How Dorna Sports fought back against online piracy

Hitting the apex.

As the exclusive commercial and TV rights holder for the leading motorcycle racing championship, MotoGP, Madrid-based Dorna Sports provides audiences with some of the **most hard-hitting visuals in the world of sports**.

From stunning overtakes to nail-biting crashes, Dorna Sports' online audiovisual content is watched and shared **by millions of users every day,** with 21 races a year in MotoGP, 13 rounds of MOTUL FIM Superbike World Championship (WSBK), and millions of hours of content consumed every year.

However, with viral moments being created on a weekly basis the company found that its content was increasingly being pirated across social media and internet protocol television (IPTV) platforms, with illegal clips proliferating widely and proving challenging to take down. **This online piracy significantly undermines the commercial base of such events.**

As premier competitions with a global fanbase, demand for content from MotoGP and WSBK was high, and **Dorna Sports wanted to find a way to tackle the rise in audiovisual piracy** and reduce the number of illegal clips shared online to help protect their content and agreements with broadcasters.

Requiring specialist knowledge of the sport and entertainment industry, the firm turned to **LaLiga Content Protection,** subsidiary of LaLiga Tech, whose anti-piracy solutions prevent copyrighted material from being illegally shared and make it more difficult to view live content on illegal platforms.

Outlining the issue.

Dorna Sports had wrestled with the issue of online piracy for many years, but that as the problem grew it required a more efficient and scalable solution which would enable it to quickly detect and remove illegal reproductions of its content.

With more than 80 broadcasters, sponsors and other partners, Dorna Sports has a large network of stakeholders who have a commercial interest in ensuring that content is only shared through official channels.

In addition, the organisation works with promoters, riders and teams who are all focused in growing Dorna's viewing audience. The presence of piracy threatens this by diverting people away from the competition's official broadcasts, presenting an obstacle to its long-term growth.

Dorna Sports therefore needed a solution that could offer the **specialised protection that a global sports competition** requires and deliver immediate results.
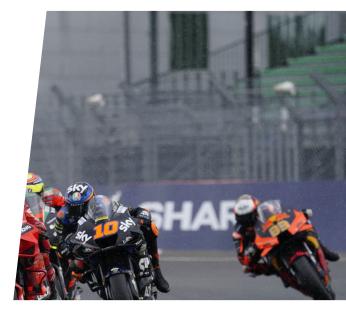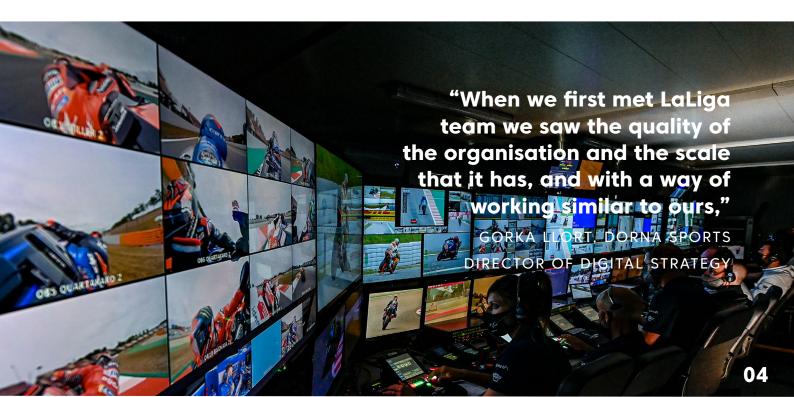
Selecting LaLiga Tech.

Dorna Sports selected Content Protection as created proprietary platforms have been designed specifically with sports and entertainment in mind. Its solutions help content owners take back control over their copyrighted material, conducting a 24/7 analysis of mobile applications, social networks and link and streaming websites to detects as sources of infringement from across the digital spectrum.

These tools provide a scalable solution for content owners to combat pirated material across multiple platforms simultaneously.

Working with LaLiga Content Protection gave Dorna a new way to continuously monitoring its live content and generate real-time alerts when an illegal transmission was detected. Once agreed, it took **just 15 days to get the service up and running**, with no installation required.

"When we first met LaLiga team we saw the quality of the organisation and the scale that it has, and with a way of working similar to ours,"

GORKA LLORT, DORNA SPORTS DIRECTOR OF DIGITAL STRATEGY

Using Content Protection, Dorna could protect not only its own content and copyright interests, but also provide reassurance to its broadcast partners around the world.

"When working with broadcasters and commercial partners, it is a huge advantage to show that we have an anti-piracy strategy already built in, because we can demonstrate that we are going to proactively protect that content in any country, across any distribution channel," Llort added.

From detection to removal.

Dorna Sports began working with LaLiga Tech's Content Protection team in 2019, using the Vento and Marauder tools to combat the rise in audiovisual piracy of its content.

VENTO
MARAUDER

2

As the offending content is identified, it is passed onto the expert team of Content Protection analysts who follow up with the various social networks and others such as hosting providers to help secure its removal and de-index websites which posted it.

1

The system scours social networks, mobile applications, streaming services and search engines to analyse and identify as many sources of copyright infringement as possible, **using keywords and artificial intelligence to narrow down the potential sources**.

3

On social media platforms, particularly **Twitter and Instagram**, the team draws up a list of keywords related to motorcycle content and uses that to scour for profiles who are pirating the material.

4

For websites, the team uses a similar process to de-index illicit material from Google searches, working in conjunction with **Google's Trusted Copyright Removal programme**.

"Now we are talking about 98 out of every 100 hundred illicit videos being taken down, and it happens within minutes," Llort revealed. "This speed and reaction time is vital for maintaining the value of live content."

Across its entire service, Content Protection is supported by site-specific tools, such as ContentID for YouTube and Creator Studio for Facebook and Instagram.

As the number of new videos appearing online continues to rise, Content Protection enables Dorna Sports keep up with the pace of illicit content and ensure that its brand and the rights and interests of its partners remain protected.

Results
achieved.

The partnership with LaLiga Content Protection has yielded substantial results for Dorna Sports. During the 2020/21 MotoGP and WSBK championship season, the Content Protection service led to the reporting of

138,585
VIDEOS REMOVED FROM SOCIAL NETWORKS

6,008
WEBSITES DE-INDEXED USING GOOGLE'S

1,112
PROFILES FROM PLATFORMS SHARING ILLEGAL CONTENT

1,514
IPTV PLATFORMS AND WEBSITES

138,585
INDIVIDUAL VIDEOS WHICH BREACHED DORNA SPORTS' COPYRIGHT

"The number of illegal videos is increasing year after year, but in spite of this we have seen an increase in our percentage of removals and a decrease in reaction time."

Creating a user-centric approach

As Dorna Sports continues to invest in compelling live content to engage its audience, protecting the distribution of that content will continue to be a business-critical issue..

Working with LaLiga Tech, it has been able to significantly improve its ability to build this strategy, blocking those who would seek to profit illegally from their content are helping secure the value and interests of all stakeholders.

We are looking to create a new kind of interaction and experience for our users". Llort explained. "We want to use all possible touchpoints with other users": to analyse how they interact with content, on our digital platforms, with our partners".

"To grow our audience, we intend to build a fully integrated experience that goes beyond the content. But to achieve this, we have to ensure the content is accessible and fully protected."