

# 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 revenue threat is from video piracy. A 2019 US Department of Commerce study estimated that global piracy caused \$29 billion in damage to the US economy in 2018. Pre-pandemic, worldwide video piracy revenue had been forecast at \$61B for 2020, but it's sure to be higher.

Piracy has four categories: theft of services (pay TV and streaming), content (digital, physical), advertising, and you (personal data, malware attacks). Content may be stolen anywhere, from acquisition through playback. Counter to conventional wisdom, it's estimated that less than a third of the loss is from sharing or theft of user IDs and passwords.

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

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

### **About Piracy Monitor**

**Piracy Monitor** is a market intelligence and marketing communications service with a dedicated focus on piracy and anti-piracy solutions as a technology category. It provides an industry marketing resource for video providers, their technology suppliers and other experts to communicate with media industry stakeholders who are vulnerable to piracy.

**Piracy Monitor** also operates a consulting practice that can define, scope and build your anti-piracy deployment.

### **Piracy Monitor has four components**

#### **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 Tracking 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.
- **Customized market intelligence**, available by arrangement based on individualized requirements

### 3) Industry Marketing through Sponsorship

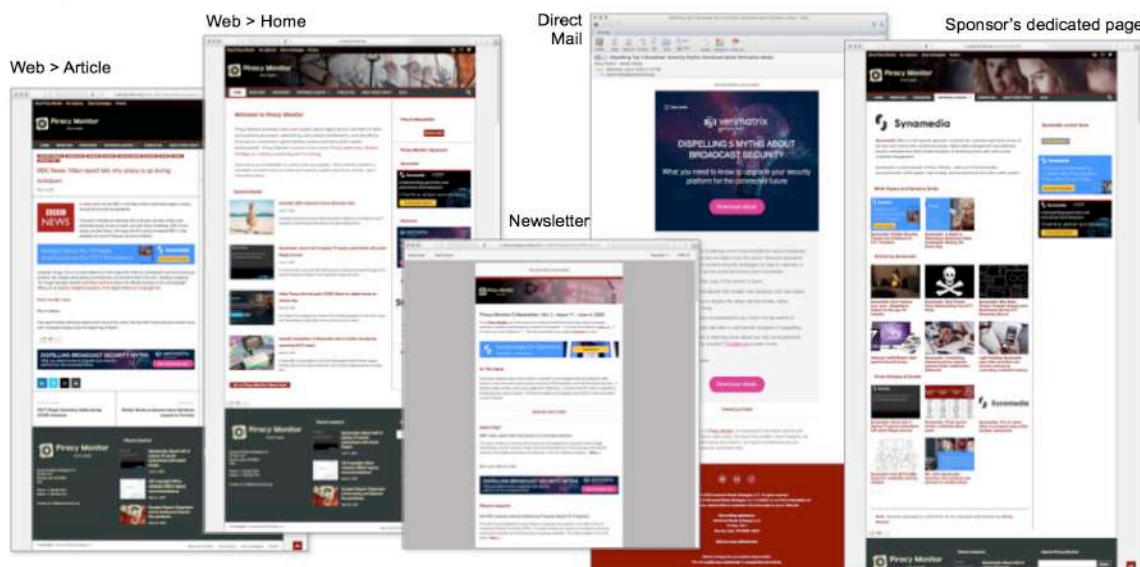
Direct your marketing communications programs to a specialized audience

#### Industry Outreach \*\*

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

#### Content and Events \*\*

- **Online content**
  - Piracy Monitor site: Dedicated Sponsor pages
  - Press releases: via Web Newsfeed, E-Newsletter
- **Branded downloadable items**
  - eBooks: Solution briefs, White papers, Case studies
  -
- **Events**
  - Webinars, Speaking, moderating or leading session tracks
  - Commission Piracy Monitor to build your event content



### 4) Custom Consulting: To help define, build, test, or operationalize your antipiracy platform

- **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

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#### Piracy Monitor

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Mobile: +1 206 930 2701

## 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 are influencers, including 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>Support Level</i>	Silver	Gold	Platinum
Basic premise	Targeted access to Piracy Monitor subscribers	More frequent targeted access to Piracy Monitor subs.	Monthly multimedia targeted access to P.M. subs
Webinars			
Number per quarter	Can be added	Can be added	1, Included
Promote the Webinar via E-Newsletter	✓	✓	✓
Post a link via Social Media (Twitter, LinkedIn)	✓	✓	✓
Direct Email (dedicated campaigns - see note)			
Number of Email Campaigns / Quarter	2	3	3 + 1 for Webinar
Promote the campaign via E-Newsletter	✓	✓	✓
Post a link via Social Media (Twitter, LinkedIn)	✓	✓	✓
Piracy Monitor Web site			
Dedicated Web page for Sponsor	✓	✓	✓
Sidebar Ads on Home & Partners pages	✓	✓	✓
Press Releases			
Included on Web Newsfeed	✓	✓	✓
Covered in Piracy Monitor E-Newsletter	"Headline & Paragraph"	"Headline & Paragraph"	"Headline & Paragraph"
Added to Sponsor's Dedicated Web page	✓	✓	✓
Analyst quotes in Sponsor press releases / Qtr. **		1	2
Contributed Articles			
Placed in the Piracy Monitor E-Newsletter	1	2	3
Posted in the Piracy Monitor Newsfeed (Web site)	1	2	3
Placed on dedicated Sponsor page	✓	✓	✓

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## Deliverables for Sponsors, continued

<i>Support Level</i>	Silver	Gold	Platinum
White papers, briefs			
Place on Piracy Monitor Web site	1	2	3
Promote the item via E-Newsletter	✓	✓	✓
Announce via Social Media (Twitter, LinkedIn)	✓	✓	✓
Ads: E-Newsletter (newsletters are every two weeks)			
Frequency	1x per month	2x per month	2x per month
Placement	Bottom of newsletter	Middle of newsletter	Top of newsletter
Size	650 x 74	650 x 74	650 x 74
Ads: In-line in Articles (News Items and Blog Posts)			
Frequency	On demand	On demand	On demand
Placement	End of article	Middle of article	Top of article
Size	728 x 90	728 x 90	728 x 90
Ads: Piracy Monitor Web site			
Web > Home - Main body top (not Sidebar)			728 x 90
Web > Home - Sidebar		300 x 90, 120, 160	
Web > Newsfeed - Sidebar	300 x 90, 120	300 x 90, 120, 160	300 x 90, 120, 160, 194
Web > Guests/Partners page - Sidebar		300 x 90, 120, 160	300 x 90, 120, 160, 194
Ads: Quarterly Update (Starting in Q4 2020, about Q3)			
"Display" ad (Layout on a printable PDF page)	1/4 page / issue	1/2 page / issue	Full page / issue

### 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 systems and software infrastructure that enables secure delivery of IP video services to any screen at scale. *tvstrategies* has designed and built multichannel TV and cloud DVR service platforms and apps in service today.

*tvstrategies* also produces technical category analysis and market research both privately and in collaboration with well known research organizations, and is also an experienced expert for intellectual property matters.

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