



# PROGRAM OVERVIEW & SPONSORSHIP SUMMARY

## Expand your visibility with Piracy Monitor

**Piracy Monitor** is an information service and Web site that can amplify your connection with customers who are concerned about the growing threat of video piracy. *Piracy Monitor* helps you promote your news, products, industry solutions and professional services. Features include:

- A Web site with piracy-related industry and video provider news, plus items by *tvstrategies*.
- The *tvstrategies Piracy Monitor* E-Newsletter: A free email available by subscription. Includes a News Feed with current and recent occurrences of video piracy, technical solutions and trends.
- The *tvstrategies Piracy Monitor Annual Report*: A paid annual report scheduled for October release. A *Piracy Monitor Quarterly Update* will be issued, following each quarter.

Reinforce your position as an industry leader and trusted advisor with your articles, news releases and white papers; using targeted campaigns, advertisements and increased Web visibility.

## Piracy in the Age of IP Video

Video streaming to any screen is here to stay. Pay TV operators supplement their traditional services with streaming while video programmers offer it to consumers directly. By 2022, an estimated 20% of all consumer video traffic over fixed broadband access will go to connected TV sets and 40% of it will go to mobile. Illegal use and rights-infringement have made piracy a worldwide concern.

Video piracy is carried out by those seeking to profit by redistributing stolen video services on an industrial scale. It can happen anywhere there's a hand-off between two processes: from video capture and production, breaches in data centers, broadcast and headend facilities, CAS breaches, distribution and the cloud, infiltration of consumer devices, theft of access credentials, and more.

Pirates masquerade as legitimate service providers by using professionally designed experiences and high production values. Consumers are lured in by lineups and prices that seem too good to be true.

Piracy can cause major headaches for consumers. These range from huge broadband bills due to hijacked accounts, to the theft of personal information; from malware and ransomware embedded in pirated video, to exposure via the scores of low-cost illicit streaming devices that are available at retail.

## Why should video providers care?

In North America alone, it is estimated that 6.5% of Pay TV and Telco broadband consumers in 2017 accessed known video piracy sites. Piracy of a single pay-per-view event (a prize fight) was estimated to cost one TV network more than 130 million views. Other estimates hold that in some countries, as many as half of all streaming video consumers get their programming through pirate devices and sites.

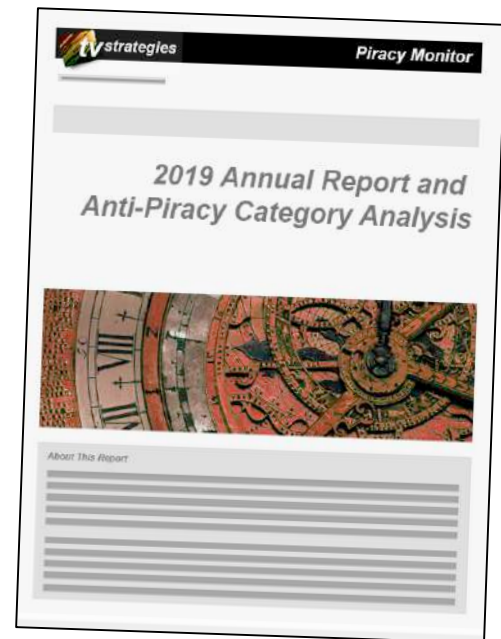
## Sponsor Marketing Programs

- **Marketing Communications**
  - Press releases from sponsors
  - Sponsor articles
  - Analyst quotes (non-endorsement)
- **Custom e-mail campaigns**
- **Your branded materials**
  - Partner-authored white papers, case studies, research
  - Sponsored reports and case studies written by tvstrategies
- **Advertising**
  - Available for Web site, E-Newsletter and Quarterly Update



## 2019 Piracy Monitor Annual Report

- **A major category analysis**
  - > 100 pages plus reference
  - Includes Quarterly Update
- **Contents**
  - Situation analysis of the piracy problem
  - Common piracy use-cases and examples
  - Available solutions
  - Global forecasts: the size of the problem and the market opportunity for solutions
  - Conclusions, recommended practices
  - Appendices
- **Availability**
  - Buy as a stand-alone report
  - Included with sponsorship (at some levels)
  - Report excerpts can be included within sponsored materials



## Sponsor Benefits

|   | Bronze | Silver        | Gold             | Platinum         |
|---|--------|---------------|------------------|------------------|
| Your press releases go into...                              |        |               |                  |                  |
| Web Newsfeed  | ✓      | ✓             | ✓                | ✓                |
| E-Newsletter  |        | ✓             | ✓                | ✓                |
| Analyst quotes (No endorsements)                            |        |               | 1                | 2                |
| Ads - Web - Top (While active)                              |        |               |                  |                  |
| Top - Site-wide   |        |               |                  | ✓                |
| Ads - Web - Side (While active)                             |        |               |                  |                  |
| Side - Home page  |        |               |                  | ✓                |
| Side - News feed  |        |               | ✓                | ✓                |
| Side - Blog   |        |               |                  | ✓                |
| Side - Papers   |        | ✓             | ✓                |                  |
| Sponsor page  | ✓      | ✓             | ✓                | ✓                |
| Ads - E-Newsletter  |        |               |                  |                  |
| Side (Right)  | Text   | Text - Linked | Graphic - Linked | Graphic - Linked |
| Top (Banner)  |        |               |                  | Graphic - Linked |
| Email - Custom Campaign (maximum one per quarter) *         |        |               |                  |                  |
| Number of email blasts / Year                               |        | 1             | 2                | 4                |
| Articles in Guests/Expert *                                 |        |               |                  |                  |
| Number of Articles / Year                                   |        | 1             | 2                | 4                |
| Promoting a Hosted Sponsor White Paper - tvstrategies Web * |        |               |                  |                  |
| Number of Papers / Year                                     |        | 1             | 2                | 4                |
| Promoting a Hosted Sponsor White Paper - Via Newsletter *   |        |               |                  |                  |
| Number of Papers / Year                                     |        | 1             | 2                | 4                |
| Quarterly Update - Display Ad *                             |        |               |                  |                  |
| 1/4 Page  |        | ✓             |                  |                  |
| 1/2 Page  |        |               | ✓                |                  |
| Full Page   |        |               |                  | ✓                |
| * = Requires quarterly commitment                           |        |               |                  |                  |

Note: tvstrategies Piracy Monitor cannot be responsible for accuracy of material placed by sponsors. All entries are subject to final approval by tvstrategies.

## Pricing

| Level                 | Bronze | Silver         | Gold | Platinum |
|-----------------------|--------|----------------|------|----------|
| Monthly               |        |                |      |          |
| Quarterly             |        | Please Contact | Us   |          |
| 6 Months / 2 Quarters |        |                |      |          |
| Annual                |        |                |      |          |

Note: Pricing is intended as a negotiable reference point

## Introductory and customized sponsorship programs

### Piracy Monitor offers special rates for Charter Sponsors

#### Add Piracy Monitor to your marketing programs

- Sponsored white papers, case studies and other informative content
- Support for your company's presence at industry events
- Sponsored presentations and panel moderation at conferences
- Executive briefings, presentations at customer events
- Sponsored Webinars
- Custom-defined industry research

## About tvstrategies

**tvstrategies** (Advanced Media Strategies LLC) offers consulting and subject matter expertise relevant to the technologies and service models that deliver video to consumer screens, and is the publisher of *tvstrategies Piracy Monitor*.

Established in 2001, *tvstrategies* helps video service and content providers understand and build the infrastructure that enables the secure delivery of digital television and streaming video services over Internet Protocol access. *tvstrategies* also produces technical category analysis and market research both privately and in collaboration with outside research organizations.