



mediastalker

The Piracy-Antidote. Keep Your Content Yours.

Anti-piracy: The case of **Game of Thrones**

Constantinos Bourcoulas | CEO

Dimitris Drandakis | CTO

June 2019

Nova is the exclusive copyright holder in Greece and Cyprus for the famous TV show 'Game of Thrones'. As a collaborator with **Nova**, **mediastalker** is entrusted with the protection of Season 8 of the series following a unique procedure to achieve maximum results. Below is an analysis of **mediastalker's** successful action against Intellectual Property piracy and its results on behalf of **Nova**.

1. Introduction

The piracy-antidote

mediastalker is a state-of-the-art software platform that provides copyright protection services to media creators and copyright owners. By leveraging an AI/ML powered virtual agent, **mediastalker** is designed to protect the intellectual property of digital content on the Internet, including media portfolios (e.g., movies, music, and TV series), live events, and sports broadcasting, to restore lost or diminished financial value.

Multiple competitive games organizations, such as UEFA Champions League & Europa League, English Premier League, Spanish La Liga, NBA, and Euroleague Basketball, have been protected by **mediastalker**.

Several media and leading filming companies protect their movie library portfolios with **mediastalker's** technology. **mediastalker** has eliminated all illegally uploaded media assets on the Internet for these clients and solved their e-piracy problems.

Game of Thrones at 'Nova'

'**Game of Thrones**' (GoT) is reported to be the most pirated TV series of all time. Illegal viewing of the series in video sharing platforms, social media, and independent websites broke records for many seasons. The pervasive phenomenon of piracy also exists in the Greek and Cyprus markets with a vast audience who is familiar with illegal viewing and downloading of highly paid copyrighted material.

2. Approach

Hybrid smart operation

Media content protection is divided into live and library content. Live content protection refers to actions concerning events that are presented live (e.g., sports events) and library content protection refers to actions relating to media items, like movies or TV series, that are rebroadcasted at a later time.

To maximize the results and take into account the global anticipation for each GoT episode, the approach followed by **mediastalker** was a hybrid between live and library content protection.

Each global and local premiere (04:00 a.m. and 22:00 p.m. Greek time) was treated as live content followed by the episodes that were treated as library content.

Real time automated detections and takedown requests to the most popular video sharing platforms and social media were deployed during the time of the premiers and high-intensity periodical detections and takedowns targeting to video sharing platforms, social media and independent webpages secured each of the episodes and the series as a whole.

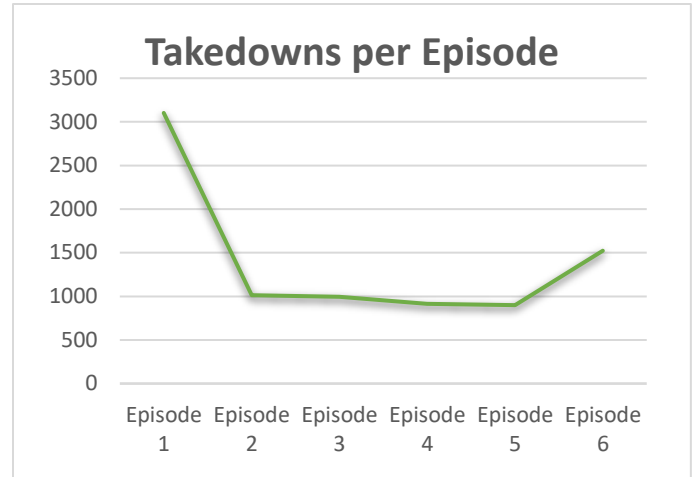
3. Results

Effectiveness rate 98%

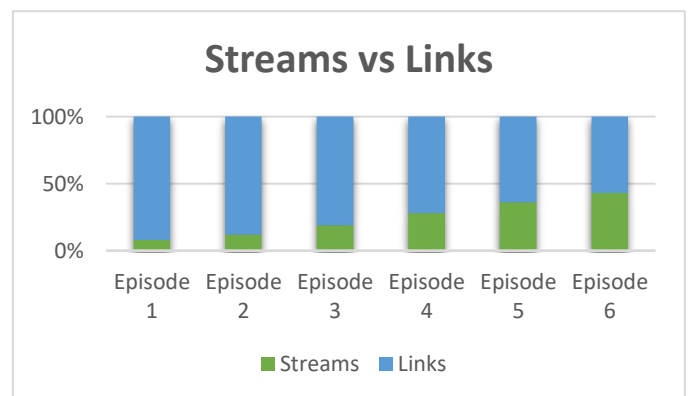
After the completion of the series, for six episodes from GoT 'Season 8', 50,856 published content items were discovered to be related with the series (e.g. short clips, discussions, podcasts, previews, and trailers) and visible in Greece and Cyprus.

Of these items, 8,348 were illegally uploaded (e.g., live streams, videos, and links to illegal viewing of content that was either real or misleading), and 98% of this unlawful content was taken down.

Episode 1 was as expected to have the most activity followed by the *Season Finale* and *Episode 2*.



From these illegal items, 24% were direct streams or videos of the content and 76% were links (leading towards alternative or external sites for watching or downloading the item). The 'Streams vs Links' chart summarizes the variation



of this percentage per episode.

The average **takedown time** of the content during the premiers was three minutes for the streams and four minutes for the links, while the average **response time** (e.g., the time between the upload of the illegal content and its removal) was under 10 minutes for most of the discovered items.

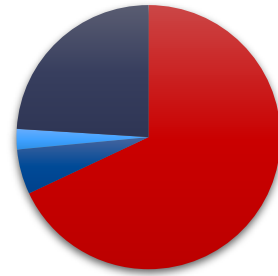
This fact highlights the **effectiveness of the service** for live broadcasted content.

Average Response Time



■ < 10 min ■ < 2 hours ■ > 2 hours

Platform Distribution



■ Youtube ■ Facebook ■ Dailymotion ■ Other

The 'Platform Distribution' and 'Distribution per Episode' charts present the spread of takedowns across platforms per episode.

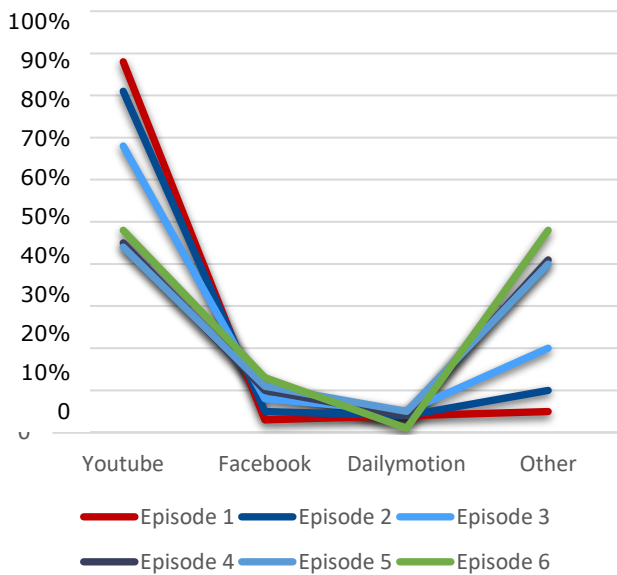
The **most popular platform** to which content was uploaded was YouTube at 68% of the identified illegal material followed by Facebook at 5.5%.

Many items were spread across other websites and platforms for a combined reach of 26.5% of the eliminated content.

Despite the limited broadcasting time (about a month for all 6 Episodes of 'Season 8') some **trends are rising**, shaping the near future's illegal media content consumption landscape; Social networks are gaining share versus traditional video sharing platforms, while independent streaming web pages are always the serious problem.

More analytics and data have been also recorded and will be released in future publications, but the bottom line is that 'Season 8' of GoT in Greece and Cyprus, was **the less pirated** among all the Seasons at all countries.

Distribution per Episode



4. Analysis

Disruption

'Season 8' of GoT was expected to be the most pirated season of the most pirated show of all time.

As the season premiere, Episode 1 certainly demonstrated this expectation. For a global event, even at a scale, these results clearly show the extent of the piracy problem for the series.

Had **mediastalker** not been employed to actively protect the content in Greece and Cyprus,

the numbers of the illegally uploaded content items for these countries would have been vastly greater and the implications for the broadcasting rights holder would be the minimization of the revenues caused by audience turning to illegal channels for viewing the series.

The takedowns of content beginning on the day of the first premiere had an immediate impact on the course of the show.

Illegally uploaded content declined for the following episodes until the season and series finale when upload attempts became lower than the season premiere.

Experience has shown that when illegal uploaders are constrained within a platform, they tend to find alternative outlets. This scenario played out for GoT with the only difference being that the switch to other platforms occurred earlier than expected, which is connected with the need to satisfy such a large demand quickly.

The majority of the lesser-known platforms were initially reluctant to take content down quickly. However, they became more responsive after understanding the volume being reported along with the precision and the zero fail rate or unjustified reports. With mediastalker acting on behalf of a major brand, the process was further supported.

5. Conclusion

Keep your content yours

This paper not only presents data but identifies the core solution to the problem of piracy. We do not refer to delisting search results or similar approaches because these do not offer real effectiveness for the solution, especially in the Greek and Cyprus markets. We offer metrics demonstrating the extent of our solution and not merely reports that show the scope of the problem.

mediastalker strikes at the core of the piracy problem. Our focus is the content, and our methodology revolves around the deletion of the media items.

We strategically employ methods such as delisting search results, based on AI technology with our main concern being the impact on each

of the markets in which we operate on behalf of our clients.

The protection of GoT marks the first time that serious efforts were made in Greece and Cyprus to protect copyrighted content of such a high caliber. Past successful experiences paved a strategy necessary to make a difference and achieve a high-level of impact.

Leveraging this experience along with our AI/ML technology to protect content deemed the 'most pirated show ever' has proven to be a complete success.

Moreover, these results demonstrate that any media content can be protected by mediastalker and their IP partners provided that a mixture of strategic experiences and AI/ML technologies is applied.

The scalability of our solution lies in the technology deployed and mediastalker can successfully operate on behalf of any copyright owner, on any number of countries or worldwide.

mediastalker can claim to be the global market leader with its AI/ML cutting-edge new technology for successfully eliminating copyright piracy for such media events as "Game of Thrones" or pay TV sports events. We repeatedly prove to our clients to be the most effective solution by delivering content protection that benefits their bottom line and results to maximizing their satisfaction.

mediastalker believes that with 5G technology, the next generation of wireless communication, our services will be needed more than ever by our clients to combat media piracy. We will continue developing our AI/ML technologies to remain at the forefront of technology threats to media content and rights. We determine to strengthen our clients by making pirating their content an unattractive proposition.



Contact:
<https://www.mediastalker.ai>
info@mediastalker.ai