

Blue Efficiency and PRIVIO Partner Up to Bolster Security for Online Film Sharing

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Since 2020 and the onset of COVID-19, numerous festivals and markets have shifted online. Despite the reopening of physical venues, most have retained a digital component, permanently transforming them into hybrid events.

Online screenings have introduced heightened piracy risks. Even with state-of-the-art security measures in place, streaming platforms remain vulnerable to potential breach by hackers.

Blue Efficiency offers a dedicated monitoring service that already enables online markets to ensure no leaks occur among the films made available for screening.

However, rights holders—international sales agents in particular—also rely on companies specializing in online film hosting and sharing.

In this field, PRIVIO has established a solid reputation, starting with sales agents before expanding to producers and distributors through tailored solutions and essential security enhancements. In 2022, PRIVIO expanded its offering by launching its brand-new Privio Dailies service.

PRIVIO and BLUE EFFICIENCE are now entering an unprecedented partnership, integrating BLUE EFFICIENCE's monitoring technology for all PRIVIO clients utilizing its feature film sharing platform.

This innovation addresses a timely industry challenge: private online film sharing has reached an all-time high, and well-informed rights holders now demand the highest standard of security available.

About Blue Efficiency

Blue Efficiency specializes in protecting films against unauthorized online distribution. The company serves numerous independent cinema distributors and producers, as well as major media groups such as TF1.

We invest heavily in R&D to provide advanced anti-piracy solutions.

Our services include taking down unauthorized content available via streaming or direct download on illicit sites, illegal IPTV services, user-generated content (UGC) platforms (YouTube, TikTok, etc.), social media networks (Facebook, Telegram, X/Twitter, etc.), and search engines (Google, Bing, etc.).

Blue Efficiency is...

A Technical Partner of the Marché du Film - Cannes Film Festival since 2020.

A Technical Partner of the César Awards since 2014.

A partner and member of Point de Contact since 2023

A partner of Privio since 2022

A partner of Futur@Cinema since 2021.

A partner of the ADEF (associations of film exporters) in 2017 and 2018.

A partner of the SDI (association of independent distributors) since 2016.

A partner of SCARE (association of art house cinemas) since 2018.

A partner of the Cinewax African Film Festival in 2019.

A partner of the CIP (independent Paris cinemas) Avant-Premières Festival since 2019.

A partner of the Les Arcs European Film Festival since 2014.

A partner of the Saint-Jean-de-Luz International Film Festival since 2015.