



## Growth Case Study

How VdoCipher customers are growing  
on a year on year basis using **VdoCipher security?**

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If you are a business owner that deals in video content, chances are that your videos are being pirated and due to it you might be facing a substantial loss of revenue.

As you might be already aware, video piracy is nothing but unauthorized use of your copyrighted videos. Pirates can leak your content in two different ways. One is by downloading your videos. Another is by credential sharing, where one account is used by several users.

You might have already seen several instances of credential sharing already. Where users often share their credentials to streaming services like Netflix, Amazon Prime, Disney Hotstar. A single account can be shared with friends and family without paying for extra bandwidth or users. Also, at times with strangers to swap the different subscribed services.



## **Common tools used to download your videos**

Another major way and even more harmful way of piracy is by video download and sharing. Pirates use different tools to grab and pirate videos from sites like youtube, Vimeo, Netflix, Dailymotion, and many more educational and media sites.

This can be potentially more dangerous, as a single download can be shared with several users. Platforms like telegram are extensively used for this lately.

Some of the most common download tools, which can be used by pirates to download your videos are: Video Download Helper, Internet Download Manager (IDM), YTD etc.. 100 Million + confirmed users of such tools are present across the world.



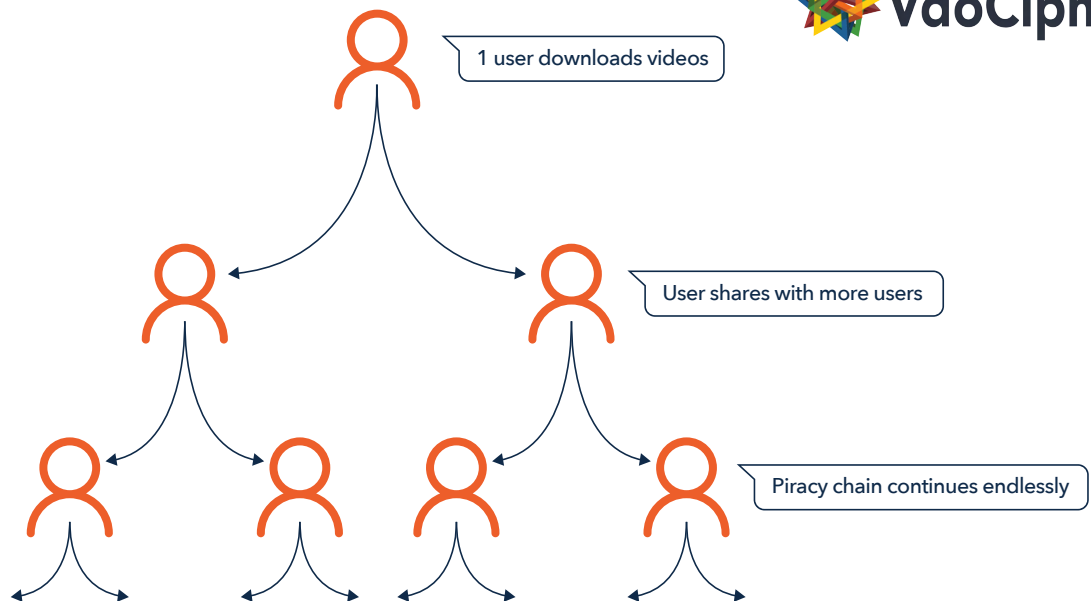
## **How does Piracy Impact Your Revenue?**

If you don't focus on security of your videos, chances are that you might be losing out on a major chunk of revenue! Wondering how? Let me explain.

Let's say a pirate downloads your video. Then he shares it with their friends or on some online platform like torrent, telegram etc. The audience for these platforms is so wide, that they can easily be reached by millions of users.

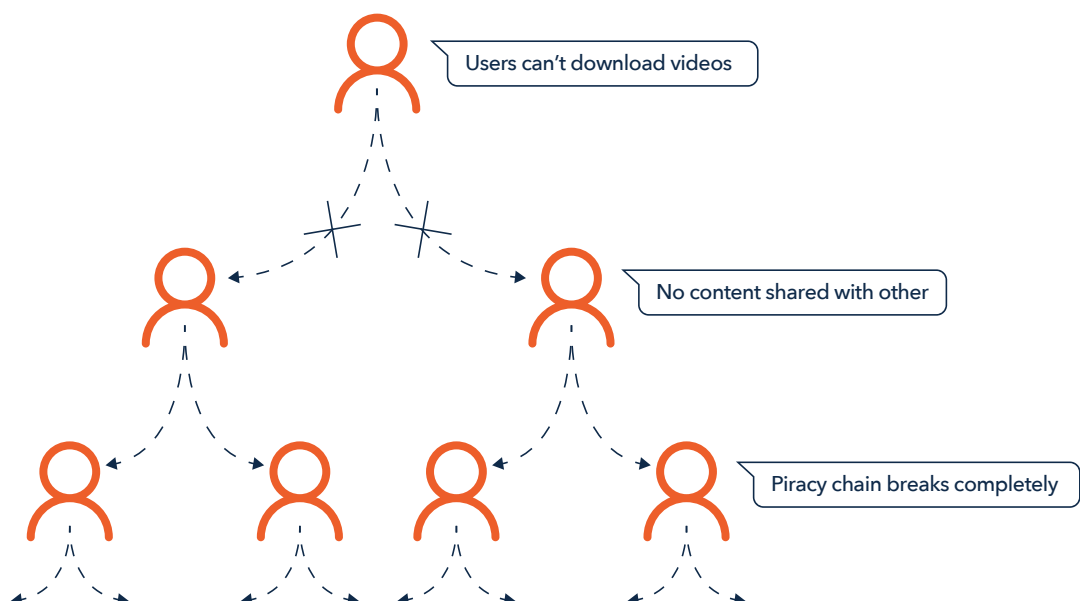
Many users who might have been thinking of paying for your content, then decide not to go for the paid services when the same content is available for free.





## How Preventing Piracy Can Increase Your Users and Revenue?

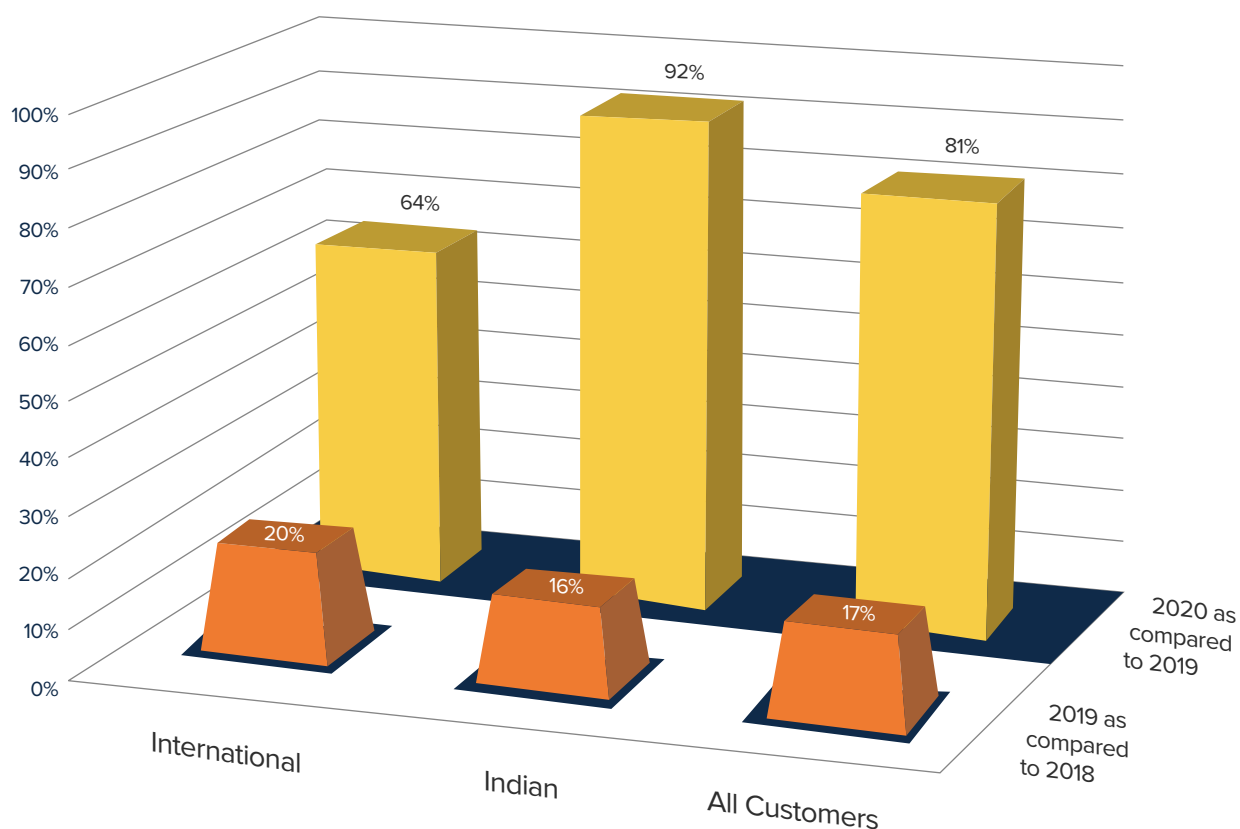
Preventing piracy breaks the chain of content sharing. Let's take the above example and build on it. A user shares their account or video with another 10 users. If the average subscription cost would be about 10\$, total loss that would be incurred would come upto 100\$. But if you break this chain by using good security, you can easily save this loss. Since users would have to sign up to view your content, you will gain a higher number of users as well as revenue.



## Growth numbers of customers who had joined us in 2018 start

|  | 2020 as compared to 2019 | 2019 as compared to 2018 |
|--|--------------------------|--------------------------|
| <b>Overall for 2018 old customers</b>                |                          |                          |
| Across all customers bandwidth growth                | 17%                      | 81%                      |
| Indian customers overall growth                      | 16%                      | 92%                      |
| Outside India customers overall growth               | 20%                      | 64%                      |
| Maximum % growth for a single customer from India    | 139%                     | 221%                     |
| Maximum % growth for a single customer outside India | 258%                     | 173%                     |

## How much did our customers grow in **2018-19 & 2019-20**?

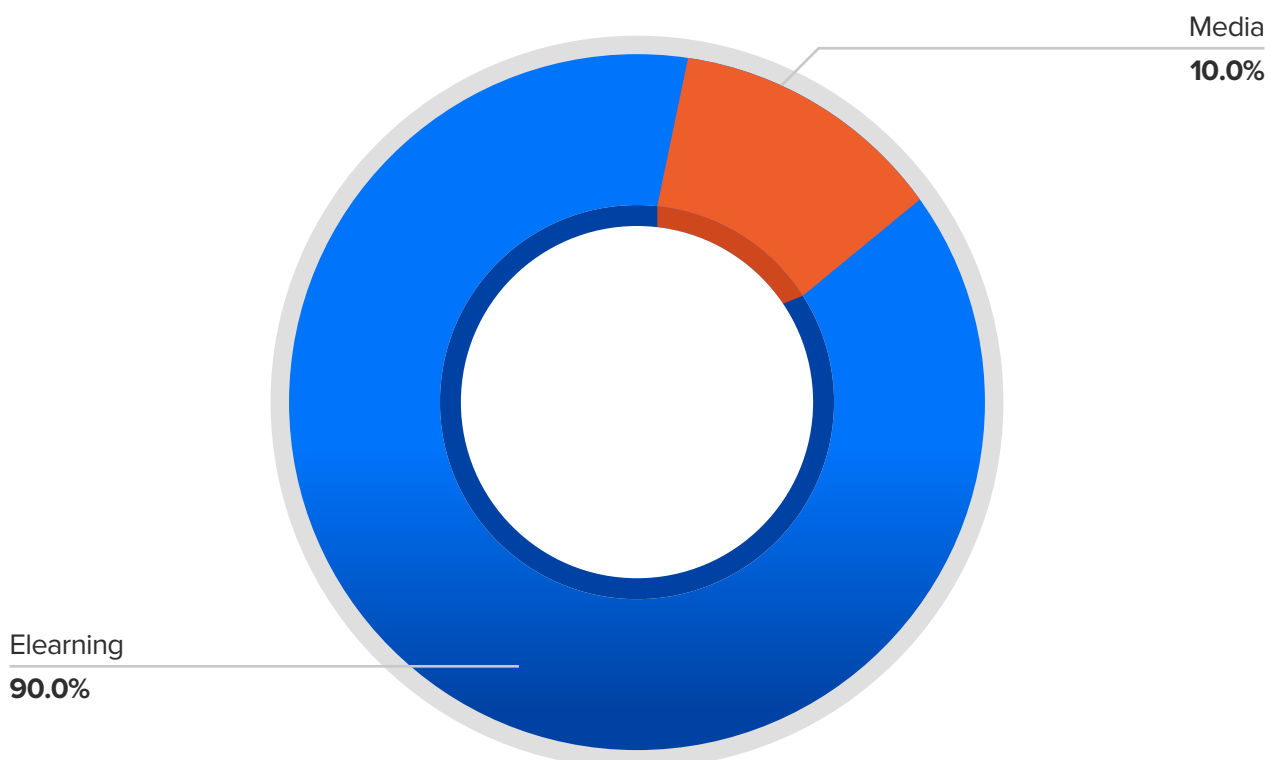


## Growth numbers of customers who had joined us in 2019 start

| Overall for 2019 old customers                       | 2020 as compared to 2019 |
|--|--------------------------|
| Across all customers bandwidth growth                | 94.5%                    |
| Indian customers overall growth                      | 94.7%                    |
| Outside India customers overall growth               | 94.3%                    |
| Maximum % growth for a single customer from India    | 370%                     |
| Maximum % growth for a single customer outside India | 990%                     |

“Our Customers Have Grown Up To Ten Folds With Our Solution”

## Our Customer Distribution



Customer Segmentation - 90% elearning, 10% media.



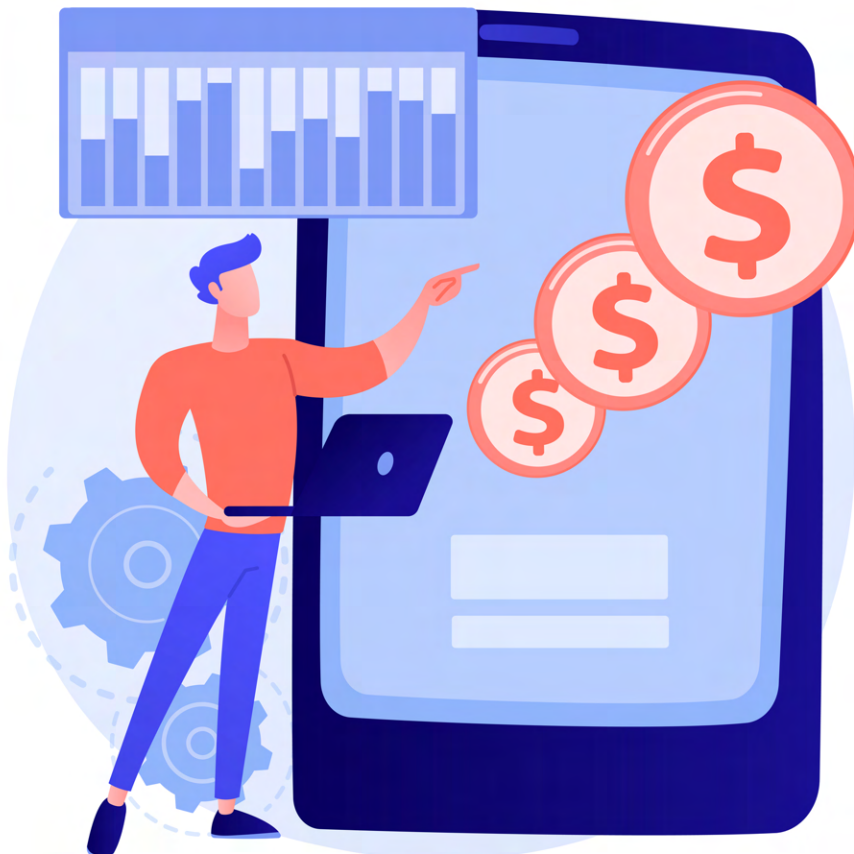
## How VdoCipher Helps To Boost Revenue?

At VdoCipher, we have helped several businesses to increase their revenue in the recent years. Our customers reached a **growth of about 94.5% on average**. In certain instances, some customers even reached upto **990% annual growth**.

But the real question is what're we doing that's actually helping our customers increase revenue. In the OTT, media, elearning businesses, videos are your currency. Your revenue depends on how much content is being consumed by your users.

But if your video is freely available, a user might just end up opting to watch the video for free rather than paying for your subscription. This is where VdoCipher comes in, we prevent downloads of these videos with **DRM encrypted streaming** as well as screen protection on android and iOS devices. This stops the videos from being downloaded and shared among the user. If in an extreme case, video ends up coming out, you'd have **dynamic watermarking**, which will help in identifying the source of the piracy.

Anyone who wants to view your video would ultimately have to sign up to the platform to view the content. This further helps in increasing the number of your paid users and in help you boost total revenue.







## **Ultimately, It's All About Return On Investment!**

Whenever you pick a tool or plan to invest in one, you generally look for one which has all the right features and on top of it generates some ROI for you. You can view ROI for a tool in two ways. It can be either when a tool helps you save money by reducing costs or by adding new revenues.

Second is what VdoCipher security does, i.e increasing your current revenue by making your platform the only way to consume your content. We stop any potential leakage to your content. This pushes users to subscribe/pay for your services in order to consume your content. Ultimately resulting in an increase in revenue due to the added security to your platform.

*This is one the main reasons that a vast majority of our customers keep renewing their subscription with us year on year. We have crossed 1500+ business customers across 40+ countries, and lot of our key customers had joined us 3 to 5 years back.*







## Our Core Security Features Protects Your Video!

At VdoCipher, video protection is something that we have always taken seriously. Our constant endeavor is to ensure smooth and secure video hosting to our users. We ensure the highest security for our clients from video piracy by providing Hollywood grade DRM encryption and our dynamic watermarking technology. Here's an overview of the security features used by Vdocipher for protection of your videos.

### Encrypted DRM Video Streaming:

With Vdocipher's Hollywood grade video DRM technology, no one can download your videos using a plugin or any hacks.

### Dynamic Watermarking:

You can watermark Ip address, user id, email id, phone no, logo, text overlay to identify the source of the piracy.

### Screen Capture Blocking in Mobile Apps

VdoCipher mobile SDK integration default includes screen capture protection in both Android & IOS Apps.

To start with a free full version 5GB trial of VdoCipher - you just need to signup with a mail. No credit card, no details, no time limit, just signup and you are ready to sell videos online. Signup for free trial.



## Testimonials



TIME is a Leading Test prep institute with 50,000+ enrolled students. Key feature requirements are scalable robust infrastructure with security from piracy. VdoCipher CDN + player was apt in meeting our security and stability needs. We have seen appreciative growth in our online user base on regular basis; their technology and support has helped us to execute our online strategy to perfection.

**Abhijeet Jagirdar**  
TIME Pvt Ltd, India



I have used VdoCipher's services to protect my intellectual property in specialist legal framework webinars in UK. I have had help to whitelist videos for customer intranets, and found that the customer service is efficient. The package gives me peace of mind, that's important in difficult times for a training business.

**Belinda Schwehr**  
Care and Health Law, UK

[Visit VdoCipher Website](https://vdocipher.com)



