

## Motion Picture Industry

### Turning Piracy into Profits

The Internet is a great place to view all kinds of videos for free. Take YouTube, for example. Viewers can get a sneak peak at the latest official movie trailer, rock out to their favorite music videos, or laugh at the crazy antics of a neighbor. It's all for fun. But when digital pirates use the Internet to illegally download and distribute your copyrighted movies, the fun stops.

Millions of your hard-earned dollars are lost when digital pirates use P2P networks to share your movie files. But even more millions are lost when your movies are leaked to the Internet before you officially release them. It's time for you to get back what digital pirates have stolen from you. Nexicon wants to help you tell digital pirates, "Cease and desist." With our broad portfolio of anti-piracy solutions, you can stop them in their tracks, and start collecting the money that is rightfully yours.

### MARC™ Makes Battling Piracy a Winning Proposition

The lifeblood of all our anti-piracy solutions is the MARC™ Technology Platform. Digital pirates have nowhere to hide because we have agent servers all over the world monitoring more than 30 billion Internet file transactions every day. Our proprietary rating engine and automated human visual verification (AHVV) features analyze and validate both the pirates who illegally "seed" your copyrighted movies and the "fans" who illegally download them. What's more, we'll generate real-time reports that contain the critical, actionable data you need to go after the pirates who steal your stuff. And with products like GetAmnesty™ and DigitalRanger™, you can finally collect money from people who think they deserve something for nothing.

Contact a Nexicon™ sales representative today at [www.nexiconinc.com](http://www.nexiconinc.com). With MARC behind you, protect your movies and begin collecting the revenue that you earned and you deserve.

## Recommended Products/Solutions

Powered by the MARC Technology Platform, Nexicon's anti-piracy solutions monitor and analyze information related to managing and securing your copyrighted movies. For more information about Nexicon's anti-piracy solutions, contact a sales representative at [www.nexiconinc.com](http://www.nexiconinc.com).

### GetAmnesty™ – Collecting What is Owed to You

Features	Benefits
Automated human visual verification (AHVV) targets and identifies illegal downloaders	Catch digital pirates real time and make them pay
Client-branded web site provides multiple payment options	Collect revenue when infringers pay settlement fees
Nexicon management of DMCA e-mail notifications	Reduce overhead and save money with outsourced solution

### DigitalRanger™ – Leveraging MARC to Make Digital Pirates Pay

Features	Benefits
Automated human visual verification (AHVV) analyzes and validates millions of downloads daily	Collect indisputable evidence of digital piracy
Intuitive dashboard providing easy access to critical, actionable data	Pursue larger monetary settlements
Quantifiable and accurate data to encourage ISPs to cut off pirate's Internet access	Prevent proliferation of digital piracy
EarthView™ module plots real-time view of pirates	Pinpoint where digital piracy is occurring around the globe
CaseManager™ module stores copyright infringement data	Track copyright infringements to target individuals or piracy groups

### Business Intelligence – The Foundation for Your Business Decisions

Features	Benefits
MARC stores and aggregates historical piracy data, including third-party data	Evaluate and understand trends of piracy with a complete perspective
Easy access to generated reports	Make quick and effective decisions based on accurate, real-time piracy data
Executive-level viewing of trends, graphs, and analysis	Support strategic release of digital media in the marketplace

### YouScout™ – Automating Management of Your Digital Assets

Features	Benefits
Partnership with YouTube enables scanning of user-uploaded content	Protect your digital assets from digital pirates
Nexicon management of digital assets	Reduce overhead and ensure efficiency and accuracy

### DataView™ – Real-Time Infringement Visualization and Reporting

Features	Benefits
MARC monitors Internet traffic via a variety of protocols	Access to global, real-time piracy data

<b>Features</b>	<b>Benefits</b>
MARC stores collected data in data warehouses	Ability to manipulate data for your reporting needs
Data available in many formats	Extract and then generate reports in .csv, .xls, and .pdf
Seamless integration with in-house reporting tools	Rapid turnaround for ad-hoc reporting emergencies