

MYTH #5

Piracy Can Be Tackled with Technology Alone

The Myth

Video piracy is clearly a cybercrime; in other words, a criminal activity involving a computer, a networked device, or a network that usually profits cybercriminals.

It's understandable to think that in order to stop "crime by technology," all you need is a technological solution. But is it enough?



The Truth

Indeed, start with technology

We should always keep our fingers on the technological pulse to address the constantly evolving vulnerabilities that pirates expose across your video creation and distribution platforms and business.

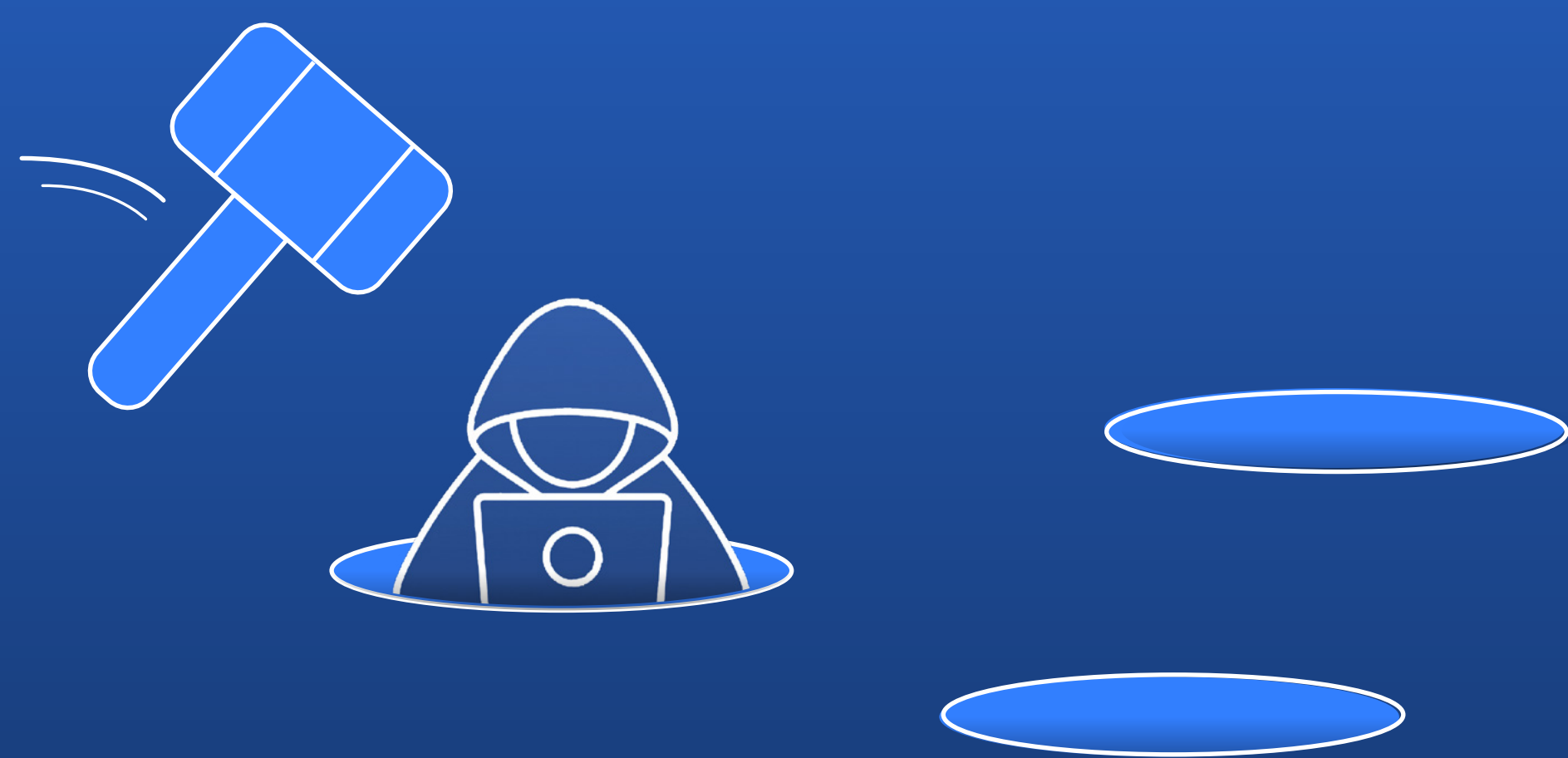
Watermarking technology is, indeed, a good start for detecting content leakage. But it's also crucial to monitor pirate streams across **all channels**, and, when the time is right, disrupt them and enforce takedowns. We already established in [myth #3](#) that to protect your content and service, you need a multi-layered solution that goes beyond DRM. The solutions you choose should also halt widespread casual or fraudulent credentials sharers, as shown in [myth #4](#), and be built with automation and at scale.

And then there's the X factor...

The Response

Your key to outsmarting pirates: Intelligence

To stay ahead in the piracy game, there's no point in taking a "whack-a-mole" approach by being constantly reactive. You need to be proactive. That means knowing where to start looking for your stolen content, and then infiltrating the pirate networks to truly understand how pirates think and behave.



That's where intelligence comes into play.

Anti-piracy companies specializing in action-based intelligence gathering can provide you with an assessment of the piracy landscape threatening your business. Combining such threat landscape knowledge with an investigative service helps bring down upstream piracy operations. Both of these services leverage technology, but they wouldn't be able to do the job without proactive intelligence gathering and the ability to turn the collected knowledge into admissible court evidence.

Which brings us to the third part of our [anti-piracy arsenal](#)...



Enforcement

According to a [Europol report](#), there is limited risk of detection and low penalties for digital video criminals. That's why more legislation and better enforcement at all levels – local, national, regional, and global – is more important than ever. While legislation doesn't happen overnight, many organizations like [AAPA](#) and [AVIA](#) are actively lobbying for these changes. As more industry players join the battle to push legislative change, the war against piracy will be far more effective.