

PUBLISHING CASE STUDY

Redflag AI helps major publishing house recover lost revenue



An uphill climb

Piracy costs the US publishing industry an estimated \$3B each year and ranks second only to TV/Film for annual piracy web traffic. Global publishing conglomerate “Prestige Press” was well-acquainted with these grim statistics, as executives there had been trying to combat an ever-growing mountain of infringements for years.

Prestige executives had initially tried to manage their anti-piracy efforts in-house, as they hoped piracy growth would eventually level off as the world became more entrenched in the digital revolution. Yet as time progressed, there were no signs of slowing and it became clear that they’d need a better solution. Piracy was skyrocketing, with trends like rising prices and ease of duplication further compounding the problem.

Ineffective tools for the task

Prestige’s early attempts to outsource anti-piracy efforts were met with mixed results. Executives had done their best to assemble a program using a combination of web-crawling technology for detection and legal services for takedown. Despite these efforts, they still struggled with significant weaknesses in their program, including:

- Manual & inefficient web-crawling
- Lengthy detection times
- Lack of social media coverage
- Millions of undetected infringements
- Unacceptable number of false positives
- Manual & arduous takedown processes
- Poor takedown success rates
- Inability to recover lost revenue

Client Profile



Industry

Scientific & academic publishing



Annual Revenue

\$2.1 Billion



Number of Titles

1M+



Infringements per year

12M+

The US ranks **#1** in visits to publishing piracy sites

Hope on the horizon

Leaders at Prestige had learned to live with their coverage gaps when they met Redflag AI on a chance encounter. Engagement between the two companies was very exploratory initially, with Redflag AI highlighting the cutting-edge capabilities of its proprietary technology:

- **Automated** piracy detection AND takedown
- **100% coverage** across the entire digital landscape, including:
 - 1B+ websites and search engines
 - 30+ social platforms
 - Audiobooks, IPFS, and podcasts
 - All major forms of content: audio, text, image & video
- **Crawl-prevention technology** to uncover piracy at its true source (often a cyberlocker)
- **Continuous landscape monitoring** that helps stay ahead of cybercriminals
- **Superior content-matching** to expedite discovery of millions of infringements
- **Metadata analysis** to improve accuracy & reduce false positives

Prestige representatives were amazed at what they'd heard, but wanted to see the technology's power for themselves. They embarked on a 4-week proof-of-concept pilot, finding nearly 76,000 infringements across a sampling of 10,000 titles. This was triple of the number of infringements found by their prior solution for the same period, and represented an estimated \$96M in lost revenue. The findings solidified their decision and they enlisted Redflag AI as their new anti-piracy vendor immediately. In just a year's time, Prestige stood to detect 12M+ infringements and recover hundreds of millions in lost revenue.

Prestige Press annual snapshot

