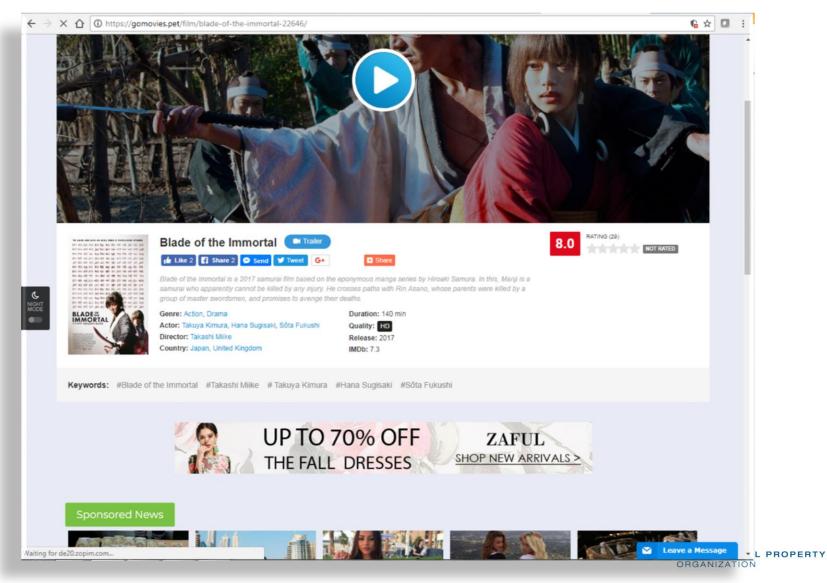


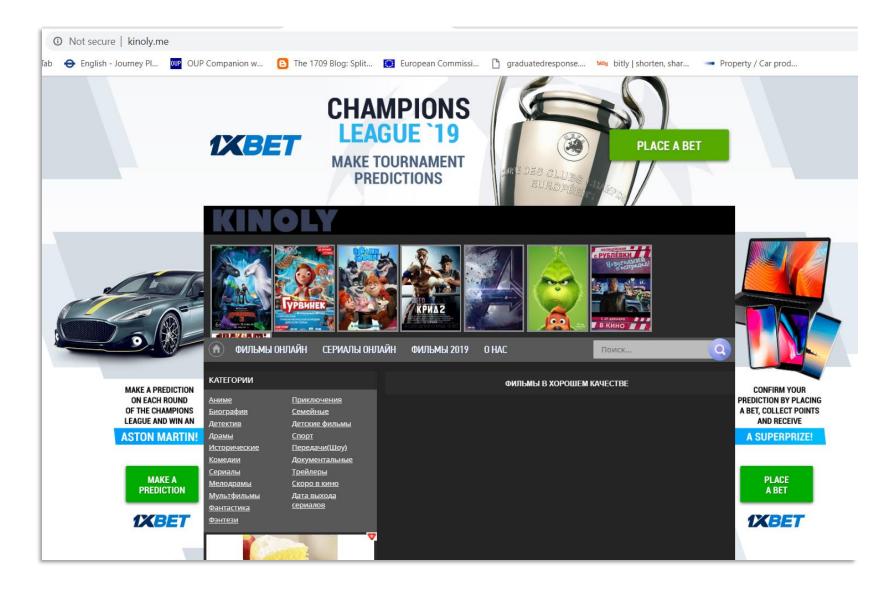
The Building Respect for IP (BRIP) Database

Fourteenth Session of the Advisory Committee on Enforcement September 3, 2019 Geneva, Switzerland

Thomas Dillon Legal Counsellor Building Respect for IP Division, WIPO

«Follow-the-money»





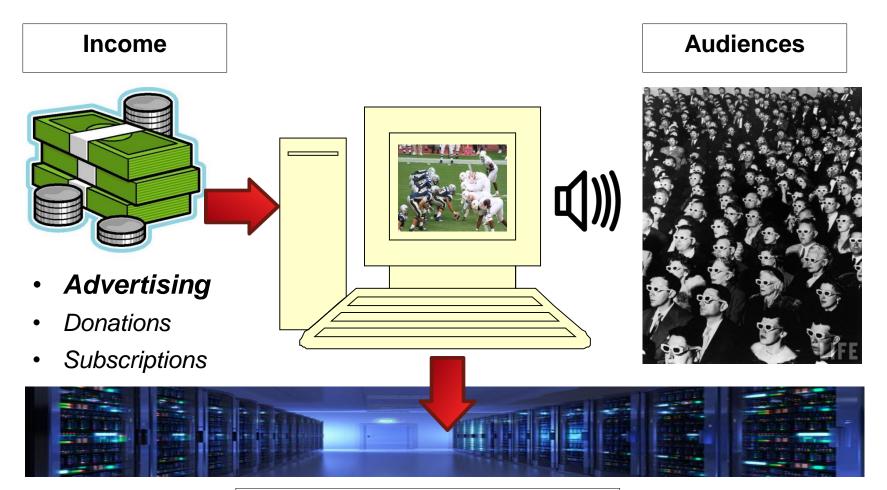
ASSISTIR GRÁTIS

CLIQUE EM UM DOS ANUNCIOS ABAIXO PARA LIBERAR SEU FILME OU SERIE





Pirate business model



Costs of hosting and technical infrastructure

WORLD INTELLECTUAL PROPERTY ORGANIZATION

Advertising as a business model

- EY Report for Trustworthy Accountability Group, 2017:
 - Advertising revenue in 2016 linked to infringed media estimated at \$111m, incl. \$36m from premium advertisers, \$75m from non-premium
- SIPI/Veri-Site report for Federation of Indian Chambers of Commerce and Industry, 2017:
 - 73% of 1,143 pirate sites in India carried advertising
 - 786 advertisers using 835 sites
 - 54% were well-known brands
 - Larger sites estimated to generate \$2-3.5m per year
- White Bullet Solutions, Q1 2019 Report:
 - 42% of adverts on pirate sites are for branded ad campaigns (of which 53% is for gambling, 17% for arts & entertainment)
 - 18% of adverts are <u>fraudulent or carry malware</u>.

IWL Initiatives

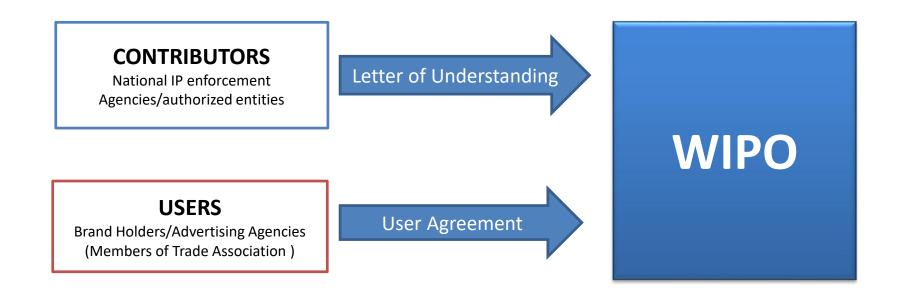
- Schemes in Europe with greater or lesser governmental involvement: Denmark, France, Portugal, UK
- European Commission: MoU on Online Advertising and IPR (June 2018)
- Interest in Far East: Hong Kong SAR, Indonesia, Japan, Korea (Rep. of), Viet Nam.
- Countries compiling lists of blocked sites: Italy, Russia
- India: Draft eCommerce policy published 23/02/2019 (consultation to 29/03/2019)

WIPO Project

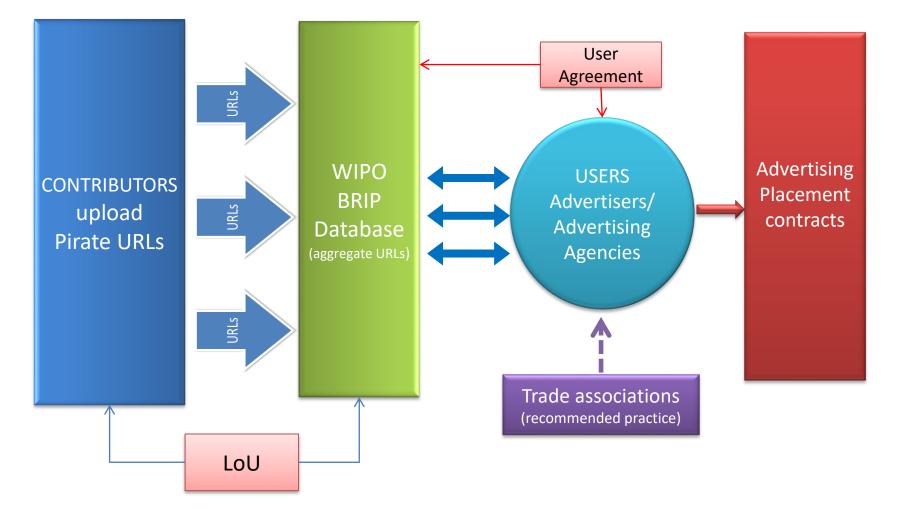
- Objective: Help Member States to prevent paid advertising from appearing on IP infringing web sites (Sites of Concern)
 - A secure online platform hosted and managed by WIPO
 - Aggregates national lists of websites reasonably suspected of infringing copyright
 - Makes lists available to advertising industry
 - Via an Application Program Interface (API)

Legal Structure

Legal arrangements



Modus Operandi



WIPO's Role

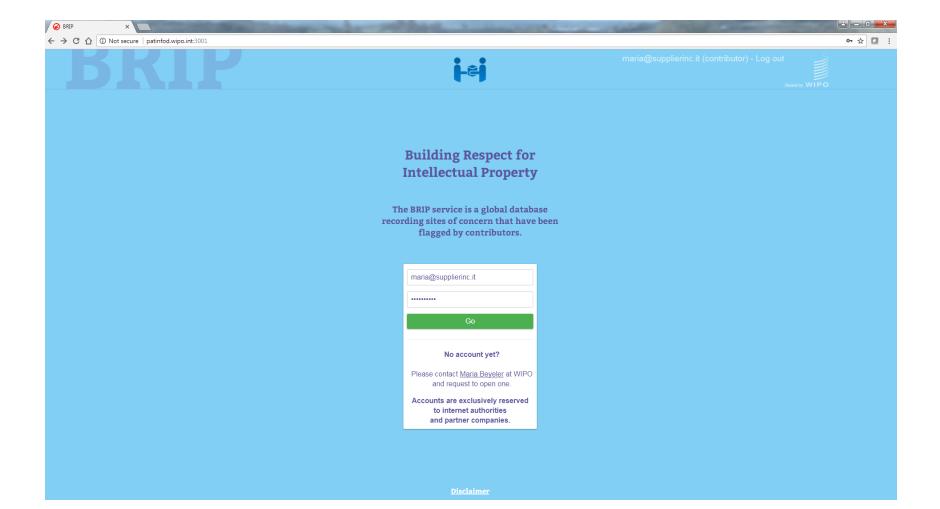
WIPO's role is limited to:

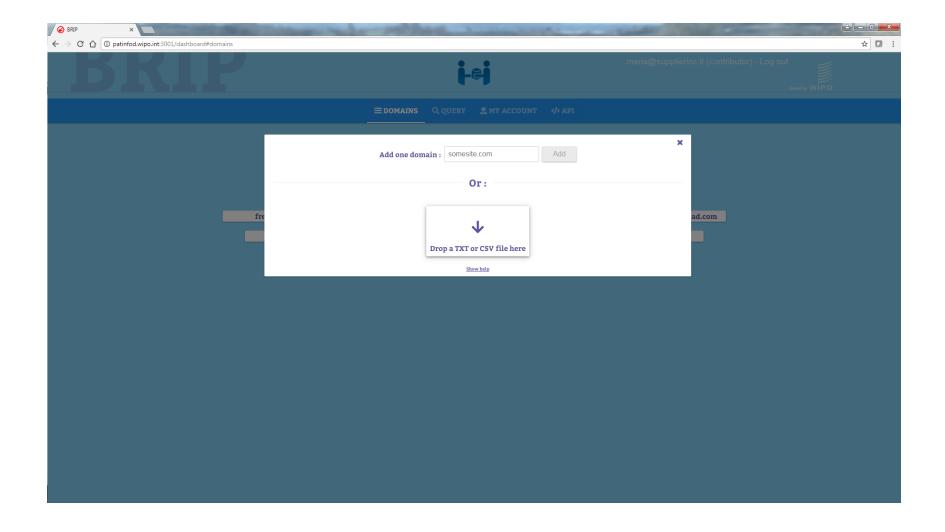
- Administer the platform
- Assist Contributors and Users
- **Promote** the Database

CONTRIBUTORS remain responsible for the contents of their lists.

MODUS OPERANDI - FUNCTIONS Access (1)

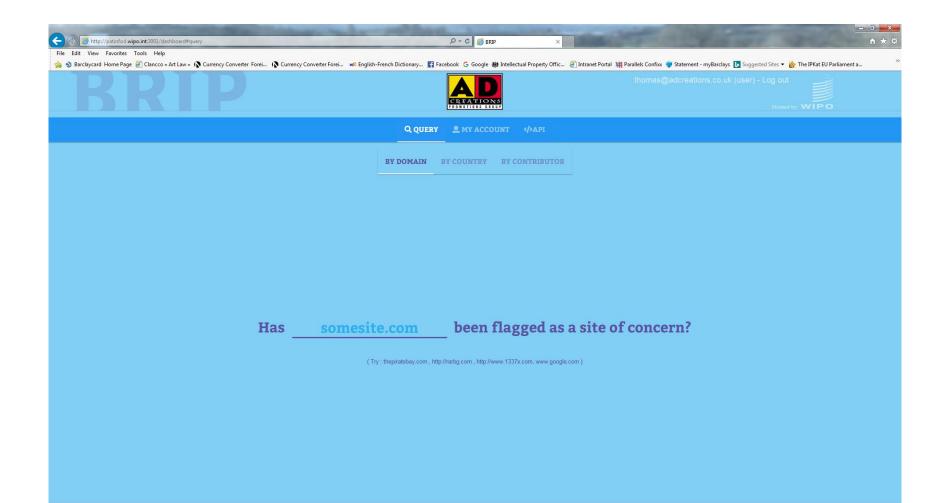
- Access is granted once the LoU or User Agreement is signed respectively either by the CONTRIBUTOR and the USER
- A focal point is designated by the Party
- Credentials for the creation of an account will be provided by the Moderator
- High level of security
- **Respect for due process** is assured by Member States
- Member States **retain discretion** as to disclosure of their lists





🕝 BRIP	×				
← → C ☆ 🗊	Not secure patir	fod.wipo.int:3001/dashboard#api			☆ 🖸 :
В		i	maria@suppli		
		≡ domains Q query	MY ACCOUNT (> API		
		"status": "success", "took": 0.9, "domains": ["domain1.net", "domain2.com", "domain3.de"]			
	success	Whether the operation succeeded, or there was a technical error. Possible values : "su more details about what happened.	ccess", "error". In case of error, an additional <mark>"error"</mark> key i	s added to the API response, with	
	took	Number of milliseconds the query took.			
	post("br })	omains to your flagged domains list ip.wipo.com/save", { "payload" : ["domain3.com", "domain4.net"], "token" : "eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.Im1hcm1hQHN1cHBsaWVyaW5jLm101	Ig.FqOQt58IddS4KwNz7zsVrOGG4JoODrQUgjSPcYRNQfo"		
	API respo	nse :			
	{ }	"status": "success", "payload": ["domain1.net", "domain2.com", "domain3.com", "domain4.net"]			
	success	Whether the operation succeeded, or there was a technical error. Possible values : "su more details about what happened.	ccess", "error". In case of error, an additional <mark>"error"</mark> key i	s added to the API response, with	
	payload	An updated list of your domains.			

🔗 BRIP ×					≜ − 0 <mark>− ×</mark>
← → C ☆ ③ Not secure patinfod.wipo.int:3001/dashboard#domains					☆ 🖬 🗄
BRIP		j-ej		maria@supplierinc.it (contributor) - Log out	0
	≡ domains O				
			×		
	Name	Country	Can see your list (Click to toggle)		
	Filter	Filter	See all Oonly Oonly		
	AdCreations	GB - United Kingdom	0		
5.93.25	ITagency	IT - Italy	0	mp3muzo.lt	
	Supermedia	IS - Iceland	O		
superherodownload.com	thepiratebay.org	www	w.freefilms.it	xoxoweb.com	



← → C ① O Not secure | patinfod.wipo.int:3001/dashboard#query

somesite1.com

somesite2.net

somesite3.co.uk

111.222.3.44

11.22.333.4

ConTribute

ConTribute

ConTribute

ConTribute

ConTribute

NO - Norway

		l	CREATIONS CREATIONS		
		Q QUERY	≗ my account		
		BY DOMAIN BY	COUNTRY BY CONTRIBUT	OR	
	244 selected - G	Query performed in 1.741	ms		
	Pick from the	list or start typing		▼ All None	
	14 flag		ound in the selected of Export to CSV file	countries.	
Domain name	Contributor	Country	Added on	Original flagging date on contributor's site	
somesite1.com	WIPO	CH - Switzerland	Feb 12, 2018 (7 hours ago)	May 30, 2017 (8 Months Ago)	
somesite2.net	WIPO	CH - Switzerland	Feb 12, 2018 (7 hours ago)	Unspecified	
somesite3.co.uk	WIPO	CH - Switzerland	Feb 12, 2018 (7 hours ago)	Oct 25, 2016 (A Year Ago)	
111.222.3.44	WIPO	CH - Switzerland	Feb 12, 2018 (7 hours ago)	Jan 17, 2017 (A Year Ago)	
11.22.333.4	WIPO	CH - Switzerland	Feb 12, 2018 (7 hours ago)	Unspecified	
test2.com	WIPO	CH - Switzerland	Feb 12, 2018 (8 hours ago)	Unspecified	
telesync.ag	Supplier inc.	IT - Italy	Feb 12, 2018 (a minute ago)		
pirate.org	Supplier inc.	IT - Italy	Feb 12, 2018 (a minute ago)		
mp3pirate.tt	Supplier inc.	IT - Italy	Feb 12, 2018 (a minute ago)	Feb 12, 2018 (7 Hours Ago)	

Feb 12, 2018 (7 hours ago)

May 30, 2017 (8 Months Ago)

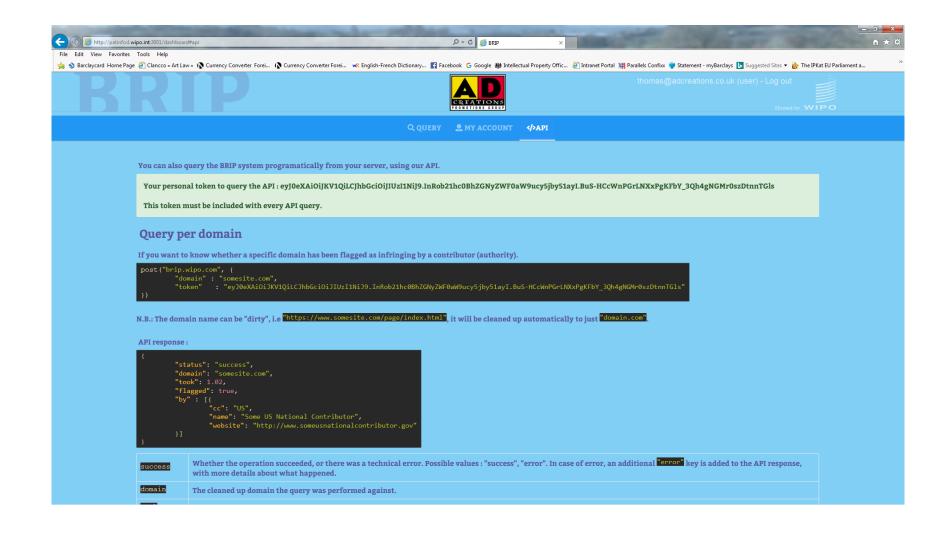
Unspecified

Oct 25, 2016 (A Year Ago)

Jan 17, 2017 (A Year Ago)

Unspecified

아 ★ 🚺 🗄



Next steps

- Promote platform
- Secure formal commitments from contributors and users
- Consider wider applications



WORLD INTELLECTUAL PROPERTY DAY 2019 APRIL 26

wipo.int/ipday