

# MarkScan

India | New Delhi



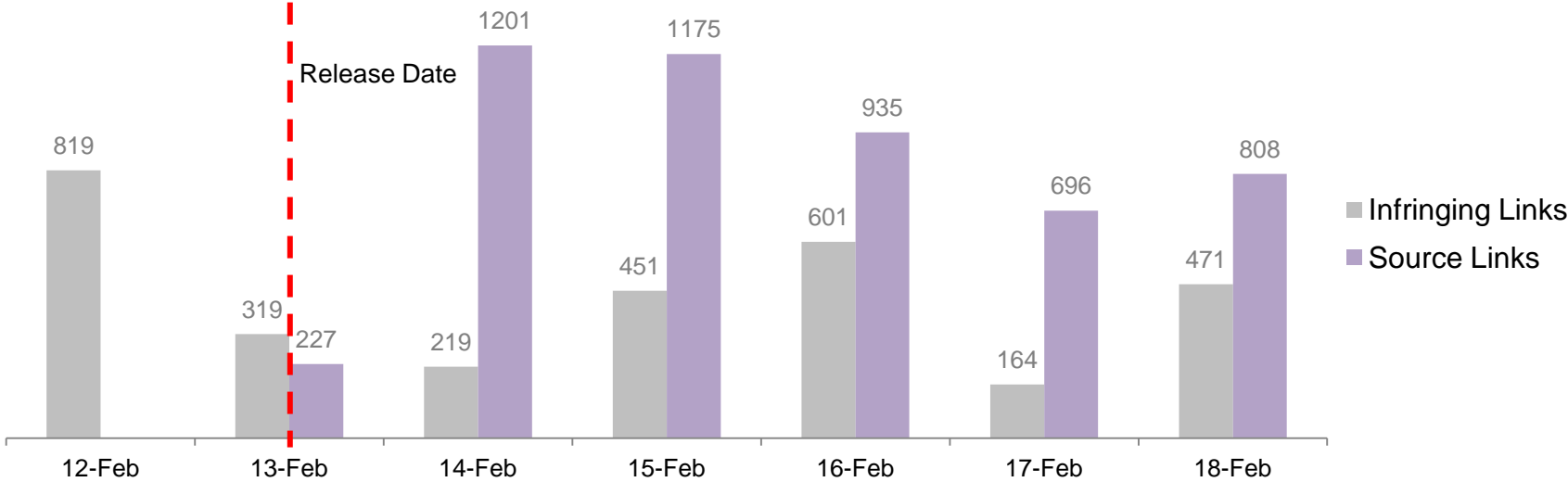
## Digital Content Protection – Movie

*Case Study*

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# In this 10 day project, we found significant levels of piracy - 5042 source links & 3044 infringing links

Daily Detection – *Infringing & Source Links*



Infringing Links: These URLs refer to webpages that provide links to the pirated content (e.g. blogs)

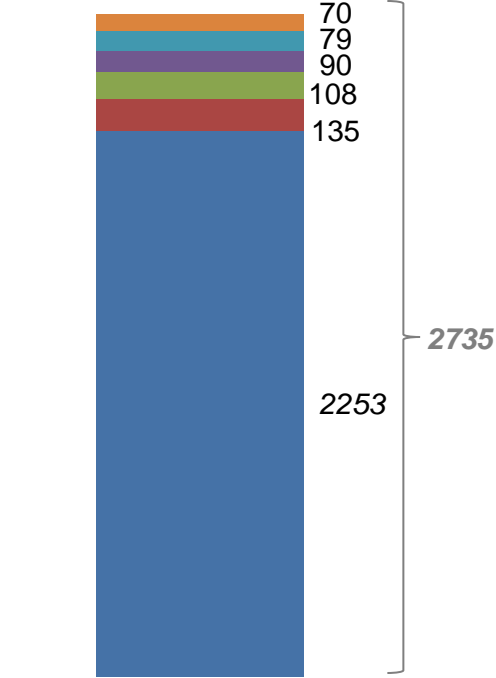
Source Links: These URLs refer to the actual pirated content on the internet

Note: Our primary objective is to detect all source links as they form the focal point of piracy

# Most of the pirated content was available in downloadable files, streaming links were limited, negligible piracy in top websites

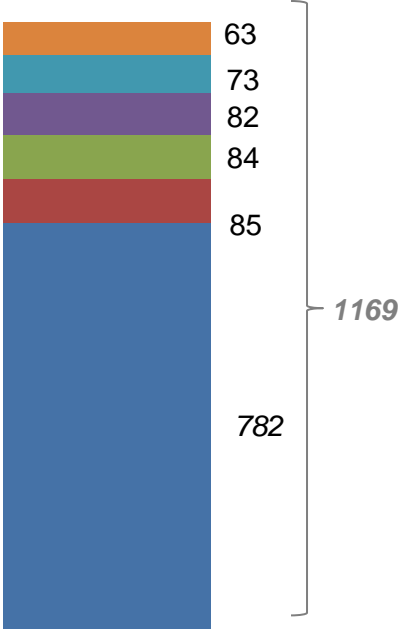
## Pirated Content – by filetypes

Direct Downloads – top websites



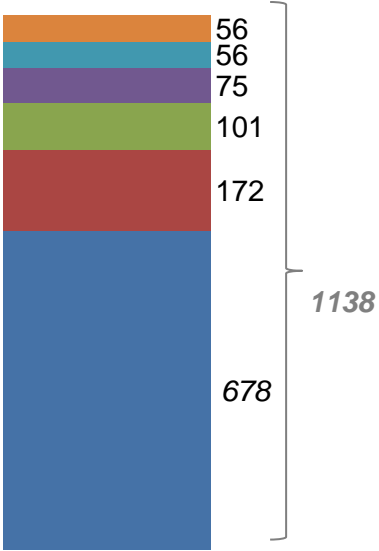
- Others
- clicknupload.com
- 180upload.com
- uptobox.com
- hugefiles.net
- zippyshare.com

Torrent – top websites



- Others
  - itorrents.org
  - torcache.net
  - thepiratebay.to
  - yourbittorrent.com
  - limetorrents.cc
- Torcache.net is a file storage server, its links are embedded on several torrent sites

Streaming – top websites



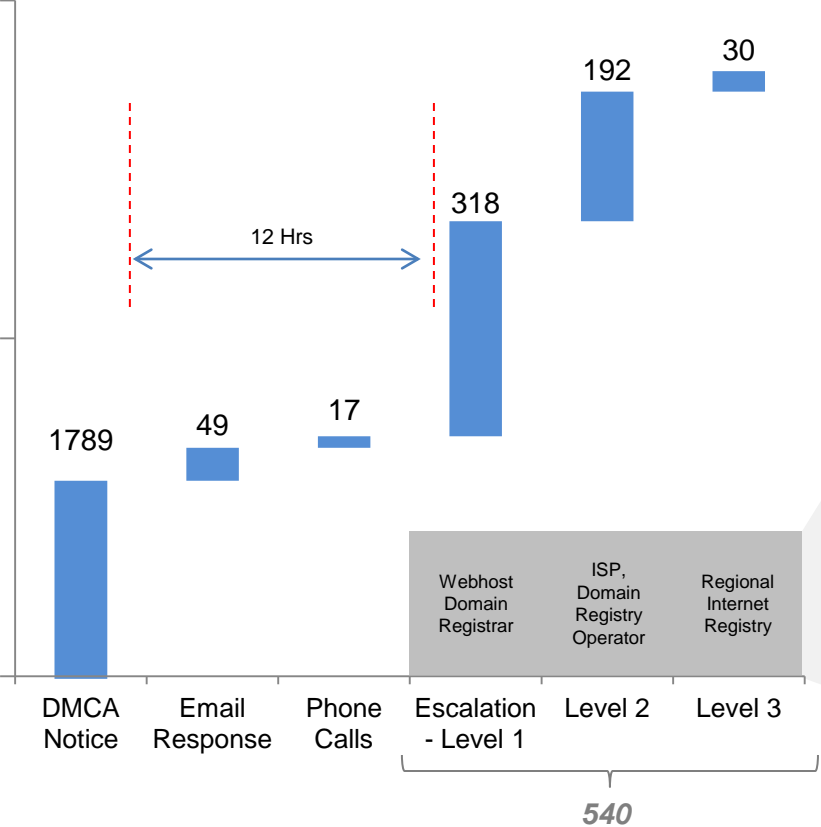
- Others
- cloudy.ec
- nowvideo.sx
- dailymotion.com
- vodlocker.com
- novamov.com

Dailymotion contributed to 3% of the total source links detected

285 out of these 2735 links were from WAP/mobile sites

# To control piracy we carried out an intense exercise - ~1800 DMCA notifications and ~500 escalations across the internet ecosystem

Notifications & Escalations



Breakup of Escalations Level 1, 2 & 3

Escalation Type	Name of Entity	# of Communications
Level 1 (Webhost, Domain Registrar)	Netelligent	22
	V-sys	22
	Others	274
Level 2 (ISP, Domain Registry Operator)	OVH	17
	Root S.A.	4
	Others	171
Level 3 (Regional Internet Registry)	RIPE	30
<b>Total</b>		<b>451</b>

Note: The email responses, Phone Calls, & Escalation emails were sent by a Sr. Analyst with the help of a legal expert

# We tackled several global rogue cases, getting domain registration cancelled, and removing >4k pirated media from these websites

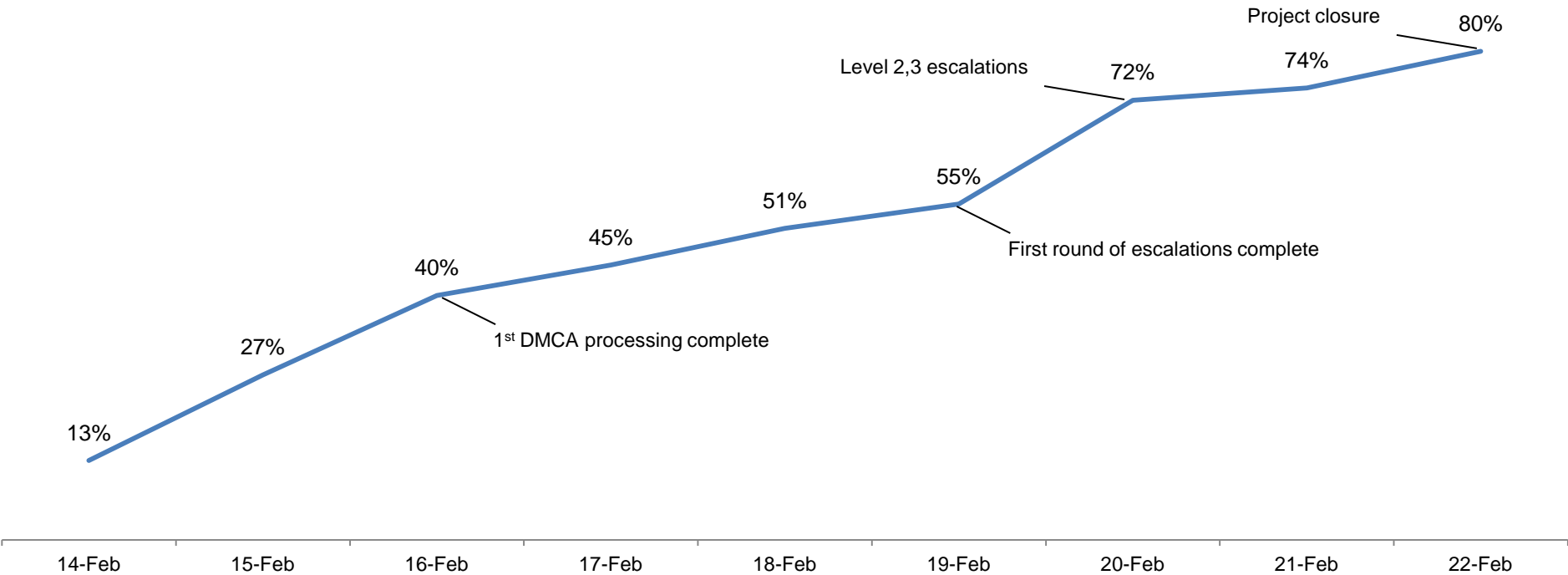
## Enforcement Highlights

Party Involved	Websites Impacted	Action Details	Net Impact
CogentCo, USA (Network Provider)	Cloudy.ec	<ul style="list-style-type: none"> <li>No response received from the website, host &amp; ISP</li> <li>Issue escalated to Cogent via email</li> </ul>	9 links taken down
Leaseweb, Netherlands (Webhost)	clicknupload.com 180upload.com upgrand.com kingfiles.net keeplinks.eu yourvideohost.com	<ul style="list-style-type: none"> <li>The websites refused to comply to the notices</li> <li>Escalated to the Netherlands based host</li> </ul>	254 links taken down across 6 non-cooperative websites
Government of Tokelau, Tokelau (Registry Operator)	mvibuzz.tk	<ul style="list-style-type: none"> <li>The website refused to comply to the DMCA notice sent by us</li> <li>The registry operator, the <i>Government of Tokelau</i> (a country in the south pacific) accepted our notice</li> </ul>	Domain registration cancelled
Swedish Police	Thepiratebay.to	<ul style="list-style-type: none"> <li>No response was received from the DCMA agent of the website</li> <li>Issue was escalated to the Swedish police via email</li> </ul>	28 links taken down

Note: In addition to the highlighted cases, 41 similar cases have resulted in a takedown of ~1000 links over & above the standard DMCA process

# Our reworked enforcement strategy paid dividends – we ensured takedown of 80% of the total source links

Cumulative Takedown Ratio – Source Links

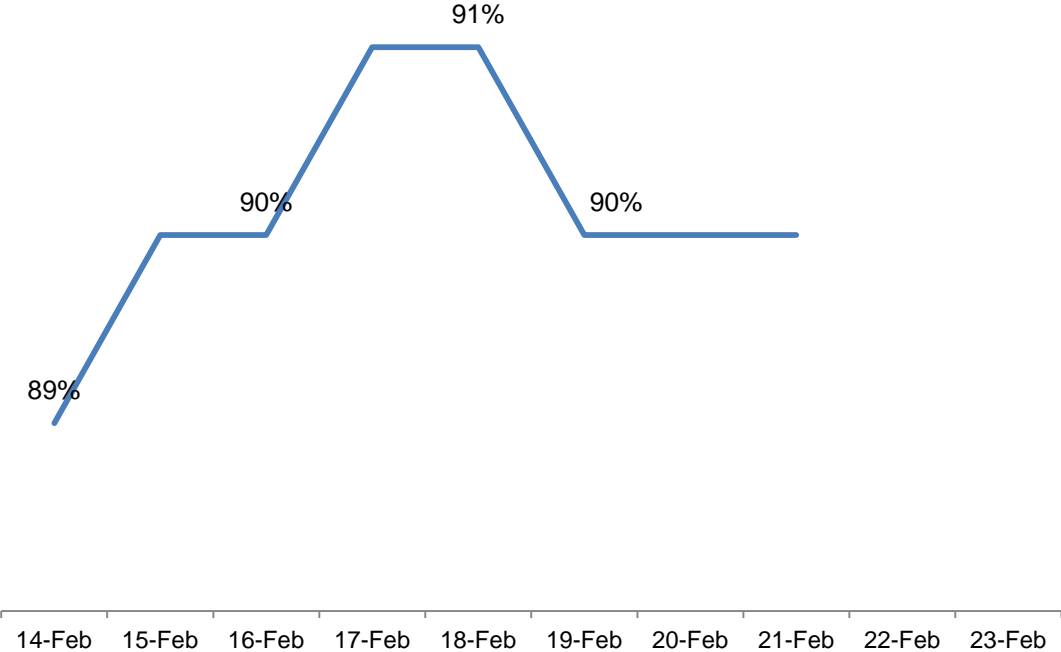


Note 1: Most intermediaries require DMCA notices to be sent to the website operators before the escalation can be filed with them.

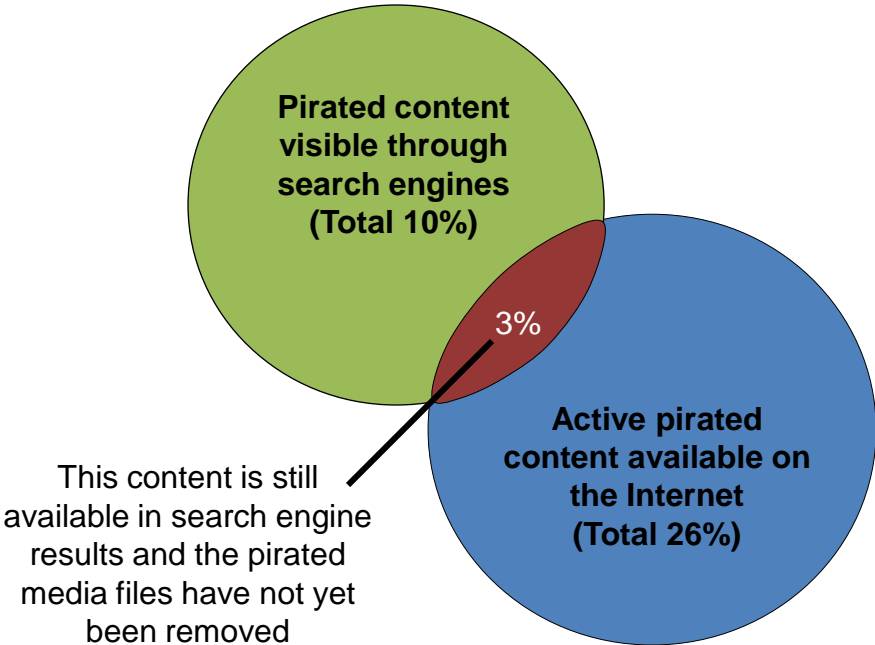
Note 2: The takedown percentage includes the source URLs that have gone inactive during the course of the project

# In addition, we removed 90% of results from Google, reducing the overall access to pirated content by 97%

Search Result Removal - Google



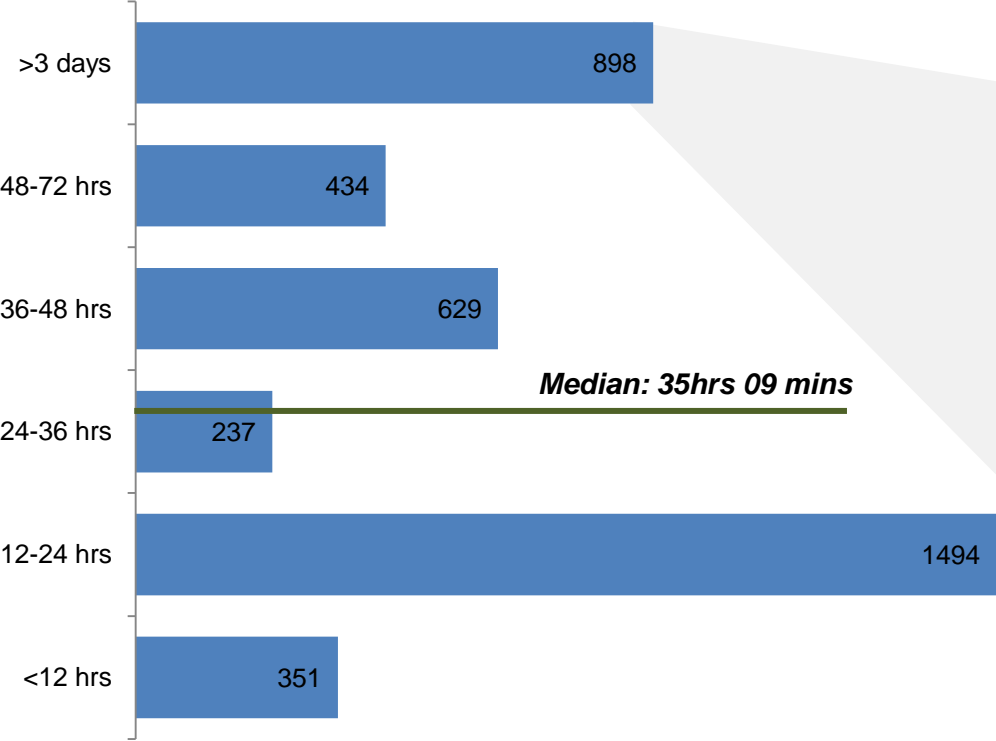
Impact on User Access



Note: This calculation was done, assuming that active pirated content not reachable through search engines is inaccessible for the end user

# On an average it took us ~35 hrs to get pirated content removed, we kept up the pressure on cases taking time by multiple escalations

TAT Intervals for Takedown



**Median: 35hrs 09 mins**

**Total: 4043**

Websites with High TAT for Takedown

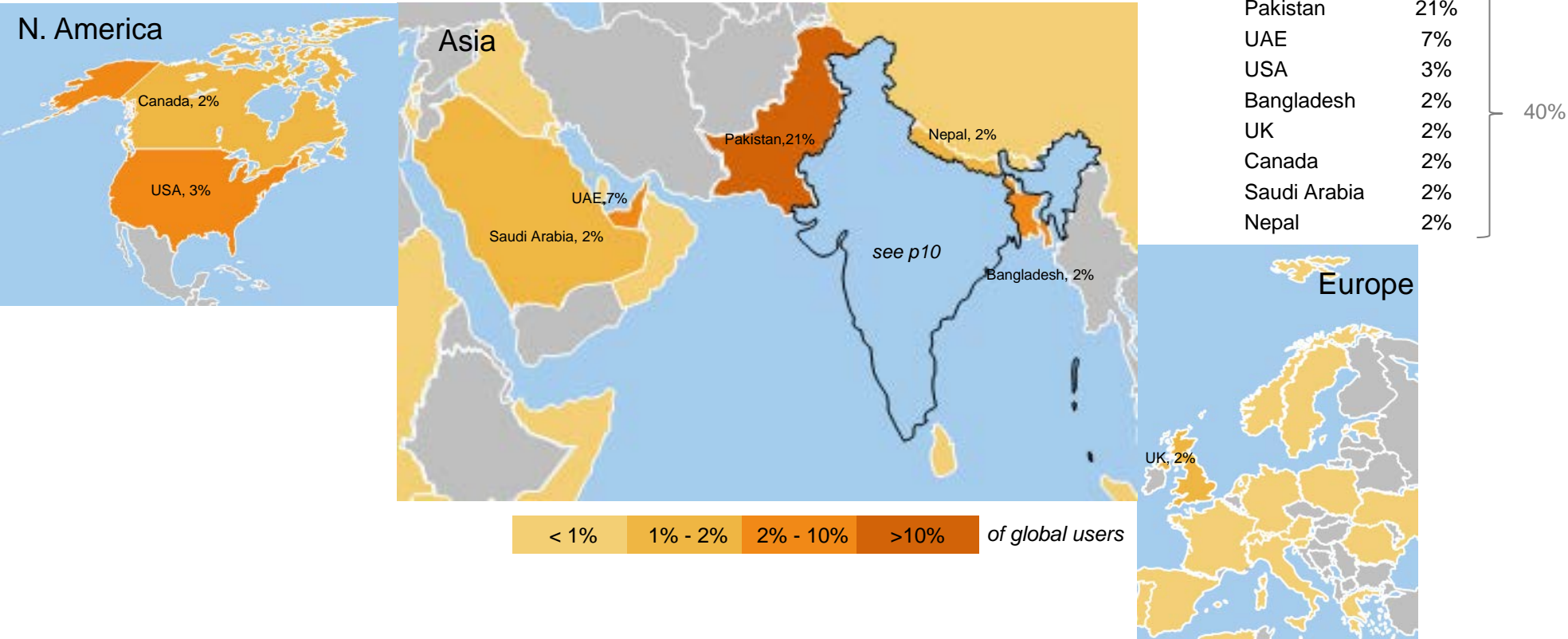
Website	TAT for Takedown	Average # of Emails per link
mylinkgen.com	166:39:13	6
cloudy.ec	160:44:41	50
limetorrents.socialtorrent.net	151:23:14	8
us.archive.org	148:50:56	1
rg.to	148:50:56	6
divxstage.eu	142:50:14	2
hon3yhd.com	142:50:14	2
nosvideo.com	142:50:13	2
limetor.com	142:50:13	8
video.tt	142:50:12	6

Note: Websites with higher TAT for takedown, in most cases, required multiple rounds of notifications & escalations (emails & phone calls) to several intermediaries



# Globally, in addition to India, 8 countries account for 40% of the total online audience of pirated content

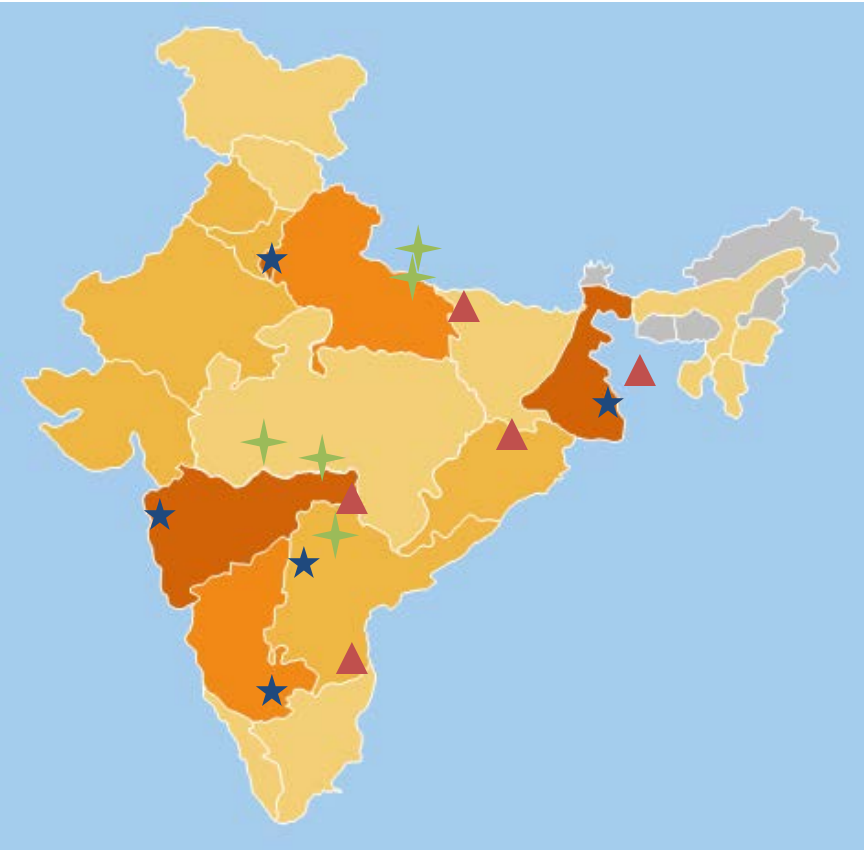
Countries with High Number of Users of Pirated Content (except India)



Note: India accounts for 47% of the total users of pirated content users across the globe

# In India, users of pirated content were spread across Tier 1, 2 & 3 cities

Piracy Map of P2P Users in India



<2%
2% - 5%
5% - 10%
>10%
 of India users

★ Tier 1 Cities and % viewers in India

Delhi	22%	Total Tier 1: 57%
Mumbai	18%	
Kolkata	12%	
Bangalore	5%	
Hyderabad	4%	

★ Tier 2 Cities and % viewers in India

Pune	3%	Total Tier 2: 20%
Ahmedabad	2%	
Jaipur	1%	
Lucknow	1%	
Bhubaneswar	1%	

▲ Tier 3 Cities and % viewers in India

Nagpur	0.8%	Total Tier 3: 23%
Indore	0.7%	
Kolhapur	0.7%	
Jalandhar	0.5%	
Vadodara	0.5%	

Tier 1: Metropolitan Cities  
 Tier 2: State capitals & other commercially important cities  
 Tier 3: Consists of 385 cities that are not categorized under Tier 1 & 2, & user data has been captured during per our research