

## Detect and Disrupt Casual and Fraudulent Credentials Sharing

Gaining unauthorized access to streaming video services has never been easier. Consumers can obtain credentials from family and friends who share them “casually.” Alternatively, they can buy them on the cheap from fraudsters through legitimate or illicit marketplaces. Regardless of intention, credentials sharing cuts into your revenue in many more ways than just reduced subscriptions – from higher infrastructure costs, through inefficient marketing campaigns, to a tarnished reputation. To mitigate the impact of both casual and fraudulent credentials sharing on your business and then plan an appropriate response, you need a solution that **detects** and **disrupts** such activities. Synamedia’s Credentials Sharing and Fraud Insight is that solution.

### Understand the Threat Landscape and Plan your Response

Credentials Sharing and Fraud Insight is a predictive analytics-as-a-service (AaaS) solution enabling service providers, D2Cs and MSOs to identify credentials sharing activity and trigger an auto-response at scale.

Combining behavioral analytics with cyber, network and human intelligence, Credentials Sharing and Fraud Insight not only quantifies, but also pinpoints the immediate threats resulting from sharing activity across your user base. Once you understand your service’s credentials sharing/fraud environment and its impact on your business, you can deliver the right marketing and security response to the right user.

**Response to casual sharers:** Close the marketing cycle by identifying the potential to turn non-paying users into paying subscribers and applying a “soft” marketing response. For example, offer targeted promotions, higher concurrency limits, or discounted packages.

**Response to fraudulent sharers:** Close the security cycle by delivering a real-time security-centric response. For example, set device restrictions to limit or discontinue usage among fraudulent sharers, or initiate password reset requests forcing illicitly-shared accounts to log out of your service.

A real-time solution, Credentials Sharing and Fraud Insight seamlessly integrates with your current workflows for an uninterrupted user experience. As a result, you can protect your business and reputation, control your infrastructure costs, and generate additional revenue streams.

### Highlights

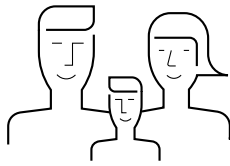
- Detects and distinguishes between casual and fraudulent sharing
- Automates and scales response to disrupt sharing effectively
- Supports your marketing and security strategies
- Lowers risk of compromising your subscribers’ digital identity in real time
- Turns threats into new revenue-generating opportunities
- Integrates with Synamedia’s Infinite and DRM solutions

Dear subscribers,  
Some family or friends may be using your account **without authorization**.  
Now’s the time to **upgrade to our Family and Friends package**.

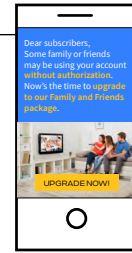
Dear subscribers,  
Some family or friends may be using your account **without authorization**.  
Now’s the time to **upgrade to our Family and Friends package**.

**UPGRADE NOW!**

Integrated and scalable marketing response to casual sharing



Marketing Response



Integrated and scalable security response to fraudulent sharing



Authentication Request

Authorization Service

Risk Inquiry

Risk Level



Security Response

Risk Level	
	<b>High:</b> Suspend account
	<b>Medium:</b> IAM integration: challenge question
	<b>Low:</b> Generate DRM license

## Features and Benefits



### Gain visibility of all sharing and fraud activity across your platform

- Distinguish between honest, casually-shared, and illicitly-shared accounts to understand your sharing environment
- Assess the macro-impact of casual sharing and fraud on your business to determine your response
- Analyze the threat landscape of credentials fraud to strategize your security policy



### Deliver targeted and personalized marketing responses

- Segment account owners and shared devices to deliver the right response to the right audience and avoid inconveniencing innocent users
- Identify individual use cases to create a competitive advantage and maximize subscriber value
- Integrate the solution with your marketing workflows (e.g. campaign management systems) to auto-scale your response and lower manpower costs



### Secure your subscribers and your service

- Detect either stolen or compromised credentials in real/near-real time to rapidly respond to fraudulent activity
- Incorporate threat landscape analysis and cyber intelligence into detection models to deliver more comprehensive results
- Integrate with your workflows (e.g. authentication service) to protect subscribers via password reset and other disruptive actions

## About Synamedia Security Solutions

Synamedia enjoys an unmatched track record providing video security for the world's leading pay TV operators and distributors, enabling them to protect and monetize their content and services. Leveraging decades of video security and operational security intelligence expertise, our end-to-end solutions provide multiple security layers to combat piracy effectively, and are continuously updated to counter new, evolving attacks. Our comprehensive security portfolio is pre-integrated into our broadcast, hybrid and OTT platforms, and can be adapted to meet specific customer needs.

### Next Steps

Learn more about [Synamedia's Credentials Sharing and Fraud Insight solution](#).

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