REDFLAG AI

ENTERTAINMENT

CASE STUDY

Redflag AI helps entertainment mogul recover millions

The hardest hit

The $660B US Media and Entertainment (M&E) industry is the largest of all M&E industries worldwide, with TV and Film reflecting ~ $95B of the total.   While this number is staggering, piracy plunders an estimated $29B from TV and Film each year - nearly 30% of the industry's earnings. And globally, TV and Film represent over half of all web traffic to piracy sites. Combined, these statistics have placed the industry at #1 hardest hit by piracy. Executives at entertainment conglomerate "ETX" had been drifting through this storm for decades, hoping to find refuge from the never-ending torrent of infringements they faced. After watching their business lose millions to thieves each year, they felt frustrated, exhausted, and helpless. It seemed the best they could hope for was damage control, and that actually stopping the piracy would be almost impossible.

An anti-piracy program barely afloat

Over the years, ETX leaders had tried countless tools to combat the piracy, including Digital Rights Management (DRM), web-crawling technology, and legal services. They had even developed educational and PR campaigns, including Public Service Announcements (PSAs) showing the personal consequences of pirating content. Despite these efforts, they were still drowning in infringements. Their anti-piracy program was woefully ineffective, as they struggled with:

- Manual & inefficient web-crawling
- Lengthy detection times
- Incomplete social media coverage
- Thousands of undetected infringements

- Unacceptable number of false alarms
- Manual & arduous takedown processes
- Poor takedown success rates
- Inability to recover lost revenue

Client Profile

Industry
TV & Film

Annual Revenue
$1.64B

Number of Titles
1K+

Infringements per year
100K+

Perseverance pays off

ETX executives weren't ready to give up on their piracy problem and had heard about Redflag AI's unique technology through a mutual connection. They were intrigued and asked for a meeting immediately. During the discussion, Redflag AI was able to quickly highlight the cutting-edge capabilities of its proprietary solution:

- **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

Following the meeting, ETX executives were hopeful the technology might finally solve their biggest piracy obstacles. But they had to know for sure. Redflag AI agreed to perform a 4-week proof-of-concept pilot, finding nearly 10,000 infringements across 1,000 titles. Not only was this was double the infringements found by their prior solution, but the list also had significantly fewer false positives. This was the proof they needed, and they enlisted Redflag AI as their new anti-piracy vendor immediately. Over the course of a year, ETX stood to detect 100K+ infringements and recover $62.5M in lost revenue.

ETX annual snapshot

One full-scope vendor		Detected infringements		Recovered revenue
100% coverage	**1B+ URLs**	**100K+**	**90%**	**$62.5M**
	Scanned real-time		Average takedown rate	