

SUMMARY

PIRACY MONITOR INDUSTRY AWARENESS,
MARKET INTELLIGENCE, INDUSTRY MARKETING,
AND CONSULTING SERVICES

Piracy in the Age of IP Video

Video service providers, TV programmers and movie studios know that their biggest competition is from piracy. The US Department of Commerce estimated that global video piracy caused about \$29 billion in damage to the US economy in 2018. Parks Associates forecasts that in 2020, pay TV and broadband households will pay pirates \$61 Billion worldwide.

Services are stolen via theft of TV signals, online streams, and programmatic advertising. Content is stolen via breaches in devices, service delivery, content production and storage, and IT infrastructure. Counter to conventional wisdom, less than a third of revenue loss is thought to result from theft of consumer access credentials, and even less is from sharing.

Masquerading as legitimate providers, pirates redistribute content at an industrial-scale, using multiple business models and channels of distribution, at prices that consumers can't resist. Theft can occur anywhere there's a hand-off between two processes, from video capture, in production, from provider facilities, through delivery to the consumer, and beyond.

Pirate sites also expose consumers to fraudulent content and advertising, often linked to malware, ransomware and identity theft. Some jurisdictions also consider the consumer use of pirated content, in itself, to be an act of piracy.

About Piracy Monitor

Piracy Monitor is an informational resource that identifies and tracks piracy and its effects against service providers, creative professionals and the broader Media and Entertainment industry. It also provides a marketing and industry outreach resource for the business and technology communities that support them.

Piracy Monitor is active in four areas: Industry Awareness, Market Intelligence, Industry Marketing and Consulting

1) Industry Awareness programs

Piracy Monitor offers these free informational resources:

- The **Piracy Monitor Web site**, with a newsfeed, industry resources, and thought leadership from Piracy Monitor and its sponsors
- The **Piracy Monitor E-Newsletter**: A free email available by subscription, with a news feed of recent occurrences of video piracy, pirate shut-downs, arrests, legal cases, technical solutions, trends and industry association news.
- Additional articles and papers from Piracy Monitor and its Sponsors

2) Market Intelligence Services

Piracy Monitor offers market intelligence publications and services

- The **Piracy Monitor Annual Report**, a category analysis of piracy methodologies and anti-piracy solutions, including a comparison of solutions and services available from industry suppliers.
- The **Piracy Monitor Quarterly Update** from the quarter just-ended, including analysis of news, trends, emerging piracy situations and use cases; new anti-piracy solutions, arrests, shutdowns, and other problems solved; guest contributions and other items of note across the piracy & anti-piracy landscape.
- **Piracy Monitor Market Tracker Service**, available by annual subscription. Includes the Annual Report and Quarterly Updates. Also includes a monthly news digest. In addition there is access to a continually updated knowledge base of piracy use-cases, service models and business models; and anti-piracy solutions.
- The Annual Report and Quarterly Update are part of a market tracker subscription or separately.
- Customized market intelligence consultation is also available privately, by request.

3) Industry Marketing through Sponsorship

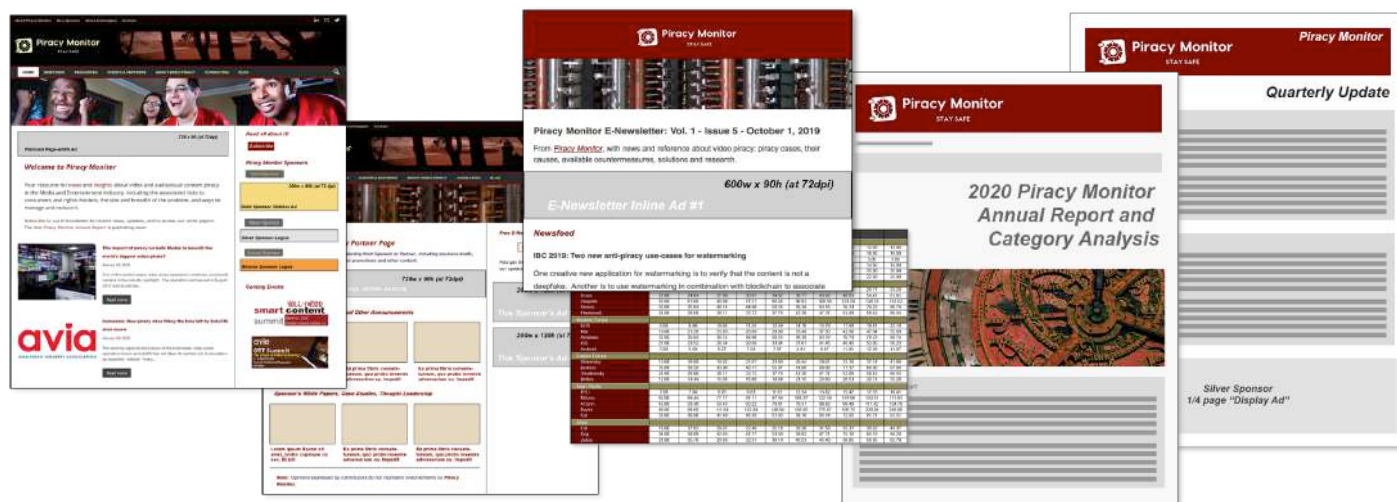
Direct your marketing communications programs to a specialized audience

Industry Outreach **

- **Outbound Communications**
 - E-Mail: dedicated email campaigns
 - Social: to LinkedIn, Twitter
- **Advertising**
 - In Piracy Monitor E-Newsletter
 - On Piracy Monitor Web site
 - In-line, within Individual articles
 - “Display ad” style, in Piracy Monitor Quarterly Update

Content and Events **

- **Online content**
 - Piracy Monitor site: Logos, dedicated Web pages
 - Press releases: via Web Newsfeed, E-Newsletter
- **Fulfillment pieces**
 - eBooks: briefs, white papers, case studies
- **Events**
 - Webinars, Speaking, moderating or leading a track
 - Commission Piracy Monitor to build event content



4) Custom Consulting: For projects, products, strategic initiatives, marketing

- For Service Providers: Situation and feasibility analysis. Development of systems requirements, budget and RFPs. Orchestration for vendor relations, systems integration, app development, testing, operationalization, internally- and externally-facing documentation and role-based technical support
- For Technology Providers: Portfolio and gap analysis. Product differentiation. SWOT analysis. Roadmap
- Roles: Program manager, team leader, team member, researcher, or ad-hoc resource. Expert witness.

Why Piracy Monitor?

- Dedicated to the subjects of video piracy and anti-piracy; not a peripheral or speculative research venture.
- An Independent resource, funded through sponsorship and consulting. Our objectivity is not for sale.
- The revenue that you recover by addressing piracy can far outweigh the costs of an anti-piracy initiative

** Depending upon sponsorship level

Piracy Monitor

Advanced Media Strategies LLC
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info@piracymonitor.org
Office: +1 360 897 6677

Version Date: February 2020

Deliverables for Piracy Monitor Sponsors

Piracy Monitor sponsorships help industry companies reach a specialized target audience. More than 55% of Piracy Monitor readers hold the title of Vice President or above. More than half make or execute technical, capital, business, service, or product decisions. Many readers are industry influencers such as industry associations, analysts and journalists.

Reinforce your position as an industry leader and trusted advisor with your articles, news releases and white papers; using targeted campaigns, advertisements and increased Web visibility.

<i>Sponsorship Level</i>	Bronze	Silver	Gold	Platinum
Content: Web				
Logo on Home & Guests/Partners pages	Sidebar	Sidebar	Sidebar	Sidebar
Dedicated Web page for Sponsor		✓	✓	✓
Content: Press Releases				
Included on Web Newsfeed	✓	✓	✓	✓
Covered in Piracy Monitor E-Newsletter	"Also in the news"	"Headline & Paragraph"	"Headline & Paragraph"	"Headline & Paragraph"
Added to Sponsor's Dedicated Web page		✓	✓	✓
Analyst quotes / Qtr. **			1	2
Content: Articles				
Web Newsfeed		✓	✓	✓
E-Newsletter		1	2	3
Content: Sponsor Downloads				
Promote via Web		1	2	3
Promote via E-Newsletter		1	2	3
Email - Dedicated Email Campaign				
Number of email blasts / Quarter		1	2	3
Social: Blast to LinkedIn, Twitter				
Number of occurrences / Quarter		2	4	6
Ads: E-Newsletter				
Above page banner				728 x 90
Below page banner			728 x 90	

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Deliverables for Sponsors, continued

<i>Sponsorship Level</i>	Bronze	Silver	Gold	Platinum
Middle of page		728 x 90		
Bottom of page	728 x 90			
Ads: Web Top & Side				
Web > Home - Main body top (not Sidebar)				728 x 90
Web > Home - Sidebar			300 x 90	
Web > Newsfeed - Sidebar		300 x 90	300 x 120	300 x 150
Web > Guests/Partners - Main body top				728 x 90
Web > Guests/Partners page - Sidebar			300 x 90	
Ads: Web articles, In-line				
Articles - Beginning of article, after headline				728 x 90
Articles - Middle of article			728 x 90	
Articles - End of article		728 x 90		
Events: Webinars				
Number per quarter				1
Events: Industry				
Use Piracy Monitor as Speaker	By arrangement	By arrangement	By arrangement	By arrangement
Use Piracy Monitor to develop content	By arrangement	By arrangement	By arrangement	By arrangement

About *tvstrategies*

Piracy Monitor is produced and published by **tvstrategies** (Advanced Media Strategies LLC).

Established in 2001, *tvstrategies* has helped more than 50 video service and technology providers understand and build the infrastructure that enables the secure delivery of digital television and streaming video services to any screen. *tvstrategies* also produces technical category analysis and market research both privately and in collaboration with well known research organizations. *tvstrategies* is also an experienced expert for intellectual property matters.

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