

NetNames Anti-Piracy

According to the Business Software Alliance, one in four software programs in the United States is unlicensed. If you are a software provider, this type of piracy can amount to a great deal of lost revenue for your enterprise.

Piracy is not just linked to software though. It affects films, TV shows, music, e-books and all other types of media that consumers normally pay for.

Piracy takes many different forms:

- **End user piracy** – reproducing copies of media or software for distribution without prior authorisation
- **Internet piracy** – selling (or making available) licensed media or software on peer-to-peer networks, Internet auctions, or pirate websites
- **Counterfeit software** – duplicating software, packaging the items as legitimate brands and selling the products
- **Client server overload** – purchasing a single user license for a piece of software (or licensed content), and then allowing several people to access the content or program
- **Hard disk loading** – selling computers with software that has been illegally pre-loaded

If your organisation is a victim of piracy, NetNames can help with a wide range of anti-piracy monitoring and enforcement services which include:

- Bespoke consultancy aimed at understanding, uncovering and providing strategic advice on piracy issues affecting your company
- Automated monitoring of titles and content across major peer-to-peer networks and the Internet
- Detailed investigations of websites, individuals and organisations – and the piracy revenues they generate
- Take-down services and enforcement action against pirate websites

By joining forces with NetNames' sister company, Envisional, NetNames can also provide world class piracy intelligence including:

- Research and analysis covering areas of concern for your company, as well as relevant industry trends
- A highly valued piracy intelligence and analysis service, 'Scrutiny', backed up with a secure members' website, RSS feeds and interactive query facilities
- Our industry recognised piracy experts can also stand as expert witnesses in piracy litigation

Understanding and tracking what goes on in the piracy arena requires a rare combination of monitoring technologies and technical expertise. At NetNames, we have this combination.



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Our credibility in this area is also evidenced by the fact that our anti-piracy solutions are used by the world's leading film, TV and music companies, games and software distributors and other content owners.

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