

MarkScan

India | New Delhi



Case Study – *ROI on Digital Content Protection*

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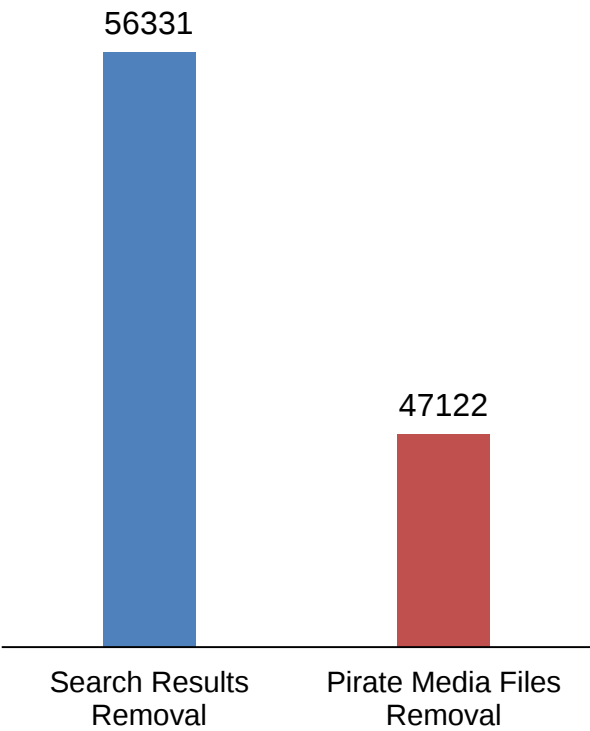
Snapshot - Content protection for 200+ Hindi & Regional tracks over 6 months addressed 100k+ pirate content

Project Details

- Protection of 200+ tracks across Hindi, Punjabi, Tamil & Telugu languages
- Platforms covered - search engines, pirate websites & mobile applications
- Scanning for content across multiple geo specific (e.g. UK, USA, Bangladesh) search engine mirrors
- Enforcement & removal of content from internet and application stores

Project Summary

Search Results & Pirate Media File



Mobile apps

Platform	Mobile apps removed
 Google Play	319
 mobogenie	24
 9APPS	24
 VIDMATE	281
Other 3 rd Party App Stores	131
Total	779

Note: Third party app stores are Android stores and we didn't find any app on i-Tunes.

Visibility of legal platforms significantly increased on Google search results as pirated links were removed

New Release

Week 1					Week 2					Week 3					Week 4					Week 5					Week 6					Week 7					Week 8					Week 9					Week 10					Week 11					Week 12																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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Premium Content

Week 1							Week 2							Week 4							Week 6							Week 8							Week 10							Week 12																	
Tr.	G		S		YT		Tr.	G		S		YT		Tr.	G		S		W		YT		Tr.	G		S		W		YT		Tr.	G		S		W		YT		Tr.	G		S		W		YT		Tr.	G		S		W		YT		
	Pre	Post	Pre	Post	Pre	Post		Pre	Post	Pre	Post	Pre	Post		Pre	Post	Pre	Post	Pre	Post	Pre	Post		Pre	Post	Pre	Post	Pre	Post	Pre	Post		Pre	Post	Pre	Post	Pre	Post	Pre	Post		Pre	Post	Pre	Post	Pre	Post		Pre	Post	Pre	Post	Pre	Post					
11	22	3	-	13	-	-	11	22	4	-	20	-	-	11	22	3	-	8	-	-	-	8	11	22	4	-	-	-	-	-	-	11	22	3	-	16	-	-	-	-	-	11	22	3	-	-	-	-	10	11	22	1	-	5	-	-	-	7	
12	20	8	-	19	-	-	12	20	7	-	27	-	-	12	20	7	-	16	-	-	-	16	12	20	5	-	21	-	-	-	-	12	20	6	-	22	-	-	-	-	-	12	20	6	-	-	-	-	-	-	12	20	7	-	6	-	-	-	8
13	11	7	-	-	-	-	13	11	3	-	-	-	6	13	11	10	-	15	-	-	-	15	13	11	1	-	-	-	-	-	13	11	20	-	-	-	-	-	-	13	11	3	-	-	-	-	-	6	13	11	2	-	-	-	-	4			
14	5	3	-	-	9	4	14	5	2	-	-	9	7	14	5	6	-	-	-	-	9	-	14	5	1	-	-	-	-	9	-	14	5	5	-	-	-	13	9	3	14	5	2	-	-	-	-	9	5	14	5	4	-	-	-	-	9	3	
15	25	5	-	3	-	7	15	25	3	3	-	-	-	15	25	6	-	-	-	-	-	-	15	25	5	-	13	-	-	-	7	15	25	2	-	12	-	-	-	5	15	25	2	-	16	-	-	-	5	15	25	1	-	4	-	-	-	-	-

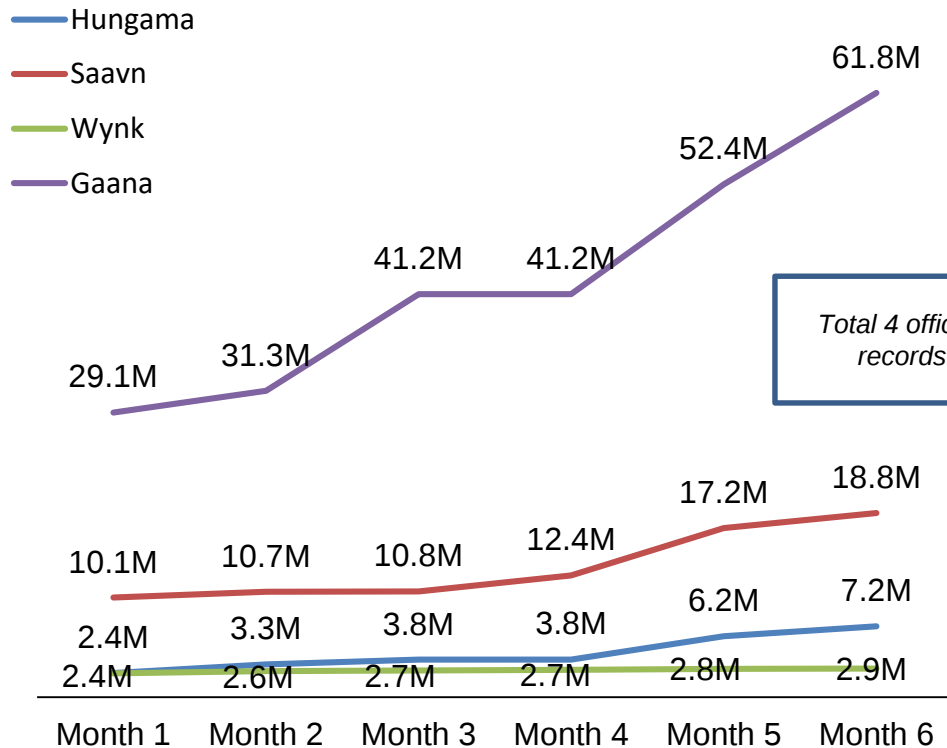
General Content

Week 1							Week 3									Week 6									Week 8									Week 12								
Tr.	G		S		YT		Tr No.	G		S		W		YT		Tr No.	G		S		W		YT		Tr No.	G		S		W		YT		Tr No.	G		S		W		YT	
	Pre	Post	Pre	Post	Pre	Post		Pre	Pos t	Pre	Pos t	Pre	Pos t	Pre	Pos t		Pre	Pos t	Pre	Pos t	Pre	Pos t	Pre	Pos t		Pre	Pos t	Pre	Pos t	Pre	Pos t	Pre	Pos t		Pre	Pos t	Pre	Pos t	Pre	Pos t	Pre	Pos t
111	18	10	-	4	-	1	111	18	14	-	15	-	-	-	7	111	18	6	-	-	-	-	-	2	111	18	3	-	-	-	-	-	-	111	18	1	-	-	-	-	-	5
112	11	3	-	12	-	-	112	11	4	-	-	-	-	-	-	112	11	3	-	-	-	-	-	7	112	11	1	-	-	-	-	-	-	112	11	1	-	-	-	-	-	-
113	-	1	-	-	-	2	113	-	19	-	18	-	-	-	5	113	-	8	-	-	-	-	-	2	113	-	9	-	-	-	-	-	7	113	-	3	-	-	-	-	-	5
114	4	1	10	4	-	3	114	4	2	10	4	-	-	-	-	114	4	1	10	5	-	-	-	-	114	4	1	10	-	-	-	-	7	114	4	2	10	2	-	-	-	3
115	26	14	-	11	-	-	115	26	8	-	-	-	-	-	-	115	26	4	-	17	-	-	-	-	115	26	2	-	25	-	-	-	4	115	26	2	-	3	-	-	-	4

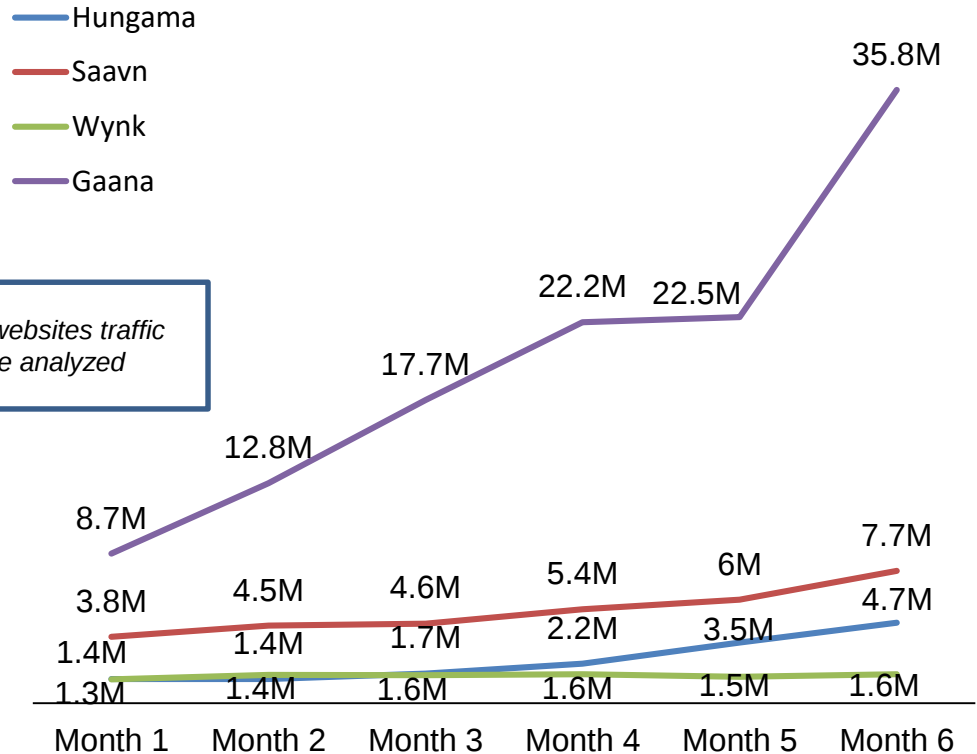
Note: Official platforms used to track progress; Gaana, Saavan Wynk & YouTube,

This led to increase in traffic to these platforms, traffic from search engines also increased significantly

Overall Traffic to Official Websites – Over 6 Month



Search Traffic to Official Websites – Over 6 Month

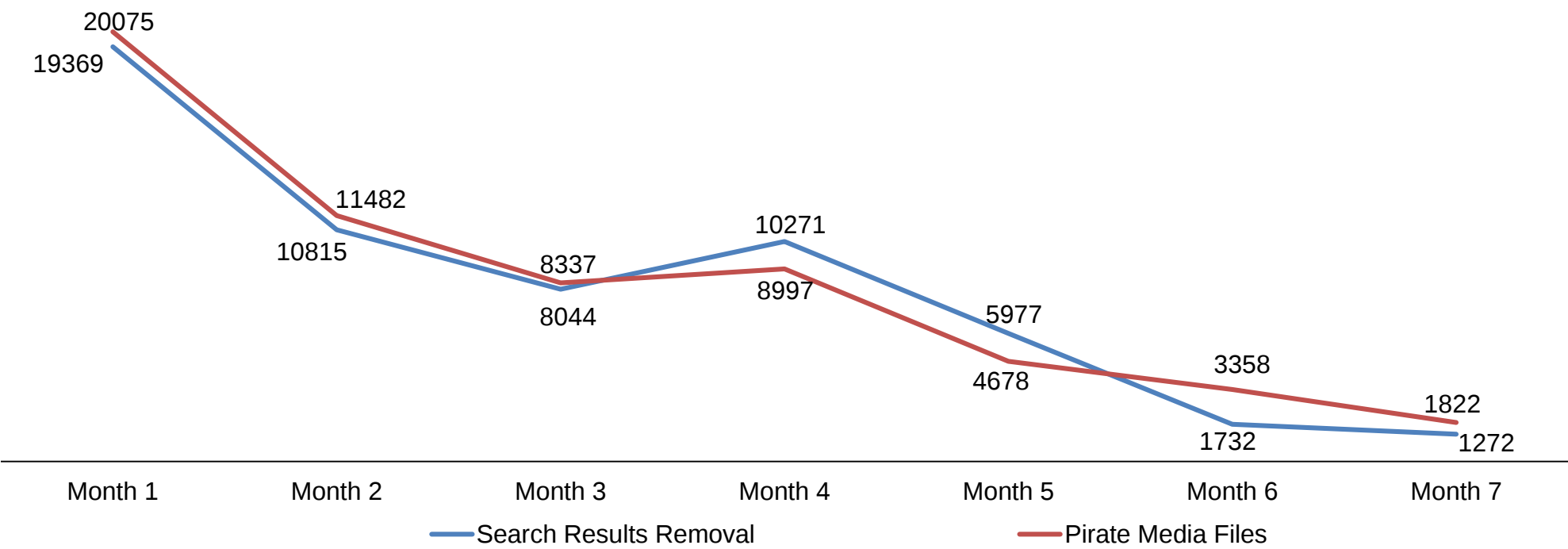


Note1; The Traffic analysis data has been collected from SimilarWeb.com & Alexa.com

Note2: Traffic data is in millions

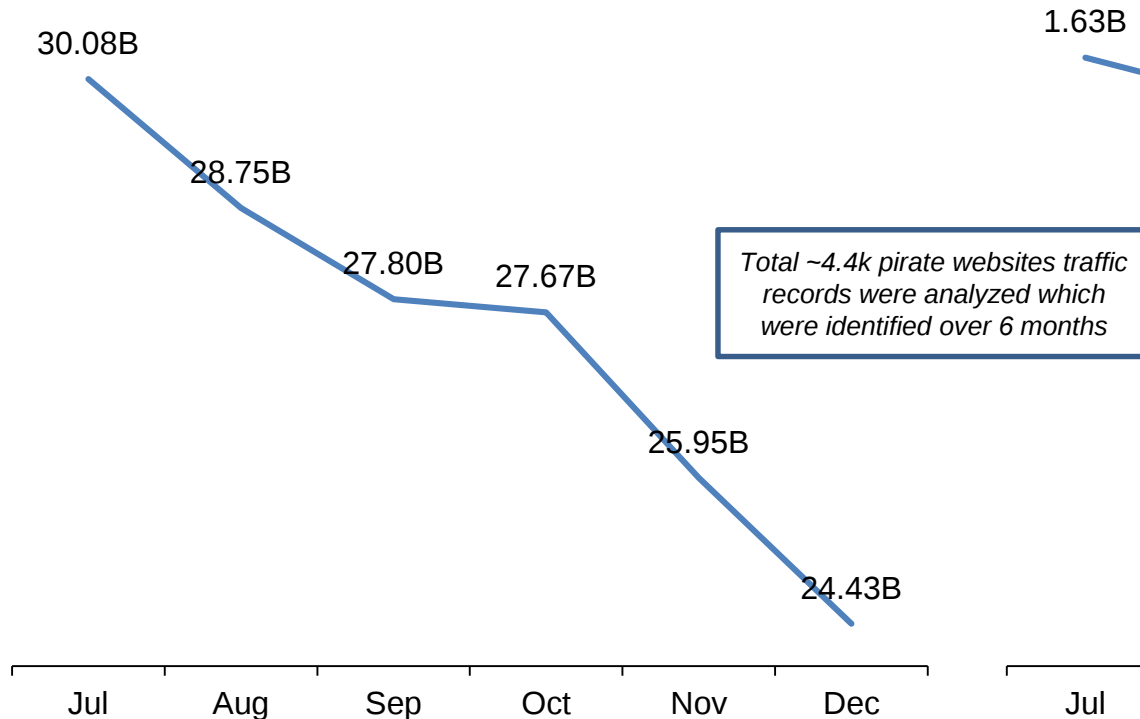
At the same time content protection led to significant decrease in amount of pirated media files as well as infringing search results

Pirate Content – Infringing Links/ Media files (Source)

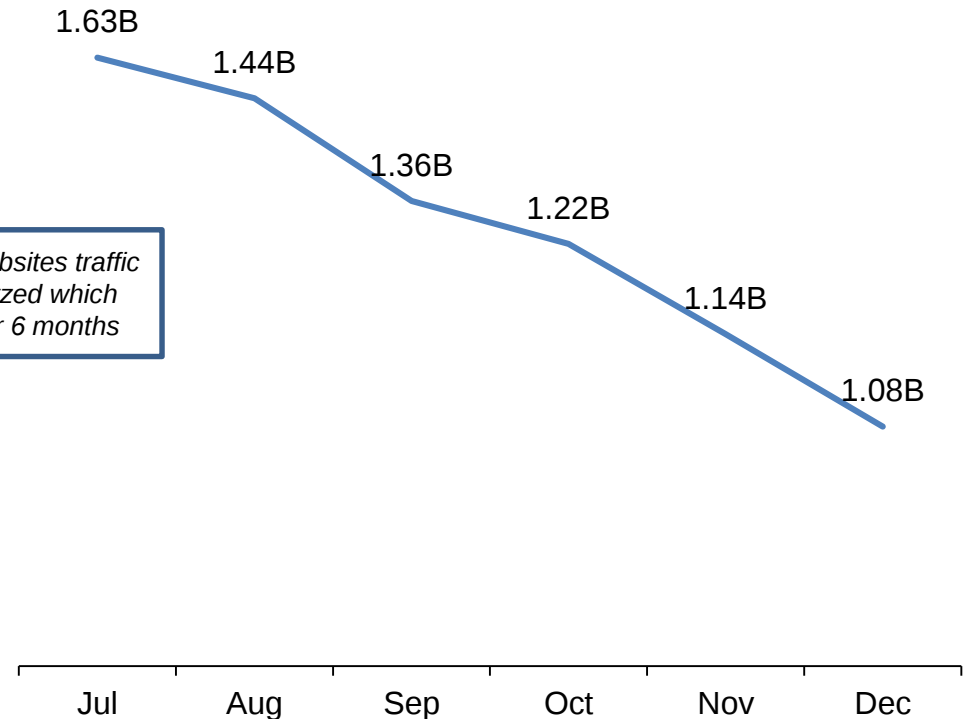


This disruption in operations has seriously impacted traffic and consequently revenues of these pirate websites

Overall Traffic to Pirate Websites – Over 6 Month



Search Traffic to Pirate Websites – Over 6 Month



Note1; The Traffic analysis data has been collected from SimilarWeb.com & Alexa.com

Note2: Traffic data is in billions

We have prepared the model to estimate the monetization gain through digital content protection exercise

Digital Monetization – Over Six Month

Monetization												
Downloading	A	B	C	D	E	F	G	H	I	J	K	L
	No. Of Properties	No. Of Visitors	Downfall	Estimated Transfers to Official Platforms	% of Transfers Streaming	% of Transfers Downloading	Content Owner Market Share	Per Stream Cost (INR)	Per Download Cost (INR)	Total Revenue (Stream)	Total Revenue (Downloads)	Total Monetization (J+K)
Month 1	200	1.34B	-	-	-	-	-	-	-	-	-	-
Month 2	178	1.21B	124M	3% - 4%	90%	10%	20%	0.1	10	~₹67K-89K	~₹7.446Lac-9.92Lac	~₹1.56K-1.37Lac
Month 3	190	1.19B	21M	3% - 4%	90%	10%	20%	0.1	10	~₹11K-15K	~₹1.26K-1.68Lac	~₹26K-2.94Lac
Month 4	195	1.16B	33M	3% - 4%	90%	10%	20%	0.1	10	~₹18K-24K	~₹2.03Lac-2.71Lac	~₹42K-4.75Lac
Month 5	186	1.10B	61M	3% - 4%	90%	10%	20%	0.1	10	~₹33K-44K	~₹3.67Lac-4.89Lac	~₹77K-8.56Lac
Month 6	128	8.87M	215M	3% - 4%	90%	10%	20%	0.1	10	~₹1.16Lac-1.55Lac	~₹12.95Lac-17.27Lac	~₹2.72Lac-30.23Lac
Grand Total										~₹1.64 Lakhs-3.28Lakhs	~₹1.8Lakhs-36Lakhs	~₹5.74Lakhs- 63.86Lakhs

Total Estimated Monetization (Streaming + Download): ₹ 5.74Lakhs- ₹ 63.86Lakhs

Note 1 : Content protection exercise started in 1st Month and downfall was observed in following months.

Note 2 : We have used pareto analysis & Similarweb.com to analyzed the traffic details of websites.

Note 3 : Sources & studies used - Site Blocking Efficacy Australia & Portugal by Incopro, The Effect Of Piracy Website Blocking On Consumer Behavior by Carnegie Mellon University, Pennsylvania & Site Blocking Impact in South Korea by MPA.