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*SPORTS PIRACY SUPPRESSION*

# GLOBAL SPORTS PIRACY

## TOP FIVE CATEGORIES OF LIVE PIRATED SPORTS



25.2%

BASEBALL



23.4%

FOOTBALL/  
SOCCER



13%

MIXED  
SPORTING  
EVENT



10.5%

TENNIS



8.9%

MOTORSPORT

# GLOBAL SPORTS PIRACY

*SOCIAL MEDIA PIRACY  
IS A GROWING  
PHENOMENON THAT  
INCREASE LOSS FOR  
CONTENT OWNERS*



# VIDEOCITES DISCOVER LIVE VALUE PROPOSITION



## SWIFT INTEGRATION

*Start live events protection today*



## EARLY DETECTION

*Detection and removal in minutes*



## SCALABILITY

*No limitations on concurrent streams*



## SUPERIOR DETECTION

*Next-gen video fingerprinting*



## REPORTING

*Real-time monitoring dashboard  
Post-event detection reports*



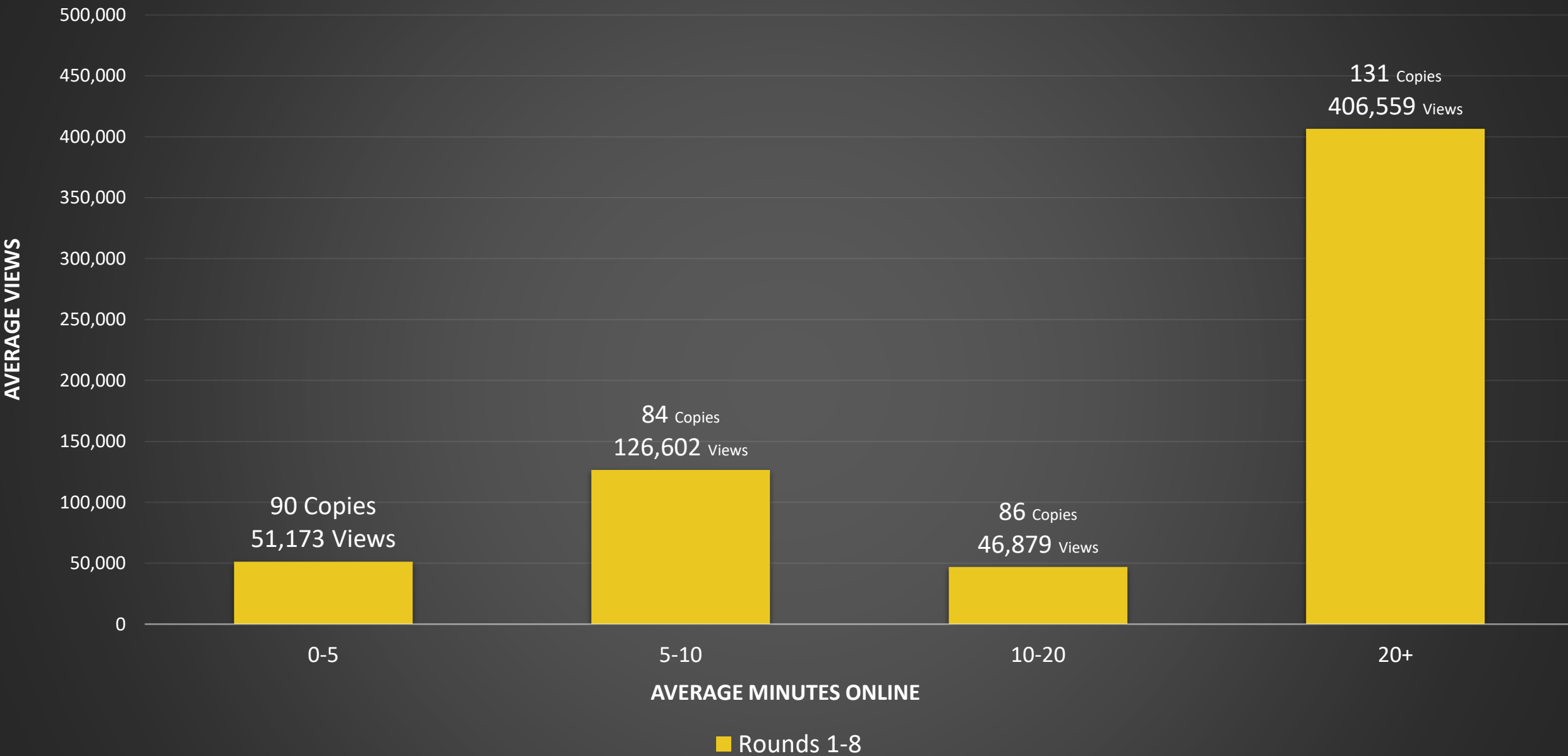
## COST AND EFFORT

*Best value for money  
Zero management*

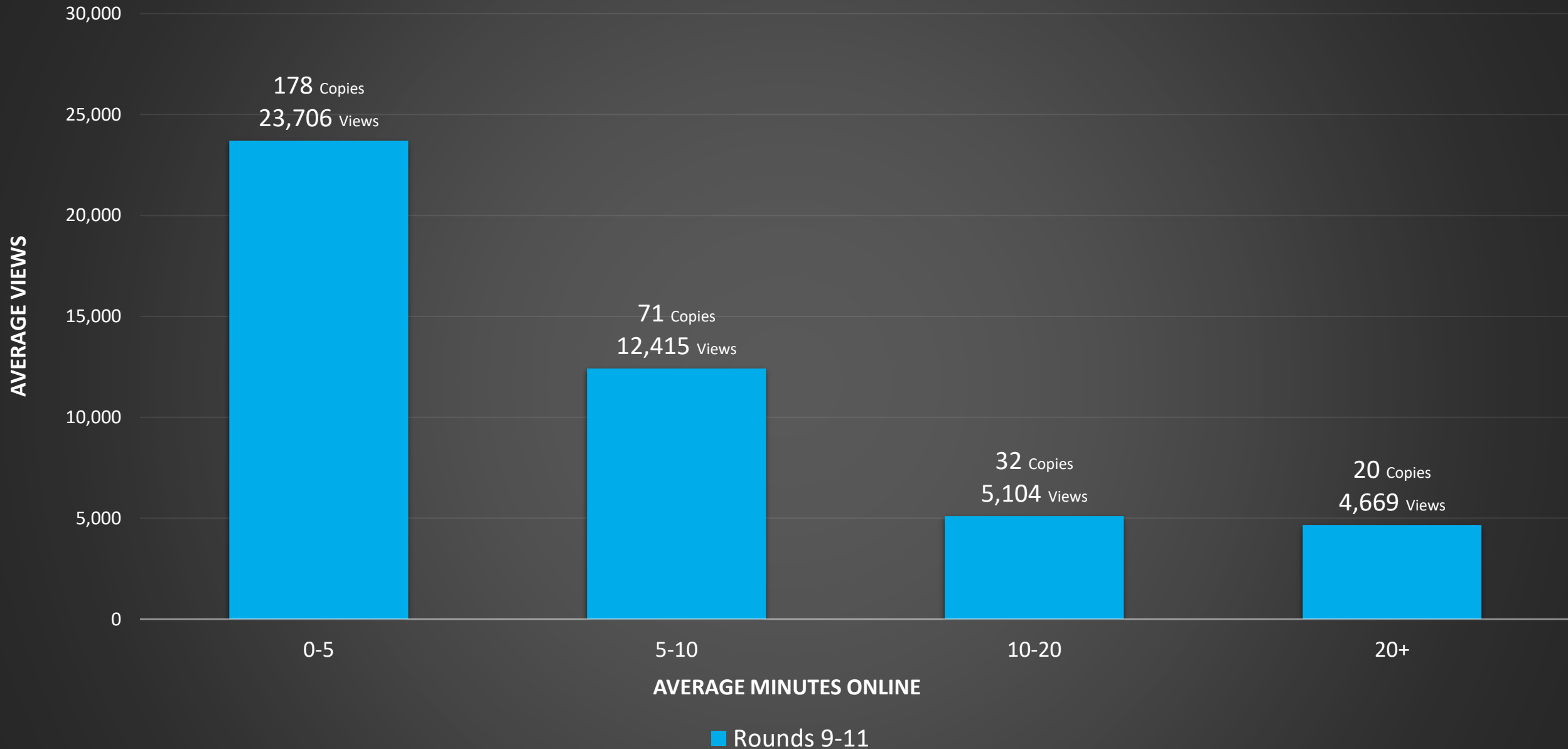
# SERIE A - LIVE PROTECTION CASE STUDY



# PIRACY HISTOGRAM - MONITORING ONLY PHASE

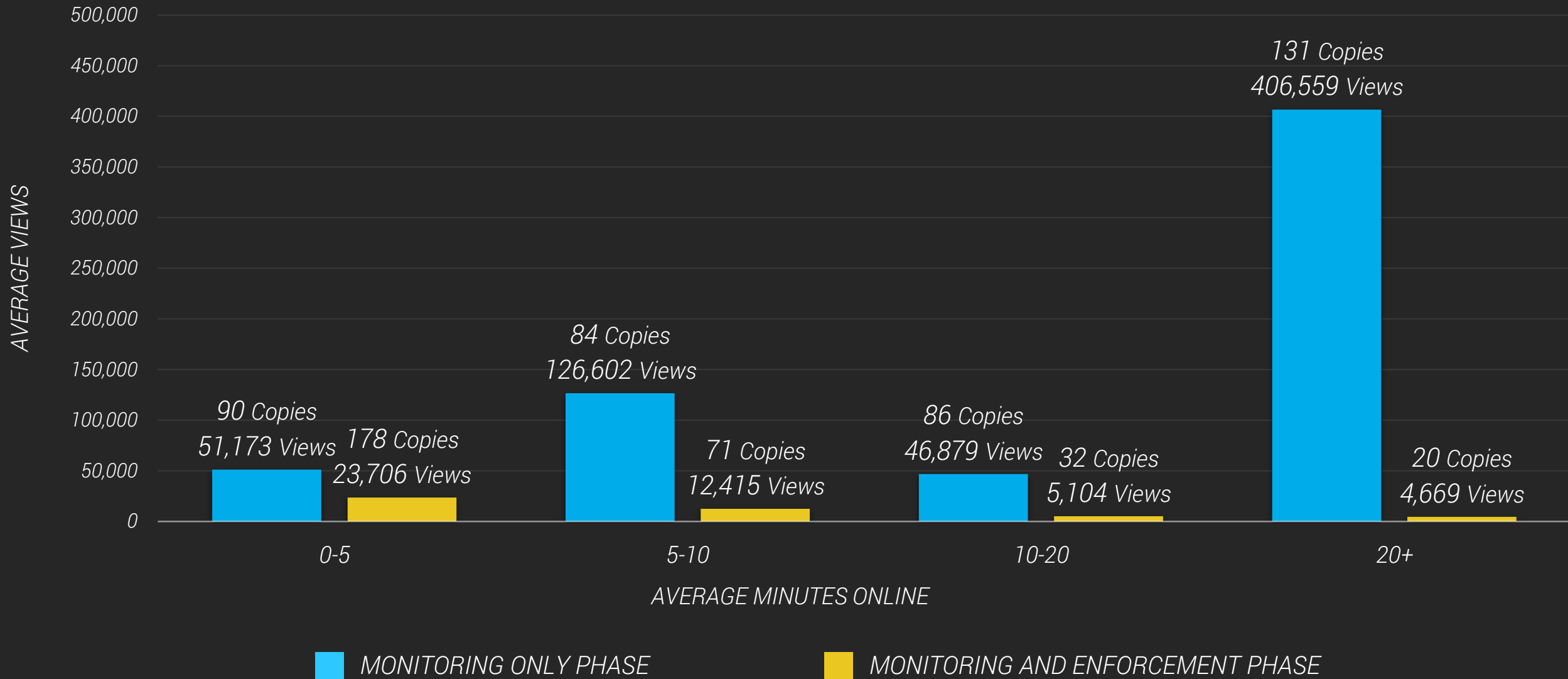


# PIRACY HISTOGRAM - MONITORING AND ENFORCEMENT PHASE



# PIRACY HISTOGRAM - PHASES COMPARISON

NUMBER OF ILLEGAL COPIES AND GAINED VIEWS PER THEIR DURATION ONLINE





# VIDEOCITES IMPACT ON SERIE A PIRACY

<i>PHASE</i>	<i>MONITORING ONLY</i>	<i>MONITORING AND ENFORCEMENT</i>	<i>PIRACY REDUCTION</i>
<i>Average illegal views per round</i>	<i>631K</i>	<i>47K</i>	<i>92.5%</i>
<i>Average live copies duration per round</i>	<i>22 Minutes</i>	<i>7 Minutes</i>	<i>68.1%</i>

