



SUMMARY

2021 PIRACY MONITOR PROGRAMS: PIRACY AWARENESS, INDUSTRY MARKETING, MARKET INTEL, 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 six categories: theft of services (infringing use of pay TV and streaming), theft of content (digital, physical), theft of software and devices, theft of infrastructure (network capacity and cyber-breaches), theft of advertising, and "the theft of you" (personal data, malware attacks).

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.

About Piracy Monitor

Piracy Monitor is a market intelligence and marketing communications service with a dedicated focus on piracy and anti-piracy solutions. It provides an industry marketing resource to video providers, their technology suppliers, industry organizations and subject-matter experts who wish to communicate directly with media industry stakeholders who need support in successfully navigating through the risks and mitigating the problem.

Piracy Monitor is supported through sponsorship. Companies and organizations that sponsor Piracy Monitor receive a range of marketing communications deliverables, including dedicated outbound direct mail campaigns, opportunities to place content in the bi-weekly Piracy Monitor Newsletter, dedicated space to place content and advertising on the Piracy Monitor Web site, Webinar support and more. Further details and fees are available upon request.

Piracy Monitor has four components

1) Piracy Awareness

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

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.

2) Industry Marketing through Sponsorship

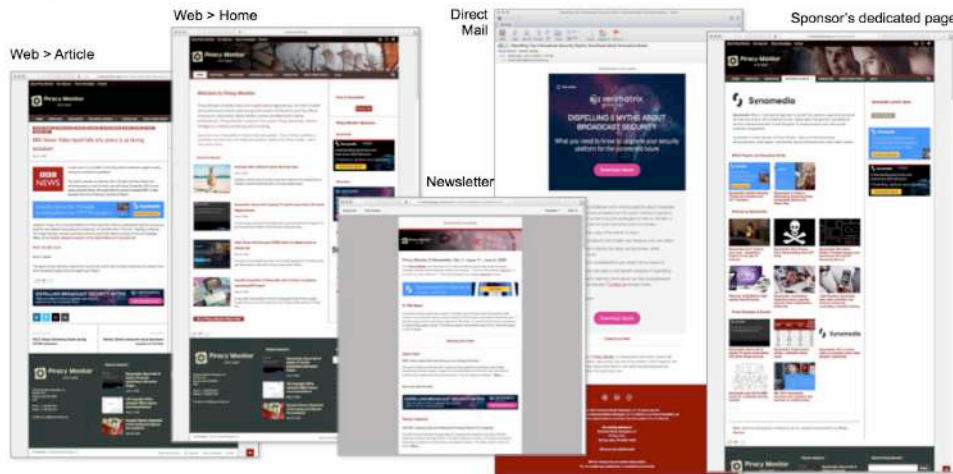
Direct your marketing communications programs to a specialized audience

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

Content **

- **Online presence for your content**
 - Piracy Monitor site: Dedicated Sponsor pages
 - Press releases: via Web Newsfeed, E-Newsletter
- **Distribute your branded items**
 - eBooks: Solution briefs, White papers, Case studies



3) Marketing projects

Piracy Monitor can help you build marketing materials and provide support to marketing communications programs

- Market analysis
 - Customized marketing and market impact research, to verify marketing claims or to help identify marketing and product opportunities
- Commissioned writing
 - Commission Piracy Monitor to develop and write marketing materials such as White papers, E-Books, Articles, or presentations. “Ghost written” or by-lined
- Event support
 - Use Piracy Monitor to run your next Webinar, use Piracy Monitor as a speaker, panel moderator or session track leader for events

Piracy Monitor

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4) Custom consulting

Piracy Monitor offers market intelligence and product management services

- Customized market intelligence, available by arrangement based on individualized requirements
- 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 and intellectual property review.

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.

Support Level	Silver	Gold
Basic premise	Targeted access to Piracy Monitor subscribers	More frequent targeted access to Piracy Monitor subs.
Webinars		
Number per quarter	Can be added	Can be added
Promote the Webinar via E-Newsletter	X	X
Post a link via Social Media (Twitter, LinkedIn)	X	X
Direct Email (dedicated campaigns - see note)		
Number of Email Campaigns / Quarter	2 per quarter	3 per quarter
Promote the campaign via E-Newsletter	X	X
Post a link via Social Media (Twitter, LinkedIn)	X	X
Piracy Monitor Web site		
Dedicated Web page for Sponsor	X	X
Sidebar Ads on Home & Partners pages	X	X

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Deliverables for Sponsors, continued



Piracy Monitor

STAY SAFE

<i>Support Level</i>	Silver	Gold
Press Releases		
Included on Web Newsfeed		X
Covered 1x in Piracy Monitor E-Newsletter	In "Quick items"	"Headline & Paragraph"
Placed on Sponsor's Dedicated Web page	X	X
Analyst quotes in Sponsor press releases / Qtr. **		1 per quarter
Contributed Articles - Labeled as [Sponsored]		
Placed in the Piracy Monitor E-Newsletter	1 per quarter	2 per quarter
Posted in the Piracy Monitor Newsfeed	1 per quarter	2 per quarter
Placed on dedicated Sponsor page	X	X
White papers, briefs- Labeled as [Sponsored]		
Posted in the Piracy Monitor Newsfeed	1 per quarter	2 per quarter
Placed in the Piracy Monitor E-Newsletter	X	X
Placed on dedicated Sponsor page	X	X
Announce via Social Media (Twitter, LinkedIn)	X	X
Ads: E-Newsletter (New issue every two weeks)		
Frequency	1x per month	2x per month
Placement	Bottom of newsletter	Upper half of newsletter
Size	650 x 74	650 x 74
Ads: In-line in Articles (News Items and Blog Posts)		
Frequency	On demand	On demand
Placement	End of article	Middle of article
Size	650 x 74	650 x 74
Ads: Piracy Monitor Web site		
Web > Home - Sidebar		300 x 200
Web > Newsfeed - Sidebar	300 x 160	300 x 200
Web > Guests/Partners page - Sidebar		300 x 200

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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