



USE CASE PRIMER

Sift for *STREAMING SERVICES FRAUD*



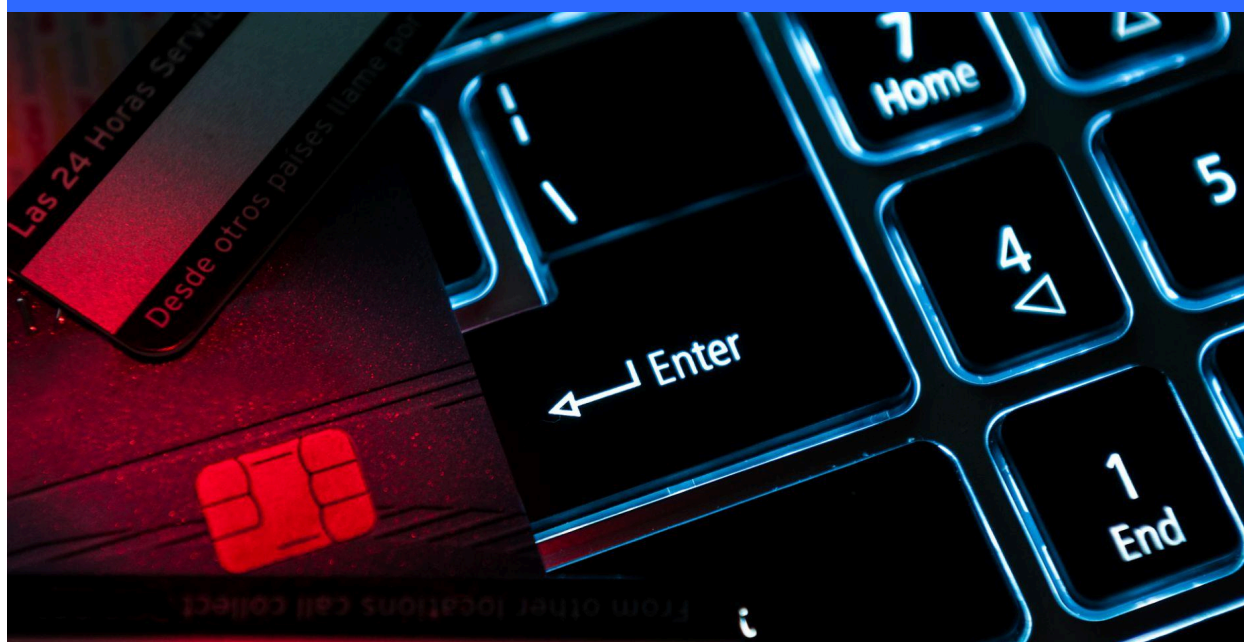
Introduction

What does fraud look like for streaming services?

Streaming services fraud happens when bad actors [create multiple accounts](#) on a streaming platform, taking advantage of free trials or promotions. Using stolen payment credentials or disposable email addresses, they bypass signup limits and access premium content for free. In some cases, compromised accounts are later resold on [darkweb marketplaces](#).

Streaming Services Fraud in Action

A fraudster uses a bot to create dozens of accounts on a streaming platform, each tied to a different fake email and stolen credit card. They exploit free trial offers to watch premium content without paying, then sell access to these accounts on the dark web. When legitimate cardholders discover the unauthorized charges and file disputes, the streaming service is hit with chargebacks, inflated trial metrics, and increased scrutiny from content partners.

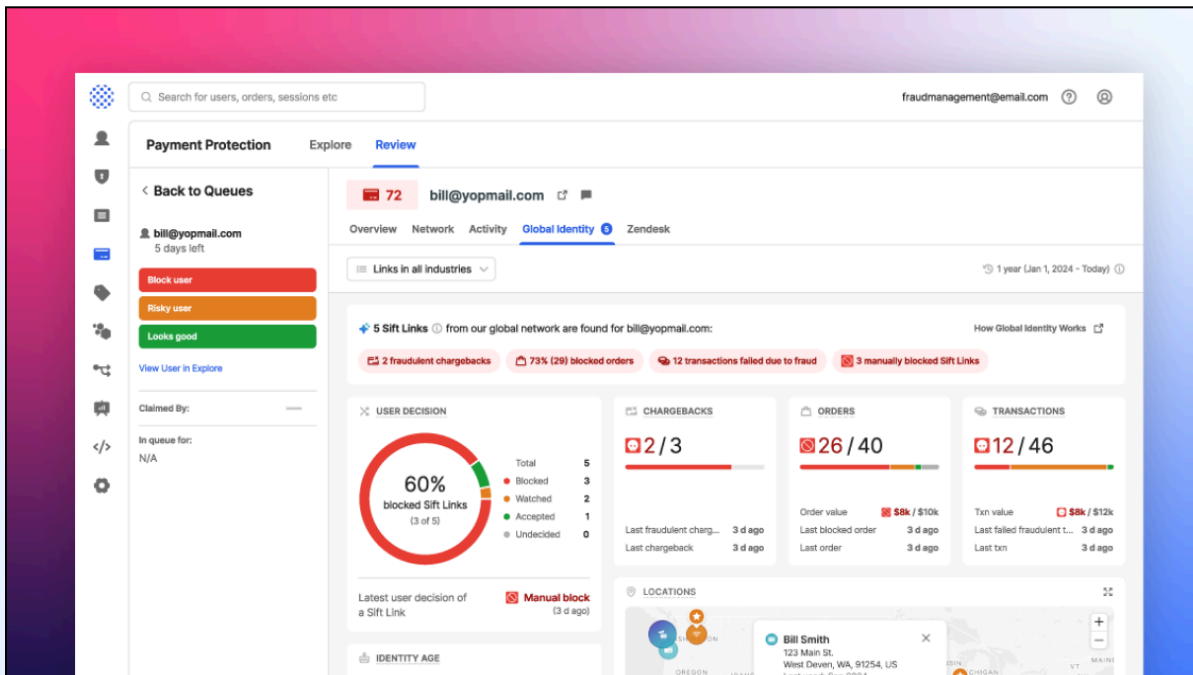


How Sift Can Help

Better Fraud Decisioning Through Identity Trust

Sift helps streaming platforms proactively detect and prevent fraud by leveraging AI-powered models, rich identity signals, and real-time behavioral analysis. This enables teams to stop abuse before it impacts revenue or partner trust, and is delivered through the Sift Console with:

- **Risk scoring.** Displayed as a number between 0 (low risk) and 100 (high risk), the Sift Score helps teams assess the likelihood of fraudulent activity tied to account creation, logins, and payments.
- **Workflow automation.** Teams can create flexible, logic-based rules to take automatic action—e.g., “If the Sift Score is >80 and the device is new, block the signup.”
- **Review queues.** Fraud analysts can investigate suspicious behavior, like repeated trial abuse or unusual access patterns, and take immediate action to disable accounts or flag high-risk devices.



Make smarter, context-driven decisions with Global Identity in the Sift Console.

Key Features

- **Real-time Detection & Decisioning.** Instantly detect signs of streaming fraud, including trial farming, credential sharing, and account resale.
- **Comprehensive Data Analysis.** Assess user risk with insights from trillions of signals, including device fingerprints, streaming behavior, login velocity, and payment data.
- **Customizable Workflows.** Build tailored workflows to automatically block fraudulent signups, limit suspicious access, or trigger step-up verification.

Explore Case Studies

PATREON

[Read the Case Study](#)



[Read the Case Study](#)



[Read the Case Study](#)

ABOUT SIFT

Sift is the AI-powered fraud platform delivering identity trust for leading global businesses. Our deep investments in machine learning and user identity, a data network scoring 1 trillion events per year, and a commitment to long-term customer success empower more than 700 customers to grow fearlessly. Brands including DoorDash, Yelp, and Poshmark rely on Sift to unlock growth and deliver seamless consumer experiences. Visit us at sift.com and follow us on [LinkedIn](#).