

## Video Security for Service Providers: Credentials Sharing Insight

### The Challenge

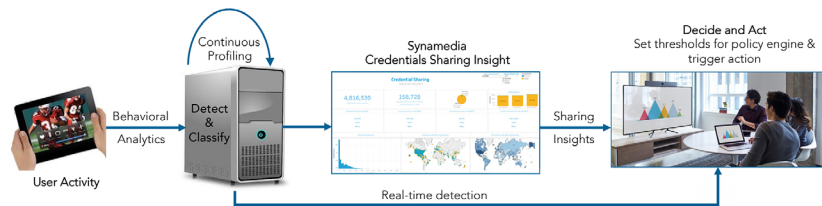
As viewers shift their entertainment experience from TVs to second-screen devices, service providers deliver digital video content OTT. This video is no longer protected by hardware-integrated security, as it was for legacy set-top-boxes. Users log in with their credentials and can easily share them with non-subscribers, effectively providing them with free video services, unbeknownst to the IP streaming service provider. As a result, credentials sharing is expected to cost the US pay TV industry nearly \$10Bn by 2021, according to Parks Associates.

### User and Entity Behavioral Analytics (UEBA)

Today's users have diverse viewing habits. Users differ in the time and location they watch, the genres they prefer, and the total time they spend enjoying entertainment. Although we can intuitively outline the behavioral features of a typical user, there is no one static set of rules that can determine how an honest account looks.

User behavior is very subjective. That is why Synamedia's Credentials Sharing Insight tool applies behavioral analytics and machine learning to detect sharers. Instead of planning out the detection process, Synamedia's solution leverages OTT data and uses machine learning models to establish a baseline of honest and normal behavior for a given population, peer-group, or individual user.

Any deviation from the baseline that exceeds the risk threshold is further analyzed to determine the sharing motivation; whether it is a casual sharing between family and friends, or a business sharing to make a profit. Our models are adaptive to behavioral changes, and provide real-time detection, as well as continuous profiling.



## About Credentials Sharing

Credentials sharing has evolved from being a casual pastime to an established industry threat, as online and social platforms enable sharing at scale and often involve a financial arrangement.

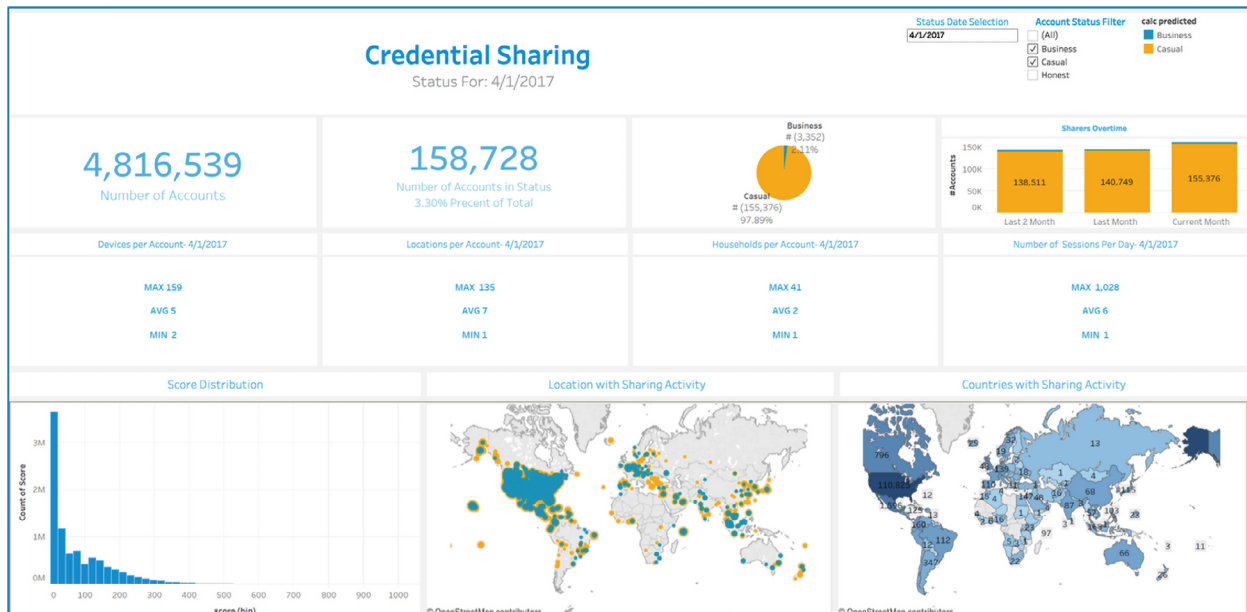


With Credentials Sharing Insight, you can:

- Increase concurrency and device limits for honest users by classifying shared accounts.
- Grow your business and minimize sharing losses by employing an automated response based on sharing patterns.
- Classify sharers faster and more reliably with machine learning, as well as Operational Security intelligence, to augment models.

## Gaining an Insight

The Credential Sharing Insight dashboard illustrates the extent of sharing in the service provider’s subscriber base. We also provide a set of APIs for retrieving the results and integrating them with other systems to automate a response to sharing.



## Using the Insight

Armed with the insights, service providers can tread the fine line between identifying account sharers and troubling subscribers. By integrating the credentials sharing policy engine with its subscriber database, the service provider can apply specific policies to either:

- Marketing: Upgrade casual sharing accounts to a premium package with more active users, or target sharing individuals according to their distinct content preferences.
- Security: Detect and shut down large-scale, for-profit credentials sharing accounts run by fraudsters.

Credentials sharing has become too expensive to ignore. Synamedia’s Credentials Sharing Insight solution empowers you to take action!

## Next Steps



To learn more about Synamedia’s Video Security Portfolio, visit [synamedia.com](https://www.synamedia.com).

For more information, [contact us](#).