



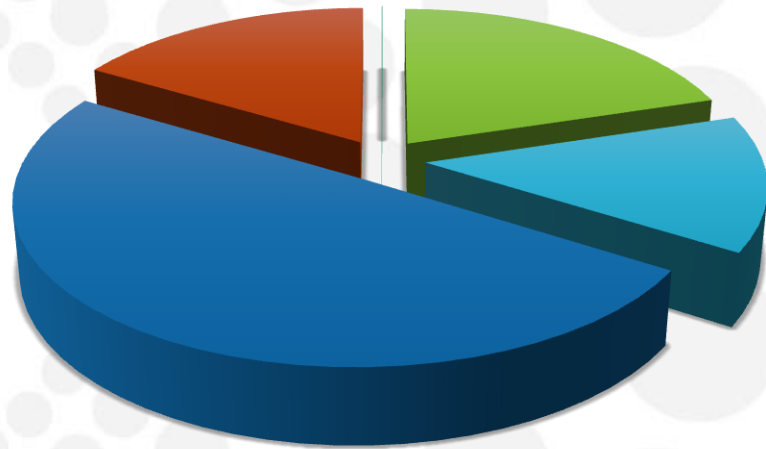
## Digital Technology and the Pay-TV Industry

Frank Rittman  
Chief Copyright Officer  
Strategic IP Information

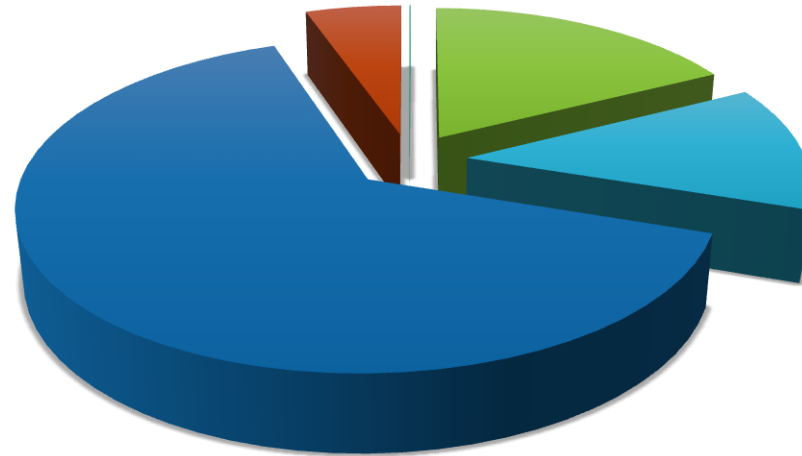
# CASBAA Member Companies



# APAC Internet Traffic



2014



2019

- Gaming
- Business
- Cons. Data
- Cons. Video
- File "Sharing"

Source: Cisco VNI

# What is OTT?



## *WORKING DEFINITION OF OTT:*

“Copyrighted materials included in remote storage capacities made available for use either to individual customers or to members of the public at a place and time chosen by them.”



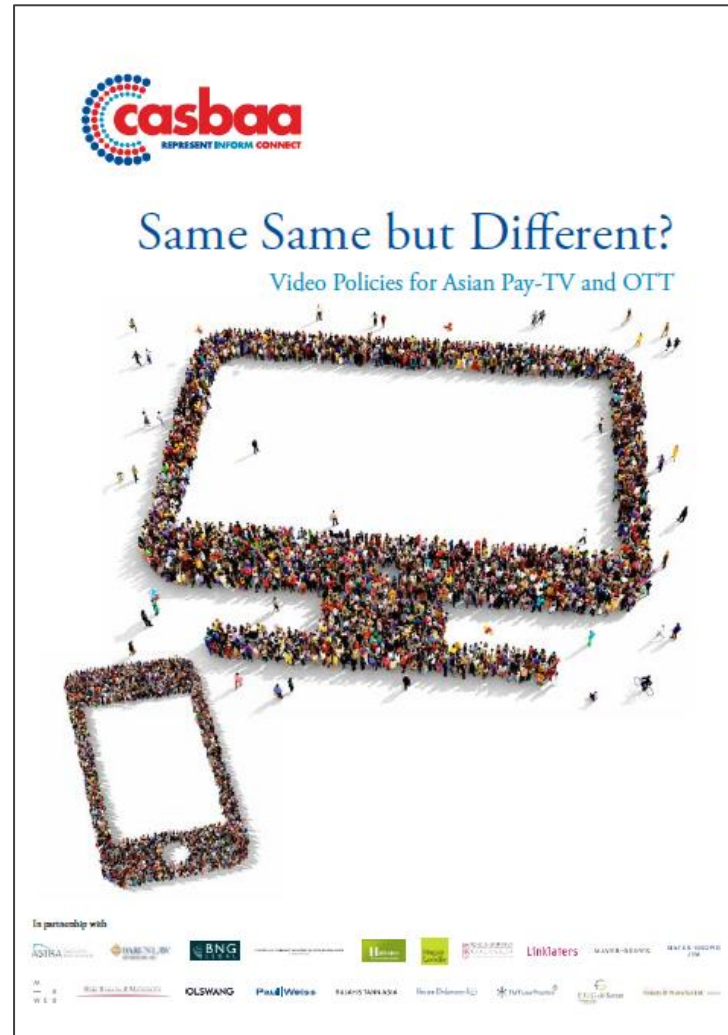
# OTT Providers



**NETFLIX**



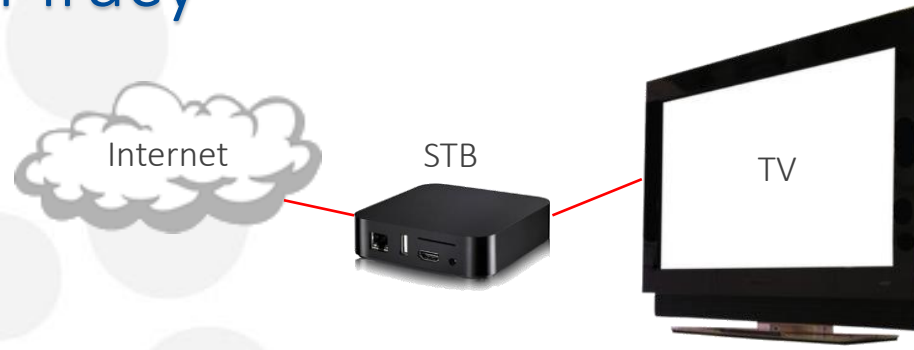
# CASBAA Policy Publication 2016



# OTT Pirate Sites



# Set-Top Boxes and Piracy



Select movie/video from downloaded Electronic Programme Guide (EPG)



Selected movie/video streamed down from the Internet and played on TV

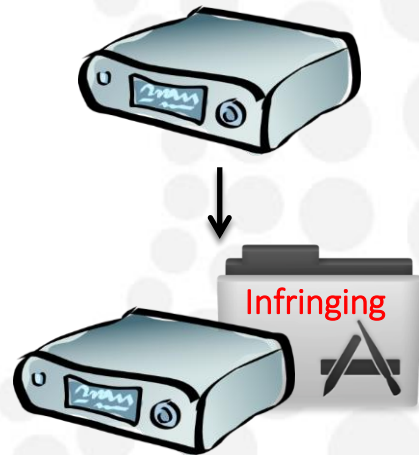


# Set-Top Boxes and Infringing Apps



## 3 MAIN CATEGORIES OF INFRINGING SET-TOP BOXES ON THE MARKET

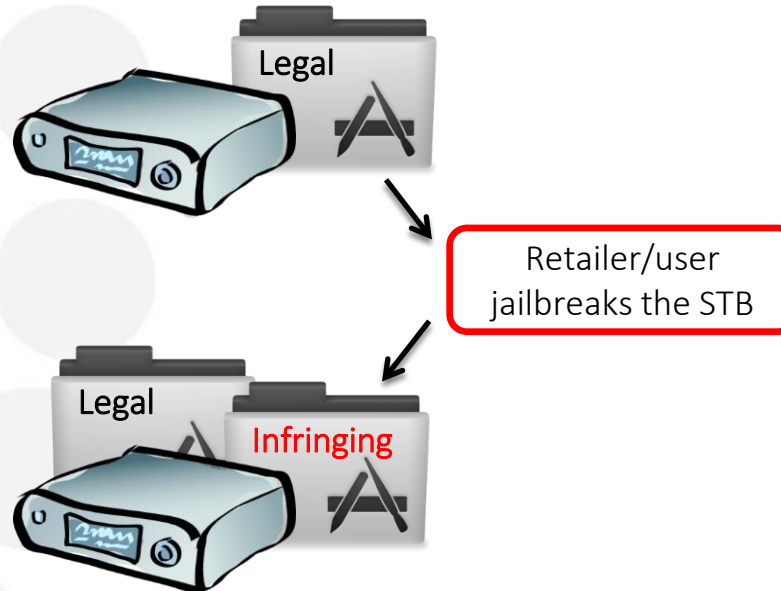
STB comes without any apps



User downloads infringing apps from Internet

Example: TV-Pad

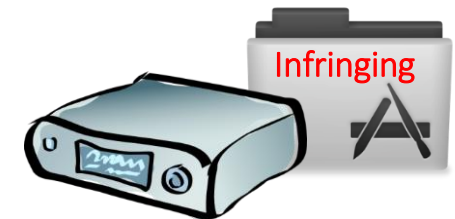
STB comes with legal apps



User downloads infringing apps from Internet

Example: Xiaomi

STB comes with infringing apps



Subscription fee is needed to maintain service of the infringing apps

Example: SuperPad

# Law Enforcement Efforts



**CHINADAILY ASIA** A network

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Home > Nation

Thursday, March 24, 2016, 16:58

## Police nab over 400 in illegal TV service crackdown

By Xinhua

BEIJING - Chinese police have detained 422 people involved in producing, selling and operating illegal devices and software to provide TV and video services, according to the Ministry of Public Security (MPS).

The case comes amid a crackdown following a directive jointly issued in September by the Supreme People's Court, the Supreme People's Procuratorate, the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT) and the MPS to shut down illegal TV businesses.

So far, the police have investigated about 750 cases and confiscated 830,000 sets of illegal TV equipment and software worth more than 320 million yuan (US\$49.1 million).

indiatoday **in** NEWS Live! TV MAC

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## 422 held in China for providing illegal TV services

PTI  
March 25, 2016 | UPDATED 12:05 IST

0 SHARES

Beijing, Mar 25 (PTI) Over 400 people involved in the production and sale of illegal TV equipment and software for TV operations have been detained in China.

Police have investigated about 750 cases and confiscated 830,000 sets of illegal TV equipment and software worth more than 320 million yuan (USD 49.1 million).

The 422 people were detained following an order jointly issued in September by the Supreme Peoples Court, the Supreme Peoples Procuratorate, the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT) that pledged to shut down illegal TV businesses.

## UK POLICE ARREST PIRATE BOX SELLER, THREATEN TO SUSPEND DOMAIN

BY ANDY ON MARCH 24, 2016 C 51

The UK's Police Intellectual Property Crime Unit is continuing its crackdown against sellers of piracy-enabled TV devices. Their latest target is a 38-year-old man who was arrested in London on suspicion of fraud and copyright related offenses. Police seized more than 500 alleged 'pirate' devices and are now threatening a domain suspension.

Last week officers from the UK's Police Intellectual Property Crime Unit (PIPCU) arrested six individuals suspected of being involved in the supply of 'pirate' Internet-enabled set-top boxes.

Aimed at hampering the popularity of Android and similar devices used to access free movies, TV shows and live sports, [the multi-location raids](#) netted just 42 devices. Now it appears that the police have hit a relative jackpot.

[http://www.chinadailyasia.com/nation/2016-03/24/content\\_15406247.html](http://www.chinadailyasia.com/nation/2016-03/24/content_15406247.html)  
<http://indiatoday.intoday.in/story/422-held-in-china-for-providing-illegal-tv-services/1/627062.html>  
<https://torrentfreak.com/uk-police-arrest-pirate-box-seller-threaten-to-suspend-domain-160324/>

## Legal Remedies:

- WIPO Treaties ratification
  - Communication Right
  - Technological Protection Measures
  - Rights Management Information
- Site blocking
- Intermediaries
  - Payment Processors
  - Advertising Services
  - Search Engines

Thank you