

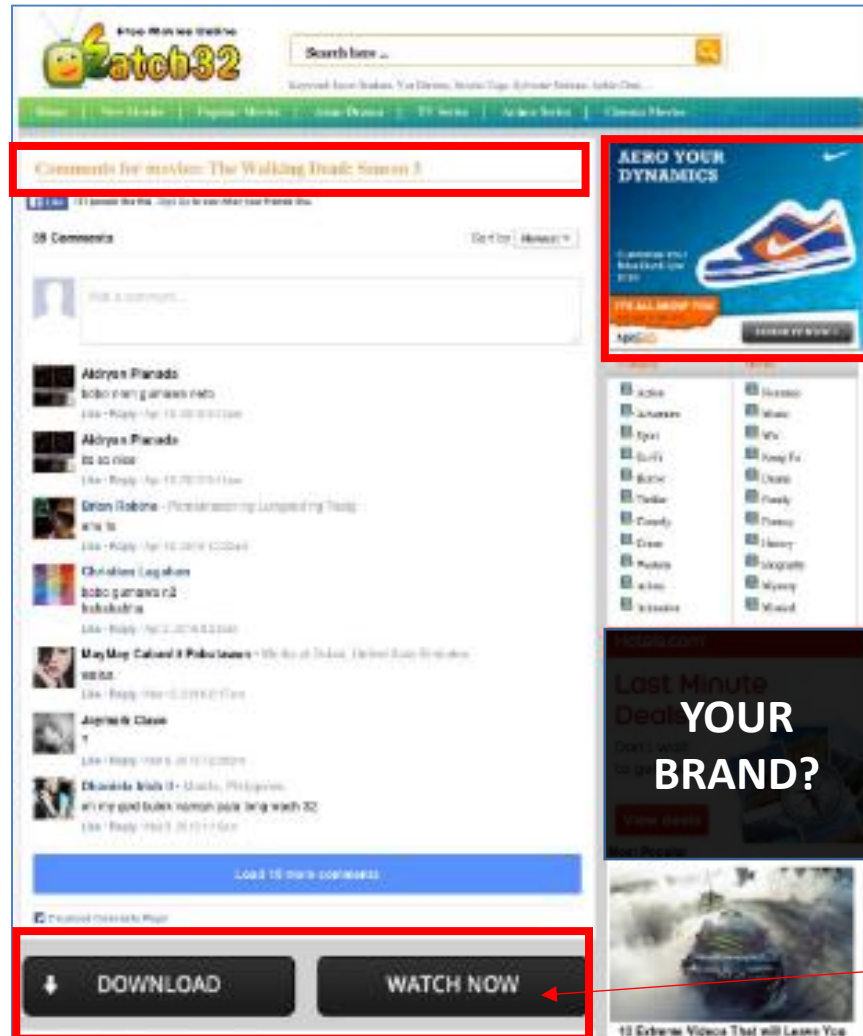


Ad-Funded Online IP Infringement Landscape, ~~Challenges~~ and Solutions

Denmark, 2 September 2016

Identifying the Problem

Engaging Brands and Ad Companies



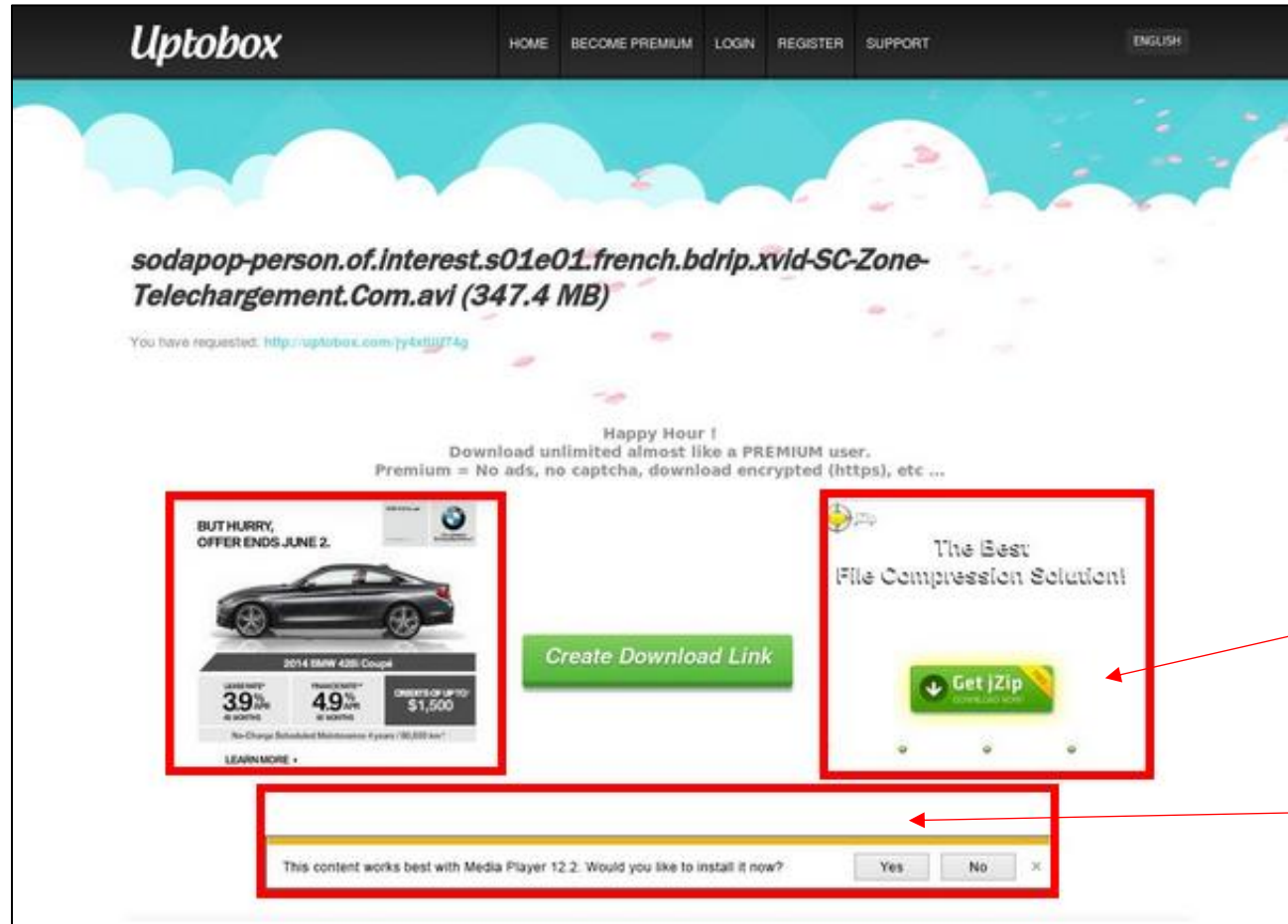
- Filled in milliseconds
- Multiple ads: 14+ per page!
- Inadvertent
- Half of all ads are known brands...
...the rest are high risk e.g. malware

MALWARE

Identifying the Problem

Engaging Brands and Ad Companies

- Risks brand reputation
- Consumer harm
- Lends credibility
- Poor ROI
- Ad fraud

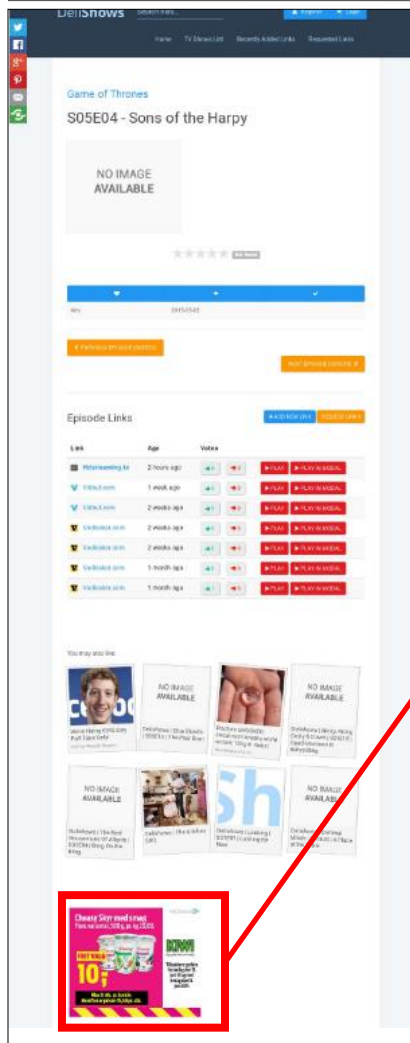


**JZip
(Malware)**

**System Fraud
(Malware)**

Advertising on IP Infringing Websites

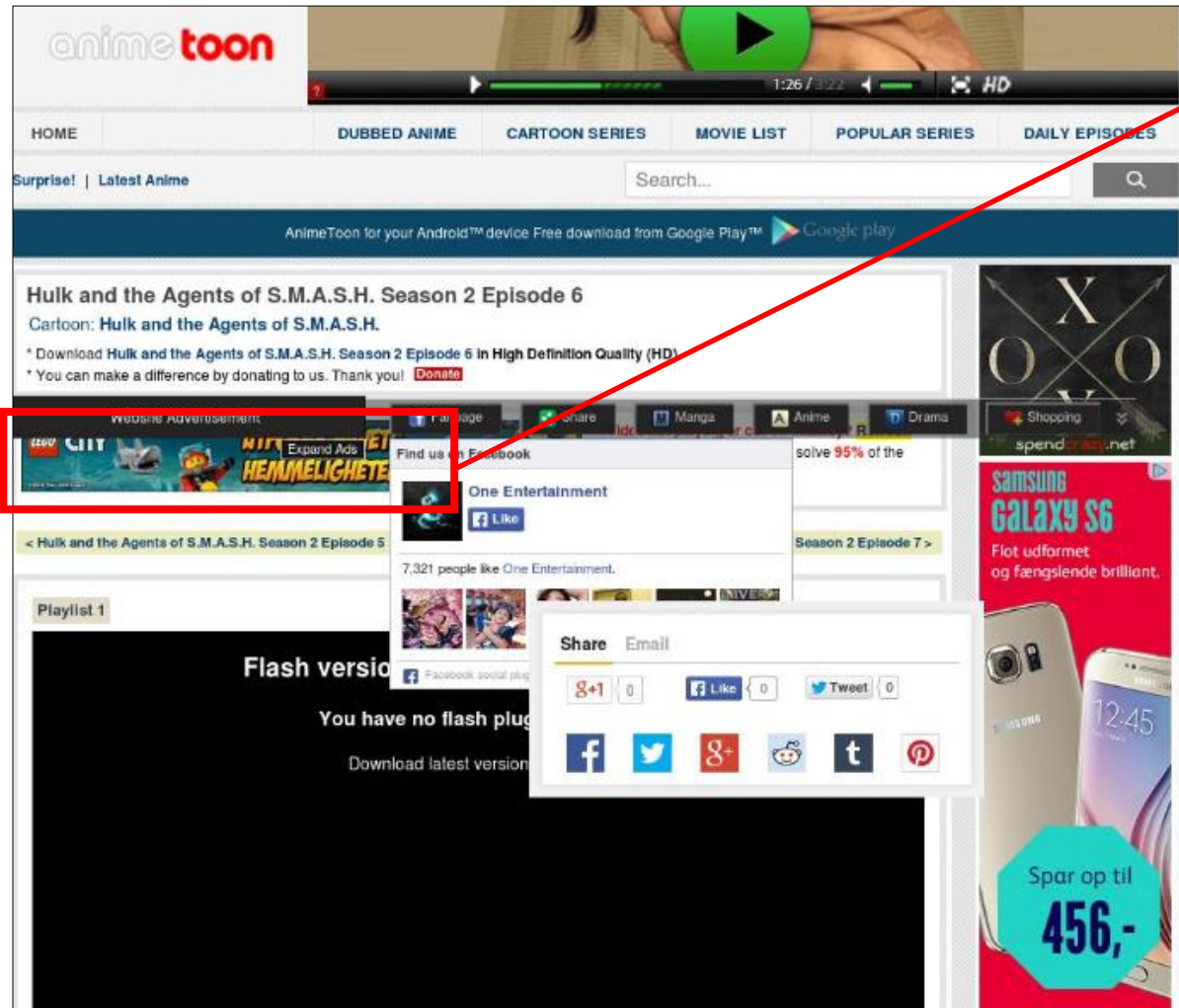
Examples: Kiwi Ad Identified in Denmark



Brand: Kiwi
Found on: Delishows.to

Advertising on IP Infringing Websites

Examples: Lego Ad Identified in Denmark



Brand: Lego

Found on: Animetoon.tv

Advertising on IP Infringing Websites

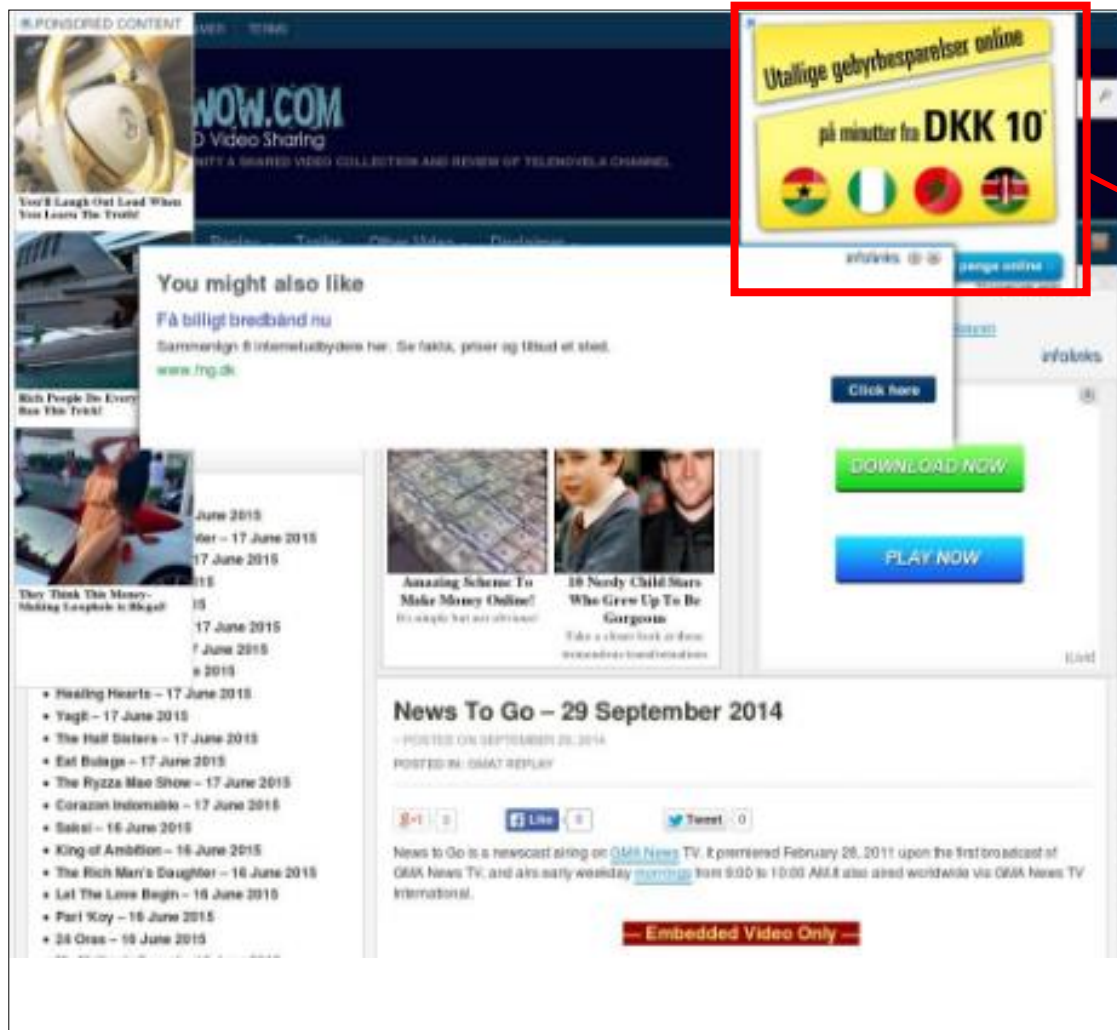
Examples: Jysk Ad Identified in Denmark



Brand: Jysk
Found on: Online-filmek.im

Advertising on IP Infringing Websites

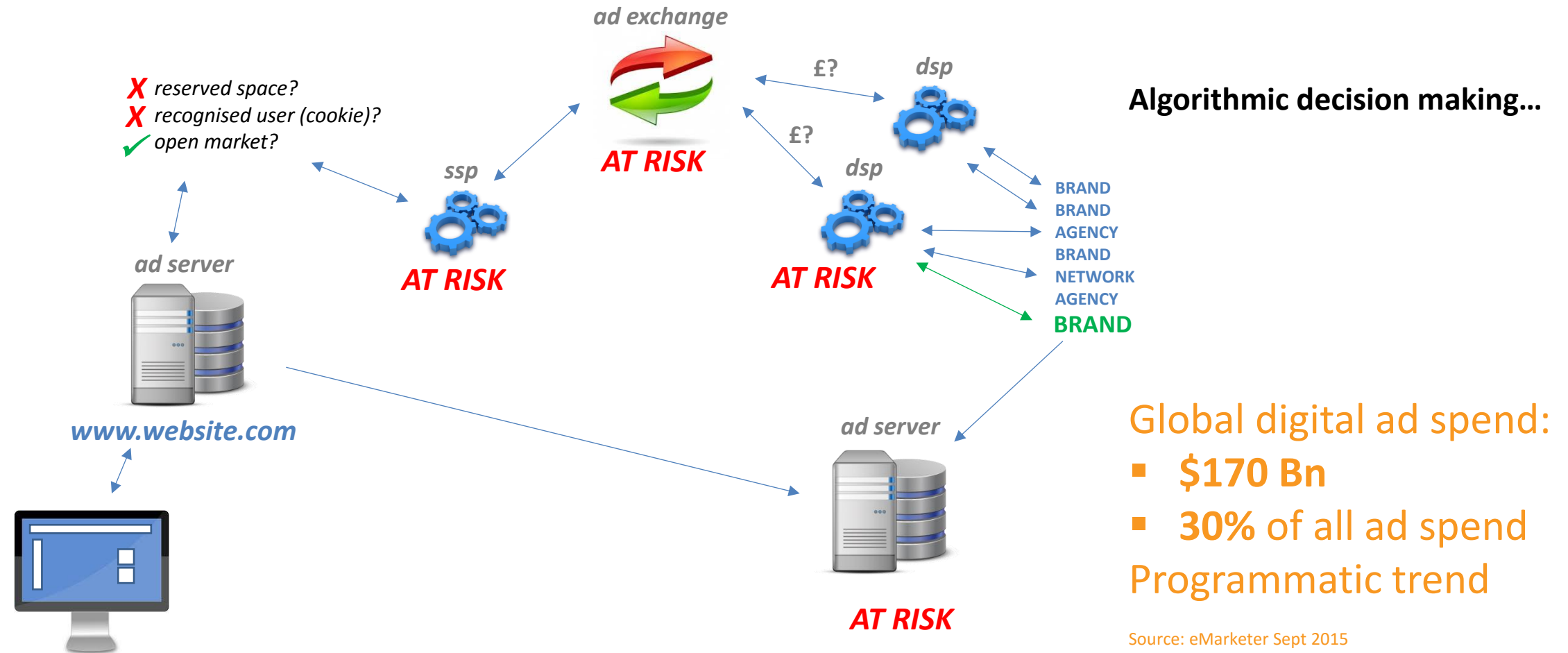
Examples: Western Union Ad Identified in Denmark



Brand: Western Union
Found on: Pinoytv-wow.com

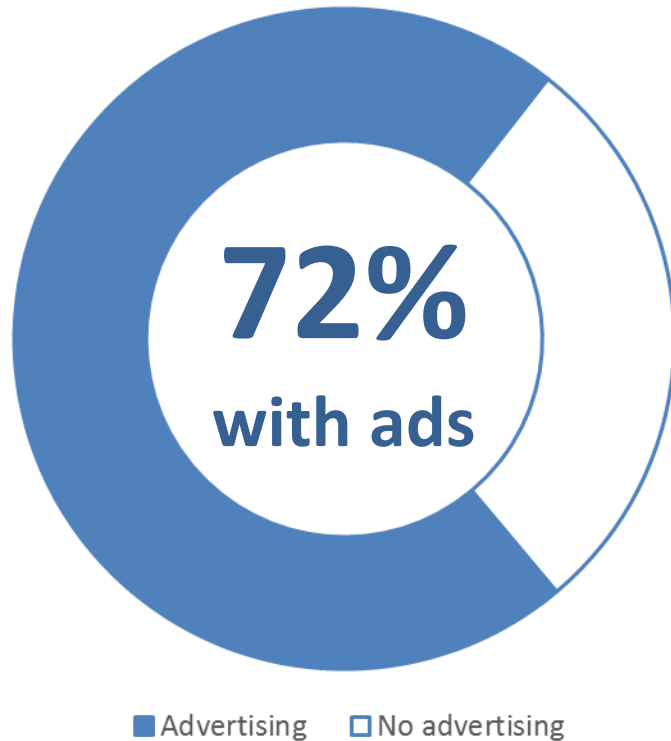
Understanding the Issues

Challenges in the Digital Ad Supply Chain



Scale of the Problem

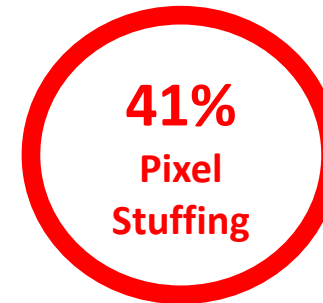
Advertising is Major Source of Revenue for IP Infringing Websites



Source: whiteBULLET 2015 unpublished study Top 500 UK IP infringing websites

Up to **\$6 million** annual ad revenue
93% profit margin

Source: *Good Money Still Going Bad*, Digital Citizens Alliance, May 2015



- Multiple ads per webpage
- Not visible to visitor
- Brands still pay

Source: *Digital Advertising on Suspected Infringing Websites*, EU IPO, 2015

Sectors offer a measure
of ad diversity.

20+ unique sectors

Brand rich environment.

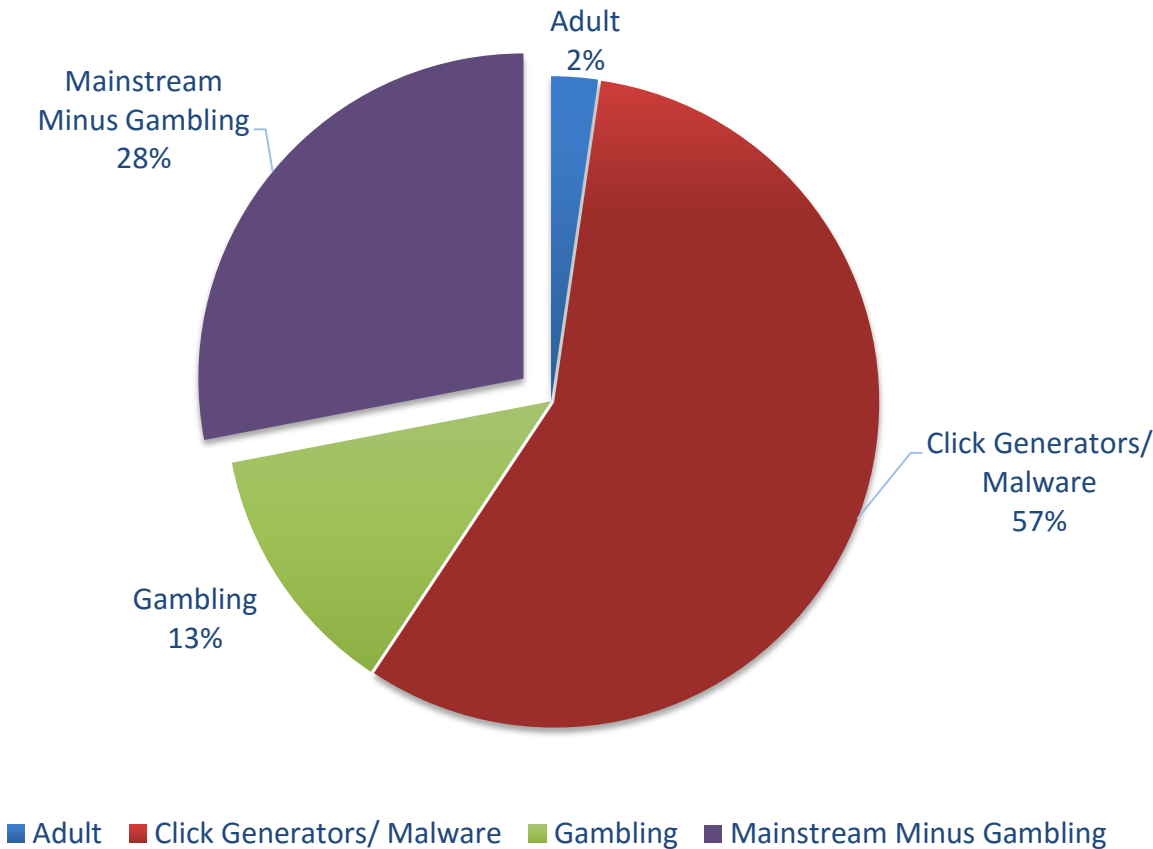
250+ unique named brands

EU: Ads for HALF of top companies by global ad spend

Source: Digital Advertising on Suspected Infringing Websites, EU IPO, 2015

What is the Diversity of Ad Sectors?

Mainstream versus High Risk Sectors in Denmark



59%

of ads across the Selected Websites are in **High Risk** sectors (adult, malware, fraud).

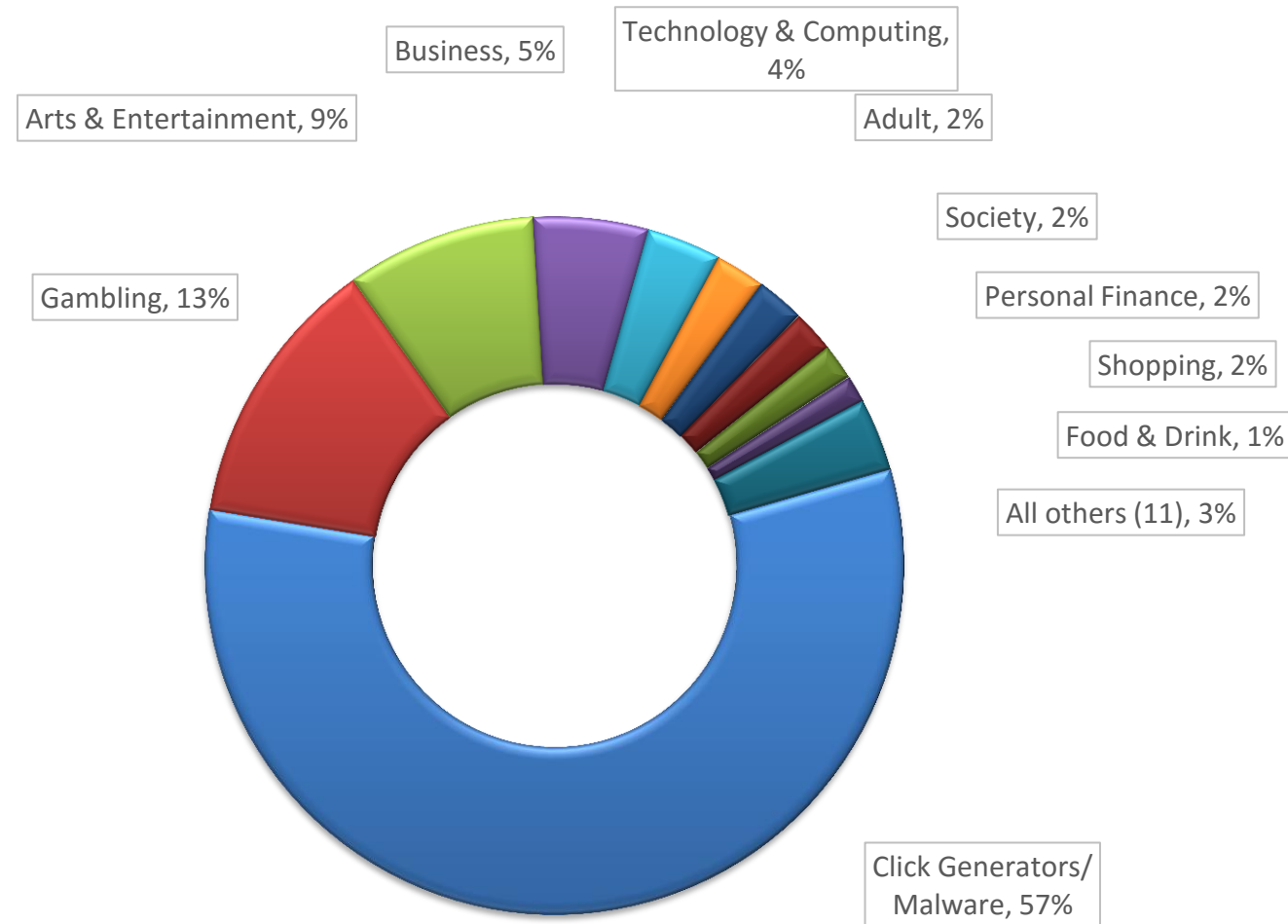
41%

of ads across the Selected Websites are in **Mainstream** sectors.

What is the Diversity of Ad Sectors?

Top Primary Sectors Overall by Volume of Ads in Denmark

Top 10 sectors
ads are **97%**
of all ads
served across
selected
websites.



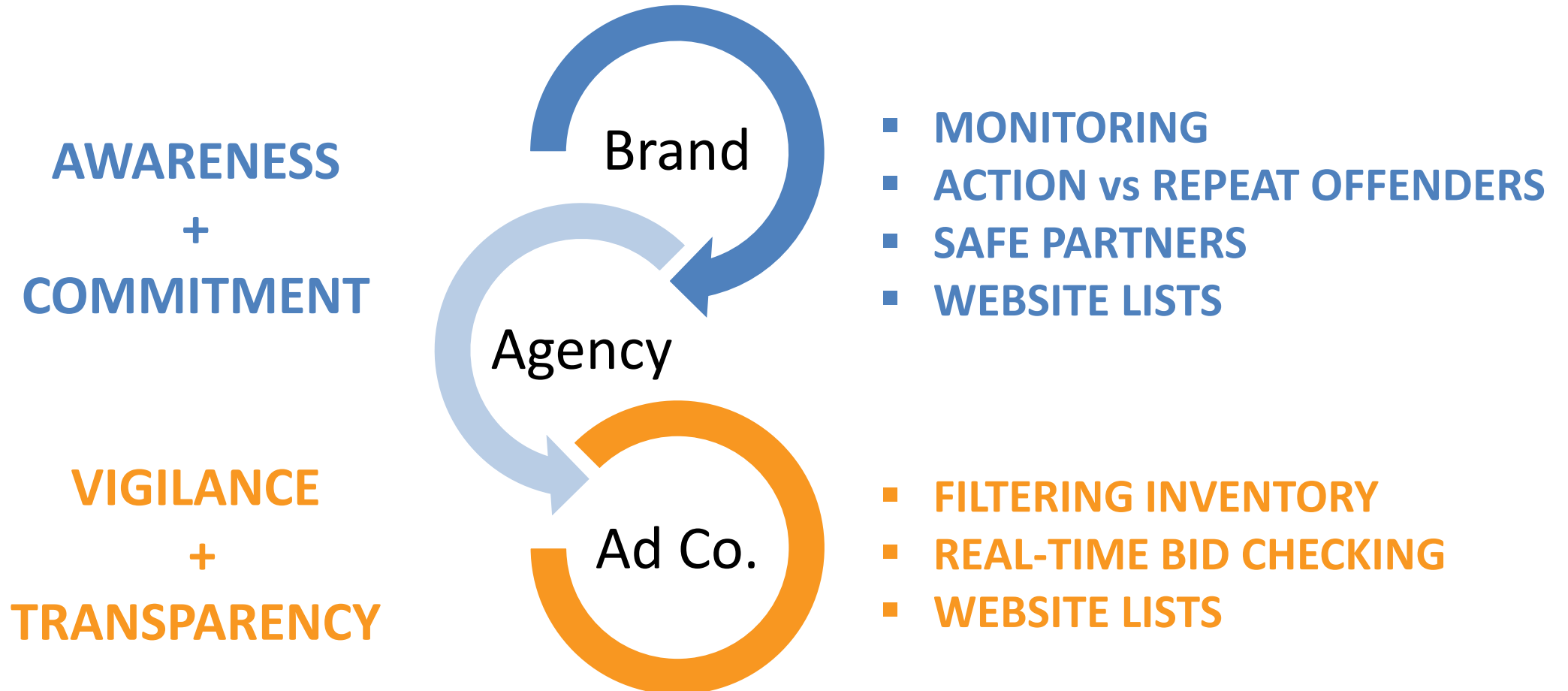
10 intermediaries placed **50%+** of all Mainstream ads

10 intermediaries placed **77% of all High Risk** ads

**WHICH WEBSITES POSE AN
IP INFRINGEMENT RISK?**

Solutions – It's Not Easy But It Can be Tackled!

Principle and Practice

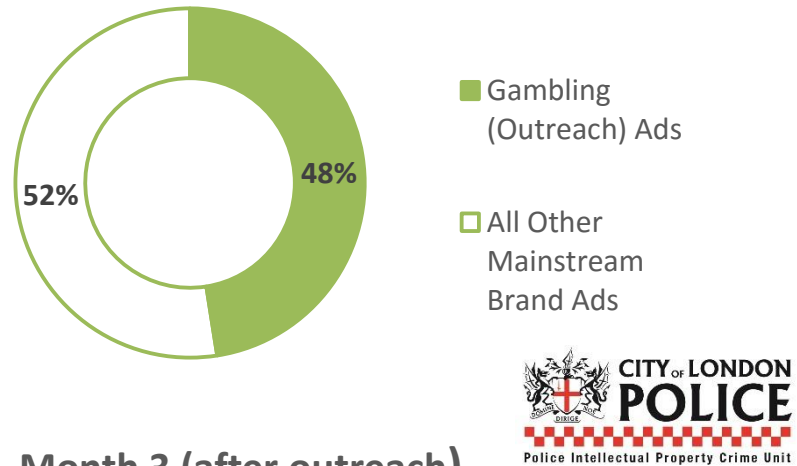


Demonstrable Impact to Date

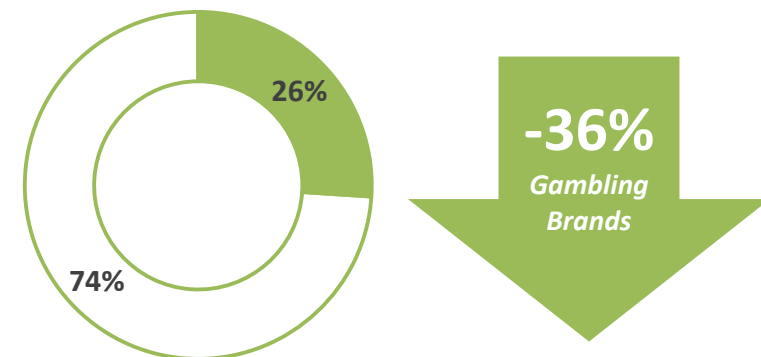
Successful Initiatives



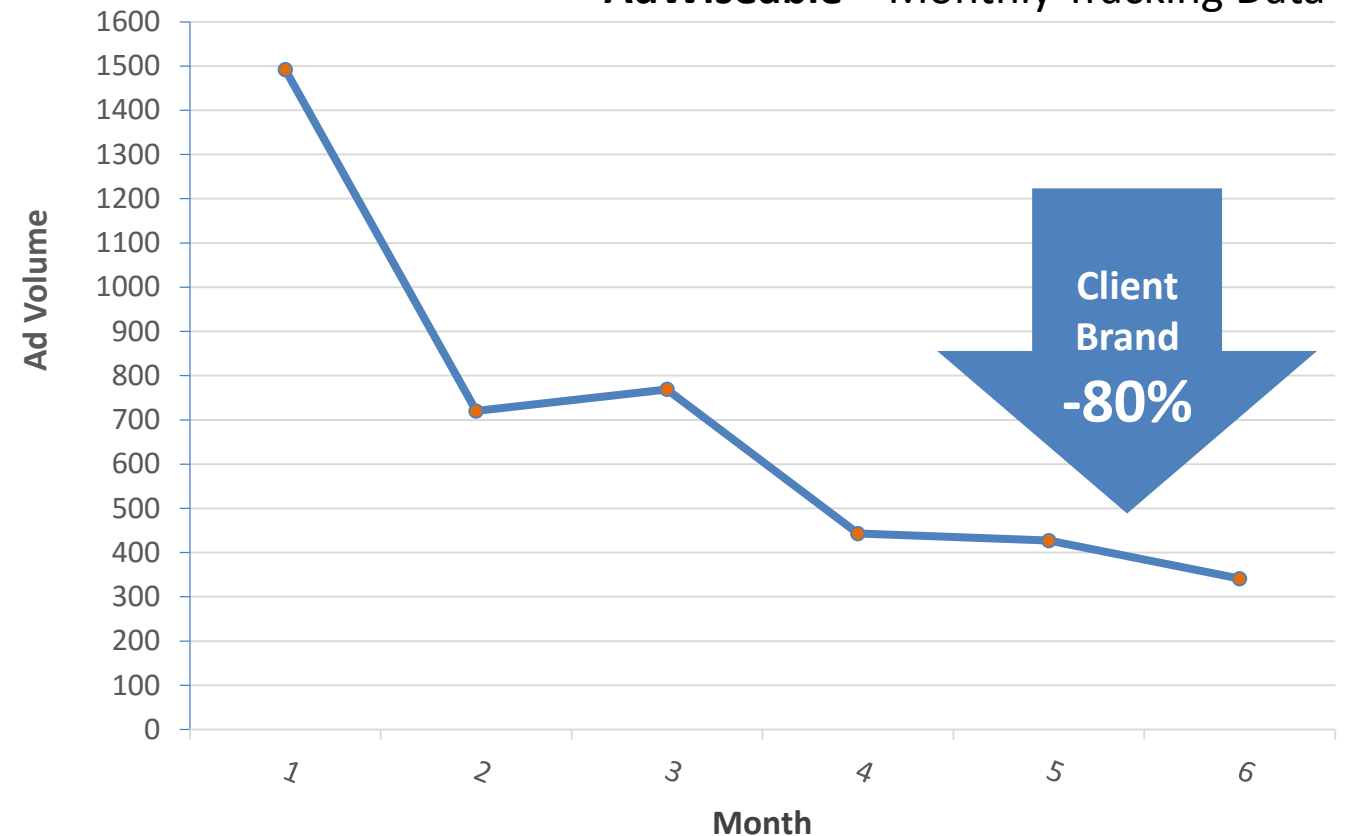
Month 1 (before outreach)



Month 3 (after outreach)



AdWiseable™ Monthly Tracking Data





Questions?

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