

# TARGETING CODE THIEVES



## Lionsgate

**Lionsgate is a major studio and global content leader** whose 17,000-title film and television library includes such stellar releases as “The Hunger Games,” “La La Land” and “John Wick.” Every year, Lionsgate sells millions of movies as “combo packs” that consist of a disc and a code that can be redeemed for a digital copy of the movies by the purchasers.

## A Thorny Problem

Unauthorized code sharing continues to be a significant challenge for movie studios. The transfer and sale of codes has become increasingly problematic for Lionsgate and the other studios.

Unfortunately, existing solutions, including QR codes, have not proven to be completely effective in solving the problem.

So Lionsgate piloted a successful program with Authentic Vision as part of its 4K Ultra HD Blue-ray release of “Robin Hood” to limit unauthorized code sharing.

## Authentic Vision’s Solution

**Authentic Vision’s solution** — consisting of a secure label, simple scan with a smartphone application, and smart data and analytics — offers a cost-effective way to gate digital copy offers. The digital-copy insert inside select “Robin Hood” 4K Ultra HD Blu-rays includes a “Lionsgate VIP” label. Using the Lionsgate VIP mobile app, users scan to authenticate the label and access their digital copy of the movie.

Lionsgate teams with Authentic Vision to pilot new technology that limits unauthorized code sharing as part of the “Robin Hood” 4K Ultra HD Blu-ray release.



Select “Robin Hood” 4K Ultra HD Blu-ray discs included a “Lionsgate VIP” label, powered by Authentic Vision technology.



## Simple Consumer Experience



## Label Unlocks Special Features



Once authenticated, there is opportunity for a variety of upselling and marketing programs.

## Results

Tens of thousands of labels were scanned using the Lionsgate VIP app.

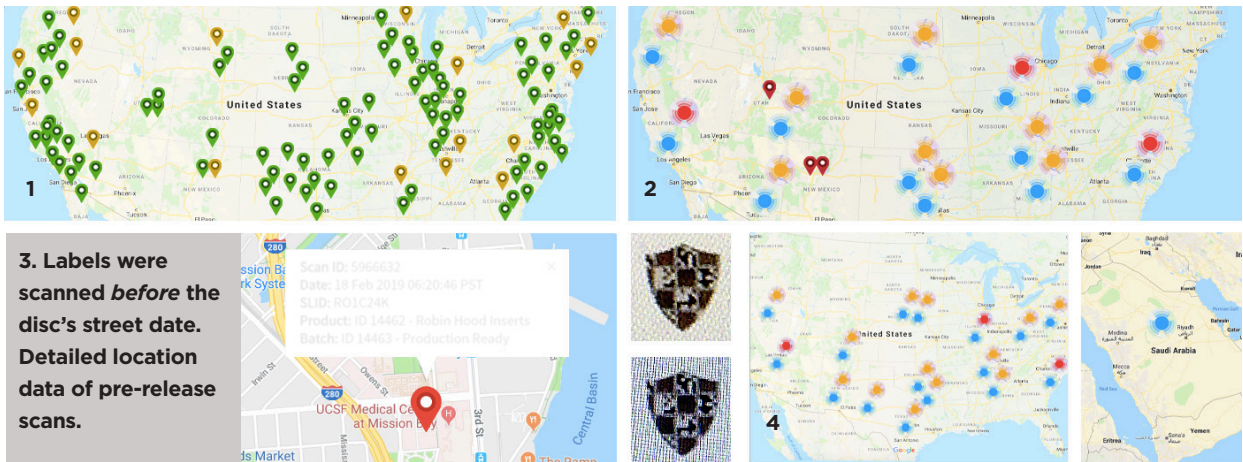
“Authentic Vision labels provide an efficient, customer-friendly way for Lionsgate to control access to digital copies of its films.”

— BRIAN DAY, SVP STRATEGIC PARTNERSHIPS, LIONSGATE

Feature	Lionsgate App	Traditional Label
Ability to Re-target	Yes	No
Scan Data Collected	Yes	No
Pre-release Scan Data	Yes	No

## Sample Data Collected

Data can be sorted by Region or Device. Visualizations include **1** Scan detail, **2** Blocked scan attempts, **3** Pre-release scans, and **4** Foiled attempts to scan shared labels.



**If you need help securing your products or your brand,** Authentic Vision is here for you. Our complete security solution helps you to protect your supply chain, grow your revenue and provide engaging experiences for your consumers. We are continuously innovating to deliver industry-leading, anti-counterfeiting protection for a variety of sectors, including auto parts, pharmaceuticals, technology, chemicals, wine and spirits, and more. If you are interested in more information, or wish to order a samples box, please visit [authenticvision.com](http://authenticvision.com).

