATE HOSTING SITES

239

STREAMS THAT ILLEGALLY REDISTRIBUTED THE MAYWEATHER VS. MCGREGOR BOXING MATCH IN AUGUST 2017.

RECENT TRENDS

ILLEGAL STREAMING NETWORKS

KODI USES THIRD-PARTY ADD-ONS THAT PROVIDE FREE ACCESS TO PIRATED AND ILLEGAL CONTENT.

30

MILLION

HOMES ACROSS THE GLOBE

70%

OF KODI ADOPTERS USE THE
PLAYER FOR ILLEGAL
PURPOSES

Investigations & Enforcement

LARGE SCALE IPTV BUSINESS



Investigations &
Enforcement

LARGE SCALE
IPTV BUSINESS

1,200 TV
CHANNELS

84
SERVERS

70
SATELLITES

MANAGED BROADCAST & VIDEO

MANAGED COMPRESSION & MUXING

MANAGED CONDITIONAL ACCESS SYSTEMS

MANAGED DELIVERY PLATFORMS

MANAGED VOD & OTT SYSTEMS

MANAGED HIGH-PROFILE EVENTS

TURNKEY PROJECT MANAGEMENT

MANAGED BUSINESS CONTINUITY

CYBER SERVICES

THREAT RISK ASSESSMENT & INTELLIGENCE

BRAND PROTECTION

INVESTIGATIONS & ENFORCEMENT

SECURITY LIFECYCLE SERVICES

ANTI-PIRACY

CABLE PIRACY

RE-BROADCASTING PIRACY

IPTV STREAMING PIRACY

SOCIAL MEDIA PIRACY

GREY MARKET PIRACY

COMMERCIAL PIRACY

IRDETO'S RICH HERITAGE IN SECURITY

50 YEARS OF SECURITY EXPERTISE

+5 BILLION DEVICES AND APPLICATIONS SECURED

INVENTOR AND KEY PATENT HOLDER OF **WHITEBOX
CRYPTOGRAPHY**

SERVING **400+ CUSTOMERS** IN 75+ COUNTRIES

236 PATENTS & 268 PATENTS PENDING

NEARLY 1,000 TECHNICAL EXPERTS EMPLOYED

**70% OF EMPLOYEES ARE IN ENGINEERING/RESEARCH/
DEVELOPMENT**

+15 LOCATIONS COVERING 6 CONTINENTS

CYBER SERVICES

Threat Risk Assessment & Intelligence

THREAT IDENTIFICATION BY ESTABLISHING ELECTRONIC IDENTITIES

ONGOING INTERACTIVE MONITORING OF HACKER FORUMS

DEEP & DARK WEB MINING

INFRASTRUCTURE & WEB APPLICATION PENETRATION TESTING

ONGOING SECURITY TESTING

Threat Risk
Assessment &
Intelligence

COMPREHENSIVE INTELLIGENCE GATHERING AND ANALYSIS



Threat Risk
Assessment &
Intelligence

COMPREHENSIVE INTELLIGENCE GATHERING AND ANALYSIS



CYBER SERVICES

Threat Risk Assessment & Intelligence

COMPREHENSIVE INTELLIGENCE GATHERING AND ANALYSIS



CYBER SERVICES

Threat Risk Assessment & Intelligence

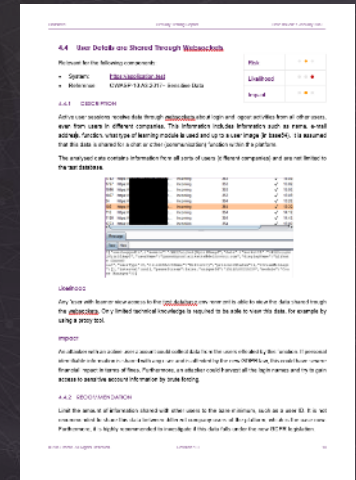
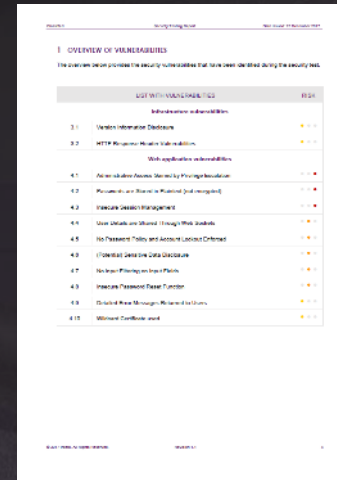
COMPREHENSIVE INTELLIGENCE GATHERING AND ANALYSIS



CYBER SERVICES

Threat Risk Assessment & Intelligence

COMPREHENSIVE TECHNICAL SECURITY REPORTS



CYBER SERVICES

Brand Protection

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BRAND INTELLIGENCE ANALYSIS VIA MACHINE LEARNING/AI

TAKE DOWN REQUESTS & ENFORCEMENT

ONLINE REPORTING ON IRDETO REAL-TIME INTELLIGENCE SYSTEM

99% SUCCESS RATE

CYBER SERVICES

Brand Protection

COMPREHENSIVE BRAND PROTECTION ANALYSIS AND ENFORCEMENT



High resolution
Layered PSD Mockups
with smart object

CYBER SERVICES

Brand Protection

COMPREHENSIVE BRAND PROTECTION ANALYSIS AND ENFORCEMENT



CYBER SERVICES

Brand Protection

COMPREHENSIVE BRAND PROTECTION ANALYSIS AND ENFORCEMENT



High resolution
Layered PSD Mockups
with smart objects

CYBER SERVICES

Brand Protection

COMPREHENSIVE BRAND PROTECTION ANALYSIS AND ENFORCEMENT



High resolution
Layered PSD Mockups
with smart object

CYBER SERVICES

Investigations & Enforcement

DIGITAL & CYBERCRIME INVESTIGATIONS

COLLECTING EVIDENCE & BUILDING CRIMINAL CASES

COORDINATION WITH LAW ENFORCEMENT AGENCIES

TAKEDOWN NOTICES/SEARCH & SEIZURE SUPPORT

EXPERT WITNESS TESTIMONY

Cloud-based
crawlers



Discovery



Analysis



Human Validation

- Visual validation
- Metadata collection

High Resolution
Layer



Validation + Meta data collection



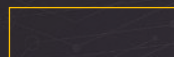
Enforcement

notices sending



Reporting

In-depth
reporting and BI



IRDETO'S PARTNER COMMITMENT



Irdeeto establishes long-term relationships with customers and partners through collaboration and open communication.

Irdeeto provides its customers and partners with tools for success and continually aligns its vision with theirs.

A photograph of a modern, multi-story building with a prominent satellite dish and a wavy wooden fence in the foreground. The building has a mix of brown and blue tones. The text "Thank You" is overlaid in white. The sky is dark, suggesting dusk or dawn.

Thank You