Synamedia

Respond to Casual and Fraudulent Credentials Sharing to Win Back Your Revenue

Gaining unauthorized access to streaming video services has never been easier. Users can obtain credentials from family and friends who share them "casually". Alternatively, they can buy them on the cheap from fraudsters through legitimate or illicit marketplaces. Regardless of intention, credentials sharing cuts into your revenue in many more ways than just reduced subscriptions – from higher infrastructure costs, through inefficient marketing campaigns, to a tarnished reputation. To mitigate the impact of casual and fraudulent credentials sharing on your business, you need a solution that identifies, analyses and responds to such activities. Synamedia's Credentials Sharing and Fraud Insight is that solution.

Uncover Hidden Revenues and Minimise Excessive Costs

Credentials Sharing and Fraud Insight (CSFEye) is a cloud-based user behaviour analysis service enabling video streaming services to accurately identify credentials sharing activity and trigger an appropriate auto-response at scale.

Supported by machine learning techniques for optimum accuracy, CSFEye pinpoints and quantifies the threats that can lead to sharing activity throughout your user base. Once you understand the nature of the user behaviour that leads to sharing credentials, you can deliver the right response to the right user to reduce the impact on your business.

Assess and quantify your sharing problem

Given that CSFEye is a SaaS solution, all you need to do is onboard your user data and immediately gain insights into sharing activity among your users. The solution delivers results via intuitive dashboards to give you a clear picture of sharing and fraud activities across your service. And with the help of clear KPIs, CSFEye quantifies the impact of such rogue activities on your bottom line.

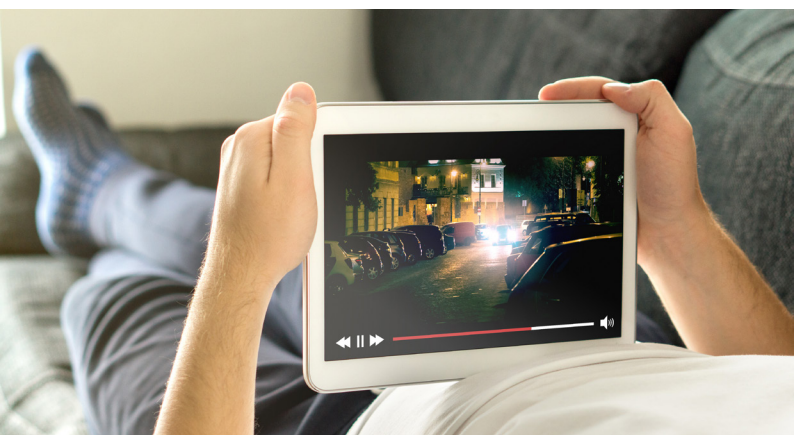### Act to reduce churn and boost subscriber growth

CSFEye lets you identify the opportunities to turn non-paying users into paying subscribers. It gives

you the confidence to take action against specific sharers, without inconveniencing innocent users, to help ensure they remain loyal to your service.
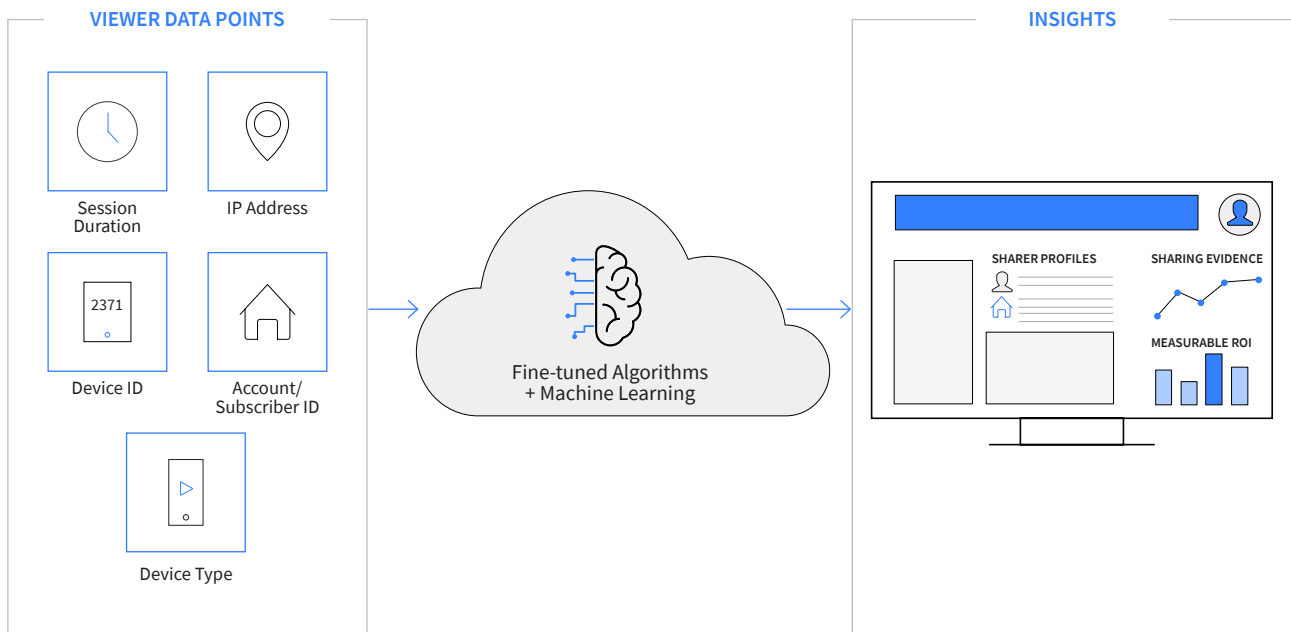
Continuously analysing subscriber activity data without impacting day-to-day operations, CSFEye protects your business and reputation, controls your infrastructure costs, and helps generate additional revenue streams.

Highlights

- Detects, analyses and classifies casual and fraudulent sharing
- Automates and scales response to reduce sharing efficiently and effectively
- Lowers risk of compromising your subscribers' digital identity
- Turns threats into new revenue-generating opportunities
- Displays user-friendly and intuitive dashboards
- Enables fast and easy data uploading

CSFEye in Action

VIEWER DATA POINTS

Session Duration

IP Address

2371

Device ID

Account/ Subscriber ID

Device Type

Fine-tuned Algorithms + Machine Learning

INSIGHTS

SHARER PROFILES

SHARING EVIDENCE

MEASURABLE ROI

Features and Benefits

Convert sharers into paying subscribers

- Target and personalise the right response to the right audience to grow your subscriber base efficiently
- Segment account owners to avoid inconveniencing innocent users
- Tap into a hidden market already using your service to monetise it

Identify sharing and fraudulent activity across your platform

- Utilize KPIs based on proven behavioural analysis algorithms to quantify rogue activity
- Take preventive action to achieve a rapid ROI
- Leverage fine-tuned algorithms and machine learning technology to ensure detection accuracy

Quickly leverage a results-driven, accurate and user-friendly service

- Easily onboard your user data to gain rapid insights into subscriber misbehaviour
- Get a full SaaS experience with intuitive, colourful dashboards to build an action plan

About Synamedia Video Security Solutions

Synamedia enjoys an unrivaled track record providing video security for the world's leading pay TV operators and distributors, enabling them to protect and monetise their content and services. Leveraging decades of video security and operational security intelligence expertise, our end-to-end solutions provide multiple security layers to combat piracy effectively, and are continuously updated to counter new, evolving attacks. Our comprehensive security portfolio is pre-integrated into our broadcast, hybrid and OTT platforms, and can be adapted to meet specific customer needs.

Next Steps

Learn more about Synamedia's video security solutions.

For more information, contact us.

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