

Ways to control Cinema Piracy

1. Educate your Audience

Piracy has become so mainstream that people don't even realize that it is an illegal thing to do. So, to stop this behavior, you have to start protecting your content by educating your audience.

There are many ways to carry out this effort. For example, you can have short ads during your content or warning strips running at the bottom of the screen. Similarly, if you have a TV show, you can dedicate some time to remind the audience that piracy is a misstep and can lead to fierce consequences.

2. Block Credential Sharing

As the consumption of video content shifts to OTT platforms, credential sharing has been the biggest problem. Your company probably loses a quarter chunk of its possible revenue due to many people using the same premium account. You can do this by using plug-ins to control simultaneous log-ins. Similarly, you can control concurrent logins by generating a unique ID every time the account is logged in. Improvements in coding and algorithms have given non-ending controlling liberty at the backend of these platforms.

3. Restrict Video Playbacks

Another way to control the concurrent use of the same premium account is by restricting the total watch time for every user. Typically, a user will not watch a lecture or motivational speech twice or thrice. Depending on your user's behavior you can restrict the playback time of the videos.

This is a simple way to make sure that your video is not being watched by multiple people without them paying for it.

4. Use anti-piracy Services

There are various anti-piracy or video security services available in the market. Hiring a trusted security company to protect your video content enables you to get a hold of all illegal links and streaming sources. These services allow you to take down any illegal links and sometimes even remove the content source completely. Some services, like that of GPS security, go as deep as recognizing and identifying who is pirating your content.

The next step after the identification of the pirates will generally depend on you. The action can be as soft as offering them access to the legal content by offering a promotion. Or as harsh as giving the data to law enforcement agencies and carrying out a lawsuit.

5. Using Video Encryption

Video Encryption is used to secure your videos by encrypting or hiding them from anyone you haven't given access to. Basically, it stops anyone from viewing the video without your permission (the encryption key).

6. Using SSO for login

Using a Single sign-on for login to the user account has proven to be effective to stop credential sharing. A user can log in to the platform using social logins such as Google, Facebook, etc.

Even though a user might share their login for the video platform easily but a Facebook or Google password is more personal and the user would refrain from sharing it with their friends. Also, since its SSO is user-friendly and it saves trouble such as remembering passwords and login is much simpler with just a click it makes sense to promote this feature to the user.

7. Using Watermarking

Watermarking involves embedding digital information in a video signal to identify its source of origin. It aims to identify the redistribution source of illegal streaming services. All content is marked, or tattooed, with a unique identifier that can be extracted in case of piracy in order to find the original source.

8. Legal and Enforcement

There are a variety of countermeasures that TV Service Providers can use to interrupt and remove pirated content, from the traditional take-down notices to increasingly sophisticated real-time messages. With the correct anti-piracy services, operators can identify consumers who are watching illegal streams and incentivize them to switch to legitimate services. These actions scale from soft to hard, with the harder countermeasures involving the introduction of law enforcement authorities.

The key is speed. While prosecution will always be a much slower process that happens after the event, removing the content from the internet as swiftly as possible is the best way to deter pirates and drive consumers towards legal alternatives.

9. PR & Education

There are several strands to this, but effectively the goal is to highlight to the consumer that piracy is a crime and it is illegal. To those within the industry, this is obvious; to those outside it, it is anything but.

We've written recently about the problem of password sharing and how up to 40% of US consumers are sharing login credentials. This has become a normative crime — one that 'everyone' does, and so the activity no longer appears illegal because the behavior is normal. Efforts made to remind viewers that piracy is both morally wrong and a crime can prove successful in driving down numbers, as have been campaigns that have highlighted the role of organized crime in pirate activities, exposure to malware and inappropriate material, and the danger to advertisers of negative brand association with pirate sites.