



## IACC 2023

Physical to Digital:  
The Evolving Landscape of  
Content Protection

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# HOMELAND SECURITY INVESTIGATIONS

# HSI

HSI INVESTIGATES, DISRUPTS, AND DISMANTLES TERRORIST, TRANSNATIONAL, AND OTHER CRIMINAL ORGANIZATIONS THAT THREATEN OR SEEK TO EXPLOIT THE CUSTOMS AND IMMIGRATION LAWS OF THE UNITED STATES.

## WHO WE ARE

HSI IS THE PRINCIPAL INVESTIGATIVE ARM OF THE U.S. DEPARTMENT OF HOMELAND SECURITY, RESPONSIBLE FOR INVESTIGATING TRANSNATIONAL CRIME AND THREATS, SPECIFICALLY THOSE CRIMINAL ORGANIZATIONS THAT EXPLOIT THE GLOBAL INFRASTRUCTURE THROUGH WHICH INTERNATIONAL TRADE, TRAVEL, AND FINANCE MOVE.

## OUR MISSION

HONOR | SERVICE | INTEGRITY





## Global Footprint

HSI consists of more than 10,00 employees who are assigned to offices in over 200 cities throughout the U.S. and 68 international offices in 51 countries across the world.



**7,000**  
**special agents included**  
**among 10,000 HSI**  
**employees**





# Private Industry Partnerships

- The IPR Center has partnered with the Recording Industry Association of America and the Motion Picture Association – Alliance for Creativity and Entertainment to jointly combat digital media piracy globally



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# Criminals Pivoting to Digital

- The United State's public pirates more than any other country
- Supercharged by COVID
- Some sources estimate digital piracy rates at over 250 billion streams and downloads annually
- It is estimated that 1/3 of downloaded music is pirated
- Economies of scale for technology and ease of access enables piracy
- Increasing costs of lawful digital platforms are pushing some consumers to piracy

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# Challenges of Dealing with Modern Pirates

- More and more international targets
- Registry privacy services
- New technologies like Discord and Telegram
- Ever changing prosecutorial priorities
  - How do we get to a resolution without legal process?
- What is the source of pirated material?
- The changes in digital content production leads to more exposure to digital piracy

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## Recent Case Study

- Worked directly with FIFA and their partners to target illicit streaming platforms broadcasting the world cup
- “Quick Hit” operation that had two phases of website takedowns
- Partnered with HSI Baltimore field office to successfully seize 71 illicit domains
- Some large scale sites shut down on their own accord after operation
- Global social media impact



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## Social Media Impact Observed



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## Contact Information

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