

MultiChoice Combats Piracy and Ensures Content License Compliance with GeoGuard

Executive Summary

MultiChoice Group provides OTT streaming services throughout Africa, including high value live sports and premium entertainment content via their DStv app, which streams live and catch-up content in countries across sub-Saharan Africa. As with all OTT providers, protecting content from piracy is of the utmost concern as well as complying with rights owner's requirements for territorial exclusivity in order to ensure that content was not leaking out of their licenced territory. Account sharing and the creation of suspicious user accounts was also an issue impacting the broadcaster's ability to provide a better quality of experience for their paying subscribers.

Complying With Territorial Content Restriction Requirements

Much of MultiChoice's premium content was geographically restricted via their licenses with rights owners to only be available to viewers in specific territories. Also, their content distribution licenses required the broadcaster to implement VPN and Proxy detection, to ensure that pirate viewers were not able to circumvent the territorial restrictions through the use of easily available VPN or DNS proxy apps, where users they could "spoof" their location to appear to be in a permitted territory.

Combatting Credential Sharing and Suspicious Account Creation

Another problem that MultiChoice was dealing with was rampant account sharing and the creation of suspicious accounts for the purposes of piracy. These content pirates were putting additional strain on the broadcaster's infrastructure and increasing the costs associated with essentially supporting non-paying viewers on their OTT platform.

About MultiChoice Group



MultiChoice Group is Africa's leading entertainment company offering Direct to Home (DTH), Digital Terrestrial Television (DTT) and online video entertainment services. In 2021, MultiChoice reached a highly engaged base of 20.9m subscribers with its entertainment platforms – DStv, GOtv, Showmax and DStv streaming. Its 30+ year track record underlines a commitment to provide audiences with the best local, international and sports content.

Implementing GeoGuard VPN and Proxy Detection via Amazon CloudFront

MultiChoice's DStv streaming service runs on AWS CloudFront and they were looking to implement a VPN and Proxy detection solution that was already integrated on the AWS CloudFront platform so that they could utilize the "turn on and go" capability for a fast and seamless implementation. In February 2021, MultiChoice went live with the award-winning and Hollywood Studio Approved GeoGuard VPN and Proxy detection solution through the Amazon Marketplace.

Blocking Pirates - A quick ROI, seamless integration, contract compliance and streamlined infrastructure

With GeoGuard integrated on its streaming platform, MultiChoice is now blocking tens of thousands of pirate viewers each month while nearly eliminating the creation of suspicious user accounts. This dramatic reduction in piracy has freed up infrastructure capacity and allows MultiChoice to support more concurrent streams.

"As for all OTT broadcasters, geo-piracy is a major concern, and it was a real coup when we deployed GeoGuard and quickly achieved a great return on investment," said Greg van Wyngaard, Senior Engineer at MultiChoice's Connected Video division. "We have been impressed by GeoGuard - it works seamlessly in the background to safeguard our content for legitimate users, ensures territorial exclusivity and helps us comply with our content distribution obligations with rights owners. From an OTT broadcaster perspective, the cost savings and efficiency it's providing in our streaming infrastructure is a huge bonus."

GeoGuard on AWS CloudFront - Protecting revenues and providing a better viewer experience

MultiChoice chose GeoGuard for its ability to better protect its revenues and business models without impacting legitimate users. With trust in GeoGuard's data, MultiChoice can focus on supporting legitimate subscribers. Other factors in their decision were GeoGuard's regular database updates, to reduce both false negatives and false positives, and its support for SmartDNS, a technology designed specifically to circumvent geo-restricted services.

While many OTT operators know that pirates weigh down their infrastructure – and cost them money to boot – it is hard to calculate the full impact until the pirates are blocked. With GeoGuard on AWS CloudFront, MultiChoice has been able to cut geo-piracy and account sharing dramatically and while streamlining and maximizing their infrastructure. They are also able to support more than double the number of concurrent users for live-streamed events, resulting in a better quality of experience for their paying subscribers.

About GeoComply

Founded in 2011, GeoComply provides fraud prevention and cybersecurity solutions that detect location fraud and help verify a user's true digital identity. GeoComply provides geolocation fraud detection solutions for streaming video broadcasters and the iGaming, online banking, payments and cryptocurrency industries.

