

MarkScan

India | New Delhi

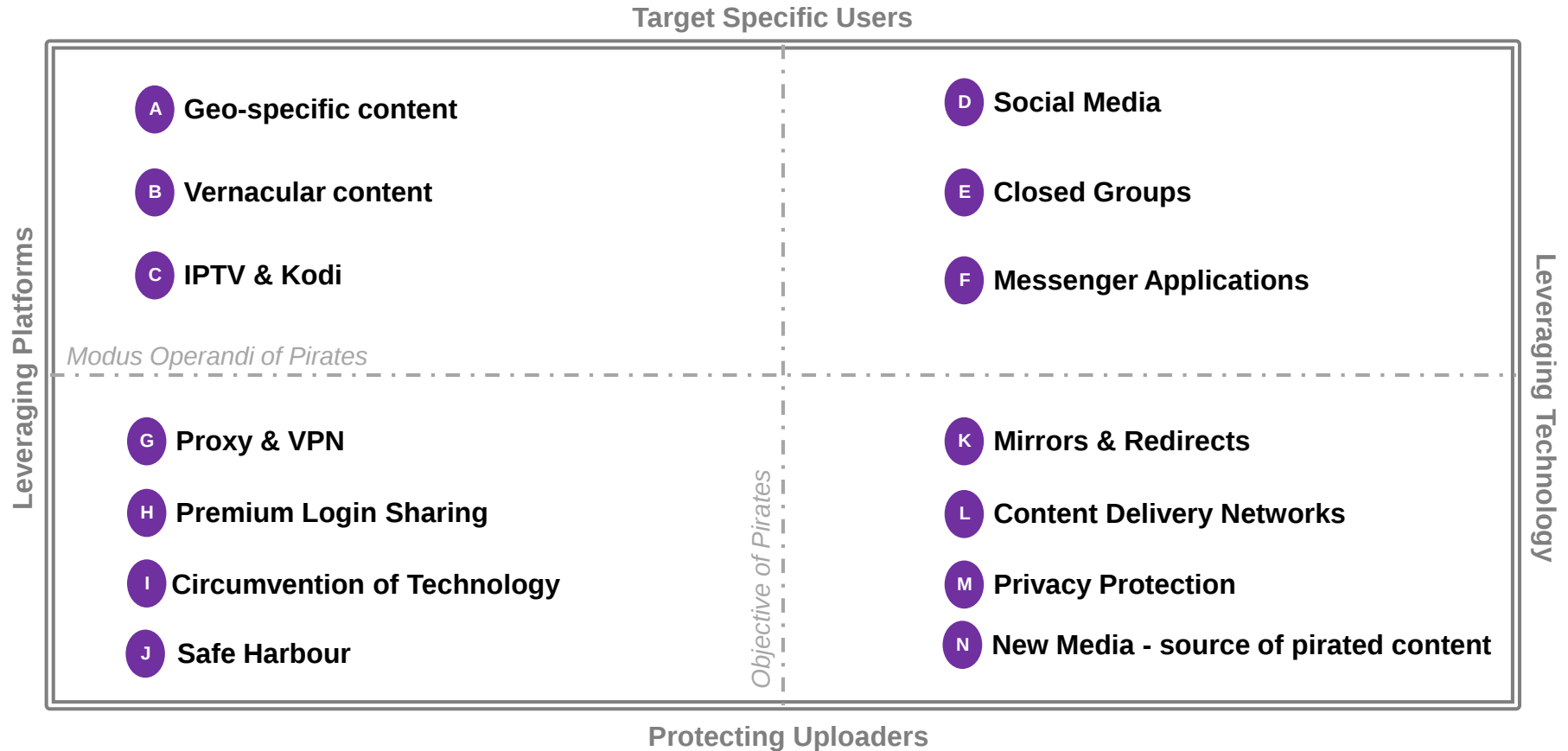


Piracy Prevention : New Media, New Challenges

Reference Paper

New age pirates leverage technology & platforms to target specific and to protect & safeguard uploaders

New Media - Piracy Issues Landscape



Note: The landscape focuses on new age piracy issues, relevant for New Media. Traditional Digital piracy issues such as non-compliance etc still remain relevant

Geo & Vernacular Piracy, Proxy & VPNs, IPTV and Closed groups on Social media & messenger applications are key challenges

Emerging challenges

- A Geo-specific content**
 - YouTube & mobile apps platforms are completely geo-specific.
 - Pirates use geo-specific systems to avoid videos from the global scans of content protection
- B Vernacular content**
 - GEC Hindi content gets pirated in local language in Middle East & select European countries
 - Title of the show is also changes and such vernacular content is not easy to detect
- C IPTV & Kodi Boxes**
 - IPTV & Kodi are plug n play TV STB boxes popular in key global geographies
 - These unauthorized boxes carry pirate feeds at low cost as compared to cable subscriptions
- D & E Closed Groups / Social Media**
 - Social Media is increasingly used to share pirated content and as a signpost
 - Closed groups are private areas where only members can use them for discussion, sharing pirate content etc.
 - Pirates makes these close groups and share the content with members of the closed group
- F Messenger Applications**
 - Pirates are increasingly using messenger applications such as WhatsApp, Telegram etc.
 - These groups are not publicly available and only can be found on specific grey market websites
- G Proxy & VPN**
 - Use of Proxy & VPN is common globally to access geo specific content library
 - Other global streaming OTT platforms such as Netflix, Amazon have been facing this issue

Sharing of premium accounts, CTM, Safe Harbour, Mirrors, Privacy protection are emerging as a prominent threat

Emerging challenges

- H** **Sharing/Selling of Premium Accounts**
 - Notorious users sell premium account in less than half rate to abuse the premium account policies of OTT
 - The seller post the advertisement on Social Media Handles and users make payment through PayTM etc.
 - Seller share the details on their portal or in private message or via e-mail.
- I** **Circumvention of Technology**
 - There are many ways which malicious users have exploit to download the unauthorized content from OTTs.
 - There are plenty of tutorial on “How to download content from OTT” YouTube & discussion forums.
- J** **Safe Harbour**
 - A regulation specifying that certain conducts in DMCA will be deemed not to violate a given rule.
 - Many platform/Organization abuses this provision and don't reveal the identity of pirates due to privacy issue
- K** **Mirrors & Redirects**
 - Content Owners take many steps to block/suspend the websites (ie. John doe orders)
 - Pirates are one step ahead and keep mirrors ready (thepiratebay.org, .se etc.) or redirect it to new domains to avoid such blocks.
- L & M** **CDNs & Privacy Protection**
 - Pirates use WHOIS Privacy Protection & CDNs to hide eco-system details
 - There have been increase of 4x in use of these protection services by pirates
- N** **New Media - Source**
 - With the launch of OTTs & content going digital, its easy for pirates to steal the content from digital platforms

New Media to explore all avenues including legal, regulatory & police; technology; partnership to address the challenges faced

Avenues		Objective		Relevant Example		Challenges Addressed
Legal, Regulatory & Police	➤	- Disruption - Operations - Disruption - Revenue Chain - Pirate Content - Accessibility - Criminal Enforcement	➤	- Courts (John Doe) - CIPAM - NIXI - MCDCU - MeitY - PIPCU (UK)	➤	F J K L M
Technology	➤	- Disruption - Operations - Disruption - Revenue Chain - Pirate Content - Visibility - Pirate Content - Accessibility	➤	- Content Matching - Research & Analytics - Content Protection – Local - Digital Watermarking - DRM	➤	A B C D E G H I N
Voluntary Arrangements & Partnerships	➤	- Disruption - Operations - Disruption - Revenue Chain - Pirate Content - Visibility - Pirate Content - Accessibility - User Penalty	➤	3 (S.Korea)/6 (US) Strike System - IAB - ISP Eco-System - Platform Eco-System - Advertising Eco-System - Hadopi Law (France)	➤	C D E F J K L M

A Geo-specific content	C IPTV & Kodi	E Closed Groups	G Proxy & VPN	I Circumvention of Technology	K Mirrors & Redirects	M Privacy Protection
B Vernacular	D Social Media	F Messenger Applications	H Premium Login	J Safe Harbour	L CDNs	N New Media - Source