

01



Content Protection

Fight against digital piracy
Protect what's yours

Value Proposition Bundles

By protecting content and brand, we ensure that **our assets** are not depreciated by **the impact of piracy and counterfeiting**, ensuring the **viability of the business** over time.

360° Protection

In any channel where piracy is being marketed, distributed or promoted

Search engines and Web
Google

Social Media
WhatsApp, YouTube, Twitter, Instagram, Facebook

Apps
App Store, Google Play

Marketplaces
Alibaba.com, AliExpress, Amazon, Taobao.com, DHgate

Content protection

LUMIERE

MARAUDER

BLACKHOLE

Brand protection

- ✓ Price monitoring
- ✓ Inventory monitoring
- ✓ Image search
- ✓ Data filtering (state, country, platform etc.)
- ✓ Infringement filtering
- ✓ Infringement classification by risk
- ✓ Clustering tool
- ✓ Grey market detection and action
- ✓ Domain registration alert & UDRP
- ✓ Cybersquatting
- ✓ Increase marketplace coverage

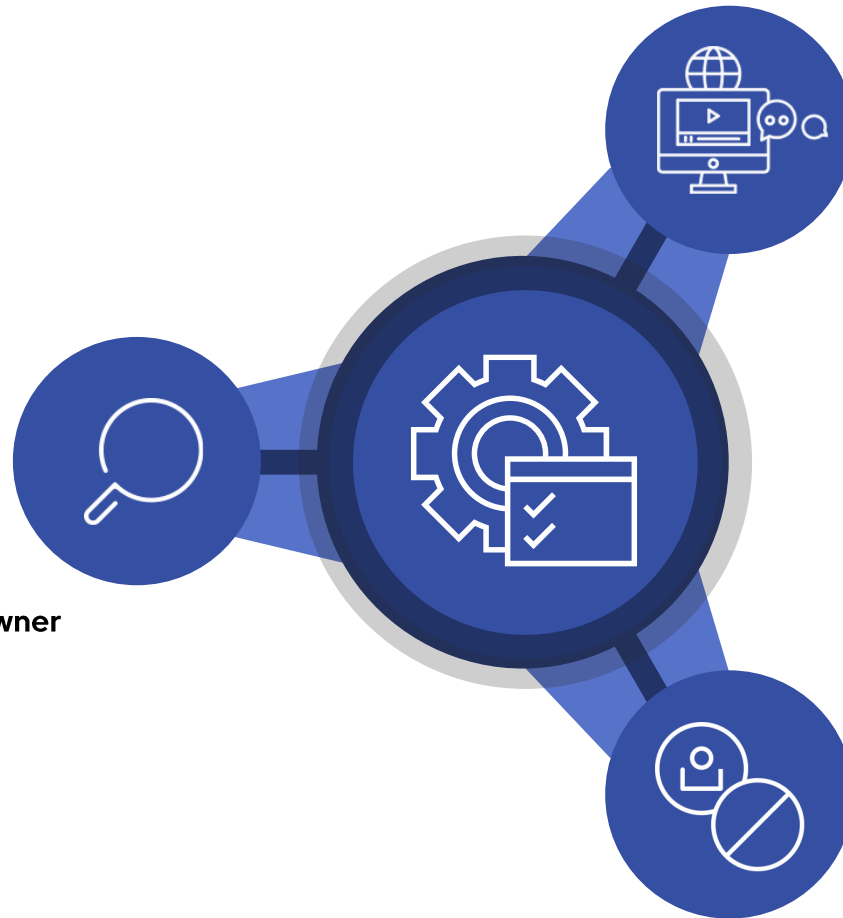
Content protection

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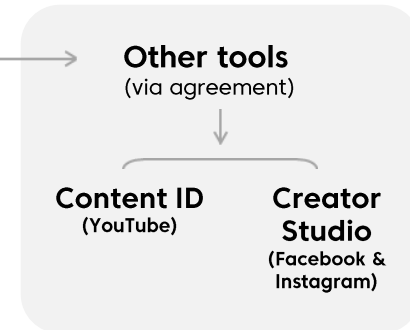
LUMIÈRE

- Streaming websites
- Evidence collection
- Identification of the owner



MARAUDER

- Social Networks
- Mobile Apps
- Online Marketplaces
- Streaming websites search
- IPTV/Cardsharing search



BLACKHOLE

- IPTV, Cardsharing, etc.
- Evidence collection
- Identification of the owner

Content protection



After +5 years fighting against intellectual property violations in the audiovisual environment, LaLiga Tech has developed a set of tools and services to protect the content of any entity wishing to fight against digital piracy in Real Time



LaLiga eliminations 19/20 season

+1M Videos

+400k Videos in SSNN

+75k Google URLs

+800 Apps

Content protection



Our **experience** and **awards** are our best references. We protect assets valued at **+6.6 billion euros**.



Winners of the Best in Anti-Piracy 2 years in a row