<u>**Live Content Protection & Anti-Piracy Summit 2024**</u>
Effective anti-piracy solutions for content distribution: safeguarding platform integrity,
preserving media rights, and ensuring a secure environment for fans

<u>**Day One**</u>

8:30 am: Arrival, Registration, and Breakfast
9.10 am: Opening Remarks

The Strategic Imperative of Live Content Protection for Industry Stakeholders

9.15am: The Rights Holder's Role in Safeguarding Sports Media
- Defining the Stakes: Understanding the critical importance of content protection for rights holders.
- Strategic Importance: Exploring why content protection is not just a legal necessity but a strategic imperative for sustaining competitiveness, market position, and fan engagement in the sports industry.
- Collaborative Enforcement: The necessity of working alongside broadcasters, technology providers, and regulators.
- Legal Arsenal: Exploring the use of injunctions and other legal measures as tools for protecting media rights.
- Case Studies: Examples where rights holders have successfully implemented protection measures.

9.40am: Panel: A Unified Approach to Content Protection
- Strategic Importance in the Industry: Discussing content protection as a key element for sustaining competitiveness, market position, and enhancing fan engagement for all stakeholders.
- Defining the Stakes for Stakeholders: Understanding the broad impact of content protection across the sports media ecosystem.
- Collaborative Enforcement: Emphasising the need for synergy among rights holders, broadcasters, technology providers, and regulators in crafting effective anti-piracy strategies.
- Legal Arsenal and Beyond: Examining the use of injunctions and other legal measures, and how they fit into a broader strategic context for protecting media rights.
- Case Studies: Sharing success stories where integrated strategies have successfully countered piracy challenges.

10.20am: Technological Advancements in Anti-Piracy
- Role of Technology Providers: How tech companies are becoming key players in the anti-piracy ecosystem.
- Innovations in Piracy Detection: Examining cutting-edge technologies used to identify and combat piracy.
- Balancing Innovation and Regulation: The challenges and opportunities in aligning technological advancements with regulatory frameworks.
- Stakeholder Collaboration: Case studies showcasing successful integration of technology in anti-piracy efforts by various industry stakeholders.

10.45am: Networking

Content Security: Technology and Legal Tactics

11.15am: Securing Live Sports Streaming: Advanced Anti-Piracy Strategies
- Targeting Live Sports Piracy: Addressing the unique challenges of protecting live sports, a primary target in the OTT streaming industry.
- Integrating Expertise with Technology: Combining industry insights and advanced technology to combat piracy and cyber threats in live sports streaming.
- Enhanced Digital Security Measures: Utilising session token authentication and sophisticated geo-blocking, including automatic VPN and proxy detection.
- Innovative Stream Protection: Implementing concurrent stream management and embedding forensic watermarks for real-time piracy disruption and tracking.
- Proactive Content Fingerprinting: Employing content fingerprinting techniques for quick identification, validation, and removal of pirated streams, ensuring the integrity and revenue protection of live sports content.

11.40am: Holistic Security Management: Safeguarding Content Across All Platforms Key Points
- Comprehensive Security Ecosystem: Exploring the need for end-to-end security management, from content preparation to video player delivery, across various distribution networks.
- Versatile Protection Strategies: Addressing the flexibility of security systems to cater to Pay TV, satellite, cable, OTT, IPTV, and Cloud-based networks, ensuring consistent protection regardless of the distribution channel.
- Unified Approach for Diverse Content Types: Focusing on the unique challenges and solutions for protecting live, near-live, and on-demand content, ensuring integrity across all forms.
- Device Agnostic Security Measures: Discussing strategies to extend robust security to all connected devices, enabling secure content distribution in a multi-device ecosystem.
- Future-Ready Security Frameworks: Anticipating emerging threats and evolving technologies, and preparing a resilient and adaptable security infrastructure to protect against new forms of content piracy and cyber attacks.

12.05pm: Panel: Legal Strategies for Rights Holders Against Piracy
- Legal Landscape for Rights Protection: Examining the current legal avenues available to rights holders in protecting their content.
- Injunctive Relief and Beyond: Assessing the feasibility and effectiveness of legal injunctions within varying budget constraints.
- Navigating Legal Challenges: Strategies for rights holders to efficiently manage legal battles against piracy.
- Adapting to Technological Advances: Discussing whether traditional legal frameworks are equipped to handle piracy in the era of advanced technology and AI.

12.45pm: Roundtables

Turning Piracy Challenges into Opportunities for Sports Media Products
- Decoding Piracy for Strategic Insights: Analysing piracy trends to uncover market opportunities and inform business strategies.

- Technology and Business Synergy: Integrating technological solutions with business objectives to convert piracy threats into revenue channels.
- From Pirates to Paying Subscribers:Strategies for transforming unauthorised viewers into loyal customers using innovative pricing and user-centric platforms.
- Navigating Global Copyright Variance: Tailoring anti-piracy strategies across different legal systems to enhance content protection and market expansion.

Aligning Legal Strategy with Sports Content Protection for Rights Holders
- Holistic Protection Framework: Crafting a multi-layered approach combining legal, technological, and operational strategies for comprehensive sports content protection.
- Strategic Partnerships:Forming alliances across industries to strengthen anti-piracy efforts and share expertise and resources.
- Legislative Advocacy & Influence: Engaging in policy advocacy to shape supportive laws and regulations for stronger content protection.
- Operational Excellence in Enforcement: Implementing agile and effective monitoring and response strategies to combat evolving piracy tactics.

13.15pm: Lunch

Developing a Premium Sports Media Business: Innovation and Security

14.00 pm: Sports Media Product Development and Distribution
- Evolving landscape and maximising reach: Exploring strategies to optimise content distribution across TV, digital, and mobile platforms while mitigating piracy risks.
- Investing in advanced anti-piracy strategies to ensure platform integrity, uphold media rights, and provide a secure yet engaging experience for fans.
- Upholding Content Integrity: Addressing the urgency of combating live-stream piracy to protect rights holders and ensure authentic fan experiences.
- Building Robust Alliances: Fostering relationships to create a unified front against piracy.

14.25 pm: Monetization and Protection Strategies in the Digital Content Arena
- Transforming Piracy into Profit: Explore methods to convert piracy into revenue opportunities, emphasising the success of models that offer convenient and competitively priced alternatives to pirated content. Delve into the role of user experience, interface design, and unique content in making legal options more attractive.
- Innovating Content Protection: Examine upcoming challenges in sports content security, the evolution of DRM and OTT platforms, and the technological advancements expected to play a pivotal role in future-proofing against piracy. Encourage sharing of insights and predictions on the direction of content protection.
- Case Studies in Monetization: Share real-world examples and success stories from media and sports entities that have effectively monetized content in the face of piracy. Discuss how these models can be adapted across different types of content and platforms.

14:50 pm: Networking

Building a Robust Platform for Sports Media Streaming

15:20 pm: Content Protection in Sports Media Subscriptions Businesses
- Navigating the Anti-Piracy Landscape in Subscriptions: Exploring the current challenges and opportunities in protecting subscription-based sports content from piracy and unauthorised distribution.
- Balancing Security and Accessibility: Strategies for implementing effective anti-piracy measures that maintain user friendliness and accessibility in subscription services, ensuring a seamless experience for legitimate users.
- Adapting to Consumer Needs in a Secure Environment: Examining how subscription services can evolve to cater to changing consumer preferences while prioritising content security and rights protection.
- Innovative Engagement in a Protected Environment: Discussing the incorporation of innovative fan engagement features in D2C models, enhancing viewer experience in a secure digital ecosystem.
- Discussing the role of technological advancements and innovative practices in enhancing fan engagement through subscription platforms, all while maintaining a stringent stance against piracy.

15:45 pm: Closing Panel: Harmonizing Revenue and Security in Sports Media
- Balancing Act: Discussing the delicate equilibrium between monetizing sports content effectively and ensuring robust security against piracy threats.
- Fan-Centric Approaches: Exploring strategies to keep the sports media environment engaging and accessible for fans while implementing anti-piracy measures.
- Innovations in Monetization: Showcasing creative revenue models that align with high-level security protocols, ensuring sustainable growth without compromising content safety.
- The Role of Technology: Examining how emerging technologies can aid in achieving this balance, enhancing both security measures and monetization opportunities.
- Collaborative Industry Efforts: Emphasising the need for collective action among broadcasters, rights holders, technology providers, and regulatory bodies to foster a secure and profitable sports media landscape.

16:30 pm: Closing Remarks

16:40 pm: End of the Event