

CASE STUDY



LexisNexis® Risk Solutions Partners with DAZN®, the Largest, Fastest Growing Global Sports Streaming Service

Digital Identity Intelligence Generated by LexisNexis ThreatMetrix® Protects DAZN From Free Trial Abuse and Fraudulent Account Activity

AT A GLANCE

CUSTOMER

DAZN

REQUIREMENTS

- Reduce free trial abuse
- Reduce fraudulent account activity
- Maintain a frictionless online journey for genuine customers

SOLUTION

Leveraging ThreatMetrix global digital identity intelligence, LexisNexis Risk Solutions helps DAZN to accurately detect and block fraudulent new account registrations, preventing individuals and automated bot traffic from abusing free trials, as well as detecting and preventing fraudulent account use.

BOTTOM LINE

- DAZN can continue to offer free trials to genuine subscribers.
- Reduction in fraud losses from non-payment and fraudulent credit card usage.
- Reduction in false positives through accurate detection of fraudulent registrations.

CASE STUDY

“We offer free trials in most markets to showcase our services to new customers. This helps encourage subscription sign-ups – especially for our new market launches. We want to be able to offer this while protecting our content and the DAZN brand.”

— MAHMOUD EL-AZZEH, HEAD OF PRODUCT – PAYMENTS AT DAZN

Overview

DAZN is the largest, fastest-growing global sports streaming service. It is leading the charge to give sports fans around the world affordable access to sport anytime, anywhere. DAZN guarantees affordable access on nearly every connected device, including smart TVs, smartphones, tablets, desktop computers and games consoles. DAZN has been created by fans, for fans, to give them a better and fairer way to watch sport. It is now available in nine markets, across four continents; Japan, Germany, Austria, Switzerland, Italy, Spain, Brazil, Canada and the U.S.



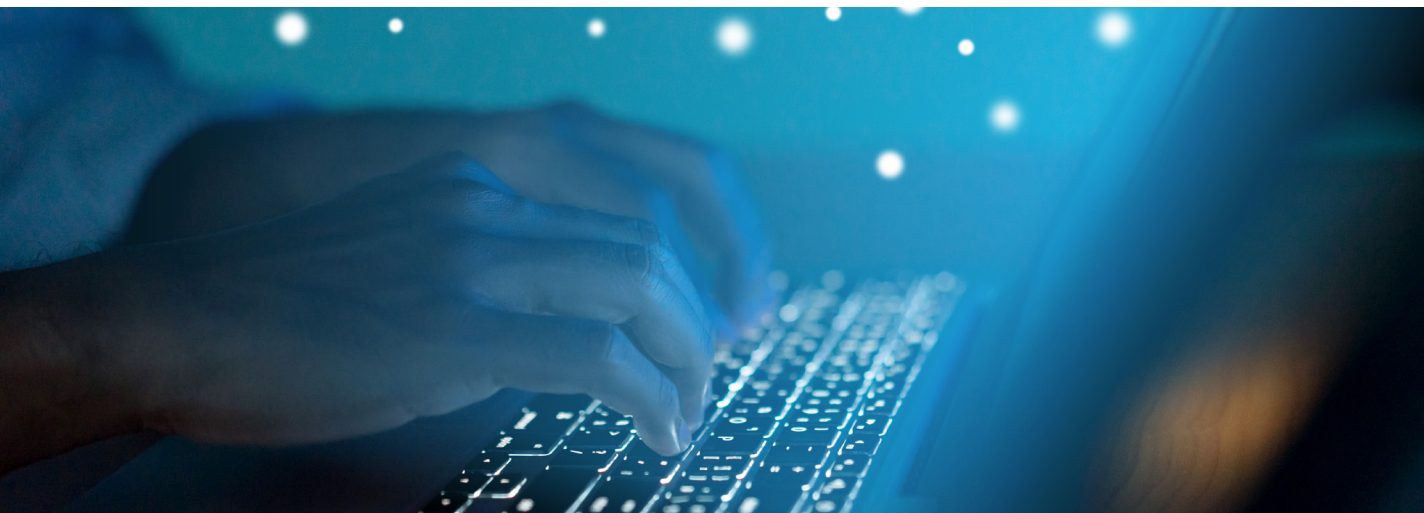
Business Problem

Affordable and flexible access to premium sport content is at the core of the DAZN proposition. The live and on-demand streaming service is available as either a monthly subscription in all markets and as an annual plan in the U.S., Canada and Germany, offering fans ultimate flexibility and value. It also offers a one-month free trial in most markets, designed to attract new customers to experience the service for the first time.

However, there was a risk that fraudsters could potentially sign up to consecutive free trials or generate accounts for reselling purposes. There was also the threat of bot attacks, which use stolen or spoofed identity credentials to gain access. As DAZN was rapidly scaling around the world as a new, better and fairer way to watch the best sports, it needed a partner that would help optimize registration and payment security.

The Power of Global Shared Intelligence to Streamline the User Experience

With ThreatMetrix digital identity intelligence, DAZN can differentiate between new customers and customers who have had free trials before in near real time – as well as detecting and blocking fraudulent account use. What's more, the technology enables DAZN to detect, block and adapt to automated bots from fraudsters who look to bypass defences.



CASE STUDY

The ThreatMetrix solution is also able to detect low-and-slow bot traffic – where a bot controller adjusts to a “low-and-slow” speed in order to mimic legitimate customer traffic. This can make it harder to detect because it passes standard rate control measures used to detect high velocity bot traffic.

LexisNexis® Risk Solutions looks across the Digital Identity Network® at bots seen in different organizations using, for example, the same IP address or same device. By linking these transactions across organizations, even if volumes are low, ThreatMetrix can identify them as bots.

“It is important that any solution we deploy does not impact the experience of our customers. With ThreatMetrix we are able to block fraudulent new accounts and bots, while preserving a frictionless experience for sports fans.”

—MAHMOUD EL-AZZEH, HEAD OF PRODUCT – PAYMENTS AT DAZN



For more information, call +44 (0) 203 2392 601
or visit risk.lexisnexis.com/FIM-EN

About LexisNexis Risk Solutions

LexisNexis® Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit www.risk.lexisnexis.com and www.relx.com.

LexisNexis and the Knowledge Burst logo are registered trademarks of RELX Inc. Other products and services may be trademarks or registered trademarks of their respective companies.

© 2020 LexisNexis Risk Solutions. NXR14249-00-0120-EN-US

DAZN is a registered trademark of Perform Investment Brands Limited plc.