

By Glenn Hower, Senior Analyst, Parks Associates

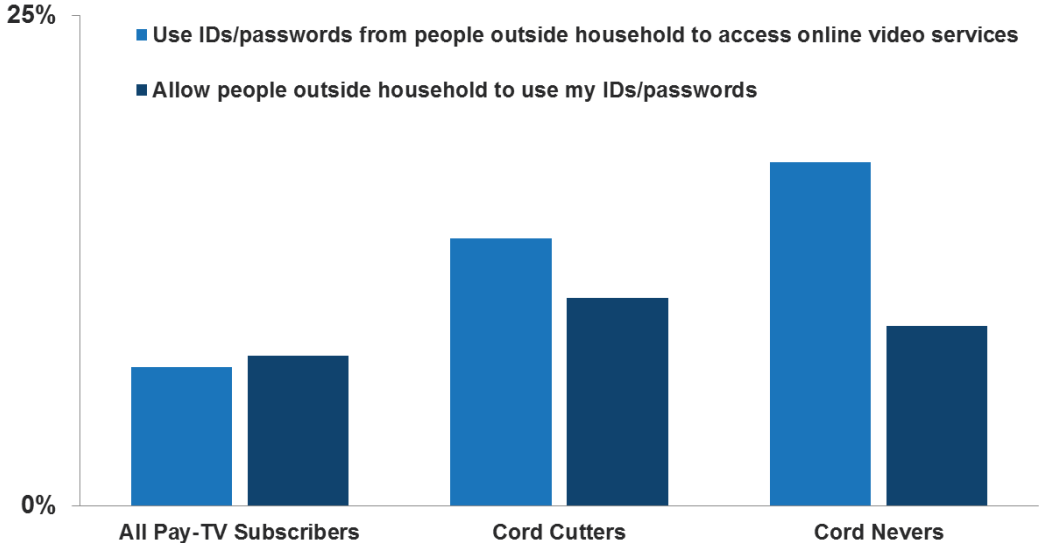
Synopsis	Password-sharing Behaviors												
<p>TV Everywhere, multiscreen services, and catch-up apps give consumers unprecedented flexibility to access content. These digital services typically rely on simple authentication, which puts content investments at risk. This report includes profiles and relevant case studies on current vendor solutions to prevent piracy. It also assesses the effects of piracy on the content industry, particularly for pay TV, and forecasts potential revenue loss globally due to password sharing.</p>	<div data-bbox="597 415 1365 478" style="text-align: center;"> <p>Password Sharing by Pay-TV Subscription Status U.S. Broadband Households</p> </div>  <table border="1" data-bbox="451 527 1484 1066"> <caption>Estimated Data for Password Sharing by Pay-TV Subscription Status</caption> <thead> <tr> <th>Subscription Status</th> <th>Use IDs/passwords from people outside household to access online video services</th> <th>Allow people outside household to use my IDs/passwords</th> </tr> </thead> <tbody> <tr> <td>All Pay-TV Subscribers</td> <td>~12%</td> <td>~14%</td> </tr> <tr> <td>Cord Cutters</td> <td>~22%</td> <td>~18%</td> </tr> <tr> <td>Cord Nevers</td> <td>~28%</td> <td>~15%</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p>	Subscription Status	Use IDs/passwords from people outside household to access online video services	Allow people outside household to use my IDs/passwords	All Pay-TV Subscribers	~12%	~14%	Cord Cutters	~22%	~18%	Cord Nevers	~28%	~15%
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<p>Publish Date: 4Q 17</p>	<p>“While much of the walled-in content requires users to authenticate themselves before accessing content, authentication systems are often simple, requiring little more than a user name and password. With so much financial investment to create content relying on such simplistic access methods, it was inevitable that consumers would take advantage of these systems to circumvent paying for content,” said Glenn Hower, Senior Analyst, Parks Associates.</p>												
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List of Companies	<p>Audible Magic</p> <p>BitTorrent</p> <p>Cisco</p> <p>CollegeHumor</p> <p>Content ID</p> <p>ContentArmor</p> <p>Facebook Live</p> <p>Facebook Rights Manager</p> <p>HBO</p> <p>Irdeto</p> <p>Kodi</p> <p>Marvel</p> <p>MovieLabs</p> <p>NAGRA Kudelski Group</p> <p>Netflix</p> <p>Periscope</p> <p>Roku</p> <p>Twitch</p> <p>Verimatrix</p> <p>XBMC Foundation</p> <p>YouTube</p>
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