

# STREAMING SERVICES

## Safeguard user accounts and protect revenue-generating content.

With the explosion in popularity of streaming entertainment services, these platforms have become veritable gold mines for fraudsters. They are targeted to steal personal data, content behind paywalls, payments credentials or commit bonus abuse.

Operating in a highly competitive landscape, streaming companies have to fight for every consumer dollar. That's why so many offer promotional or bonus offers, and "freemium" services. Such offerings are also a prime target for fraudsters, who create fake accounts at scale to exploit these services for monetization. Attackers also manipulate in-platform environments, such as by sending spam and phishing messages to real users.

### Arkose Labs Solution for Streaming Services

Arkose Labs stops all malicious bot traffic, and drives up the cost for human fraudsters to the point where they give up attacking.

Bots have evolved to the point where they can mimic legitimate human behaviors and circumvent authentication strategies at scale. The Arkose Labs platform is designed against even the most cutting-edge innovations in bot technology. It provides an intelligent mix of real time analysis, based on known telltale signals of fraud, alongside enforcement challenges which eliminate all bots and root out human-driven attacks.

Innovative step-up challenges are constantly being refined, using context-based, 3D visual puzzles rendered in real-time which are not solvable by bots. That's why the solution comes with a 100% SLA guarantee against automated attacks. The challenges can be custom-branded and served in over 100 languages. Good users will rarely encounter them.

This bilateral approach also defends against human-driven fraud by massively reducing the ROI fraudsters can make from attacking. Many fraud attacks leverage large teams of paid workers to solve authentication challenges all day. In order for these attacks to be financially viable, thousands must be completed daily. Arkose Labs identifies this traffic and feeds them increasingly complex challenges, thus making fraudsters abandon the attack for financial reasons.

Rather than blocking any activity - which may turn out to be genuine - this approach thus allows legitimate humans to pass with ease, but erects a barrier for automated and large-scale human attacks.

### The Arkose Labs Solution for Streaming Services



#### Account Takeover.

Protect customer accounts from having sensitive information compromised and misused



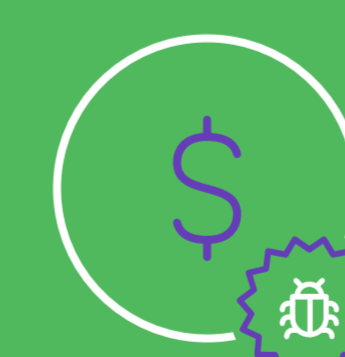
#### Payments Fraud.

Prevent fraudsters from accessing customer payments credentials or exploiting in-platform micro transactions



#### Revenue Loss.

Fraudsters steal login credentials to streaming services only to resell them multiple times, leading to lost revenue



#### Bonus Abuse.

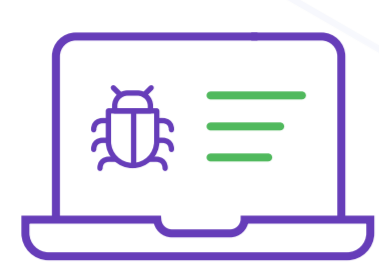
Prevent fraudsters from taking advantage of the offers meant for your customers



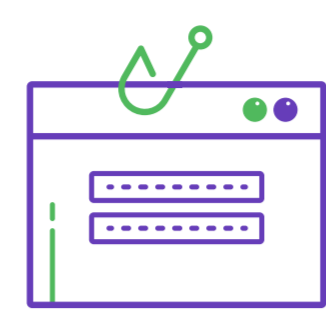
#### Cross-device support.

The platform can be deployed on any consumer touchpoint, including mobile, smart TVs and other connected devices

## Arkose Labs prevents all forms of fraud and abuse targeting streaming services



Account takeover



New account fraud



Spam & phishing

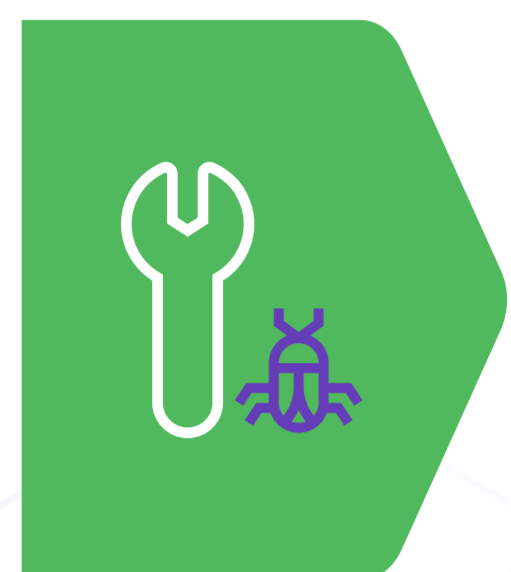


Credential stuffing

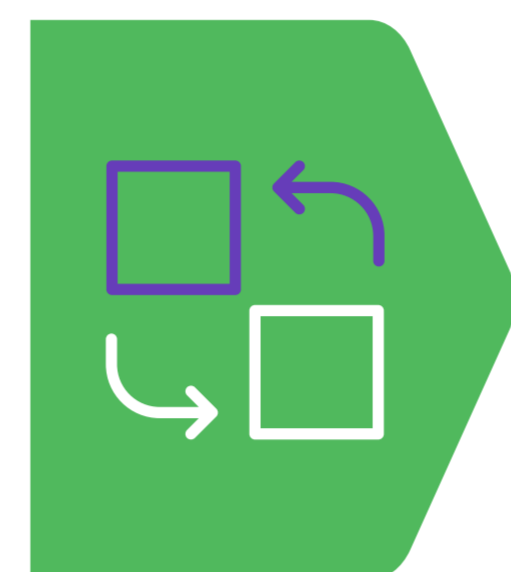


Bonus abuse

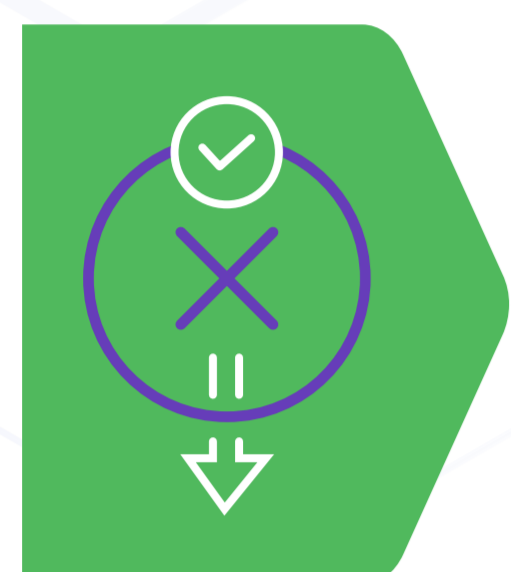
## The Arkose Advantage



**100% SLA guarantee** Arkose Labs offers a commercial guarantee against automated attacks.



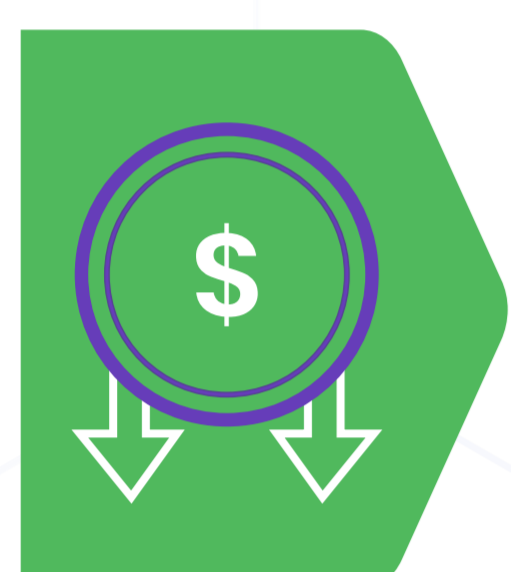
**Shifts the attack surface** and serves as a buffer between the business and its attacker.



**Decrease false positives** The platform has the highest good user pass rate of any form of step-up within the industry.



**Constantly evolving platform** With a feedback loop between risk engine and step up challenge results.



**Bankrupting the Business of Fraud** Arkose Labs makes fraudsters expend resources so it becomes unprofitable for them to continue.



**Advanced data analytics** and machine learning spot the most subtle signals of fraud.

## Demonstrated Results

- ✓ **Slash scraping activity:** 25% improvement on legacy solutions
- ✓ **Good user throughput:** 20% increase in good traffic
- ✓ **Customer-first security:** ~98% pass rate of challenges by good users

## Conclusion

Arkose Labs enables companies that experience high volumes of traffic to shut the bad guys out at the front door, while enabling ease of use for good users. This is accomplished through the dual-pronged approach of intricate analysis of traffic and the appropriate and targeted use of friction. The Arkose Labs platform utilizes deep data analytics and analysis of heuristics to determine the intent of each user, and then serves the appropriate step-up challenge to bots or malicious human traffic.

This bilateral approach prevents fraud at the point of attack, as well as further downstream abuse, and allows businesses to better differentiate between legitimate and malicious activity. The platform uses machine learning and is constantly evolving based on attack patterns, as well as data from across a large network of clients, to stop fraud both now and in the long-term.

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Schedule  
Demo