



Communications, Media
and Technology case study

24/7 piracy protection delivers big benefits

A multinational media company implements 24/7 anti-piracy coverage to monitor, spot and suppress illegal content consumption, and send takedown notices within five minutes of detection.

The challenge

Media companies broadcast a wide breadth of content to hundreds of millions of viewers—from television programs to professional sports matches, high-profile awards shows and live-stream events to global audiences. Film goers around the world are continuously flocking to theatrical movie releases, and so are illegal consumers of this content.

Our client, a leading multinational media and entertainment company, reached out to get help expanding its anti-piracy monitoring program to 24/7 coverage. The company needed a strategy and solution to combat content pirating, with an emphasis on new movies and streaming sports events. Because we partnered with the company's brand and marketing teams previously on strategic IT and digital programs, covering everything from application development and support of over-the-top (OTT) platforms to cloud enablement and ad sales operations, we were a natural fit for the anti-piracy engagement.

At a glance

A leading multinational media and entertainment company wanted to step up its anti-piracy monitoring from weekday-only to 24/7. Cognizant was engaged to develop a strategy and solution to clamp down on illegal consumption of high-profile video content. We scaled the solution, enabling the company to rapidly survey and suppress piracy across international time zones. The engagement delivered the following business benefits:

- 5-minute response time on reported incidents of piracy
- 5 million piracy host sites identified and suppressed each year, including approximately 65,000 livestream event videos and major movie trailer leaks

Scaling coverage internationally

A key goal of the project involved reducing the time required to survey and suppress piracy attacks, a challenge made more difficult by the need to scale monitoring capabilities across international time zones. One of the barriers to scaling involved the high cost of staff working non-business hours, weekends and holidays, though off-hours monitoring was especially critical to protect the company's theatrical movie releases that typically open on Fridays.

The approach

We worked closely with the client to quickly establish 24/7 monitoring and enforcement of anti-piracy measures, providing flexible staffing and support for live-streaming enforcement during major sporting and screening events.

Detecting piracy from all sources

The new program scans the open web across torrent sites, cyberlockers and social media networks, and detects URLs for pirated content available via streaming or downloadable files. In addition, the new solution improves enforcement of live event, TV and movie streaming across social media. It also addresses client-detected piracy incidents, including pre-release leaks.

The solution extracts the host information and URLs and establishes a quality assurance checkpoint to confirm or reject domains based on final review. The legal notice is then sent directly to the hosting domains with a copy to the client's legal operations team to check enforcement compliance.



Applying DMCA expertise

A key component of the engagement is a dedicated team for tagging and enforcing high value video assets on Facebook and YouTube. Our team's Digital Millennium Copyright Act (DMCA) expertise ensures thorough knowledge of online copyright and potential infringement. By building a database of 9,000 sites, scanning happens faster for illegal viewing. We also analyze illicit streaming devices (ISDs) using testing applications developed with Kodi, the popular opensource software, to verify they're not delivering unlicensed content through set-top boxes.

Business outcomes

As a result of the partnership with our team, the media company now removes five million links annually and enables timely delivery of DMCA takedown notices. Illegal streaming can be suppressed at a much faster rate, including the delivery of automated takedown notices to piracy hosts in response to team alerts. The quick legal notification and suppression of host sites is a critical capability that allows our client to reduce the ability of consumers to discover the illegal sites online.

The positive business outcomes demonstrate the value of 24/7 monitoring. Now our client can identify and suppress five million piracy host sites each year, including approximately 65,000 livestream event videos and major movie trailer leaks.



Cognizant (Nasdaq:100; CTSH) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at www.cognizant.com or [@cognizant](https://twitter.com/cognizant).

World Headquarters

300 Frank W. Burr Blvd.
Suite 36, 6th Floor
Teaneck, NJ 07666 USA
Phone: +1 201 801 0233
Fax: +1 201 801 0243
Toll Free: +1 888 937 3277

European Headquarters

1 Kingdom Street
Paddington Central
London W2 6BD England
Phone: +44 (0) 20 7297 7600
Fax: +44 (0) 20 7121 0102

India Operations Headquarters

#5/535 Old Mahabalipuram Road
Okkiyam Pettai, Thorajpakkam
Chennai, 600 096 India
Phone: +91 (0) 44 4209 6000
Fax: +91 (0) 44 4209 6060

APAC Headquarters

1 Changi Business Park Crescent
Plaza 8@CBP # 07-04/05/06
Tower A, Singapore 486025
Phone: + 65 6812 4051
Fax: + 65 6324 4051

© Copyright 2022, Cognizant. All rights reserved. No part of this document may be reproduced, stored in a retrieval system, transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the express written permission of Cognizant. The information contained herein is subject to change without notice. All other trademarks mentioned here in are the property of their respective owners.