

WORKING WITH ADVERTISERS TO *Reduce Pirate Website REVENUE*

How do you starve illegal websites of the advertising revenue they generate?



ESTABLISH AN INFRINGING WEBSITE LIST (IWL)

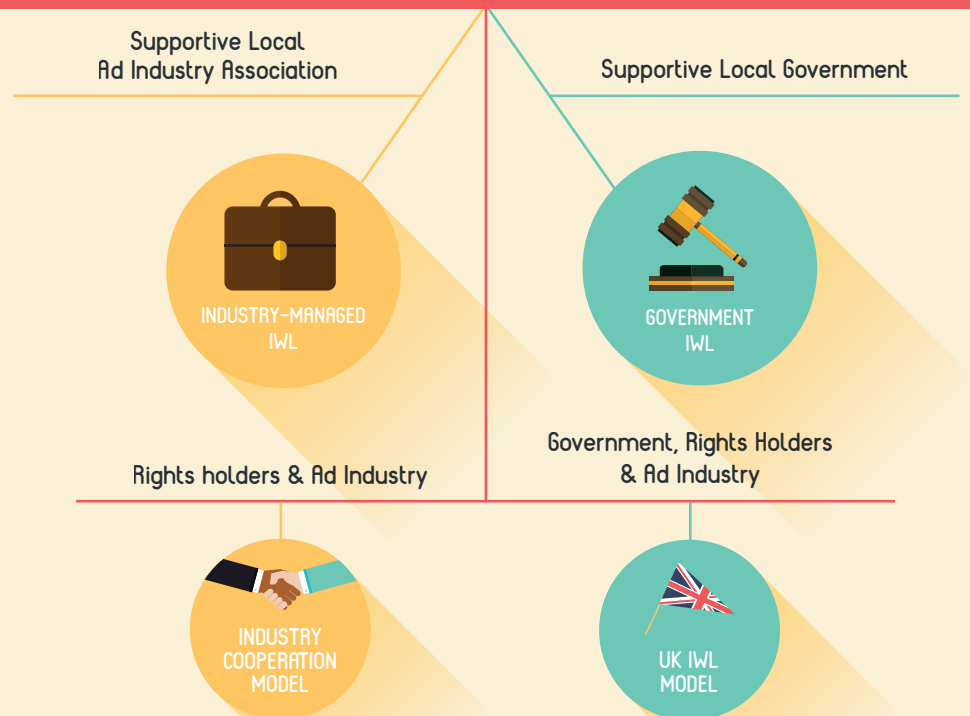
An IWL provides the digital advertising sector with an up-to-date list of copyright infringing sites, identified by the creative industries; evidenced and verified as being wholly involved in the online infringement of copyright. It provides those working in the advertising industry the opportunity to make an educated decision as to where they place their advertisements.



WHICH MODEL? EACH MARKET REQUIRES A TAILORED RESPONSE

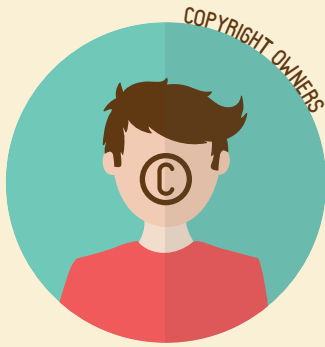
Choose the right model? Will it be managed by government or conceived as a cross-industry initiative?

- ACCOUNTABLE?
- PROPORTIONATE?
- NECESSARY?
- LEGAL?



HOW TO IMPLEMENT AN IWL?

Ensure the right model is adopted to guarantee the sustainability of the list. All stakeholders need to be involved in the creation and maintenance of the List.



1 Copyright owners ensure that each website added to the IWL has been vigorously reviewed both prior to and post listing.



2 Where possible encourage the support of a governmental or NGO body to add independent legitimacy to the initiative.



3 Work with the advertising professionals to ensure the IWL is easy to use and straightforward to integrate into existing workflows. Use their contacts to encourage wider adoption in the right parts of the industry.

OPERATION *Creative* IWL

A ground-breaking initiative led by the Police Intellectual Property Crime Unit (PIPCU).

Established: April 2014
Model: UK IWL

1110+ WEBSITES LISTED & **130+** RECIPIENT COMPANIES

HAS RESULTED IN A
73% FALL
MAIN STREAM ADVERTS
APPEARING ON THESE SITES.

BRANDS

ADVERTISING
TECHNOLOGY COMPANIES

2

LEGITIMACY

3 SIMPLICITY
OF DELIVERY

1 INFALLIBLE
DATA

SUCCESS