

# HOW LIVE SPORTS PIRACY CAN AFFECT BUSINESSES

In the streaming age, it's not uncommon for many consumers to watch shows and events together—sharing access to a streaming platform with friends and family is nothing new. However, when a business owner shares access to that same streaming in their establishment, it can have big ramifications that some operators may not be aware of. Live sports streaming is a popular offering in many bars and restaurants, and the temptation for operators to simply log in using a personal account can be big—it's saves money, it's easier to remember the password, they already have the account set up, and so on.

While using a personal account to stream sports in a business establishment may not seem like piracy, it is—and it can have a big negative impact on businesses. Those who get caught can face significant fines, and businesses engaging in unauthorized broadcasting are violating intellectual property laws.

## THE MYTH OF “I WON'T GET CAUGHT”

Streaming providers employ advanced technologies to monitor unauthorized broadcasting—including on websites, social media platforms and, of course, in business settings. For bar and restaurant operators who opt to illegally broadcast, it's not a question of if they will be caught, but when. Beyond fines and breaking the law, there can be other ramifications that can damage a brand—customer dissatisfaction.

## CUSTOMER SERVICE IS KEY

At the end of the day, bars and restaurants want happy repeat customers. But if snags in broadcasting related to piracy mean that a dining party's favorite team isn't being shown, gets cut-off mid-game, or has poor resolution or buffering—they may not just choose to go to another place to watch the next game, they may also leave bad reviews for the business and never return. The hit to a business's reputation, not to mention the bottom line, isn't worth using a personal account.

## A RELIABLE, SIMPLE SOLUTION

Partnering with a single provider, such as DIRECTV for BUSINESS, can ensure restaurants and bars that the content they broadcast goes uninterrupted and is above board. DIRECTV offers premium service for multi-location businesses, providing reliable service and the simplicity of working with one provider for all locations.

National Accounts entertainment package subscribers get access to dedicated support for all their account needs, high quality broadcasting nationwide and streamlined program management to ensure there are no issues with the service.

**Don't get caught in a bind with illegal streaming.**

CALL THE NATIONAL ACCOUNTS TEAM **800-496-4915** OR VISIT **DIRECTV.COM/FORBUSINESS/ENTERPRISE-SOLUTIONS**

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