



Video and Television Fraud Management

VIDEO AND TELEVISION FRAUD MANAGEMENT DELIVERS:

Visibility into Pirated Traffic Usage

Measure how much of your network traffic consists of pirated video and television streaming, and identify trends over time

Device identification

Learn which hardware devices and software applications your subscribers are using to access pirated video and television content

Services and Hosts

Monitor the video provider services and video hosts behind the pirated content being consumed on your network

Channels

Gain a more complete perspective on how your subscribers are viewing pirated content by identifying channels that are in high demand and aren't available via any licensed means within your region and determine if your own licensed channels are being consumed via piracy

MARKET OVERVIEW

Due to the rise in popularity and prevalence of video and television piracy, a significant percentage of internet users are accessing content in a manner that violates content licensing agreements. The risk to network operators and content owners is enormous; continued adoption of unlicensed video and TV streaming services could lead to increased cord-cutting and create 'cord-nevers', significantly impacting top-line revenue and overall profitability, and – by extension – undermining the very business models for network operator and content owners.

The reality is that content owners are spending large sums to license, produce, and/or distribute exclusive content, but it's easier than ever before for subscribers to get this content at lower cost than licensed alternatives. A rich piracy ecosystem containing several different participants and revenue streams has emerged to deliver several different video use cases, the most 'lucrative' of which is streaming of live video content.

For network operators and content owners to make informed decisions about business strategy, it's important to investigate and to quantify video and television piracy. Aided by an accurate understanding, operators can monitor the threat, support law enforcement and regulatory efforts aimed at preventing the proliferation of these services, incorporate insight into churn prediction models, and help to educate other stakeholders.

SANDVINE SOLUTION

Sandvine's leading traffic classification technology – backed by Sandvine's domain experts – provides network operators and content owners with the insight they need to make informed strategic decisions relating to video and television piracy, including its impact to both the network and the overall business. Piracy techniques are always evolving, and the Video and Television Piracy Monitoring solution makes sure you stay up-to-date; Sandvine's experts are constantly investigating the latest piracy techniques and provide you with daily recognition policy updates as part of a subscription model. Aided by an accurate understanding, network operators can monitor the threat, support law enforcement and regulatory efforts aimed at preventing the proliferation of these services, incorporate insight into churn prediction models, and help to educate other stakeholders

Analytics

Measure the usage and content channels using Sandvine's Insights or a big data feed to understand the magnitude of revenue leakage with a network wide view.

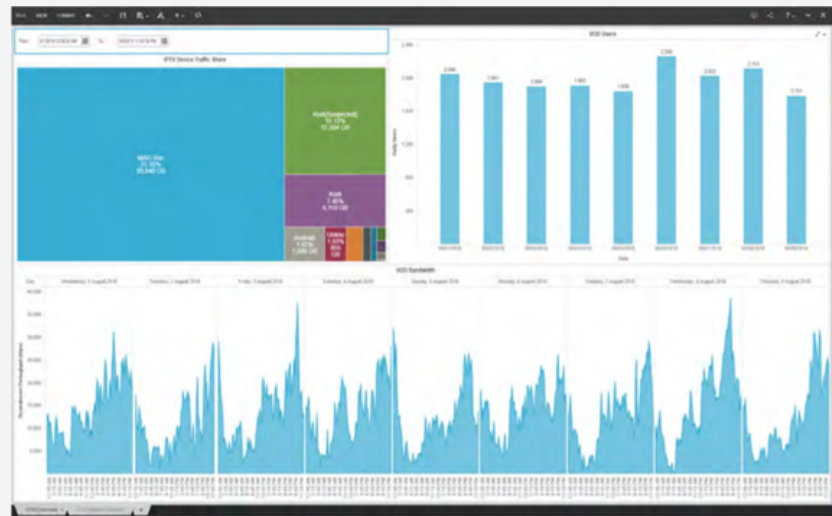
Using Analytics to identify at a network level:

- Understand network wide numbers of subscribers streaming unlicensed content
- Understand streaming channels for unlicensed content
- Demographic breakdown for locations, devices and service provider tier
- Unlicensed content network bandwidth consumption



Figure 1

Understand subscriber adoption of unlicensed streaming your network and break it down by region.



Gain insights into popular unlicensed channels for marketing insights



With Analytics operators can:

- Quantify extent of problem as a percent adoption of the total subscriber base.
- Take action by marketing opportunities based on the identified channels being streamed through unlicensed providers
- Understand regional behavior and demographics (urban versus rural trending)

Revenue Assurance

Provides subscriber level visibility to enable revenue recovery for fraud leakage through targeted campaigns and service offerings.

With revenue assurance operators can have an unmatched level of visibility to understand:

- Unlicensed video streaming providers
- Unlicensed video streaming uploaders
- Unlicensed stream consumers

Stream records to enable big data and fraud management systems with detailed data records.



Hadoop Distributed File System (HDFS)



Enabling Additional Systems

- Enable big data and fraud management systems with detailed data records
- Data can be exported via SOAP queries and shared/streamed via Flume
- Export data in aggregate and in raw formats

With Revenue assurance operators can:

- Enforce legally own content against unlicensed providers
- Understand the ecosystem to structure content deals with producers
- Share ecosystem understanding with content producers
- Collaboration with regulatory/operators/content providers

Enforcement: Block or manage pirated content based on regulatory guidelines and upsell users to legal content.

UNIQUE VALUE PROPOSITION

Video and Television Piracy Monitoring arms you with historical reports and customizable dashboards that both present the insights you need and gives you the opportunity to really explore the data to increase understanding:

- Pre-configured dashboards provide a bird's-eye view of piracy trends on your network
- Dashboards are highly interactive (e.g., toggling different device types, date ranges, display options, etc.) and can easily be customized by the operator
- Operators can quickly and easily create their own dashboards
- 5-day turn-around for new pirate video providers and video hosts identified in the wild and through research

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ABOUT SANDVINE

Sandvine helps organizations run world-class networks with Active Network Intelligence, leveraging machine learning analytics and closed-loop automation to identify and adapt to network behavior in real-time. With Sandvine, organizations have the power of a highly automated platform from a single vendor that delivers a deep understanding of their network data to drive faster, better decisions. For more information, visit sandvine.com or follow Sandvine on Twitter at [@Sandvine](https://twitter.com/Sandvine).



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