AppLogic NETWORKS

Video and Television Fraud Management

Discover, monitor, and take action on video and television piracy

VIDEO AND TELEVISION FRAUD MANAGEMENT BENEFITS:

Visibility into Pirated Traffic Usage
Measure how much network traffic consists of pirated video and television streaming, identifying trends over time

Device identification
Learn which hardware devices and software applications are accessing 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

Use Case-Centric Dashboards
Identify piracy trends with AppLogic Networks' pre-configured, highly interactive Active Network Intelligence (ANI) dashboards

MARKET OVERVIEW

The world of streaming video is undergoing a severe market fragmentation. There is a war raging among streaming giants for content and subscribers, requiring consumers to sign up for multiple services to satisfy their content needs, and making the price inaccessible for many.

This fragmentation and ongoing video surge have an expensive backside – piracy (See **Figure 1** for piracy adoption rates).

With high costs and geo-restricted services, consumers are continuing to turn to pirated content sources, which are attractive with price points well below legal content. This is further fueled by the unfulfilled desires of unlimited access to content and the reality is, getting content without paying the actual content owners is easier than ever before.

Previously, content licensing agreements were formed to prohibit the unauthorized use and distribution of content; however, piracy is impacting top-line revenue and overall profitability for service providers and content owners with the high adoption and distribution of unlicensed video and streaming services.

To remain competitive, service providers are becoming exclusive content owners, focusing on popular live streaming sport events and video content. Although a great approach for increasing profitability, service providers find themselves competing in the piracy ecosystem, where the same content is illegally distributed and several other participants and revenue streams make money.

As the problem continues to escalate, service providers and content owners need to investigate and quantify the impact of video and television fraud, which can aid in making informed business strategy decisions. With an accurate intelligence, service providers can monitor the threat, monitor unlicensed television traffic and prevent the proliferation of these services, incorporate insight into churn prediction models, and help to educate other stakeholders.

USE CASE OVERVIEW

AppLogic Networks' Video and Television Fraud Management arms service providers and content owners with the insight they need to make informed, strategic decisions relating to video and television piracy. AppLogic Networks' experts are constantly investigating the latest piracy techniques, providing daily recognition policy updates (as part of a subscription model) to ensure ongoing fraud protection.
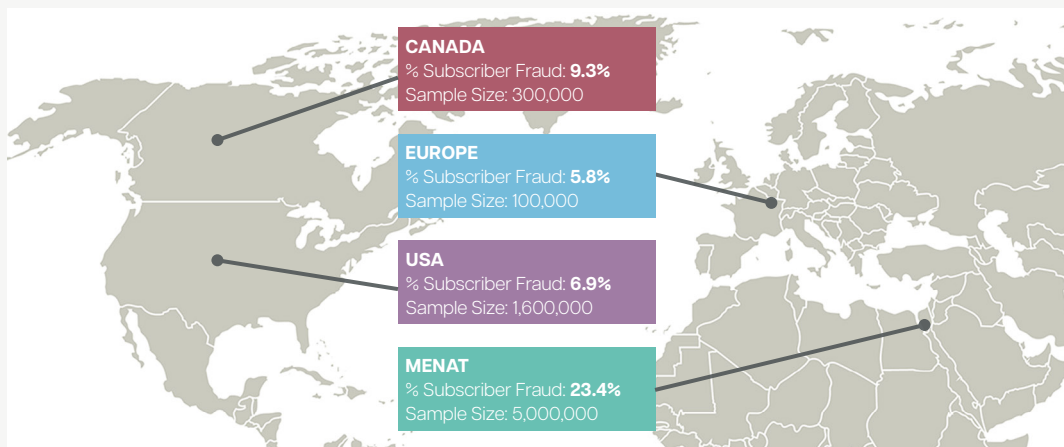
This use case is designed to address two sides of the video fraud problem: visibility and action.

Video and TV Fraud Management

CANADA
% Subscriber Fraud: **9.3%**
Sample Size: 300,000

EUROPE
% Subscriber Fraud: **5.8%**
Sample Size: 100,000

USA
% Subscriber Fraud: **6.9%**
Sample Size: 1,600,000

MENAT
% Subscriber Fraud: **23.4%**
Sample Size: 5,000,000

Fraud Analysis

The first part of this use case measures usage and content channels to give service providers an understanding of the magnitude of revenue leakage. This network-wide view is displayed via AppLogic Networks' ANI Portal (see **Figure 2**) or can be fed to a big data system.

Fraud analysis leverages relevant KPIs, allowing service providers to:

- Understand network-wide numbers of subscribers streaming unlicensed content
- Understand streaming channels for unlicensed content
- Identify demographic breakdown for locations, devices, and service provider tier

Using fraud analysis, service providers are able to quantify the extent of piracy as a percentage of adoption across the total subscriber base, obtain competitive intelligence by understanding the content being consumed, and break down regional behaviors and network demographics to drive marketing opportunities.

Fraud Management

With fraud management, service providers have an unmatched level of visibility for unlicensed video streaming providers, uploaders, and streaming consumers, and can take the appropriate actions to mitigate the impact to revenue.

Fraud management allows service providers to:

- Understand the unlicensed ecosystem end to end with statistics data on unlicensed streaming providers, uploaders, and per subscriber consumer metric
- Enforcement: Block or manage pirated content based on regulatory guidelines and upsell users to legal content
- Understand the ecosystem to structure content deals with producers
- Share ecosystem understanding with content producers and collaborate with regulatory/ service providers/content providers

Fraud management exporting capabilities:

- Per subscriber usage data records
- 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

Video and TV Fraud Management

Figure 2

Network Analysis shows piracy adoption and allows for regional breakdown
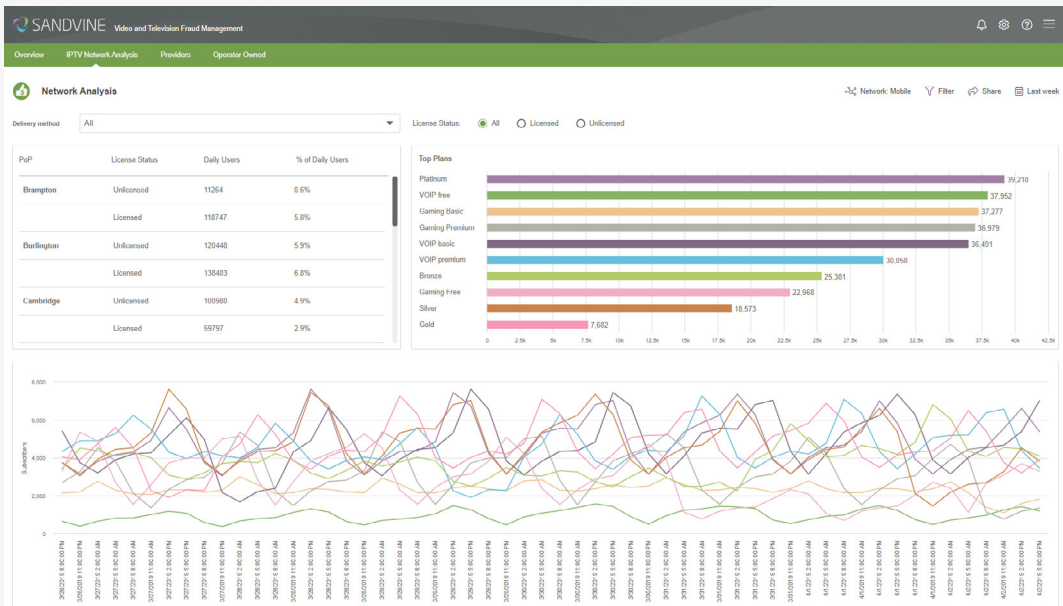
With AppLogic Networks, service providers can identify, quantify, and take action on the piracy occurring on their networks, protecting revenue and complying with regulations.

ABOUT APPLOGIC NETWORKS

AppLogic Networks' cloud-based App QoE portfolio helps customers deliver high quality, optimized experiences to consumers and enterprises. Customers use our solutions to analyze, optimize, and monetize application experiences using contextual machine learning-based insights and real-time actions. Market-leading classification of more than 95% of traffic across mobile and fixed networks by user, application, device, and location creates uniquely rich, real-time data that significantly enhances interactions between users and applications and drives revenues. For more information visit **https://www.applogicnetworks**.com or follow AppLogic Networks on X **@AppLogic Networks**.

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