

# [ ] SMART PROTECTION

**Keeping your online assets safe.**



**EU Commission Directive on Copyright in the Digital Single Market**  
Stakeholder dialogue under article 17 of the directive

# Smart Protection

## Cybersecurity SaaS

We detect and remove digital piracy and brand's counterfeits on the internet

#WeFightDigitalFakes

#WeFightDigitalPiracy

## B2B

Horizontal market covering all verticals and company sizes with internet presence

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# **The Problem**

# Audio-visual piracy and fake products sold on the internet are a very real problem

- All type of digital and physical counterfeits are offered in the internet in an industrialized and massive way
- This causes revenue reduction and brand reputation damage to all affected companies
- Consumers blame brands for not protecting their products and services from counterfeiters

# Companies affected by digital piracy are almost defenseless...

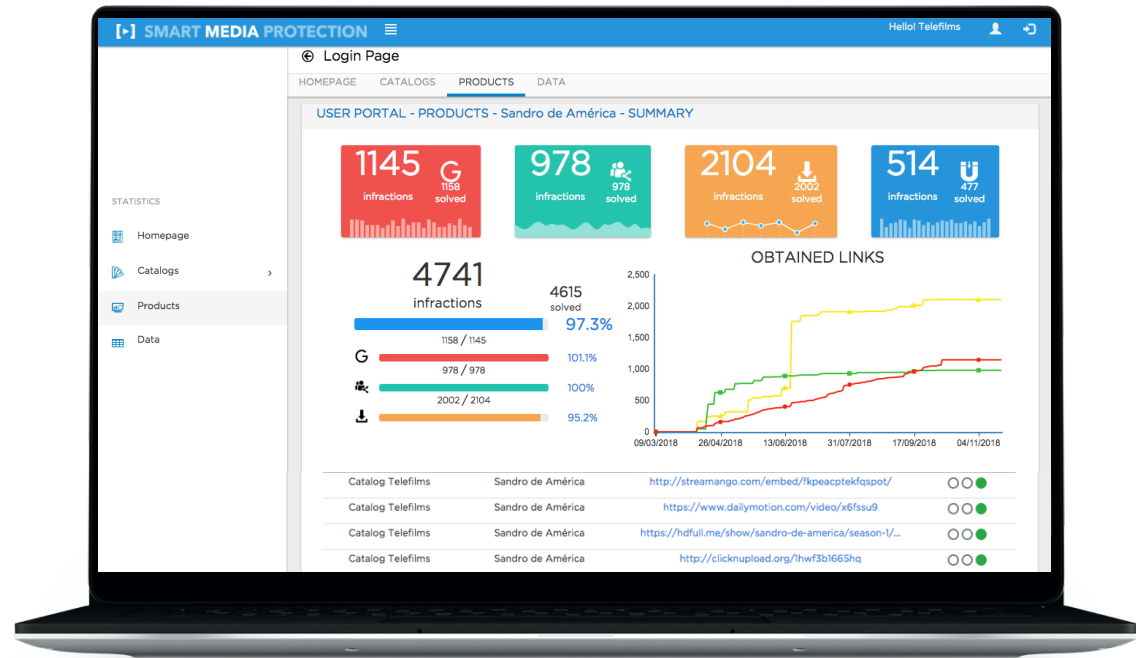
- So far, affected companies have been using, if any, legal methods to fight digital piracy
- Legal means are slow, costly and ineffective to fight digital piracy or counterfeit sales
- Pirates and counterfeiters use internet as preferred go to market, due to the large reach and low chance to get punished.

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# **The Smart Solution**

# Smart Protection is a technology based solution to fight piracy on the internet

Our Anti-Piracy platform detects and removes piracy on the internet, searching continuously for infringements and requesting its removal in an automated and effective way



# Three integrated technologies in one single platform to fight piracy.

## Big data

Continuous capture and storage of vast quantities of information



## Detection

Our platform monitors all open sources in the internet, such as search engines, marketplaces, social networks, P2P systems, apps, and more

## Machine learning

Automated identification and classification of infringements



## Analysis

All the potential illegal copies detected, are analyzed by our artificial intelligent algorithms and data analysts in order to confirm that really infringes an IP right

## Legaltech

Automation of legal processes for IP infringements removal



## Removal

All the illegal links found, and the infringing object itself, are automatically requested to be removed, achieving a removal ratio of over 95% of cases very quickly



# We are experts in online protection with our four divisions

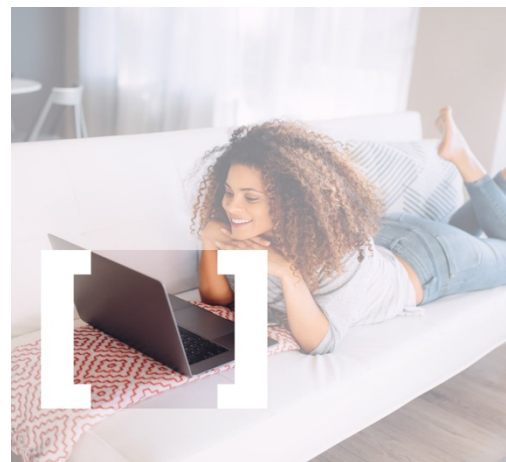
[\*] SMART BRAND PROTECTION

Counterfeits and brand abuse



[>] SMART MEDIA PROTECTION

Films and series



[•] SMART LIVE PROTECTION

Live events and TV channels



[1] SMART PUBLISHING PROTECTION

Books and press



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# Technological alliances

# Key technological alliances adding relevant competitive advantage

## Trusted Copyright Removal Partner (TCRP)

It enables Smart Protection to immediately manage the delisting of an unlimited volume of infringing URLs.

We are one of the few companies in the world that has achieved this Google TCRP partnership



**+12.138.000**

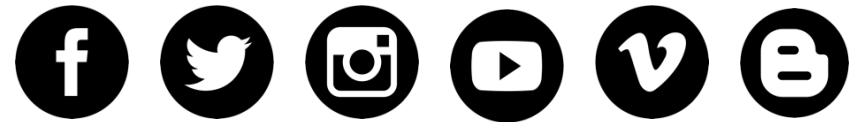
Delisted URLs until Nov 2019

# Specialization in social media sets us apart from our competitors

## Social Media removal partners

Social media platforms are currently the internet's vastest growing vector of piracy.

Being removal partners of the main social media platforms, enables Smart Protection to quickly remove all infringements affecting our clients' intellectual property and trademark rights.



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# **Customers**

# European Union Company with customers in 24 countries (Europe, Latam, US & Canada)

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[>] SMART MEDIA PROTECTION



[•] SMART LIVE PROTECTION



[1] SMART PUBLISHING PROTECTION



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**Questions?**

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# Thank you!

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