



(Anti-)Piracy & Books: The Flemish integrated approach

Cracow, Polska Ksiazka 12 december 2011

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<u>Outline</u>

- I. Piracy and books: the phenomenon
- II. The stage and the actors
- III. Piracy in economic/legal terms
- IV. The Flemish 5-track approach
- V. SINBAD: the anti-piracy webcrawler for books

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"Where geeks go first, the general public will follow."

C. Sorrel, Wired

I. Piracy and books: the phenomenon

- Broad definition: every copyright infringement on the net? (too broad)
- Narrow definition: the <u>making available</u> of illegal content on the net (Flemish approach - not: downloading! - major shift)
- Three main sources: P2P, direct download, newsgroups
- Book sector was relatively untouched until Kindle and iPad along
- Some book product types are more vulnerable than others: STM/professional, text books, comic books, audiobooks, bestsellers...
- Ever expanding: 1B searches for illegal books p.a. on Google alone
- Small languages don't escape!

II. The stage and the actors

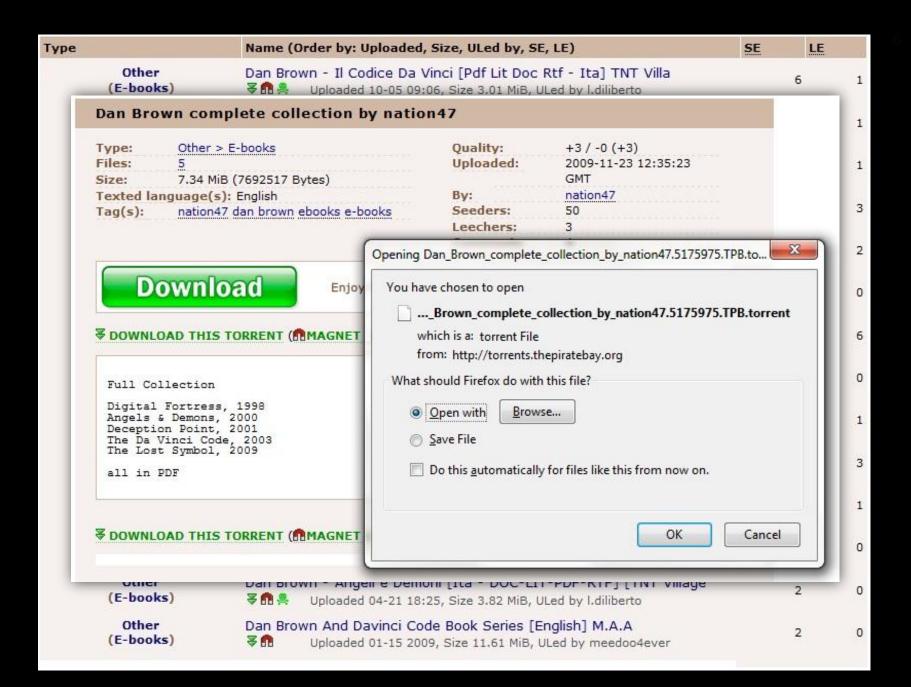
- P2P:

- BitTorrent, eDonkey, Pirate Bay, ...
- exchange of infringing materials (upload download)
- P2P site acts as a virtual phonebook
- worldwide17M simultaneously connected end users on a daily basis
- TO: 2-5M USD p.a.

Direct Download:

- Rapidshare, MegaUpload, Hotfile, ...
- unique download link after upload
- bigger than P2P in terms of number of users and TO!
- anonymous
- highly profitable for hosts (TO: 20-50M USD p.a.)
- e.g. Megaupload: 28M unique visitors per month
- multi-upload (software uploads file simultaneously to multiple hosts)
- revenue sharing programs: uploaders can earn up to 5K USD p.m.

- News groups: alt.bin



EN DE REL

EASY SHARE

Login (Register for free)

Ara

Gefe

Jouv

gese

jouv

Je he je pri

- Harry Potte

Harry staat voo vinden om de z aan zijn lange, . In deel 7, het . weer verslonde

Nu auteur J.K. niet overleeft i is.

Wat kunnen w

- Harry Potter
- Harry gaat aa
- Bill, de broer
- Er zal een bei

Formaat: Epub Grote: 8,60 Mb Taal: Nederland Covers: Ja

Hidden Conte

http://wwu

You are requesting: J.K.-Rowling-Harry-Potter-7-boeken.rar (9.8 MB)



free account

Regular Download 14



premium account

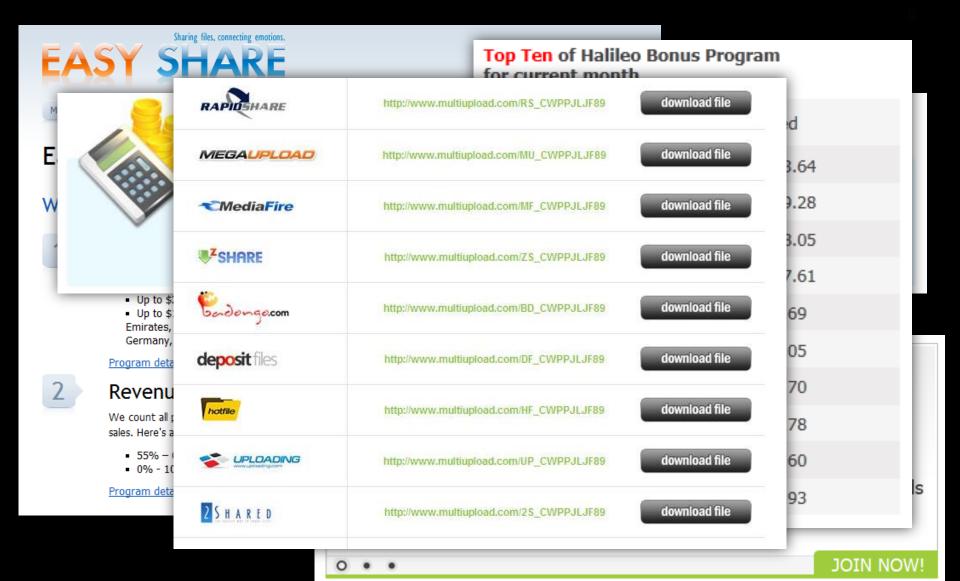
High Speed Download

Q. Hoeveel ballen stuiteren er?



Premium account VS Free account

Feature	Premium	Free	
File download speed	Unlimited	Limited	
Download limit per 24 hours	Unlimited	Strictly limited	
Waiting time before download starts	Instantly	up to 30 minutes	



Alexa ranking – Unique visitors per month

51. 4shared.com (direct download)	34 million
65. megaupload.com (direct download)	28 million
65. mediafire.com (direct download)	26 million
65. rapidshare.com (direct download)	24 million
89. hotfile.com (direct download)	21 million
154. thepiratebay.org (P2P)	14 million

III. Piracy in economic/legal terms

- whole series of surveys: *Attributor* (US: e-books only 2.8B USD), *Terra* (FR: € 240B in 2015, over 1.2M jobs lost European creative industry worth € 860B), Germany (2011): 62% of e-book downloads from illegal source
- Hargreaves report UK 2011: methodology of surveys is questionable
- 'earn-back' effects (free publicity, incentive to read/buy, ...)?
- but piracy is out there and it's huge! that's a fact
- target group: teenagers, nerds and techies attitude shift needed so long term approach
- digital natives: 'digital is cool, paper is school'
- need for high-quality and reasonably priced legal offer (e.g. www.e-boek.org) it's the free market out there - 'innovate or die'
- link with cultural diversity
- legal framework insufficient: enforcement v. e-commerce/privacy/data retention (cf. ECJ SABAM v. Tiscali / Scarlet (filtering); BAF v. Telenet/Belgacom (Pirate Bay - blocking)) - identification of infringers difficult/uncertain in civil proceedings (ECJ Promusicae v. Telefonica; but: ECJ: L'Oréal v. eBay: "diligent economic operator")
- piracy itself is a threefold business model: for hosts (subscription), uploaders (revenue shares) and ISPs (not passive at all: spam, DPI, bandwidth shaping/throttling)

IV. The Flemish 5-track approach

- Communication: positive / don't criminalise / leave downloaders alone (they are your (future) customers / long term / Youtube movie for teenagers & awareness campaign for teachers (www.doedekopieertest.be)
- Legal offer: www.e-boek.org (ipad app): 110,000 titles available (2011)
- Lobby and team-up (BAF) / stress the importance of your sector (Arthena survey 2010: copyright related industries in BEL 31B EUR & OCI survey Flanders 2011: Flemish print media 4.5B EUR, 3 times the size of the music industry whole creative sector worth 23B EUR) / inform & train government officials!
- Technological innovation: in-the-cloud / social DRM / blackhole filtering
- SINBAD: push, don't pull / self-feeding / under the radar / the internet is huge and what is taken down today reappears tomorrow!

INTEGRATED MODEL



V. SINBAD: the anti-piracy webcrawler for books

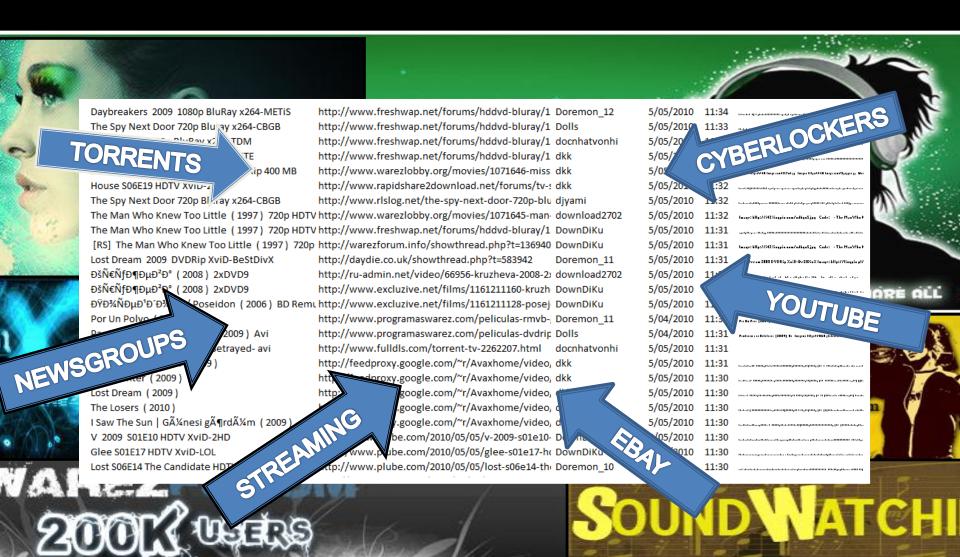
- SINBAD: 'Searching the Internet for Non-authorized Books And Displays'
- developed by Librius, the CMO of the Flemish book publishers
- Webcrawler: scans on the basis of huge scanning list of known illegal sites - so push, not pull! (crucial) - pull only for specific websites or links - self-feeding (illegal websites found are added to scanning list)
- links BiP metadata (Boekenbank) to HYDRA, the BAF webcrawler for music, movies and games
- funding by Librius' Innovation & Development Fund (IO) start-up phase
- 28 Nov. 2011: European pilot kick-off meeting in BEL with 5 FEP members (several EC units present)



SINBAD workflow

- How SINBAD works in 4 steps:
 - Creation of title database (basis: BiP) & analysis of correct search strings per title (semi-automatic - solution needed for countries with large title production)
 - robot searches for sources (scanning database) & illegal links/websites are subsequently added to the SDB (self-feeding)
 - crawler collects infringing links and corresponding relevant info (illegal link, webpage title, nickname poster, hosting site, hosting company, country ...)
 - Notices are sent to corresponding hosting sites or infringers (take-down / remove)
- Detailed reports are made available at regular intervals (in Excel format at the moment, available in interactive format via online portal site www.librius.com in the near future)
 - Handy for determining targets for legal action (e.g. allows you to see which sites hosted by a hosting provider in your country host the most illegal e-book files/links and may warrant legal action or takedown)

Illegal sources



Matching illegal sources with title database (Boekenbank)

Daybreakers 2009 1080p BluRay x264-METiS	http://www.freshwap.net/forums/hddvd-bluray/1	Doremon 12	5/05/2010	11:34	ւսուս դորուսասություրա, թթյացրը, առասասա
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Mission Impossible 1(1996)DVDRip 400 MB	nttp://www.wraziono.pdrg/adviac/1021545.lb/55		5/05/2010	11:32	- Inga Mg//48 Inga an/M241 g Inga Mg//48 Inga an/2pga g Na
House S06E19 HDTV XviD-2HD	http://www.rapidshare2download.net/forums/tv-s	dkk	5/05/2010	11:32	taa ujuunam qajaa qaaa qabigayajijidamadaqii jobadaaa
The Spy Next Door 720p Bluray x264-CBGB	http://www.rlslog.net/the-spy-next-door-720p-blu	djyami	5/05/2010	11:32	талаалықана шинаа аларалар разин ин разрала пере аааа
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Lost S06E14 The Candidate HDTV XviD-FQM	http://www.plube.com/2010/05/05/lost-s06e14-the	Doremon_10	5/05/2010	11:30	

Analysis of infringing webpages & extraction links

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/><img src="http://photoserver.ws/images/k4wE4a845fe183e75.png" border="0" alt="" onload="NcodeImageResizer.createOn(this</pre>
src="http://i888.photobucket.com/albums/ac89/virtualzin1/mvids/Beyonce-Broken-HeartGirlAboveAndBey.jpg" border="0" alt='
src="http://photoserver.ws/images/9dS34a845db0c9fcd.png" border="0" alt="" onload="NcodeImageResizer.createOn(this);" /
style="margin:20px; margin-top:5px">
  <div class="smallfont" style="margin-bottom:2px">Code:</div>
  margin: Opx;
         padding: 6px;
         border: 1px inset;
         width: 470px;
                       http://rapidshare.com/files/293414943/B.Br0ken.H34rt.G1rl.DVDRip.ddl2alive.blogspot.rar
         overflow: auto
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style="margin:20px; margin-top:5px; ">
   <div class="smallfont" style="margin-bottom:2px">Quote:</div>
  Video: Xvid 716x364 29.97fps <br />
: MPEG Audio Layer 3 48000Hz stereo 160Kbps<br />
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src="http://i888.photobucket.com/albums/ac89/virtualzin1/mvids/Beyonce-DivaAboveAndBeyonce.jpg" border="0" alt="" onload
src="http://photoserver.ws/images/9dS34a845db0c9fcd.png" border="0" alt="" onload="NcodeImageResizer.createOn(this);" /
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Notices are sent to corresponding sites

12-05-2010 - 05:17	Iron Man 2 720p TS XVID-PrisM	Iron Man 2	2010	http://extratorrent.com/torrent/2230667/Iron.Ma	r Ukraine	Torrent	Torrent
05-05-2010 - 18:11	Iron Man 2 (2010) TS 400mb	Iron Man 2	2010	NO LINK	USA	Cyberlocker	
04-05-2010 - 16:00	Iron Man 2 (2010) CAM [IMAGINE] 400MB	Iron Man 2	2010	NO LINK			
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10-05-2010 - 14:50	Iron Man 2(2010)		20 .0	http://extabit.com/file/27u51t1twyojz	Germany	Cyberlocker	extabit.com
10-05-2010 - 14:50	Iron Man 2(2010)	non Man 2	2010	http://hotfile.com/dl/42196027/c5c7b72/	Germany	Cyberlocker	hotfile.com
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05-05-2010 - 10:20	Iron Man 2(2010)DVDRip	Iron Man 2	2010	http://hotfile.com/list/483630/e99bc19	USA	Cyberlocker	hotfile.com
06-05-2010 - 08:42	Iron Man 2 (2010) DVDRip	Iron Man 2	2010	http://hotfile.com/list/462267/ba6e902	USA	Cyberlocker	hotfile.com
	Iron Man 2 TS XViD 2010	Iron Man 2	2010	http://hotfile.com/dl/41499097/0b252e7/	UK	Cyberlocker	
06-05-2010 - 08:19	Iron Man 2 TS XViD 2010	Iron Man 2	2010	http://hotfile.com/dl/41499099/649fbf7/	UK	Cyberlocker	
		Iron Man 2	2010	http://hotfile.com/dI/41499106/65e595d/			

Full results Flanders, Belgium

- Results: 29,000 files (July 2011 Boekenbank BiP feed A-market only)
 - Comic books: 10,154 files
 - Books: 19,064 files
 - No textbooks and STM scanned yet: intranet wall legal exception full text search needed for "readers"
 - Average title production Flanders (ISBN) p.a.: appr. 7,500 (Librius title data)
 - Mix of pdf, e-pub, audiobooks, podcasts, ... (digitized and digital-born)
- eBook piracy is most definitely a problem
 - Cf. Flemish movies and TV shows: 12,000 links in total in 2010

• Trends:

- Comics and best sellers (local & international) are the most popular
- Lots of "multi-packs" (1 file/link containing 100s or 1000s of books)
- Files containing entire repertoire of well-known authors

"Boekenplank":

- Site offering thousands of e-books, neatly arranged by author and/or genre
- Since site only offered infringing content: removal of the whole site rather than notice and takedown
- After warning letter was sent to site operator, he removed the entire site



3772 Dutch Nl Ebooks(epub) FabZone

▲ seeders: 2 🔻 leechers: 4



DOWNLOAD TORRENT

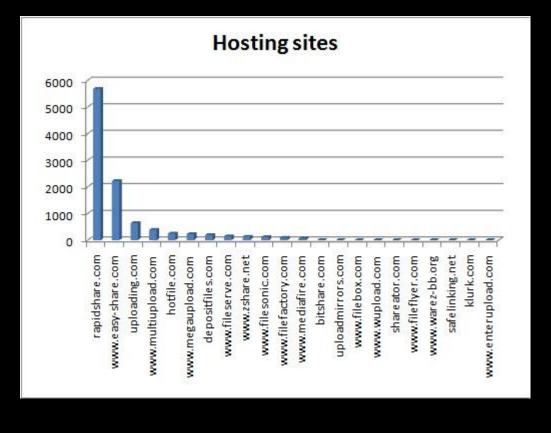
To download this torrent, you need a P2P BitTorrent client Vuze

Added on Jul 7, 2011 by @ fabzone *32 in Books > Ebooks. Downloaded 0 times



Full results Flanders, Belgium (comics)

Suske en Wiske	1846
De Rode Ridder	822
Jommeke	737
Kiekeboe	496
Urbanus	423
Nero	340
Bakelandt	323
Sammy	233
Elfquest	217
F.C. De Kampioenen	202
Jessica Blandy	181
Bessy	175
Karl May	175
Asterix	159
Donald Duck	129
Piet Pienter En Bert Bibber	123
De Blauwbloezen	111
Guust Flater	105
XIII	100
Thorgal	98



Full results Flanders, Belgium (e-books incl. AB & podcasts)

Start To Run Met Evy Gruyaert	1278	Raymond E. Feist	1546
Keep Running Met Evy Gruyaert	1144	Alistair Maclean	876
Van Dale - Groot Woordenboek	618	David Baldacci	725
Naked Chef 1 & 2	532	Jill Mansell	708
Harry Potter	110	Peter Aspe	630
Management Toolbox (9789077387382)	90	Jamie Olivier	532
In De Ban Van De Ring	90	J. K. Rowling	449
Twilight 1 - Twilght	62	Nicci French	372
Prins Van Den Bloede	58	Tess Gerritsen	328
Boekanier Des Konings	58	A.C. Baantjer	286
Schaduw Van Een Duistere Koningin	58	Tom Clancy	261
Klauw Van De Zilverhavik	58	Karin Slaughter	261
Duisternis Over Sethanon	58	Robert Ludlum	240
Dienaar Van Het Keizerrijk	58	Bob Mendes	233
Razernij Van Een Demonenkoning	58	Andrea Camilleri	219
Terugkeer Van De Banneling	58	Louis Couperus	210
Scherven Van Een Verbrijzelde Kroon	58	Harlan Coben	197
Houtjongen	58	Peter Robinson	196
Zilverdoorn	58	John Grisham	180
Dochter Van Het Keizerrijk	58	J.R.R. Tolkien	174

European test results

Limited scope of the scan

- Pro bono for BAF (priority to scans for HYDRA and SINBAD-members)
- Selection of titles from member states not representative (no sufficient results on the basis of title data provided)
- BAF made own selection of titles (e.g. on the basis of the Amazon Kindle bestseller list)
- Full BiP input (batch) required to get the overall picture!
- However: test results give first indication of scope of phenomenon in member state

Results (including audiobooks):

- Poland: infringing files found for 20 of the 30 titles: 805 files (40 links per title o.a.!)
- France: two dictionaries selected (Bescherelle V.A., Petit Larousse): 1,301 links
- Finland: one title selected ('Pudhistus', Sofi Oksanen): 38 links (cf. Polish ratio)

– Germany:

- Avaxhome: 999 links for e-books
- 4 titles scanned indivividually (Roche, Carter, Spielberg, Alder-Olson): 304 links (75 links per title o.a. more mature market)

Poland in detail

- 1 scan based on 30 sample titles:
 - Polish authors (e.g. W. Cejrowski, M. Gretkowska, A. Sapkowski ...)
 - Polish translations (e.g. J.K. Rowling, D. Brown, S. Meyer, S. King ...)

Results:

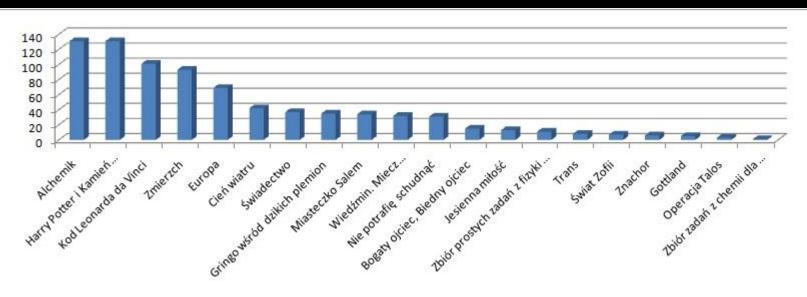
infringing files found for 20 of the 30 titles: 805 files in all (ratio: 40/1)

Chomikuj.pl:

- Polish anti-piracy office (FOTA) is working on a collaboration protocol for removal of infringing content
- However takedown of infringing content (especially "pull") isn't the best course of action (too much illegal content, very time-consuming and a lot of manual interventions)
- Prime candidate for removal of entire website by hosting provider (Texas, USA)

Test results Poland (e-books)

Paulo Coelho	131	Pierre Dukan	31
Joanne K. Rowling	131	Robert Kiyosaki	15
Dan Brown	101	Nicholas Sparks	13
Stephanie Meyer	93	Krzysztof Chyla	11
Norman Davies	69	Manuela Gretkowska	8
Carlos Ruiz Zafon	42	Jostein Gaarder	7
Stanisław Dziwisz	37	Tadeusz Dołęga-Mostowicz	6
Wojciech Cejrowski	35	Mariusz Szczygieł	5
Stephen King	34	Bogusław Wołoszański	3
Andrzej Sapkowski	32	Krzysztof M. Pazdro	1







■-mksosnowiec

⊞-!!KOLEJ

Ė-E-book

A.F. Powell

-- Abramow Jaroslaw

—Achmatowa Anna

--Adam Mickiewicz

--Adams Douglas

Ahern Jerry

---Aldani Lino

---Aldiss Brian

--Aleksander Fredro

-Ambrose Stephen

--Amis Martin

---Anderson Poul

--- Anna Brzezińska

--Antologia

---Arnold Mindell

-Asnyk Adam

...C. S. Lewis

---Christiane F

-- Cyprian Kamil Norwid

---Dan Brown

--- Daniel Defoe

-- Deschner Karlheinz

--Ellerbe Helen

--Eschbach Andreas

--Exupery Antoine De Sant

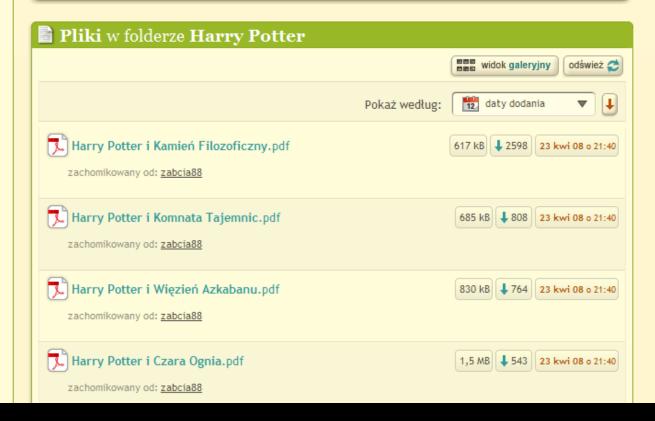
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Harry Potter i Kamień Filozoficzny.pdf

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SINBAD goes Europe...

Rationale

- Share expertise & best practices in member states concerned/involved
- Develop joint European webcrawler (on the basis of SINBAD and/or others)?
- Develop and extend joint scanning list (SINBAD: self-feeding)
- Solve technical problems (uniform metadata, batch file delivery, reduce manual intervention for larger countries/markets)
- Solve practical problems (ZIP-files, intranet wall for textbooks & STM, ...)
- Standardisation
- Set-up joint mandate or licensing scheme
- Reduce costs in member states concerned no parallel development ("double dip") & cheaper than commercial players' services
- Determine annual membership fee split
- Provide reliable data for legal action targets (website blocking or take-down, relief or injunction rulings, ... lawsuits to be filed at national level)
- Part of overhead income could be used to co-finance sustainable webcrawler
- Provide European Observatory with reliabe factual data on piracy at EU level (to support lobbying for legal framework reform) + EU funding
- Provide survey companies with said data to determine real ecomic damage for RH (substitution effect?)

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(Until December 31, 2011 – **as of Jan. 9, 2012**: *Director Legal, Strategy & International Affairs* at Reprobel, the Belgian RRO for reprography and public lending:

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