



Antipiracy Solutions



Internet piracy is one of the biggest threats to companies whose revenue is based on digital media products.

The blessings of digital media go hand in hand with the curse of one-to-one pirate copies and their widespread distribution on Internet file sharing platforms. One single unlicensed copy is enough to provide a product to millions of other users free of charge, which does massive damage to the copyright holder.

With increasingly faster broadband connections, Internet file sharing platforms continue to be very popular.

These days, with software that is becoming easier and easier to use, even inexperienced users can download

any content from file sharing platforms. However, it is no longer just music and games that are swapped on a large scale on the file sharing platforms. Even films in HD quality and expensive special software are offered and downloaded by the thousands – in many cases even before the official publishing date.

mbargo protects your products

With mbargo, arvato digital services has a service for all content providers who want better protection for their intellectual property against piracy on the Internet. mbargo provides an effective solution to widespread unlicensed distribution of copyright-protected products on file sharing platforms. Regardless of whether the products are music, films, games or software. Even before the scheduled publication of a title, mbargo will constantly monitor the file sharing platforms in question. As soon as the first unlicensed copies are discovered, active mbargo protection starts. The mbargo technology specifically prevents further downloading of these files and curbs any further distribution.

Apart from protecting products, mbargo can quantify the level of piracy. mbargo protects your products and your paying customers.

Not every download prevented is equal to a track sold. Nevertheless, it is clear that downloading of unlicensed products on a massive scale will have a negative effect on sales. With mbargo you can minimize this effect. And, what's more, you are protecting your paying customers, so they are not penalized for being honest.

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