

The threat of copyright infringement

Online criminals target the publishing industry in a number of ways. The spectrum of offences includes websites offering infringing copies of works for free download; peer-to-peer (P2P) distribution of infringing copies (so-called filesharing); and the commercial sale of counterfeit copies of publishers' digital works.

Broadly, there are three types of offending website. While most make infringing copies available for free, many are supported by advertising revenue or offer a 'subscription' service where for payment of a set 'donation', users are offered additional site privileges. Some websites are a hybrid of two or more types.

■ Referrer sites

These are websites that do not host infringing files, but provide URLs enabling downloading from infringing sites, acting as an index.

■ Infringing (locker) sites

Also known as one-click hosting or cyber-locker sites, these are web servers that provide hosting for individual files, without navigation. The user must have the relevant (often complex) URL to download the file.

■ BitTorrent (P2P) sites

BitTorrent is a file distribution system used for transferring files across a network of people. As a file is downloaded, BitTorrent shares what is being downloaded as an upload for other users; so when multiple people are downloading the same file at the same time they are also uploading pieces of the file to each other to spread the network load.

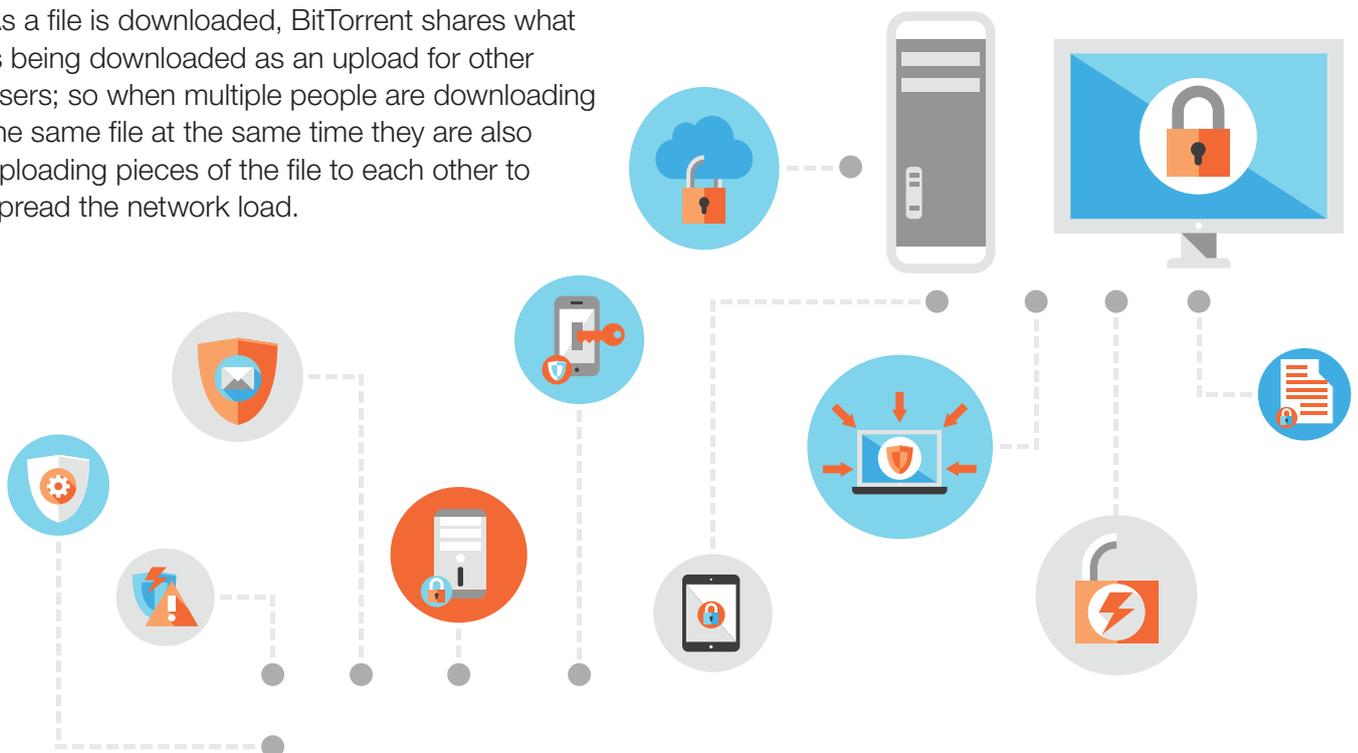
Dealing with infringements

To remove infringing content from these websites, rights owners can use a process known as 'notice and takedown'.

To serve a takedown notice, a publisher must correctly identify the webmaster or internet service provider (ISP), draft an appropriate legal notice and determine the email address for service. This can take hours. The next publisher to discover an infringement hosted by the same webmaster or ISP must repeat the discovery exercise. This duplication of effort is wasteful.

The sheer volume of infringements means that the workload required to take effective action can be too great for an individual rights owner to support.

A scattered approach to takedowns can also mean rights owners missing out on efficient and effective means of sharing data about infringing sites and the publishing industry as a whole lacking concrete evidence of the scale of the problem and the activities of the worst offenders.



Our solution

The Publishers Association is the leading trade organisation for book, journal, audiobook and electronic publishers in the UK. We wanted to make it much easier for the publishing industry to tackle the problem of online infringement, so we developed a system that can save you a lot of work.

The Copyright Infringement Portal

Users of our Copyright Infringement Portal (CIP) simply upload the titles that they wish to protect. The CIP then searches the most egregious of infringing websites for those titles and reports the results. The user checks the report and where infringements are found issues a takedown notice.

The CIP also checks whether the infringing link is available through Google Search and if the link is visible, reports it for removal by Google.

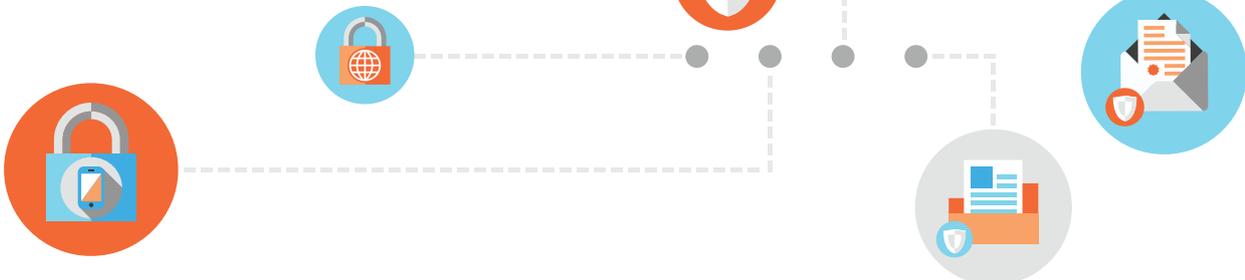
The CIP is currently the only online infringement reporting service created by the publishing industry with the perspective of the creative owner in mind. The service is being actively used by publishers of all sizes, from large multinationals to small independent businesses.

Of course, online piracy is not just a UK problem and the CIP is used by publishers from the USA, Europe, South Africa and Australia too.

Why use it?

- Simplify finding infringing links
- Search various internet sources from one place
- Provides a standard format for takedown notices
- Collates the technical details when identifying to whom the notice should be served
- Collect information for statistical analysis
- Monitor the effectiveness of takedown notices
- Identify problem websites, ISPs and jurisdictions.

Since the Copyright Infringement Portal was launched in 2009, users have sent more than 3m takedown notices and more than 1.5m Google Search removal requests.



Pricing

Annual fees are based upon the number of titles to be protected and there are two service options, which are compared in detail in the table overleaf.

■ Manual service

The manual service option provides the user with a portal account and the ability to include titles to be searched daily against our list of infringing websites. From the results of these searches, the user is responsible for all parts of the notice-serving process, including verification, to ensure that notices issued to infringing websites are accurate.

■ Managed service

With the managed service option, the publisher supplies a list of titles and all the searching, verification, issuing of notices and monitoring is managed by The Publishers Association. No further input is required from the publisher beyond the provision of the original title data.

The publisher can also alert The PA to any specific new infringement they have identified, for example, a new infringing website or torrent not currently included in regular search.

The supplemental “Access options” sheet provides specific pricing.

The Copyright Infringement Portal is free to all members of The Publishers Association.

Service features compared

Feature	Manual service	Managed service
No restrictions on the number of takedown notices served	✓	✓
Pricing is based upon the number of titles	✓	✓
Regular searches run every day	✓	✓
Visibility robots monitor for removal of content	✓	✓
Notices are automatically served to Google to delist search links	✓	✓
12-month term	✓	✓
Title content can be amended as often as required	✓	✓
Infringement activity is monitored to identify and report prolific infringing websites to UK law enforcement agencies for assistance with restorative justice, such as disrupting advertising revenue and payment providers, contacting site owners and ISPs or suspending domains via registrars	✓	✓
Individual user statistics	✓	
Manual verification of search results required by user	✓	
Saves staff time on monitoring infringements		✓
No need to verify results – it is done for you		✓
Quarterly user statistics		✓

Contact us

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