Friend MTS

Protecting content + revenue

Piracy-iQ

Measuring streaming piracy consumption

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Piracy-iQ is a ground-breaking service for measuring streaming piracy consumption over internet service provider (ISP) networks.

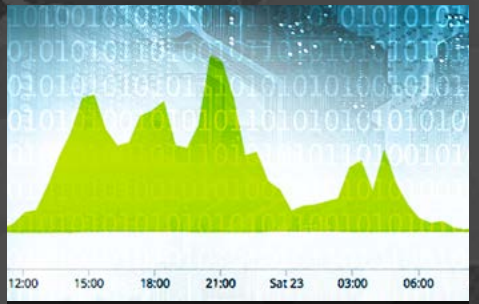
The service allows content owners, programmers and pay TV providers to assess the impact of piracy on their businesses, and also track the performance of content protection activities.

This illicit content monitoring and IP address capture service streamlines the generation of piracy analytics by enhancing the reporting of third party network flow analysis systems.

Accurate sizing of piracy

Piracy-iQ enables accurate measurement of an ISP's streaming piracy ingress traffic for real-time and post-event analytics.

This data can also enhance the targeting of additional content protection countermeasures.



Security performance metrics

By feeding third party big data analytics, Piracy-iQ enables rapid and in-depth reporting of piracy consumption patterns.

This reporting allows the performance of anti-piracy services to be monitored more effectively on an on-going basis.

Proven analytics service

Piracy-iQ is a proven analytics service that has been deployed by content owners, pay TV platforms and ISPs.

The analytics can operate with the very largest ISP networks with tens of millions of subscribers.

Piracy-iQ

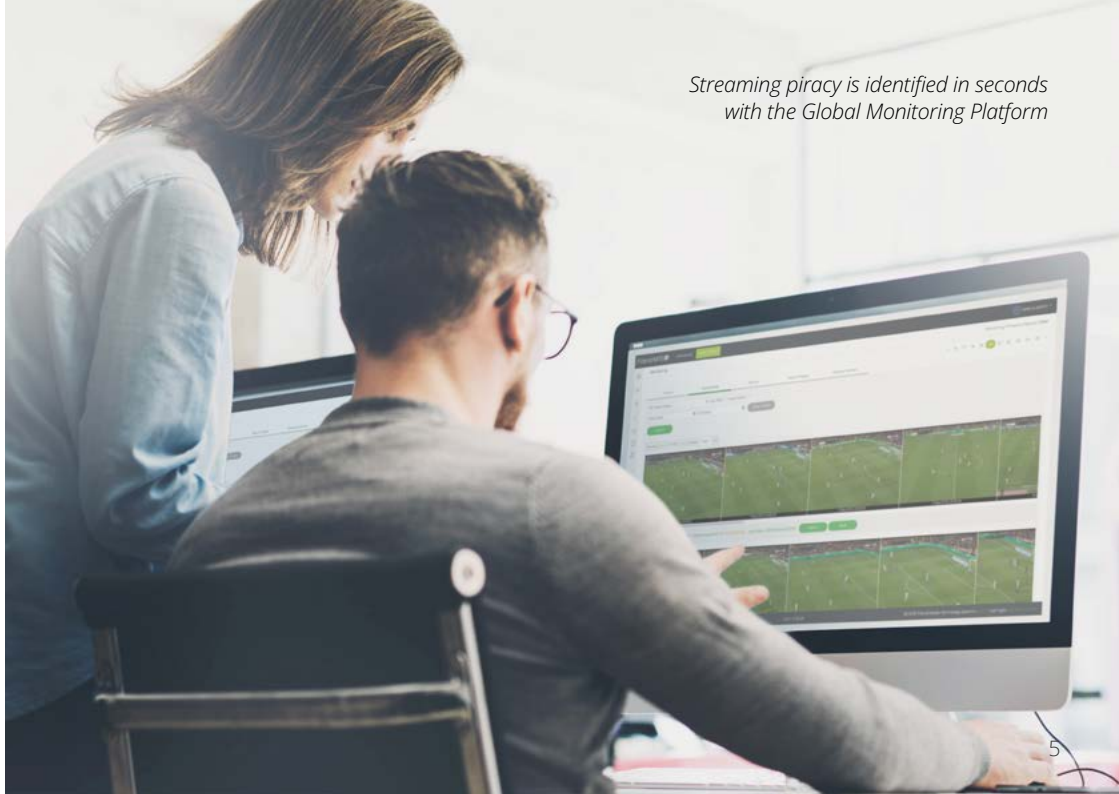
Streaming piracy identified by Global Monitoring Platform

Piracy-iQ extends the capabilities of Friend MTS' Global Monitoring Platform by providing direct integration with third party network flow analysis systems.

The highly automated Global Monitoring Platform uses fingerprint-based content recognition to identify streaming piracy in just a few seconds.

Thousands of hours of video are downloaded every day as the monitoring scans an extensive managed catalogue of known piracy sources, including Kodi and Android based illicit streaming services, and content sharing by mobile apps, websites and social media.

When streaming piracy is identified by the Global Monitoring Platform, the IP addresses are captured in milliseconds.



Streaming piracy is identified in seconds with the Global Monitoring Platform

Piracy-iQ

Real-time analytics of piracy threats

Once the IP addresses of illicit streaming services have been captured, they are delivered to a third party network flow analysis system so the piracy traffic can be measured.

Using big data analytics, a network flow analysis system can deliver granular, multi-dimensional reports with powerful filtering to provide detailed piracy consumption insights.

With **Piracy-iQ**, this illicit consumption data can be generated with unmatched **speed** and **effectiveness**.

Piracy-iQ

Intelligence across fixed and mobile networks

Piracy-iQ is designed for both fixed and mobile broadband environments.

This cloud-based, managed service can be deployed quickly, and it can operate with the very largest ISP networks in the world.

Piracy-iQ has already been adopted by major content owners, pay TV platforms and ISPs to quantify streaming piracy consumption, as well as to target highly effective action against illegal redistribution.

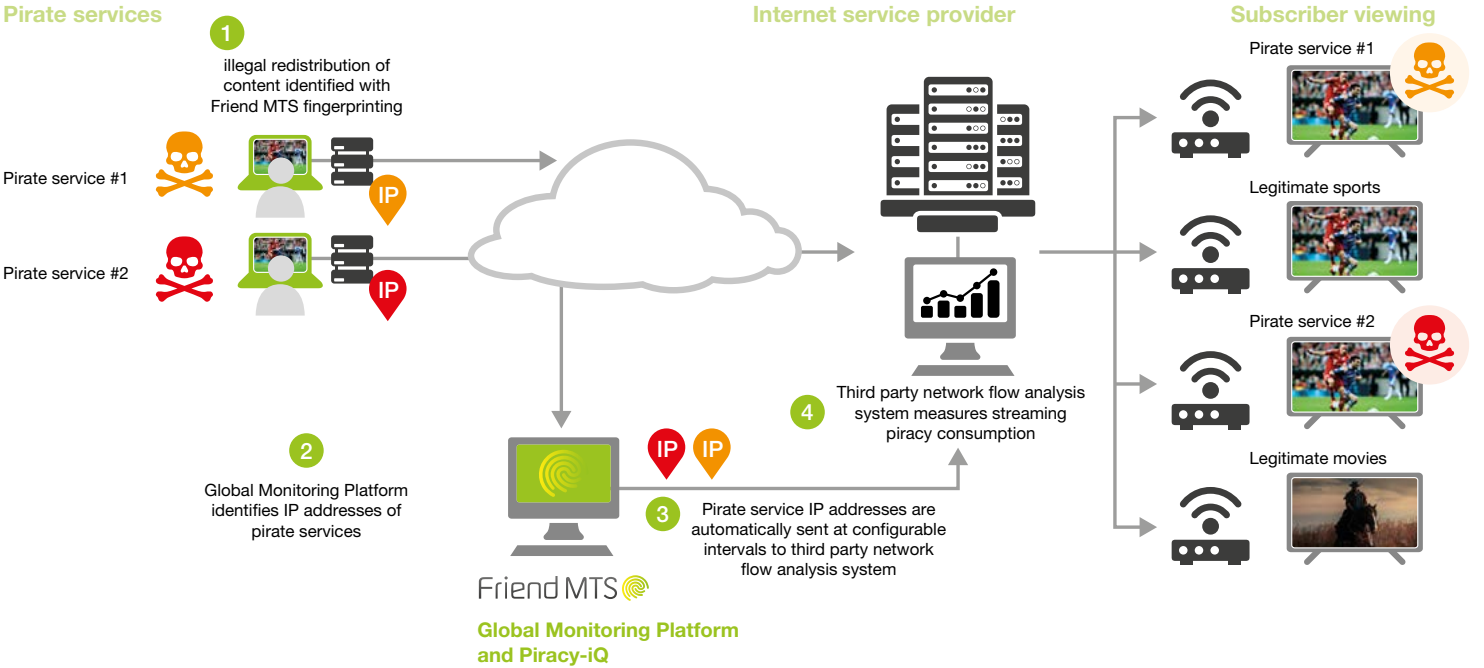
Piracy-iQ

Streamlined analytics workflow

This simplified schematic explains the **Piracy-iQ** workflow. The first stage involves Friend MTS' Global Monitoring Platform identifying streaming piracy using fingerprint-based content recognition.

The next step involves extracting the IP addresses of the pirate platforms, and sending them to a pre-integrated, third party network flow analysis system.

The network flow analysis system can then provide detailed reporting of the ISP's streaming piracy traffic.



Friend MTS' proprietary security technology will keep you one step ahead of piracy threats. Secure your content and protect your revenue with the global leader in the anti-piracy space.

Contact us for a demonstration today

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www.friendmts.com

Friend MTS services are subject to ongoing development and specifications may change

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