



PITCHERS HUNT



The Piracy.

- Piracy is the act of illegally reproducing or disseminating copyrighted material, such as computer programs, books, music, and films.
- In 2021, India ranked **3rd** globally based on the number of visits made to **illegal video streaming websites**. The demand and market share for pirated content has been amplified by Covid-19.
- Film piracy rose by **62%** during the **pandemic**, with most people confined to their homes.

Impact

- Disrupts original creations
- Cut in revenues
- Indirect reduction in employment



The Roots of Piracy.



Lack of awareness regarding what pirated content can do to their devices (like cryptocurrency mining, affecting maliciously, stealing personal & banking details)

Because everyone does it

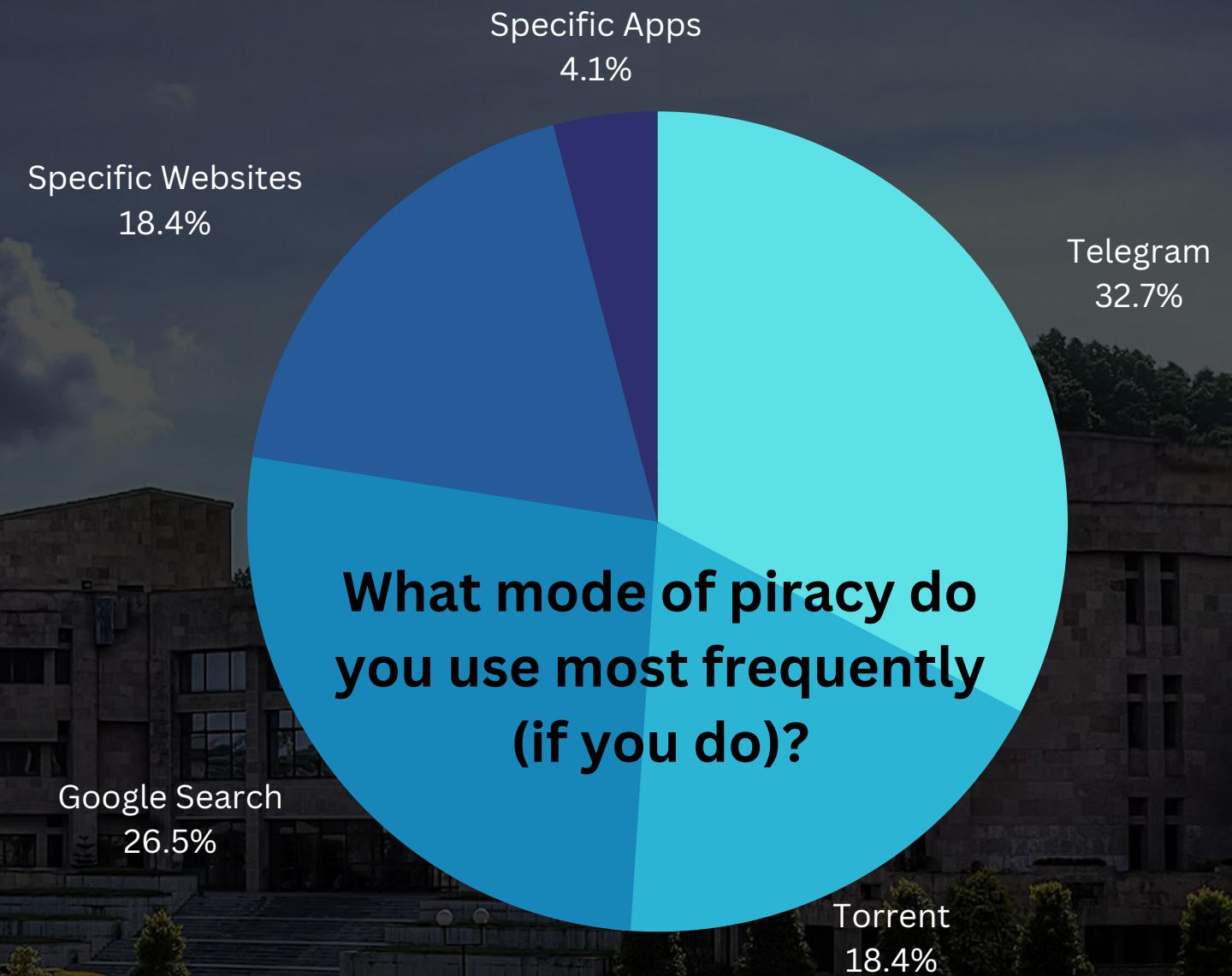
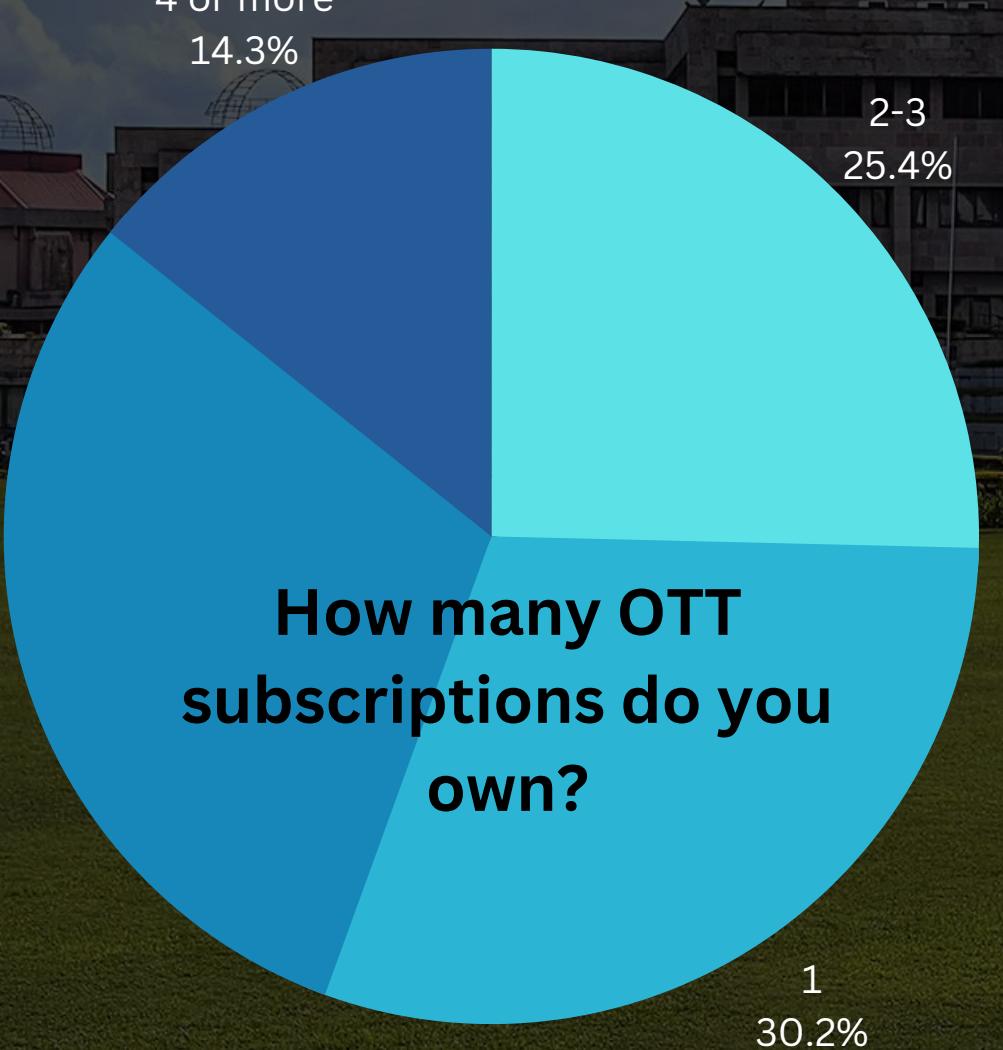
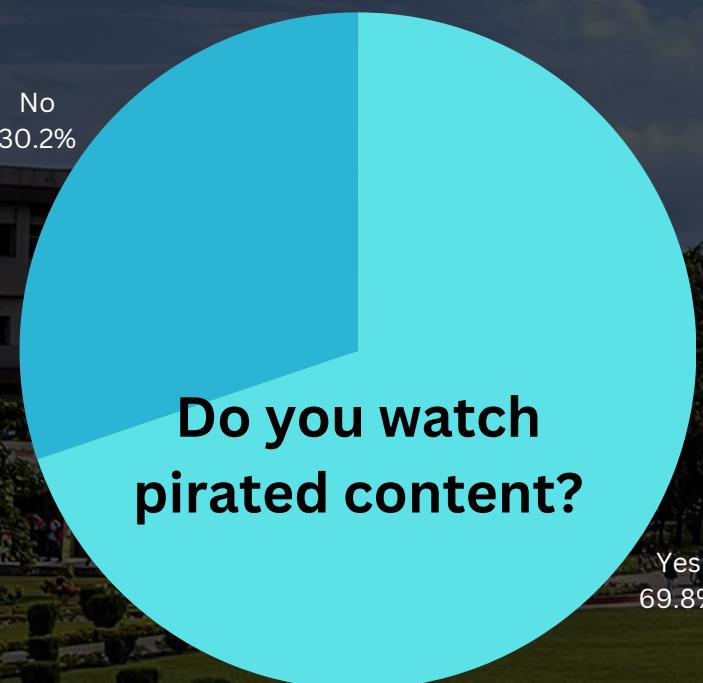
Delay in release of the content on OTT

Piracy Laws are not strictly enforced!

Easy accessibility to pirated content

Content spread across too many OTT platforms

Piracy on the campus.





Variety of Plans

Implementation

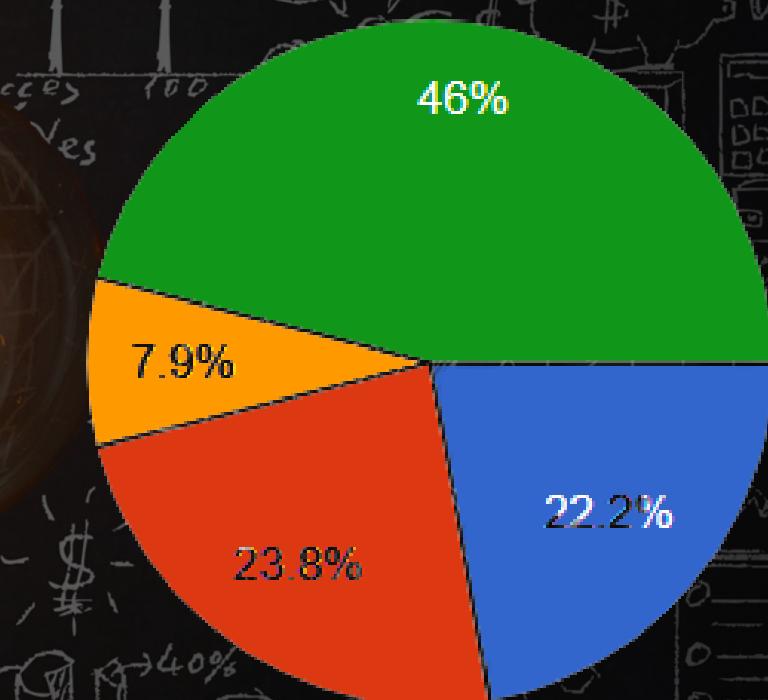
Currently, Zee5 only has an annual subscription plan & according to the data majority is interested in lesser duration plans.

So Zee5 should increase plan variety and could price them as follows -

- 1-month plan: Rs 79
- 3-month plan: Rs 199
- 6-month plan: Rs 349
- 12-month plan: Rs 699

Which one of the following OTT plans would you prefer?

- 1-month subscription
- 3-month subscription
- 6-month subscription
- 12-month subscription



Strategies.

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Student Discount



Implementation

The students who are enrolled in an accredited academic institution (pursuing higher education) can be given a 50% discount on our subscription plans.

Budget

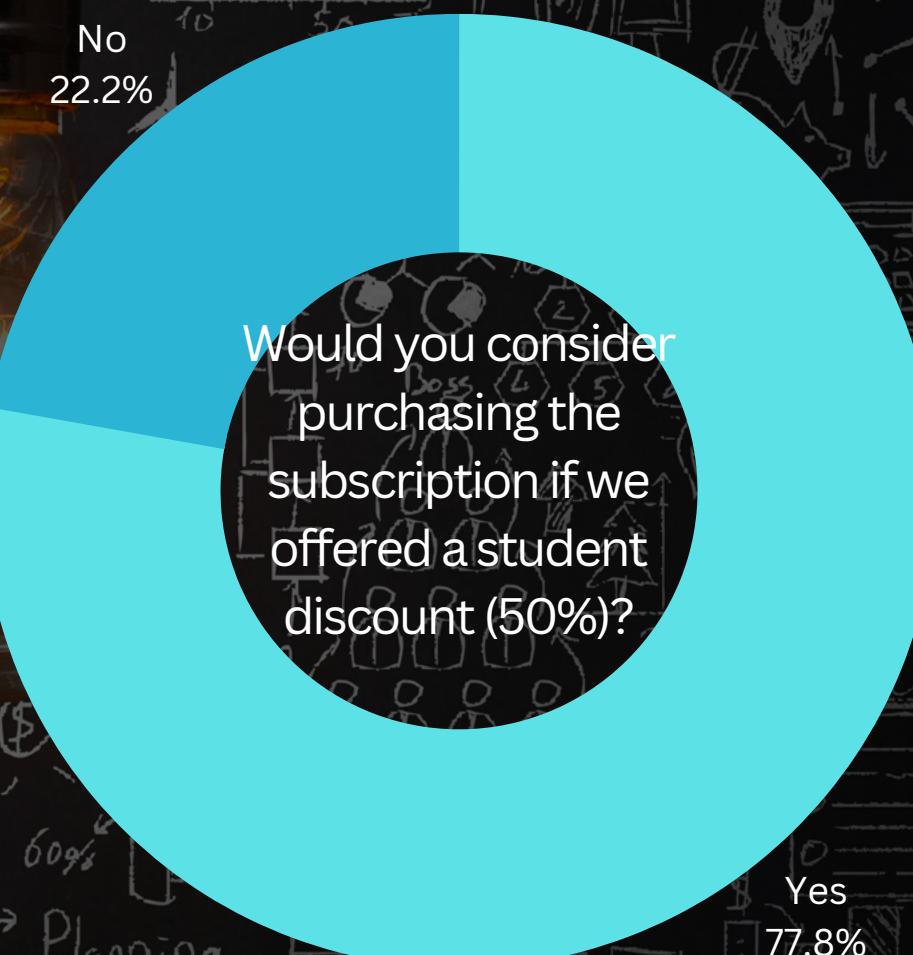
Using the metrics aside,

Campus Junta: 3500 (half of 7000 i.e assuming 50% buy)

Cost: Rs 100 (3-month plan after 50% discount)

Thus budget required = **3.5 lacs**

Strategies.





Zee5 Internships

Implementation

Hiring students as remote interns to form an anti-piracy cell within the college .

Budget

- Starting a remote internship program where Zee5 recruits 2 students and provides remote training in cyber security and anti-piracy.
- Their task would be to strengthen cyber-security in the campus and monitor the internet traffic to keep piracy in check.
- Rs20000 * 2 interns *12 months = **Rs. 4.8 lacs**

Strategies.





Collabs With Campus Clubs

Implementation

Collaboration with campus clubs in conducting anti-piracy initiatives through problem-solving.

Budget

Conducting case study competitions and projects with prizes for top 5 performing teams. Eg-

- Anti-piracy survey and case study competition in partnership with Consulting and Analytics Club
 - Piracy detection algorithm project in partnership with Coding club and IITG.ai
 - Zee5 Finances and Budget case study in partnership with Finance and Economy Club
 - Product related problem statements in partnership with E-cell
-
- Rs $30000 \times 4 = \text{Rs } 1.2 \text{ lacs}$

Strategies.

5

Awareness Campaigns

Marvel's **Spider-man: No Way Home** was found infected with **crypto mining malware**.

Since this worldwide blockbuster is available on ZEE5, ZEE5 can use this as an opportunity to attract new customers and spread awareness about the consequences of pirating content on the internet simultaneously.

[Home](#) / [Technology](#) / [Crypto](#) / Pirated copies of 'Spider-Man: No way Home' infected with crypto mining malware: Researchers

Pirated copies of 'Spider-Man: No way Home' infected with crypto mining malware: Researchers

INDIA TODAY



SIGN IN

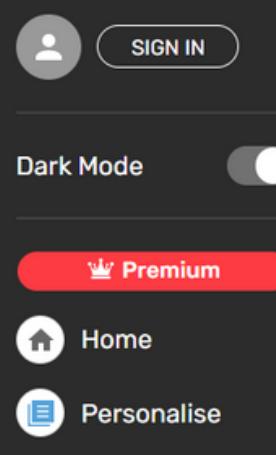
Dark Mode

Premium

Home

Personalise

Live TV



[News](#) / [Technology](#) / [News](#) / Spider-Man: No Way Home pirated copies on torrent websites found infected with crypto-mining malware

Spider-Man: No Way Home pirated copies on torrent websites found infected with crypto-mining malware

Torrent downloads are known sources of malware, and in a recent example of this, cybersecurity researchers have found a new malware that hides under the pirated copies of Spider-Man: No Way Home movie.

Strategies.



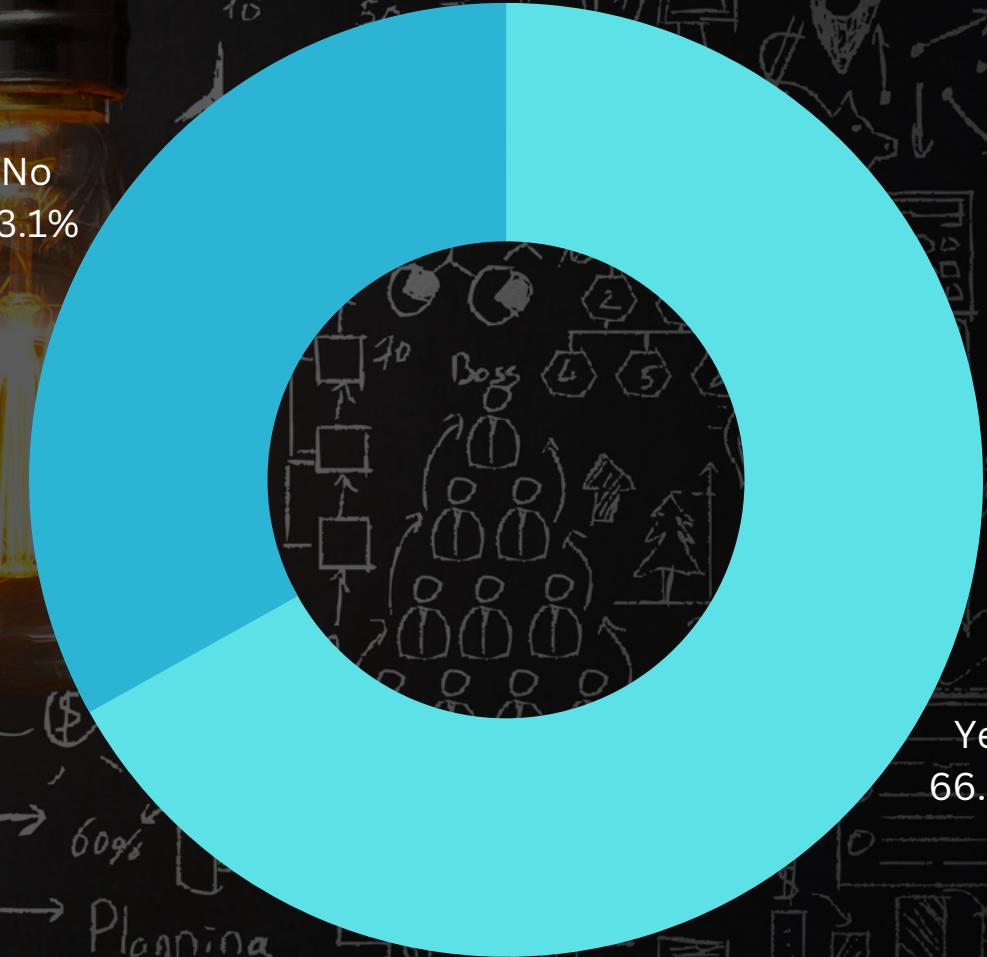
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Awareness Campaigns

- **Negligence:** Our survey reveals that **67%** of surveyees are aware of this risk, but a majority of them continue to watch pirated content.
- This can be curbed through a promotional visit-cum-anti-piracy event in our campus led by the **cast of PITCHERS.**
- Travel- $20k \times 3$ return journey = Rs 60k
- Accommodation- 350×3 = Rs 750
- Food and drinks- 1200×3 = Rs 3600
- Posters and decoration for the event = Rs 10k
- **Budget: Rs 75k**



Strategies.



Broader Solutions.

If there was no budget cap of Rs 25 lacs, following steps could be taken to combat piracy and attract consumers to buy our subscription -

- giving users additional benefits (like discount coupons, offers, mobile recharge disc. etc.)
- rights for most watched content (like IPL etc.)
- merger with a brand like flipkart (this would offer the customers a plethora of benefits)
- free AVOD (advertised video on demand) movies to attract new customers
- home page can be made more attractive
- **Successful strategies from our campus can be upscaled**



THOSE OF YOU WHO DON'T INDULGE IN PIRACY, WHY?

- The immorality and illegality of piracy 5%
- The risks associated with pirated content 60%
- The inconvenience of acquiring it and poor 15%
- I can afford and choose to buy OTT subscriptions 20%

Did you know that downloading your latest favourite movie from telegram/ illegal websites is the reason why your laptop feels slow and laggy(due to malwares and crypto-jacking software)

- Yes 67%
- No 33%

WOULD YOU BUY A SUBSCRIPTION IF IT GIVES SOME STUDENT DISC.?

- Yes 63%
- No 37%

DO YOU WATCH PIRATED CONTENT?

- Yes 77%
- No 23%

WHAT MODE OF PIRACY DO USE MOST FREQUENTLY?

- Telegram 42%
- Torrent (Utorrent or Torrdroid) 25%
- Random result from Google search 21%
- Some specific application 12%

FOR WATCHING A LATEST MOVIE, WHAT'D YOU PREFER?

- Purchasing the subscription to the 7%
- Ask your friends for the subscription 41%
- Download it from telegram/ other websites 52%

Now that you're aware of the dangers of piracy if you weren't already, are you more likely to buy OTT subscriptions instead?

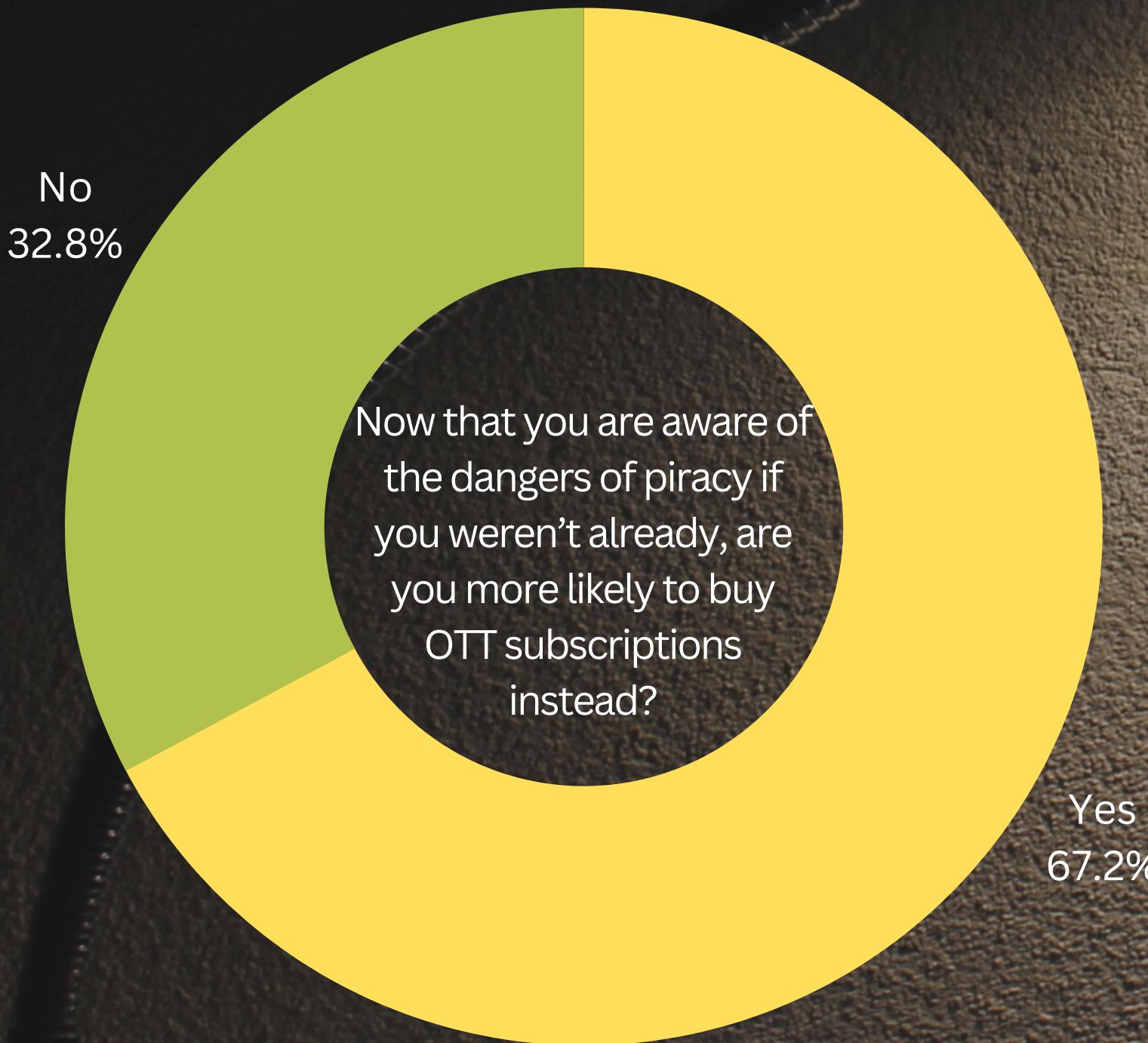
- Yes 52%
- No 48%

Did you know that pirated files often contain links to malicious websites that can easily steal your banking and personal details through phising?

- Yes 89%
- No 11%



**Instagram
Polls.**



**People are willing
to change.
Let's make it happen!**

*Thank
you*

Team Ghanta ;)
Rajeev & Anchit

[Google Form Link](#)