


WNS



**IP INFRINGEMENT
PROTECTION & REVENUE
REALIZATION ENABLED BY
INTELLIGENT AUTOMATION**

This is our story of co-creating an Intellectual Property (IP) rights protection solution with a leading media and entertainment company

AS WE KNOW...

The Media and Entertainment (M&E) industry faces perennial challenges of unauthorized distribution of copyright material. Production and distribution companies face significant losses in royalty revenues across all formats and channels, affecting spends on discovering new talent and hiring.

Social media and video hosting websites have paved the way for increasing volumes of audio-video content to be shared and consumed digitally, with limited or no control. As platforms allow users to upload content, copyright material can be easily shared as user-generated content – intentionally or unintentionally.

THE CHALLENGE FOR AN M&E COMPANY WAS...

To identify and take down thousands of potential copyright infringements every week across digital and social media platforms. The indiscriminate streaming, sharing, ripping and user manipulation of tracks made it significantly more difficult to identify all violations with accuracy.

To effectively protect its IP and prevent revenue leakages in a timely manner, the M&E company had to address the following challenges:

- Manual review of the increasing volumes of multimedia content being shared on social networks such as YouTube, Twitter and Facebook
- Difficulty in identifying and segregating fair use, accidental or willful infringement
- Limited automation and insights driving higher content protection costs
- High turnaround time to identify and take down illegally shared content

HERE'S WHAT WE CO-CREATED AS SOLUTION...

The M&E company partnered with WNS to deploy a full range of audio-video infringement detection services across all key sharing platforms. WNS deployed a proprietary 'digital piracy protection' solution, leveraging robotics and intelligent automation, to increase the speed of identifying infringement and reduce the cost of protection.

Key features of the solution included:

- A roadmap to optimize the cost-per-review and cost-per-take-down over a period of time
- IP protection using spidering, fingerprinting, computer vision, object identification and artificial intelligence-enabled decision-making to compare tracks
- Automated search and robotic take-down requests for infringing links, torrents, videos and streams
- Virality analytics to identify piracy trends early and focus on specific assets
- A combination of human effort and technology to ensure handling of complex scenarios and exceptions
- Flexible configuration of infringement parameters to ensure audio-video detection across key platforms
- Aggressive quality checks for each platform to ensure accuracy between fair use and infringement

THE OUTCOMES FROM THE PROCESS OF CO-CREATION ARE...

The intelligent application of analytics to identify infringement trends and patterns has now enabled the M&E company to claim its fair share of royalty revenues. Apart from driving continuous value, our solution has also been

helping the company protect its brand image, while reducing costs.

Other significant outcomes include:

- Millions of tracks scanned across multiple digital platforms
- More than 2 million potential infringements identified
- Same day take-down for infringements achieved



INTELLIGENT AUTOMATION-ENABLED SOLUTION HELPS IDENTIFY MORE THAN 2 MILLION POTENTIAL INFRINGEMENTS



ABOUT WNS

WNS (Holdings) Limited (NYSE: WNS) is a leading Business Process Management (BPM) company. We combine our deep industry knowledge with technology, analytics and process expertise to co-create innovative, digitally led transformational solutions with over 400 clients across various industries. The industries include banking and financial services, consulting and professional services, healthcare, insurance, manufacturing, media and entertainment, retail and consumer packaged goods, telecommunications and diversified businesses, shipping and logistics, travel and leisure, and utilities and energy. We deliver an entire spectrum of BPM solutions including industry-specific offerings, customer interaction services, finance and accounting, human resources, procurement, and research and analytics to re-imagine the digital future of businesses. We have delivery centers worldwide including in China, Costa Rica, India, the Philippines, Poland, Romania, South Africa, Spain, Sri Lanka, Turkey, the United Kingdom and the United States.

To know more, write to us at marketing@wns.com or visit us at www.wns.com

CO-CREATE TO
OUTPERFORM

WNS