

# CHANNEL ONE RUSSIA VICTORIOUS AGAINST PIRATES



Industry:

**TELEVISION  
AND INTERNET**

Field:

**INFORMATION  
AND ENTERTAINMENT**

## **CHANNEL ONE RUSSIA**

Channel One, a television company and popular Russian-language TV channel, was established in 1995, succeeding Ostankino, the State TV and Radio Company. Channel One broadcasts both within and outside Russia and is a member of the European Broadcasting Union.

Channel One combines innovative broadcasting with rich Russian traditions and latest international trends and is a market leader in digital distribution.

The company's broad array of informational, educational, and entertainment programmes is a source of countless opportunities for pirates. A growing number of illegal links showed that the channel needed a solution that would detect and block distributors of infringing content.





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## The problem

Channel One often found itself in a situation where the first page of direct search results did not even feature its official website. Fraudsters exploited the brand's popularity and intercepted most of the organic traffic from search engines, which resulted in direct financial losses for the company.

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## Fighting alone

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In its search for a potential vendor, Channel One prioritised an excellent reputation, a customer focus, flexibility, and the ability to deliver results. These were the decisive factors in choosing Group-IB Anti-Piracy and our cooperation has met our expectations.

Irina Savchenko  
Deputy Director of Public  
Relations and Online  
Broadcasting, Channel One

Channel One employed and continues to employ all methods of protecting its content from illegal distribution: judicial protection, complaints, and cooperation with online platforms that offer copyright holders Content ID, a digital fingerprinting technology. In addition, OTT providers interested in broadcasting Channel One's content online are offered the channel's official OTT version.

These measures were not sufficient, however. Detecting websites that distribute illegal copies of Channel One's content required a technical solution and expert support at an industrial level.

To counter piracy, the channel's leadership reached out to Group-IB.

## Success story: Channel One Russia



### Service

Group-IB Anti-Piracy — smart protection of digital content.

### Why Group-IB

The critical factors in choosing a vendor to protect content for Chanel One was excellence in the following criteria:

- Reputation
- Customer focus
- Flexibility
- Ability to deliver results

### Cooperation with Group-IB

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For a copyright holder, developing modules to search for and analyse webpages with infringing content and keeping an in-house team of expert analysts and programmers that would maintain such software would be impractical and inefficient.

Irina Savchenko  
Deputy Director of Public Relations and Online Broadcasting, Channel One



96% of links to pirated content deleted



950,000 links to pirated content detected



Top positions in branded search results restored



Users redirected from pirate websites to Channel One's official pages



Audience loss cut

**Results**

Group-IB's Anti-Piracy solution has enhanced the efficiency of Channel One's content protection.



**Four years of cooperation with Group-IB's Anti-Piracy team has resulted in:**

**950 000**

links to pirated content detected

The system automatically monitors torrent trackers, streaming servers, social media groups, pirate underground platforms, and many other resources.

**96%**

of links to pirated content deleted

Years of experience in combating cyber fraud and the reputation of a company that makes no compromise with violators both help us effectively respond to copyright infringements before legal action is taken.

**24/7**

round-the-clock access to constantly updated statistics in real time

Less than a full working day of one manager is sufficient to coordinate work on the side of the copyright holder



Group-IB is an international company that specialises in preventing and investigating cybercrime and online fraud using high technology.

Unique threat intelligence data and proprietary solutions for tackling cybercrime are at the core of Group-IB's products and services. The continuous development of online threat detection mechanisms has helped protect more than 200 Russian and international brands.

Moderator accounts on social media and close relationships with large platforms ensure that administrators promptly process the Brand Protection team's requests to remedy breaches.

**16 YEARS**

of experience in cybercrime investigation and analysis

**1000+**

successful investigations worldwide



CERT-GIB is an accredited member of international communities of security response teams such as FIRST and Trusted Introducer. This means that Group-IB is able to quickly block dangerous online resources worldwide.



Threat Intelligence, which is at the core of the Brand Protection system, has been recognised as one of the best in its class by Gartner (2015), IDC (2016), and Forrester (2017)



Recognised by the Coordination Center for TLD .RU; a partner of the Foundation for Internet Development

**Learn more about Group-IB Brand Protection**

[group-ib.ru/brandprotection](http://group-ib.ru/brandprotection)

