MarkScan

India | New Delhi
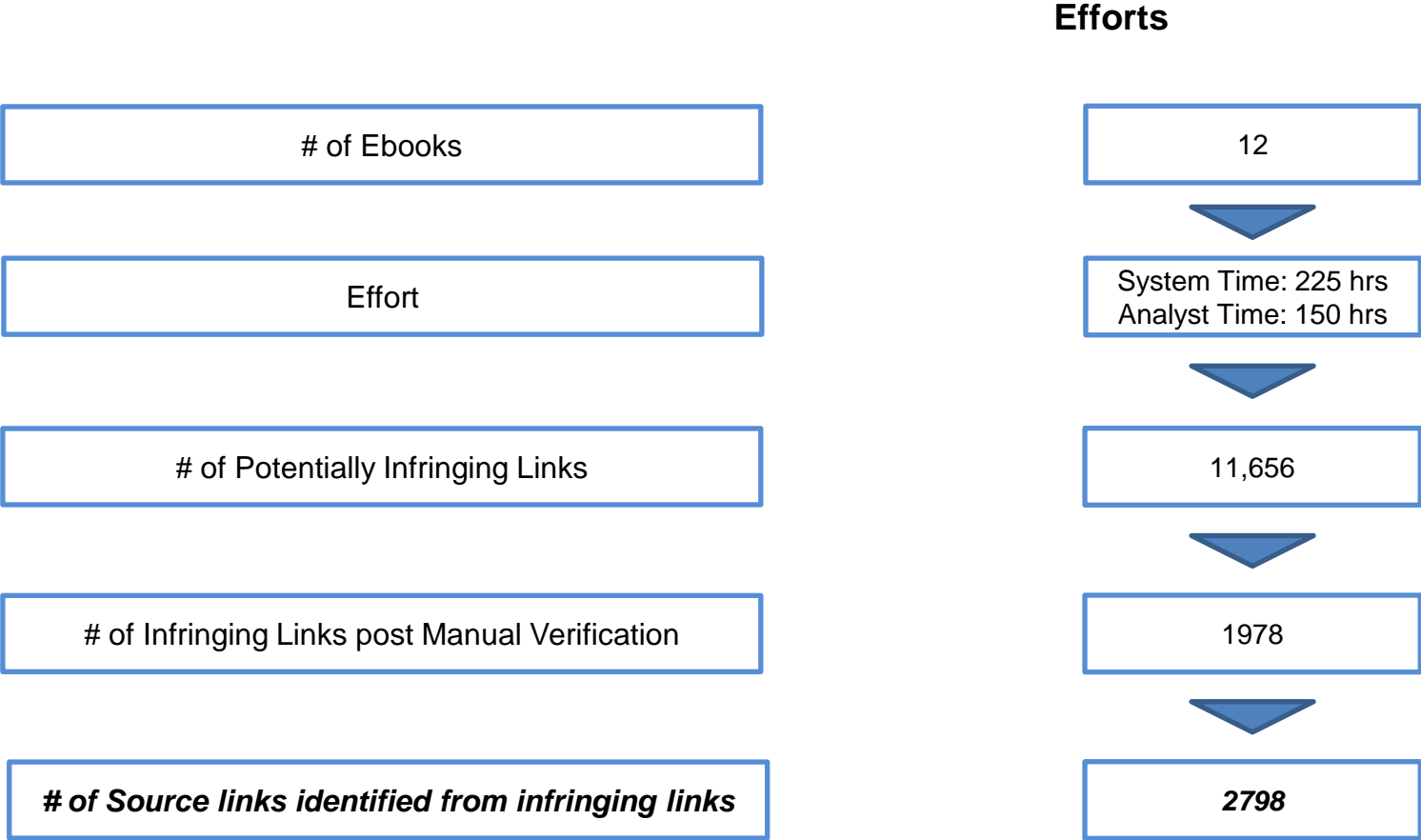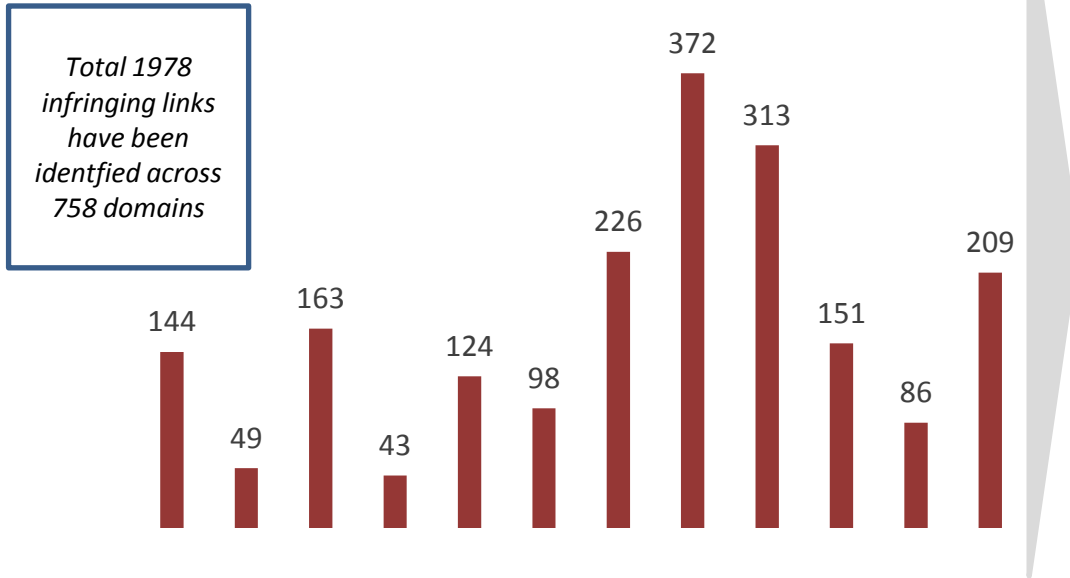
Digital Content Protection – Books
Case Study

We deployed our system, *MediaScan* for 225 hrs and identified *1978 infringing links* and *2798 source links* of *12 E-Books*

Efforts

# of Ebooks	12
Effort	System Time: 225 hrs Analyst Time: 150 hrs
# of Potentially Infringing Links	11,656
# of Infringing Links post Manual Verification	1978
# of Source links identified from infringing links	***2798***

Infringing Link: Any page that provide the URLs to or embed pirated media hosted on other sites.
Source Link: A URL that displays or allows you to download pirated content. These are, typically, specialized websites with high bandwidth.

We have identified >1k infringing webpages from search results; across 758 websites.
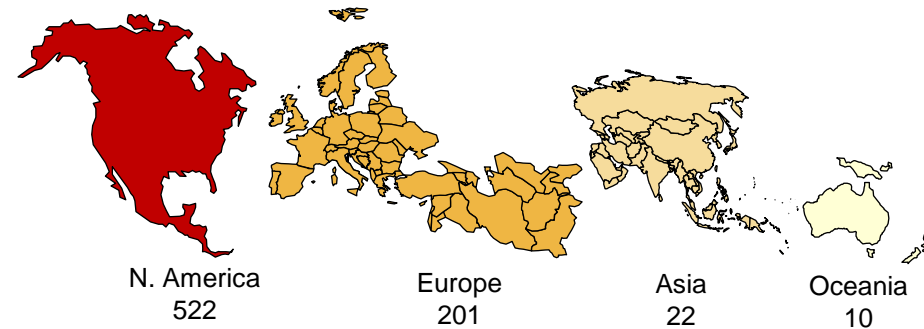
Infringing links - by book

Total 1978 infringing links have been identfied across 758 domains

Bar values: 144, 49, 163, 43, 124, 98, 226, 372, 313, 151, 86, 209

Top 10 websites – by #of infringing links

21% of total source links are extracted from Top 10 websites

Website name	# of infringing links
limetorrents.cc	56
torrents.net	55
bittorrent.am	44
ebookmela.com	44
thetorrent.org	42
torrentdownloads.me	40
kickass.to	39
torrentfunk.com	37
yourbittorrent.com	35
torrentbit.net	34

Infringing Websites Servers – by region

N. America	Europe	Asia	Oceania
522	201	22	10

Note1: Infringing link is the page that provide the URLs to or embed pirated media hosted on other sites and appear in search results.
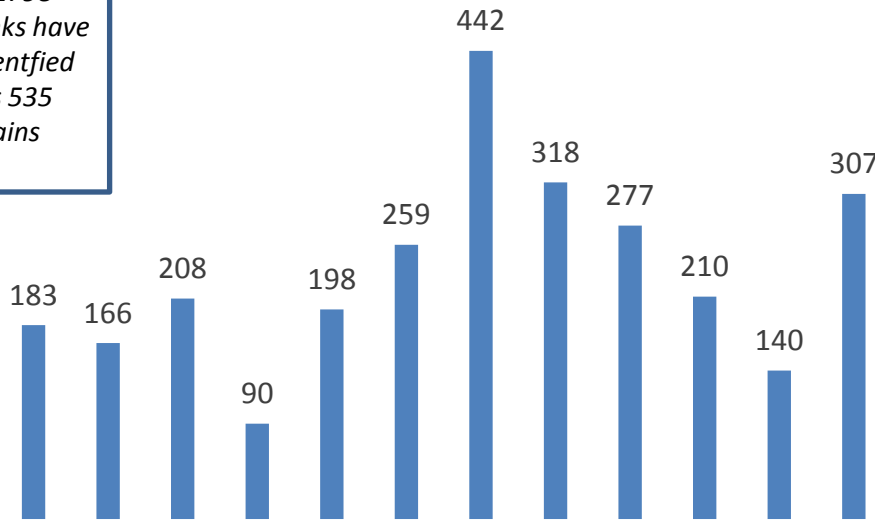Note2: 9 out of 10 top websites provide content in P2P format.

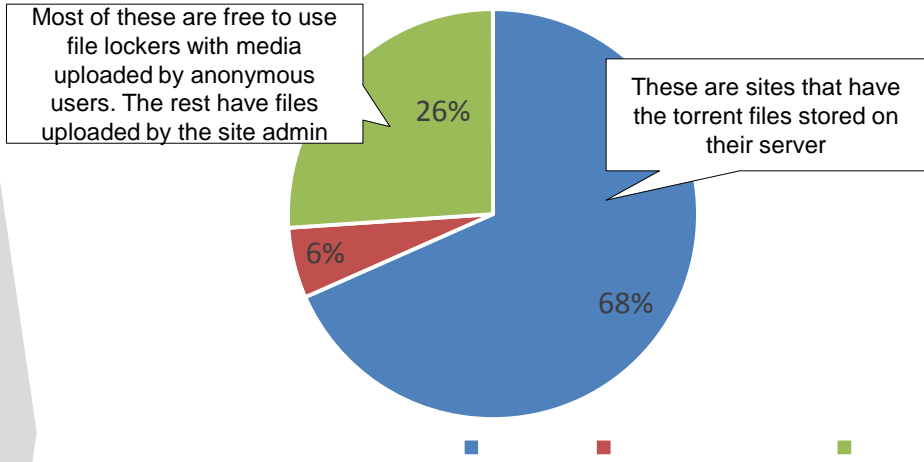# are the most widely available and *P2P* is the popular format to share EBooks

Pirated Content - by recorded platform
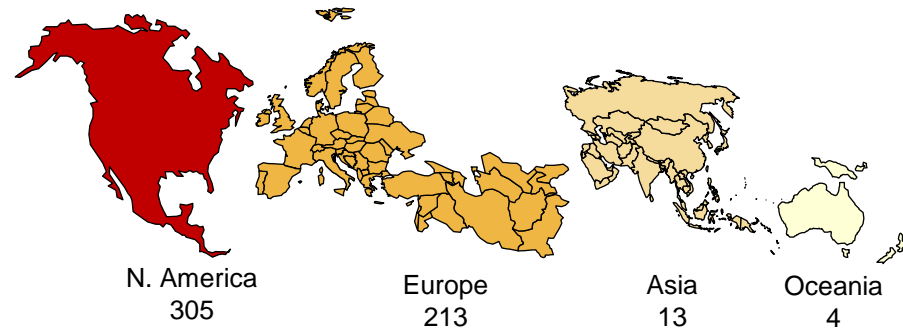
Source links - by books

Total 2798 source links have been identfied across 535 domains

183 166 208 90 198 259 442 318 277 210 140 307

Note1: Source links are URLs that display or allow you to download the pirated content.
Note2: DD are downloadable file, P2P is torrent & read online is used for online reading of content.

Source websites – by content format

Most of these are free to use file lockers with media uploaded by anonymous users. The rest have files uploaded by the site admin

These are sites that have the torrent files stored on their server

26%
6%
68%

Source Websites Servers – by region

N. America 305

Europe 213

Asia 13

Oceania 4

United States is the popular location among infringing websites and *Netherlands* among source websites.

of Websites & top ISP – Infringing

ISP	Country	# of Websites
Google	United States	138
Serverius Holding B.V.	Netherlands	23
Hosting Solutions	Ukarine	21
Websitewelcome.com	United States	16
GoDaddy.com, LLC	United States	13
Hosting Solution	United States	11
Automattic	United States	10
Claranet Ltd	Portugal	8
Unified Layer	United States	8
Netelligent Hosting Services	Canada	8

of Websites & top ISP – Source

ISP	Country	# of Websites
Serverius Holding B.V.	Netherlands	24
Hosting Solutions	United States	18
Google	United States	14
Automattic	United States	12
Private Layer Inc	Switzerland	12
WebaZilla B.V.	Netherlands	11
Websitewelcome.com	United States	11
LeaseWeb B.V.	Netherlands	9
GoDaddy.com, LLC	United States	8
Netelligent Hosting Services	Canada	8

Note: Google's Blogspot service is being used to embed pirated material.

We identified 1028 users downloading these E-books, through torrents, across 103 countries & prepared their geographical map

Global Piracy Map of P2P Users
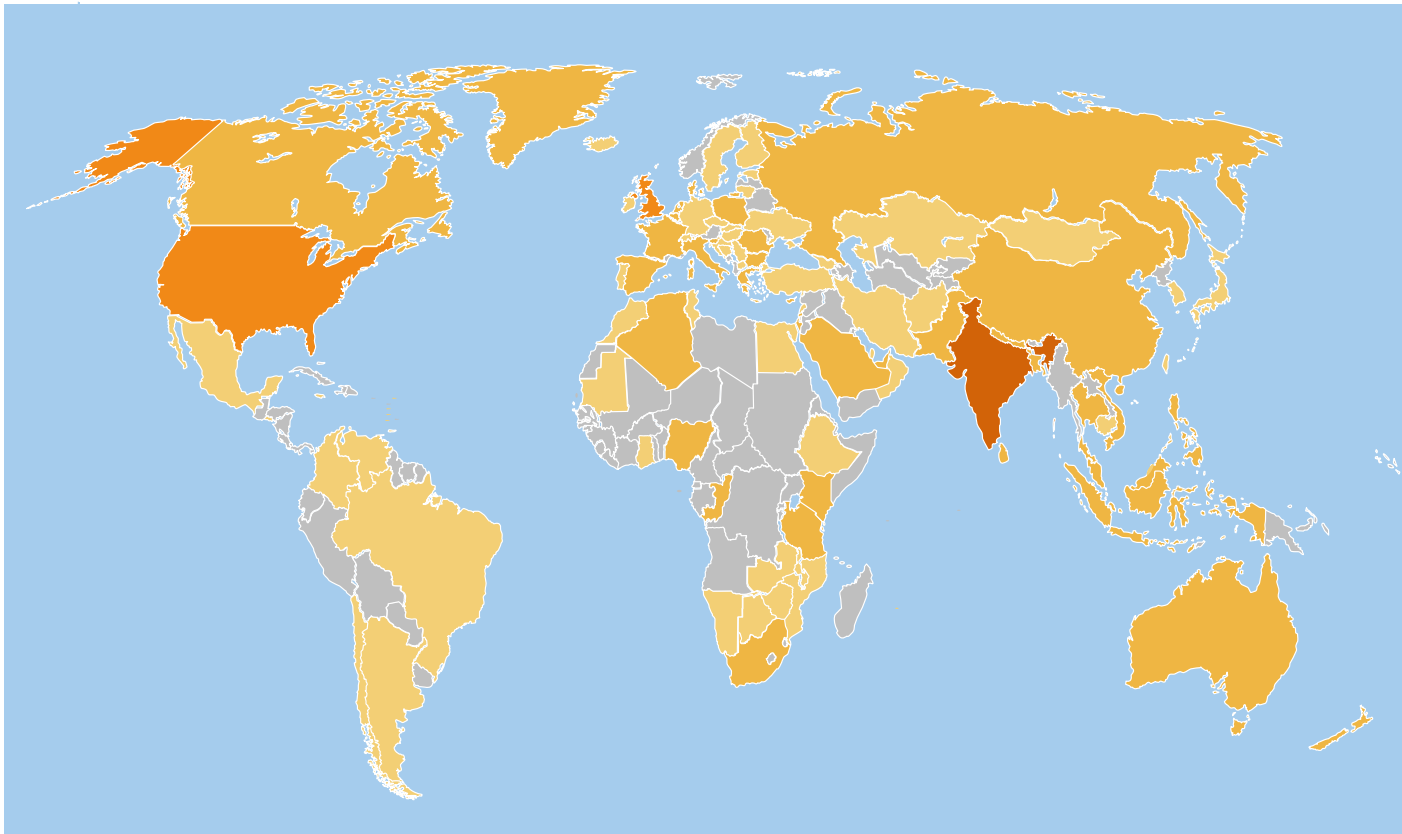
Top Countries – No. of users

Country	# of Users
India	341
United States	70
United Kingdom	69
Australia	42
Philippines	35

Most of the users were identified in India, United States, United Kingdom, Australia & Philippines

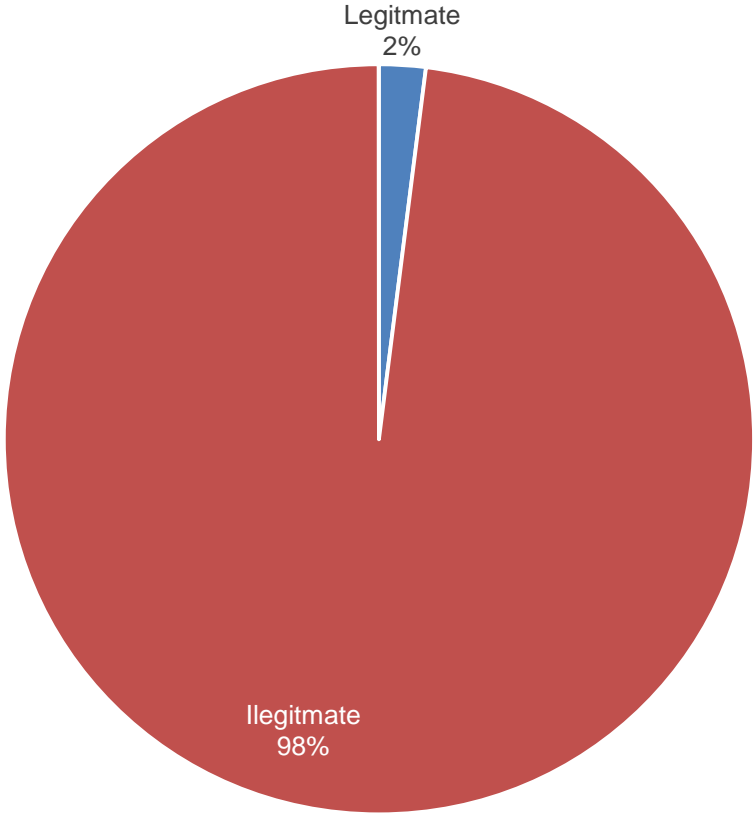| <5	5-50	50-100	>100

Confidential, MarkScan analysis

Our research says, Ebooks are available on few *legitmate websites,* in comparison to *illegitmate websites*

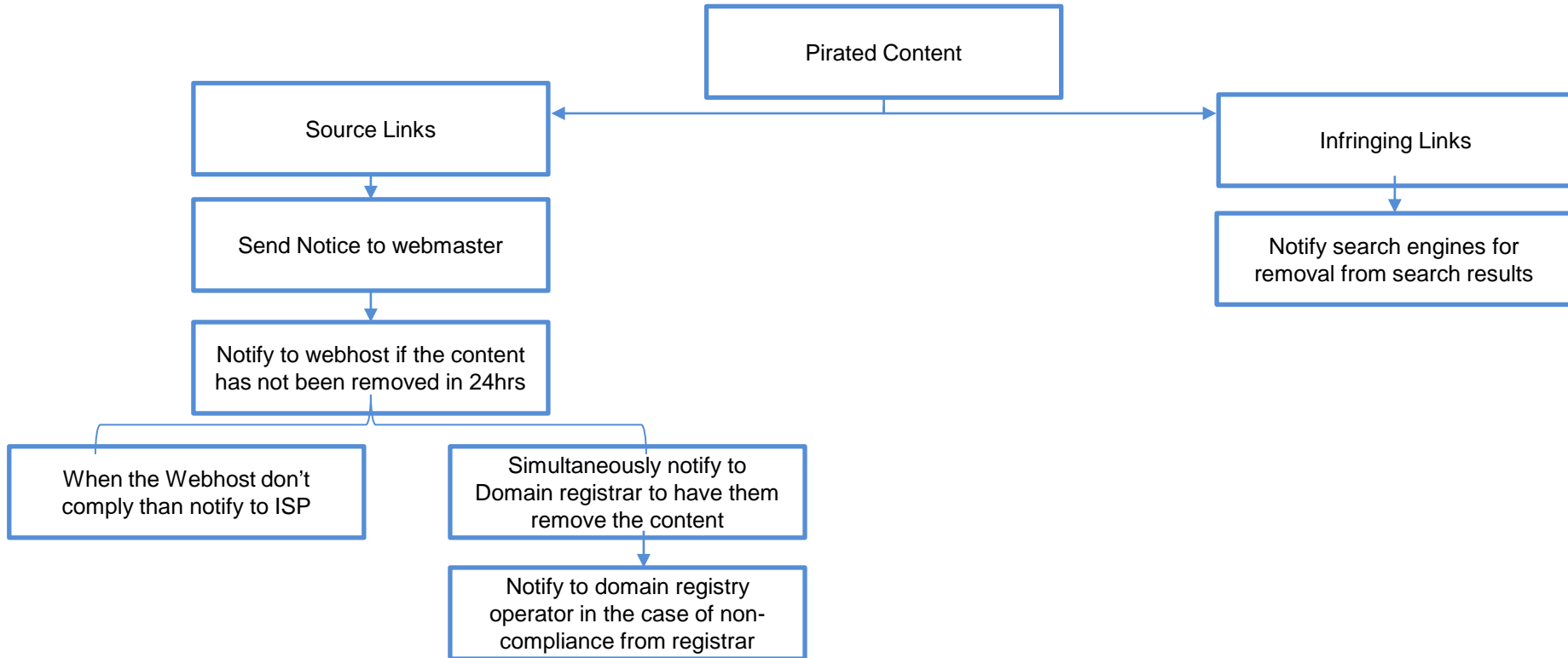## Availiblity of Ebooks – Legitmate & Illegitmate

Legitmate
2%

Ilegitmate
98%

Current Scenario of Ebooks

- Low visiblity of legitmate content, due to high volume of illegitmate content

- People get ebooks for free from these ilegtimate channel which leads to less revenue.

- Less differnce in pricing of physical book and Ebook.

- No anti-piracy efforts are being conducted by Indian publishers

Note: ~10 legitmate websites are available compared to 535 illegitmate websites identified following our detection efforts

Removal of pirated media and infringing search results, reduce overall accessibility to pirated content

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                              ┌─────────────────────┐
                              │   Pirated Content   │
                              └─────────────────────┘
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Pirated Content

Source Links ← → **Infringing Links**

Send Notice to webmaster

Notify search engines for removal from search results

Notify to webhost if the content has not been removed in 24hrs

When the Webhost don't comply than notify to ISP

Simultaneously notify to Domain registrar to have them remove the content

Notify to domain registry operator in the case of non-compliance from registrar

Note: To ensure compliance from websites and intermediaries, as part of above exercise, our legal analysts research the applicable laws & past judgments from the respective jurisdictions to identify enforcement opportunities.

Confidential, MarkScan analysis

For the remaining non-compliant websites legal recourses are available. Below are the some recent case studies.

- Feb, 2015: To protect its copyrights in the film "Mango", MSM sought a restraining order against the release of "Badmashiyaan". This order required all publicity material to be taken offline. MarkScan ensured compliance of the Hon'ble court's order through followups with the internet ecosystem

- Jun, 2014: MSM, for FIFA World Cup 2014 sought a court injunction to block all the non-compliant websites (219) in India. MarkScan provided extensive litigation support in this matter.

- Apr, 2014: For the movie Youngistaan, MarkScan filed a complaint with the Latvian Police, against Lattelecom (Latvia's national telecom company), to take down a non-compliant site hosting pirated copies of the movie

- Mar, 2014: For the movie Queen, MarkScan filed a complaint, on behalf of Viacom 18, with the Swedish Economic Offences Department to take down content from hostingbulk.com

Note: These are some recent case studies, drawn on MarkScan projects.