

CASE STUDY

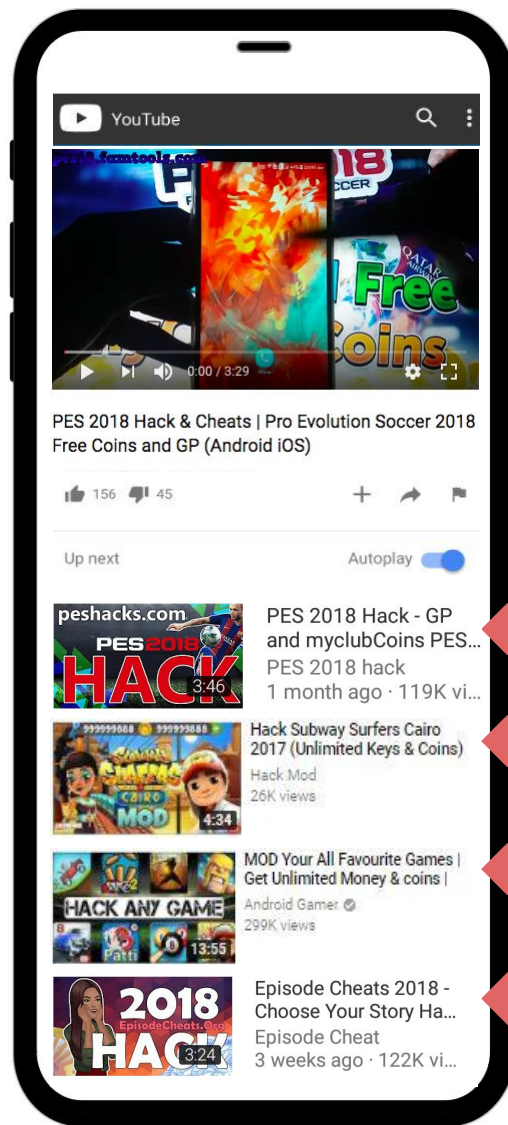
How a global gaming company fights IP infringements on Youtube

They ensure that every video infringing on their intellectual property rights is identified and flagged for takedown.

Find out how!

BRANDBASTION

The Challenge



- Every day thousands of videos are uploaded to Youtube that infringe on the intellectual property rights of several gaming companies.
- The massive volumes and the clever techniques used by pirates makes it a great challenge for companies to manage.

About the game

The game in question is one of the most played mobile games in the world. The game has an active presence on social media with a following of over 50M.

EXAMPLE*

*This is just an example of the IP infringements common for gaming companies on Youtube. These are not related to the client in question.



IP Bastion and the Results



IDENTIFICATION OF INFRINGEMENTS

BrandBastion scans YouTube, for content including intellectual property right infringements. The client can themselves define the exact types of videos they want to receive information about.



REPORTING TO BRAND FOR TAKEDOWN

BrandBastion provides the brand's legal team with thorough reports of videos including infringements including all the necessary details and evidence (such as time stamped screenshots) needed for filing takedown notices.

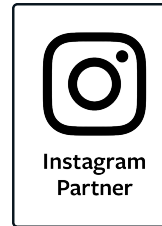
Please note: BrandBastion also provides a managed service where we handle the takedown notices.

RESULTS

22,500 videos including IP infringements reported during 12 months so they can be taken down. BrandBastion's solution is always offered on a 24/7 basis, ensuring that potentially infringing videos are analyzed as they are uploaded making sure they don't gain traction.

CONTACT US

Contact us to request analysis of comments your campaigns are receiving. For more info visit us at brandbastion.com/ipbastion or send us a message at sayhello@brandbastion.com



BrandBastion on Social Media

