ZIMPERIUM

Protecting Video Streaming Content & Revenue with Zimperium

Why It Matters

Illegal streaming is more than a consumer shortcut—it's a multi-billion-dollar threat undermining the entire entertainment industry. Every year, global piracy drains an estimated $29 billion from film and television, directly impacting the ability of studios, broadcasters, and streaming platforms to invest in new, original content. As pirated content becomes easily accessible, legitimate providers face eroded subscriber bases and shrinking revenues, while consumers unknowingly expose themselves to malware and data theft on compromised devices.

Challenge

Video streaming providers are under increasing pressure to secure their platforms and content in the face of relentless piracy and evolving attack techniques. Failing to secure streaming apps and content has far-reaching consequences: content owners may increase licensing fees or restrict access to premium titles, driving up costs and reducing competitive advantage. At the same time, companies are forced to spend more on monitoring, takedown efforts, and extra infrastructure to combat piracy—driving up operational expenses.

THE STATS

- **Illegal streaming and online piracy cost the US economy at least $29 billion in lost revenue every year.**

- **Streaming now accounts for almost 80% of pirated content in the entertainment industry.**

- **The US, India & Russia represent 30% of global video piracy demand.**

Key Threats Contributing to This Challenge

1. **Insecure App Code:** Exploitable vulnerabilities in the streaming app that attackers use to gain unauthorized access or escalate privileges.
2. **Compromised & Emulated Devices:** Streaming apps running on rooted, jailbroken, or emulated devices that can bypass built-in security and DRM protections.
3. **Reverse Engineering & Logic Bypass:** Attackers decompile the app to remove or modify login and payment checks, enabling free or unauthorized access to premium content.
4. **Key Extraction:** App keys for logins, entitlements, and licensing can be stolen from memory, letting attackers hijack accounts or unlock premium content. These are risks not covered by native DRM.

ZIMPERIUM.

How Zimperium Secures Your Streaming Platform

- **Detect & Block Compromised Devices**
Rooted, jailbroken, compromised, and emulated devices bypass security controls, making it easier for attackers to pirate content or manipulate app behavior. Detecting these devices and preventing tampering through comprehensive app shielding stops these exploits before they start.

- **Secure Logins, Credentials & APIs in the App**
Stolen credentials and API keys can be used to hijack user sessions, scrape content, or launch large-scale credential stuffing attacks. By protecting logins, credentials, and API keys, streaming platforms prevent unauthorized access and ensure only legitimate users can access accounts and premium content.

- **Prevent Reverse Engineering & Logic Bypass**
Zimperium's advanced app shielding and runtime protections make it extremely difficult for attackers to reverse-engineer your app, remove or bypass authentication and payment logic, or create unauthorized clones. This ensures only legitimate users can access your platform and that your business models remain protected.

- **Protect Static and Dynamic App Keys Everywhere**
Native DRM can't secure every key your app uses especially on streaming hardware without secure key storage or unsupported ciphers. zKeyBox protects static and dynamic keys from extraction and misuse across all devices, blocking unauthorized access and piracy even on less secure platforms.

Key Features of the Zimperium Platform

Real-time visibility into app tampering and compromise attempts

Advanced app shielding to prevent code and resource tampering

On-device credential theft prevention

Secure content decryption keys—both at rest and in transit

Automated on-device countermeasures to block threats instantly

Business Outcomes Achieved

By securing their video streaming apps with Zimperium, leading providers have prevented piracy, account takeovers, and unauthorized access—protecting revenue streams and their most valuable digital assets. This proactive security approach ensures compliance with licensing agreements and builds lasting trust with users and content partners, positioning platforms for long-term success.

Ready to secure your streaming platform and stop digital piracy?

Request a Demo or email info@zimperium.com

About Zimperium

Zimperium is the world leader in mobile security. Purpose-built for mobile environments, Zimperium provides unparalleled protection for mobile applications and devices, leveraging AI-driven, autonomous security to counter evolving threats including mobile-targeted phishing (mishing), malware, app vulnerabilities and compromise, as well as zero day threats. As cybercriminals adopt a mobile-first attack strategy, Zimperium helps organizations stay ahead with proactive, unmatched protection of the mobile apps that run your business and the mobile devices relied upon by your employees. Headquartered in Dallas, Texas, Zimperium is backed by Liberty Strategic Capital and SoftBank.

Learn more at: zimperium.com
Contact us at: 844.601.6760 | info@zimperium.com
Zimperium, Inc
4055 Valley View, Dallas, TX 75244