



SUCCESS CASE

How Atresmedia maintains audience trust with Sportian Content Protection

News corporation has removed thousands of illegal videos and applications that were sharing live and on-demand content in an attempt to defraud users.

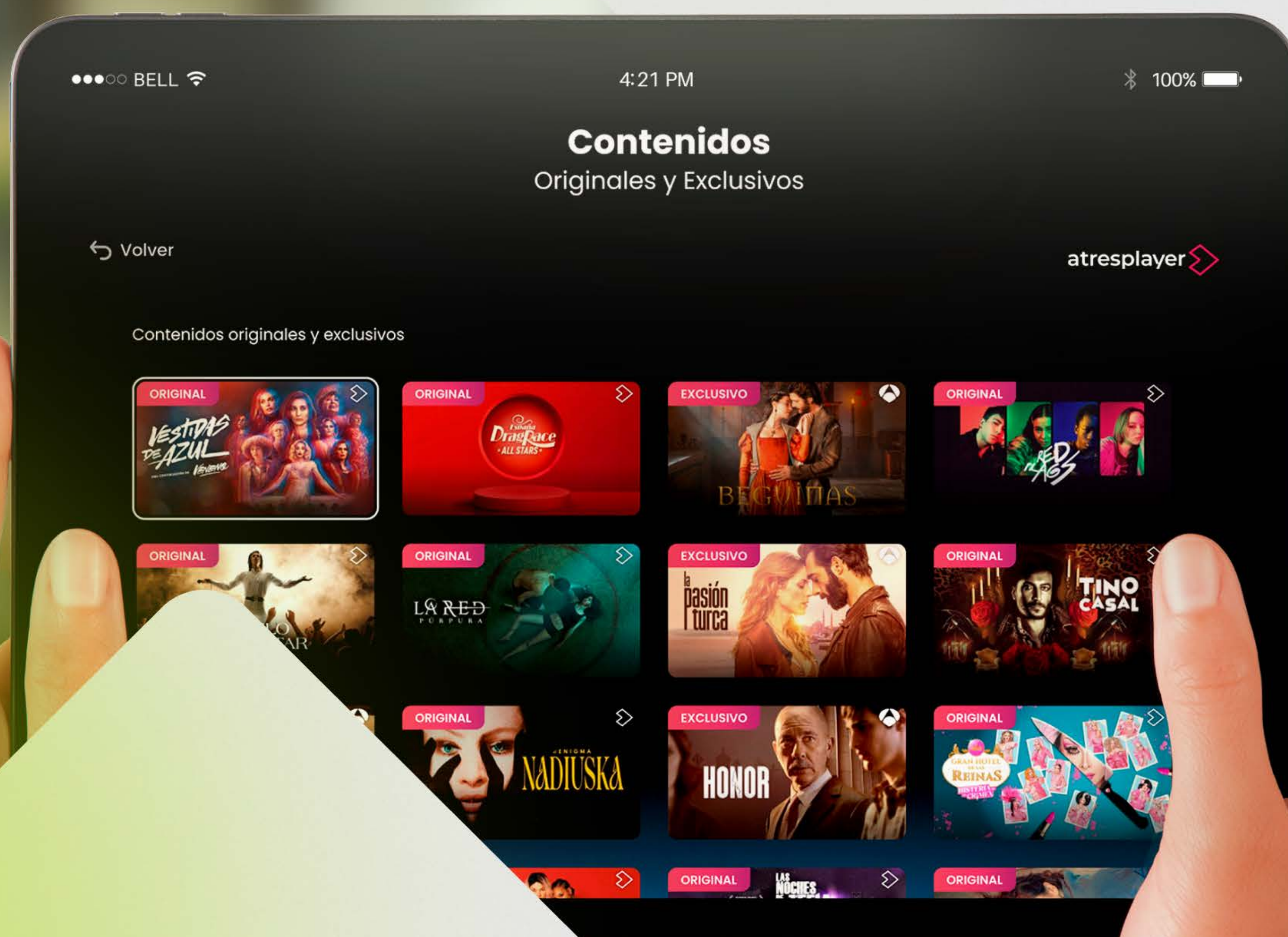


About Atresmedia:

One of the largest media corporations in Spain, Atresmedia provides the country's most popular news, sport and entertainment content with an audience share of 27%.

Through operating essential TV and radio channels (laSexta, Antena 3, Onda Cero, neox), as well as four major international stations (Antena 3 Internacional, Atreseries, Atrescine, ¡HOLA! TV) its programming reaches over 65 million households across 25 countries, in addition to a global digital audience.

As well as a commanding global presence, Atresmedia has earned a reputation for quality and trust in its output. Its principal news stations, Antena3 and laSexta, receive the highest audience trust ratings in Spain according to the Digital News Report, published by the Reuters Institute for the Study of Journalism and the University of Oxford trust.

ATRESMEDIA

The Piracy Problem

On top of its 35 years of history, Atresmedia is now one of Spain's digital pioneers, building a global following of millions across social media platforms, establishing one of the country's top streaming services (Atresplayer) and leading nationwide investment in influencer marketing.

To maintain its rapidly-growing and multi-generational audience, access to and trust in its content is paramount. As such, piracy is one of the largest existential threats to Atresmedia and one that spans across live and on-demand content.

New links, claiming to offer exclusive access to some of the company's most popular programmes, can spread across social media, applications, web and messaging services in minutes, generating thousands of clicks. But the resulting content is either fake, illegally streamed from a legitimate source, or carries malicious threats like viruses and data trackers that can be used to steal the user's financial information.

By exploiting the universal appeal of Atresmedia programming, scammers were generating illegal content that was capable of defrauding users and generating lucrative revenues.

The resulting impact on company reputation can be devastating and cause audiences to turn away from the streaming services or live broadcasts they had previously enjoyed. For this reason, Atresmedia knew it needed to act and ensure any illegal reproduction of its content was removed as quickly as it appeared.



Selecting Sportian

In 2022 the organization turned to Sportian for real-time preventative services that would eliminate threats across its broad range of digital channels. Its Content Protection services demonstrated powerful detection technologies that are capable of finding and analyzing pirated content as soon as it is generated. Once detected, Content Protection offers a team that is certified by the world's largest internet service providers to remove illegal content wherever it is found.

Demonstrating its global reach and elite response times, Atresmedia deployed Content Protection to safeguard its live and video on demand (VOD) content across all digital environments, including social media, instant messaging, web platforms and mobile applications.

To date, a total of 15 programmes, responsible for the vast majority of pirated Atresmedia content, have been included in the service.

Every week, Atresmedia receives consultancy from the Sportian team on the numbers of links removed, emerging new platforms that could be a threat and new content trends that should be investigated to ensure that its piracy response remains as effective as it can be.



Technical and legal tools

Sportian Content Protection services include specialized tools that pinpoint the emergence of pirated signals and generate technical details, leading to faster detection and blocking.

Its product suite includes specialized tools for monitoring social media (Vento/Marauder) and web and streaming channels (Lumière).

The team of Content Protection analysts then works with over 70 internet service providers (ISPs) to block access to this content and provides additional services to the rights holder, including assistance with taking legal action and collaboration with law enforcement agencies.



Results

After its first year of partnership, Atresmedia has established a 360-degree anti-piracy defense system that ensures clean and trustworthy content on a daily basis. Among other results, it has achieved:

OVER
16,500

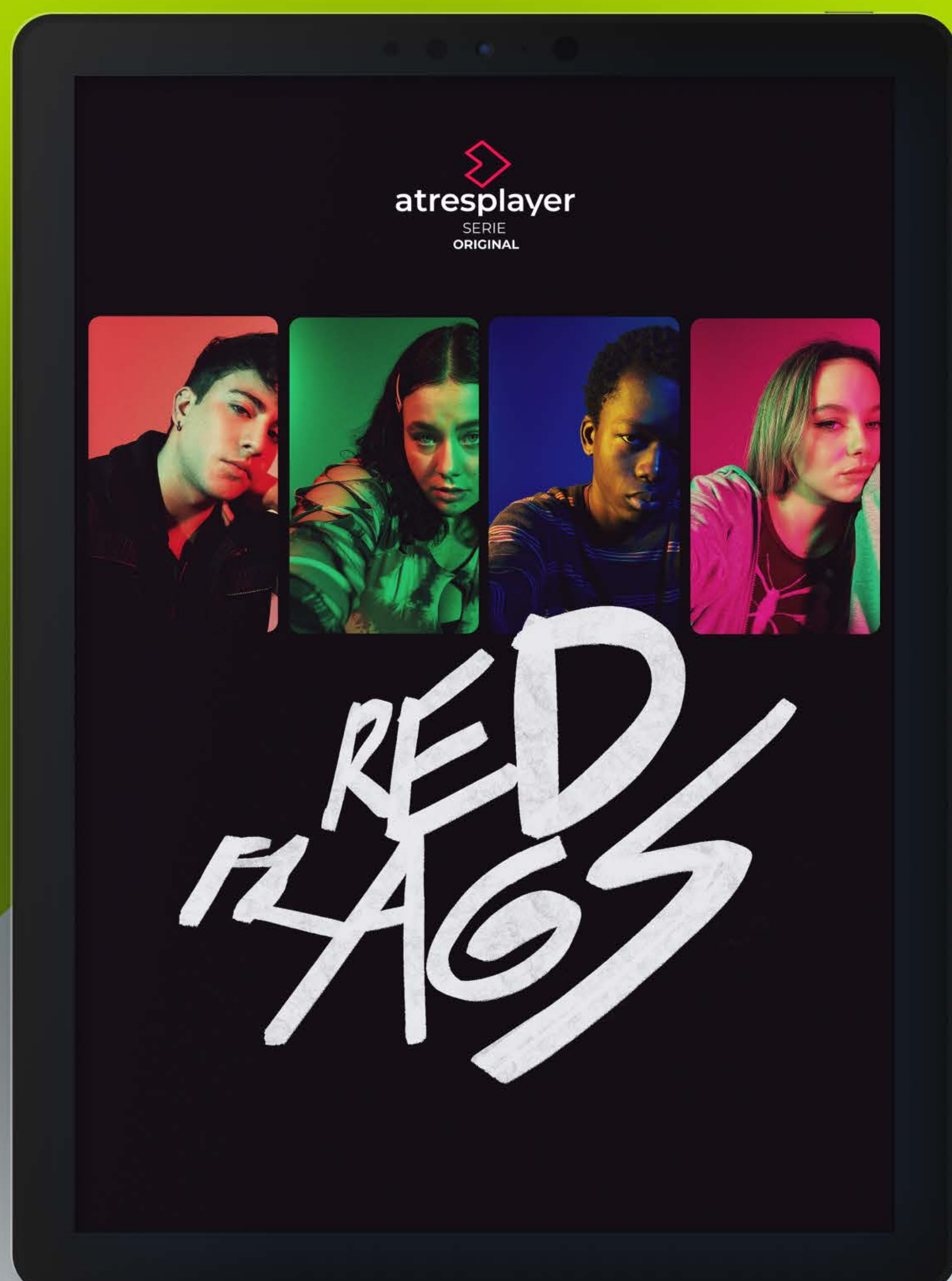
ILLEGAL VIDEOS
REMOVED FROM
SOCIAL MEDIA AND
ONLINE MESSAGING
ENVIRONMENTS.

MORE THAN
4,700

APPLICATIONS
OFFERING ILLEGAL
CONTENT REPORTED
TO RELEVANT APP
STORES.

MORE THAN
670

FRAUDULENT URLS
DEINDEXED FROM
GOOGLE'S SEARCH
ENGINE.



With such a mass of fraudulent content under control, this has helped the corporation to maintain surging international viewership along with the trust of commercial partners and the viewing public.

