

Credential Sharing & Theft

Prevent your streaming video content from being stolen

How many people are stealing your video service?

Most streaming video businesses cannot answer this question.

And yet data suggests that **OVER 30%** of streaming viewers use shared or stolen credentials, resulting in billions of dollars in lost revenues and costs across the industry each year.

FIVE REASONS credential sharing and theft is bad for your business:



LOST REVENUE

Many individuals who borrow or steal credentials would subscribe to your video service if they could no longer access it for free – by allowing credential sharing, you're losing customers.



EXCESS OPERATING EXPENSES

A disproportionate share of streaming video usage comes from compromised accounts – these non-paying users strain infrastructure and can substantially increase operating costs.



RISING CONTENT COSTS

As more people steal content, studios have fewer paying customers and need to raise content costs – enabling credential sharing and theft will accelerate these trends and hurt content negotiations.



CONTENT AGREEMENT VIOLATIONS

Inadequate controls to identify and stop credential sharing and theft may be a violation of content agreements – content owners are increasingly requiring distributors to prove they have controls.



CUSTOMER DATA SECURITY GAPS

Anyone with account credentials can access sensitive customer and billing information – enabling sharing and theft puts your customers at risk and could result in regulatory compliance violations.

Cartesian's Streaming Video Credential Sharing Detection & Prevention Solution

We have the leading platform to screen streaming video usage data and identify accounts that are engaged in credential sharing or have been victims of credential theft. Cartesian's solution...

- ✓ Integrates with existing TV Everywhere and OTT platforms.
- ✓ Screens for all relevant credential sharing and theft patterns, leveraging proprietary and industry-leading clustering and geospatial dispersion algorithms.
- ✓ Provides lists of accounts that have been compromised and an ongoing platform-wide health check.

Contact us to find out more about what can be done to stop and prevent identified theft.

VISIT [CARTESIAN.COM](https://www.cartesian.com)



Geospatial Screening Algorithm

Account: 011029345X
Risk Level: 78/100
Assessment: Likely Fraud

✓ = Approved Use ! = Credential Abuse or Fraud

