

Pay TV, Passwords, and Privacy

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Abstracts

TV Everywhere, multiscreen services, and catch-up apps give consumers unprecedented flexibility to access content anytime, anywhere, and on any device. These digital services typically rely on simple username/password authentication, which puts content investments at risk for piracy. This report includes profiles and relevant case studies on current vendor solutions to prevent TV Everywhere piracy. It also assesses the effects of piracy on the content industry, particularly for pay TV, and forecasts potential revenue loss globally due to password sharing.

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