

SUCCESS CASE

# THE SKY'S THE LIMIT

Sky Mexico's proactive approach to reduce content piracy





# About Sky Mexico



Sky Mexico is one of **Latin America's leading broadcasters, and the first choice for Mexican consumers** as their source for high quality sports coverage from around the world. Where sports content is concerned, Sky Mexico presents live coverage and highlights from leading competitions such as **Sportian, the Bundesliga and Premier League, apart from UEFA's competitions and Conmebol qualifiers.**

It also presents North American sports (American Football and Baseball), and a range of other options, including local baseball and worldwide athletics, skating, padel, plus more sports favourites for a diverse audiences, nationally and regionally.

Sky Mexico serves a huge population, around the size of Germany and France combined, in territories that are going through extraordinarily fast technology change. In many parts of Central America and the Caribbean, Pay TV remains dominant, but as the roll-out of high-capacity internet coverage accelerates, a move to OTT coverage is now accelerating in North America and beyond.



# Protecting market integrity

With the rapid rise of high-speed Internet coverage, piracy has become and more urgent and worrying problem for Sky Mexico, as for many other sports providers. Although Pay TV services via broadcast channels can be safeguarded effectively, Internet provision has been open to piracy for some time, and all indications from markets around the world suggest that the problem is becoming more acute. **As audience numbers are growing, demand for anytime, anywhere -no cost. access to content is rising fast, and with it, opportunistic action by pirates is growing too.**

Large profits can be made by unscrupulous providers, who can set up subscription sites, where customers (some of them perfectly innocent) receive coverage of sports competitions in ways that deprive Sky Mexico of its legitimate revenue. Other pirates access services for free and use them as an attraction to monetize other activities, a category that includes bars and other meeting places.

The risk to Sky Mexico is that **market integrity cannot be maintained**, nor can contracts be enforced if key assets, such as sports coverage are not protected from illicit and illegal theft. That is why Sky Mexico has not only developed its own in-house anti-piracy capability but has teamed up with Sportian Content Protection to apply the most advanced solutions in a systematic and targeted way.

**“The rise in growth of high-speed internet, plus the lack of education among some users, means piracy is growing very fast,” commented Juan Carlos Muñoz, director at Sky Mexico. “We want to work with all possible partners to protect the business while safeguarding the rights of subscribers, who are paying for quality content”.**





# Defensive and offensive anti-piracy strategies

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# Extending the partnership

The experience has proved overwhelmingly positive in terms of anti-piracy monitoring and elimination. For the Winter Baseball coverage, Sky Mexico, supported by a team of three experts from Sportian Content Protection based at its Mexico hub, deployed Vento/Marauder, an exclusive solution that monitors social media platforms in real time to identify content that is being published and viewed without broadcasting rights, and then provides evidence to hosting platforms, enabling them to close down these pirate streaming sites rapidly.

The project delivered a combination of speed and efficiency that delivered significant results. The solution was implemented in just 15 days, and to date has achieved a 95% success rate in removing illegal content from online platforms.

“We knew about the systems and methods that Sportian uses internally and we were impressed by their reach, the ability to check all channels, especially live streaming,” added Muñoz. “It was the tools and expertise that attracted us. The results of our collaboration have been impressive: we certainly made some noise in the market.”

The project went beyond simply monitoring illicit activity, as the team also developed fake profiles promoting IPTV and cardsharing services, encouraging potential pirates to reveal themselves, enabling fast intervention by the authorities. In addition to these “policing” actions, Sky Mexico worked to raise public awareness of content value (just because it’s on the Internet, that doesn’t mean it has to be free), and also of how piracy damages the industry.

Sportian Content Protection also supports Sky Mexico in carrying out detailed research, using its Blackhole and Lumiere solutions, ensuring that all necessary evidence is available if the company has to take legal action against companies or businesses that are streaming content illegally.

As a direct result of this extremely positive initial experience, Sky Mexico has now extended its partnership with Sportian Content Protection to cover all of its premium content. This means that the “jewels in the crown”, such as Sportian, Bundesliga and Premier League coverage, are now protected in the same way, and the collaborative approach is now addressing this much larger area of activity.



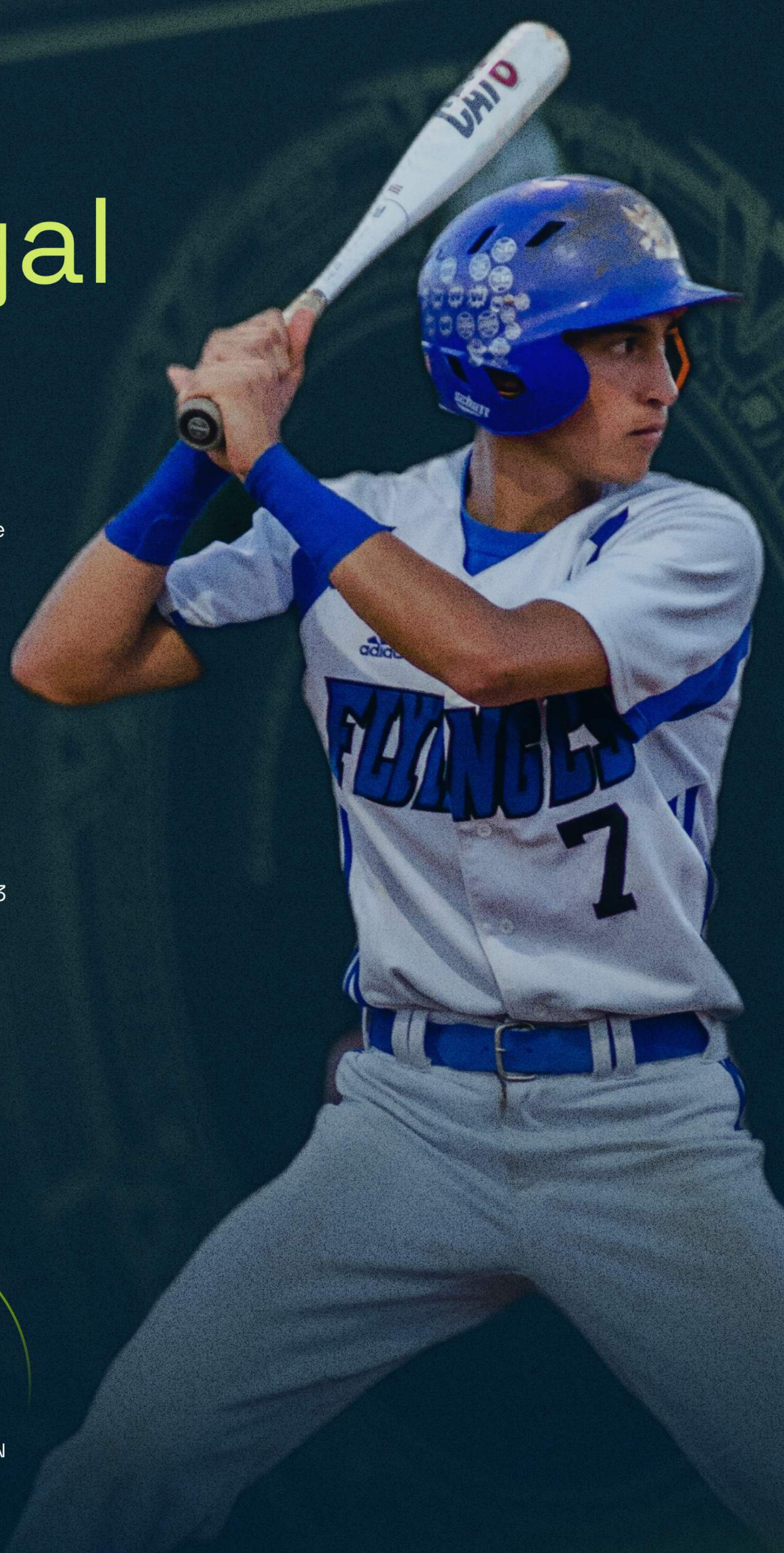


# Elimination 95% of illegal content

Sky Mexico has moved extremely fast in developing the right kind of anti-piracy capability, building on Sportian Content Protection's industry-leading tools and experience to detect higher levels of illegal content and reduce the time to close down illegal sites.

In managing the Mexican Pacific League for the 2021/22 season, the Sportian Content Protection service has removed 2,258 out of a probable total of 2,430 videos on social media. That's a 92.2% success rate. In addition, all 5 illicit streaming apps targeting this content were identified and taken down: a 100% success rate.

In the 2020/21 season, for both the Mexican Pacific and Caribbean Leagues, similar successes were registered. 5,183 out of a possible 5,303 videos were removed: a 97.7% success rate. 3 out of 4 streaming apps were taken down and 95 out of a possible 96 Facebook profiles illegally selling IPTV services were removed: a 99% success rate.



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# Outcome

The initial collaboration has started to address the piracy issue effectively, but both sides know there is still a great deal of work to do in order to resolve the issue fully. Anti-piracy is a long-term battle, as each technology innovation, leading to legitimate benefits for content owners and consumers, alike, inevitably leads to a “shadow world” of illegal activity, in which pirates test their skills against content owners in the drive to steal profit wherever they can.

In other words, the same kind of processes seen in more developed markets over the past decade are coming to Mexico and the other countries served by Sky Mexico. In one sense this is a benefit, as the industry is better prepared to deal with content theft, because it can profit from experience gained elsewhere. In another way, however.

Sky Mexico is braced for new challenge in the near future, as the growth in OTT options leads to a growth in attempts at content theft. For this reason its alliance with Sportian Content Protection is of growing importance, as it provides Sky Mexico with the experience, know-how and advanced tools needed to face this threat with confidence.

“After the first year of our collaboration, I can say that I am happy,” concluded Muñoz. “The result has been spectacular, in both the number of illegal accounts identified and the time taken to take them down, which is declining fast. When we show our partners the actions we are taking as a rights holder, they are delighted. It is so important that the industry takes meaningful steps to protect its rights and future employment”.

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**JUAN CARLOS MUÑOZ**  
DIRECTOR AT SKY MEXICO



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