

# MarkScan

India | New Delhi



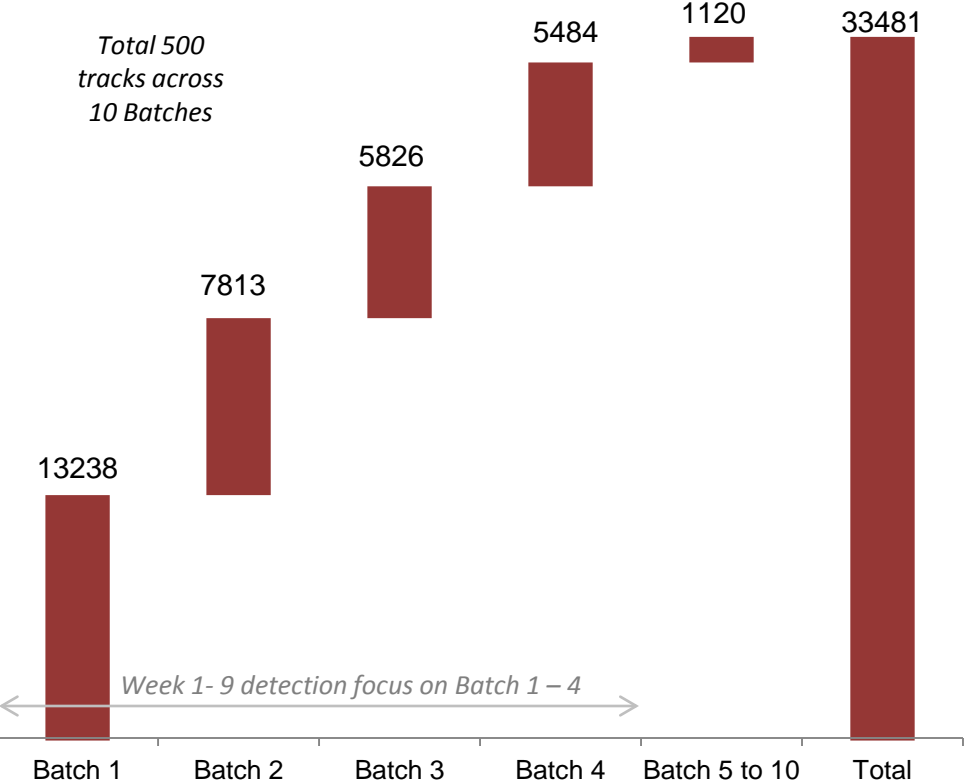
## Digital Content Protection – Music Portfolio

*Case Study*

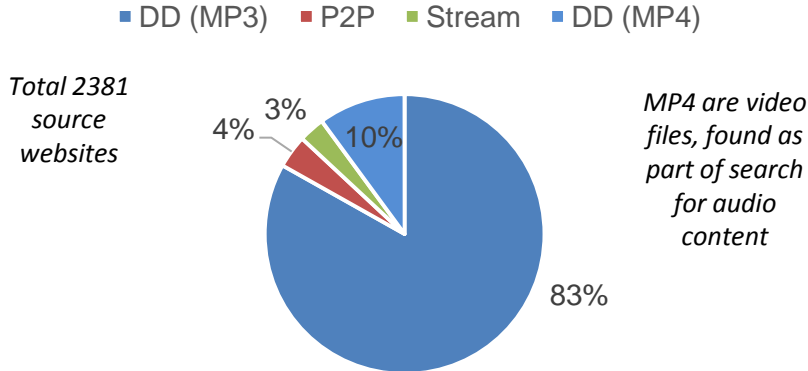
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# In last 9 weeks we have detected >33k pirated media (source)files across >2k websites.

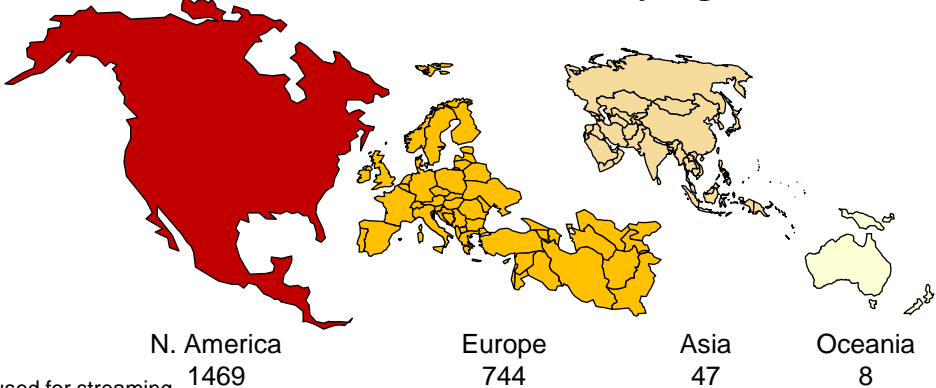
Source Links – by Batch



Source Websites – by content format

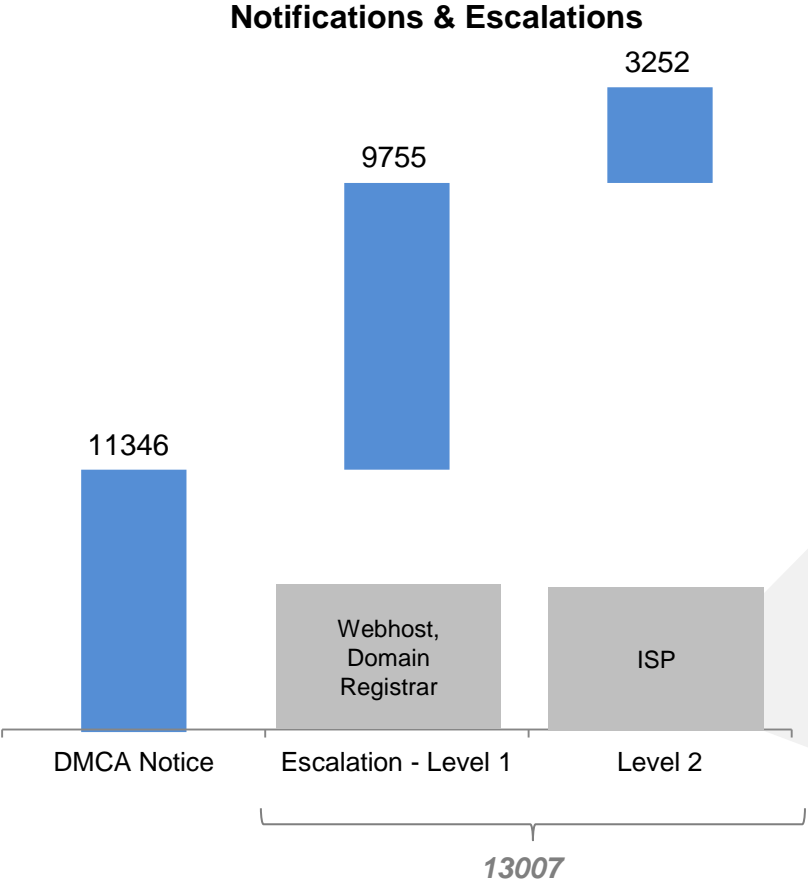


Source Websites Servers – by region



Note1: DD(MP3) direct download mp3 file, DD(MP4) direct download video file, P2P is torrent & Stream is used for streaming  
 Note2: 113 out of 2381 source websites are not active currently, out of these 51 have been taken down by MarkScan enforcement efforts  
 Note3: Each Batch contains 50 tracks e.g. Batch 1 contains Top 50 tracks

# To remove pirated media files we carried out an intense exercise – >11k DMCA notices & >13k escalations across the ecosystem



### Additional Emails

- Total 269 email exchanged post DMCA & escalation.
- Most of these emails sought clarification on various issues.
- Basis on our discussion, Mp3majaa.info & songspk.co have been given list of all the tracks for removal from website

### Phone Calls

- OVH CA, ISP (3)
- Serverius Holding B.V. ,ISP(2)
- Solar Communications,ISP (1)
- Loco Digital,ISP (1)
- Ecommerce,Webhost (3)
- Global Layer,ISP (1)
- DJGOL.NET,Website owner (2)

### Breakup of Escalations Level 1 & 2

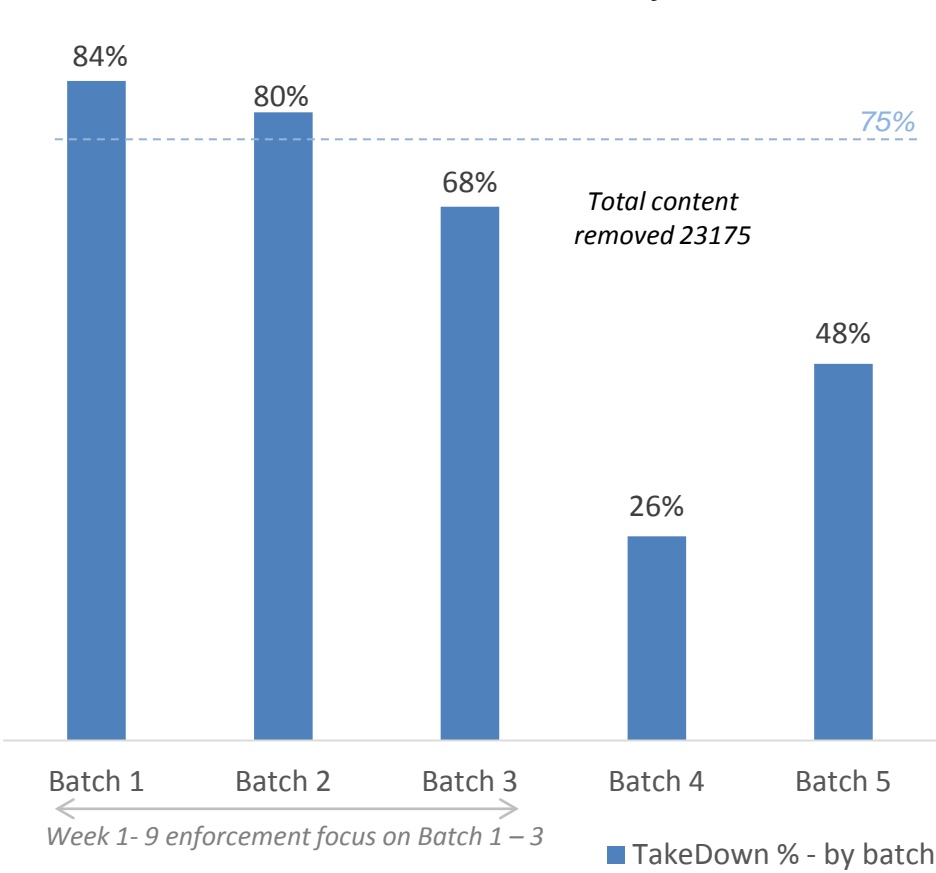
Escalation Type	Name of Entity	# of Communications
Level 1 (Webhost, Domain Registrar)	Single Hop	753
	Bluehost	109
	Others	8893
Level 2 (ISP)	FDC Servers	427
	OVH SAS	309
	Others	2516
<b>Total</b>		<b>13007</b>

Note1: The email responses, Phone Calls, & Escalation emails were sent by a Sr. Analyst with the help of a legal expert  
 Note2: We have shown how many times we had telephonic conversation with them.

# As a result we have removed >23k pirated media files & taken down 51 non-compliant websites.

Total 479 pirated source files have been removed

Pirated content taken down – by batch

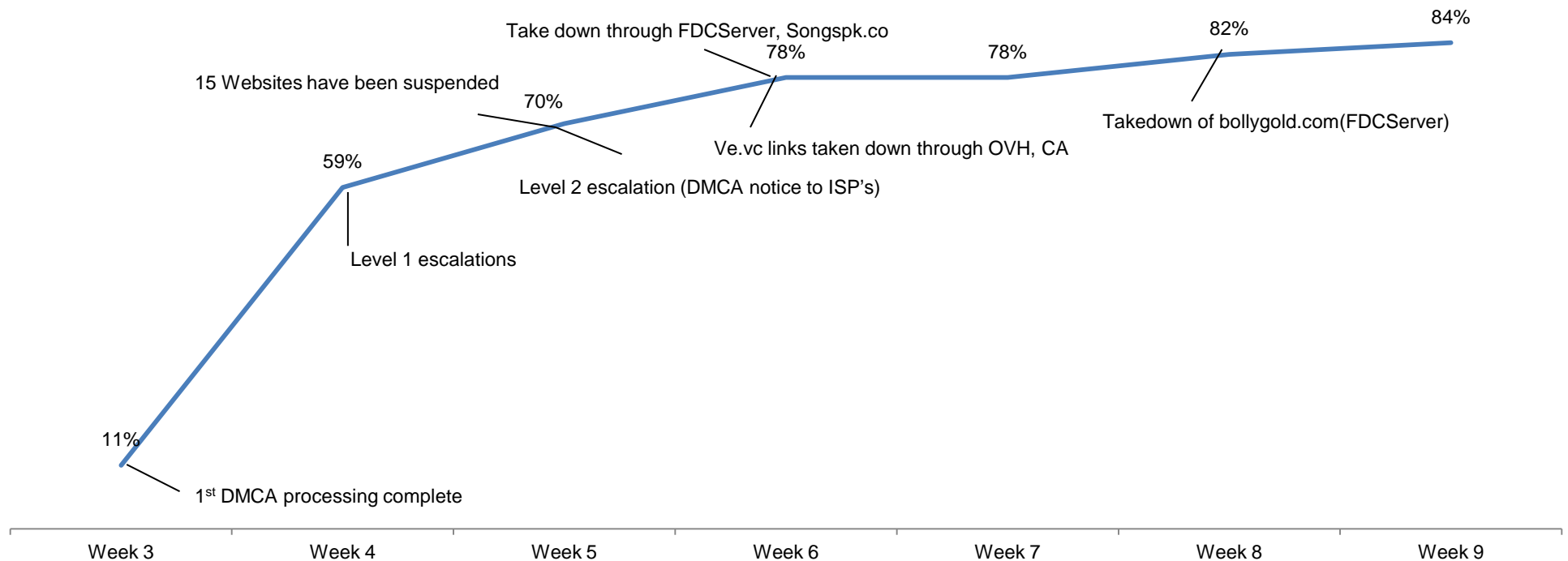


(sample) Websites Taken Down	Initial Actions & Response	Impact
ipz10.com fzmusic.in pakipop.com pksongpk.biz 23.webmusic.in mp3songspk.info musicnymph.com djsid.com ibloggedit.com music.tubidy.im	No response received from the website Intermediary: GoDaddy, USA	Websites suspended
bollygold.com songspk.co	The website refused to comply to the DMCA notice sent by us Intermediary: FDCServers (ISP)	345 pirated source files removed
d1.val.fm lq.movz.in cdn5.movz.in cdn4.movz.in mega-news.net hindimp3downloads.net	No response received from the website Intermediary: Hetzner Germany (Webhost)	Websites suspended
download2.hol.es skywap.webs.pm wap4tag.tk mimarathidj.com	The website does not have any contact information. Intermediary: Hostinger International Limited,	Websites suspended

Note1: On an average we have taken 4 weeks to reach 75% benchmark for pirated media files take down.  
 Note2: Batch 4 & 5 take down only for cases approved by Google.

# In Batch 1, for example, we ensured takedown of 82% of the total source links

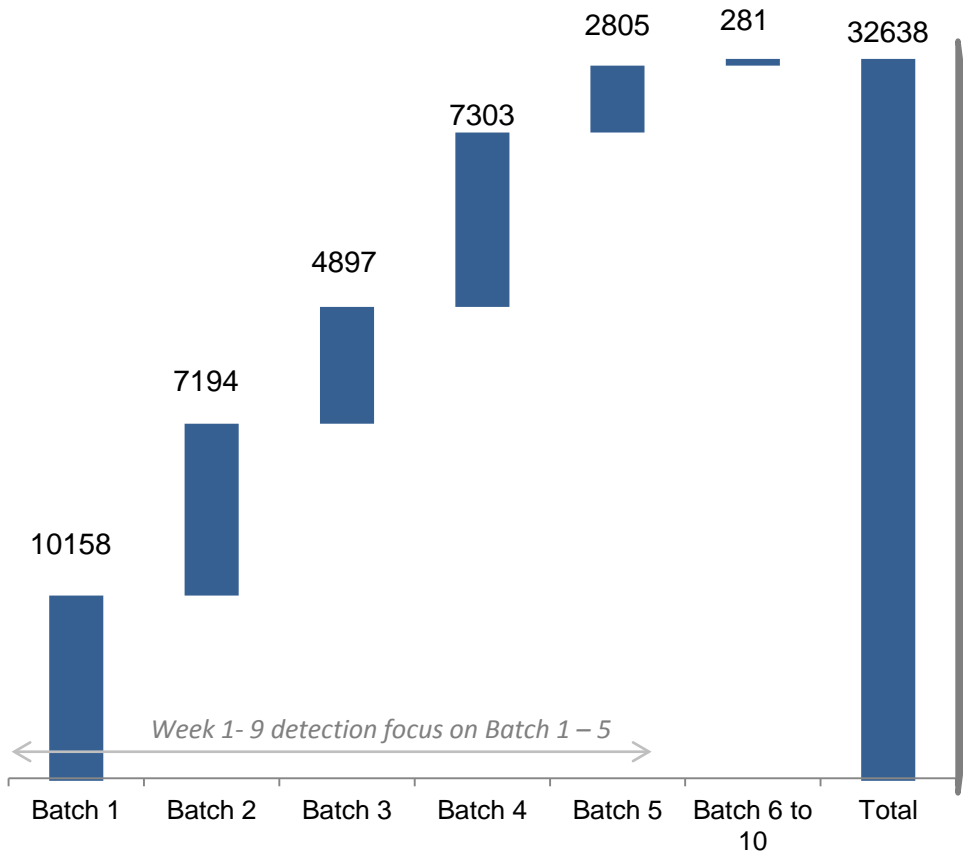
## Cumulative Takedown Ratio – Source Links (Batch 1)



Note: Enforcement actions started in Week 3 of the project

# In these 9 weeks we detected >32k infringing links containing pirated content across ~3k websites

Infringing Links – by batch



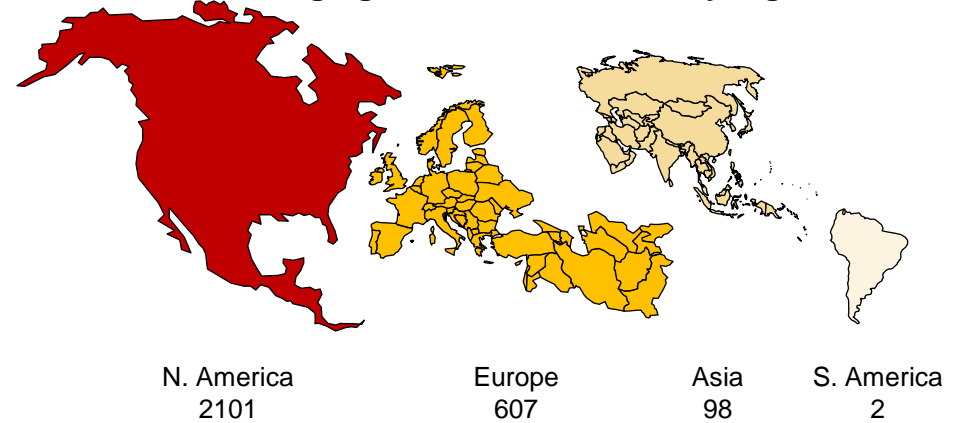
Total 2918 infringing websites

24% of total source links are extracted from these websites

Top 10 websites – by # of infringing links

Website name	# of infringing links
soundcloud.com	1663
stafaband.info	828
4shared.com	692
beemp3s.org	560
clip.dj	527
songsapk.co	524
mymp3singer.com	425
mp3mad.com	407
mp3truck.eu	368
koolwap.in	360

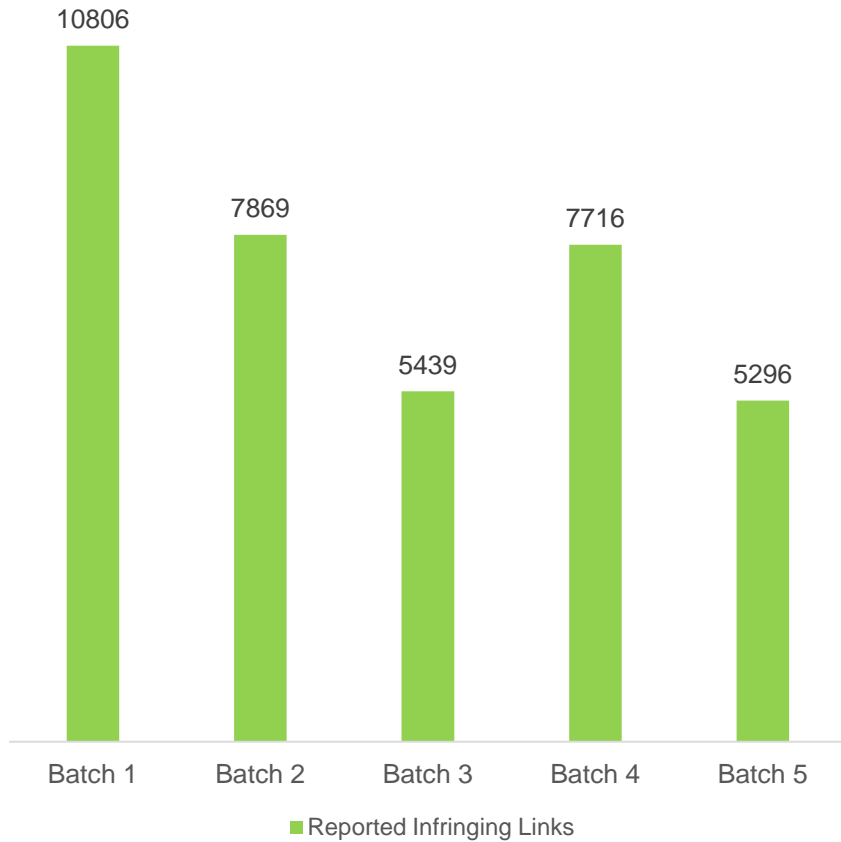
Infringing Websites Servers – by region



Note1: 110 out of 2918 infringing websites are no more active  
 Note2: Beemp3.org & songsapk.co are music search engines

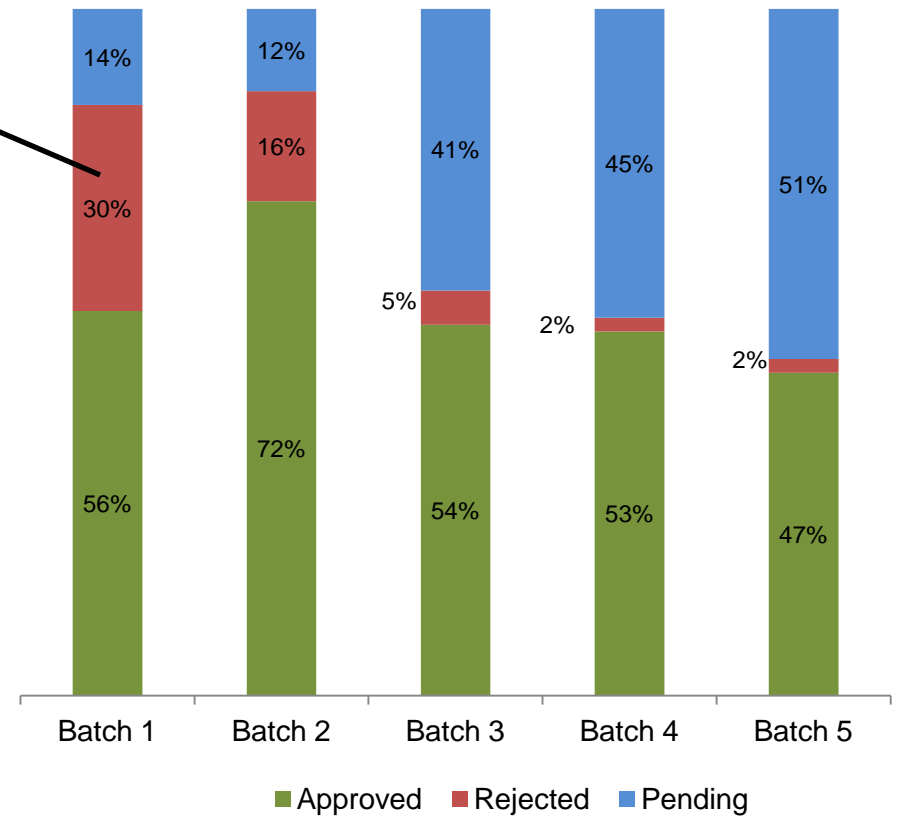
# We have notified >37k infringing web pages links to Google for search results removal.

Notified Infringing Links – Google



Infringing Links- Search Removal Google

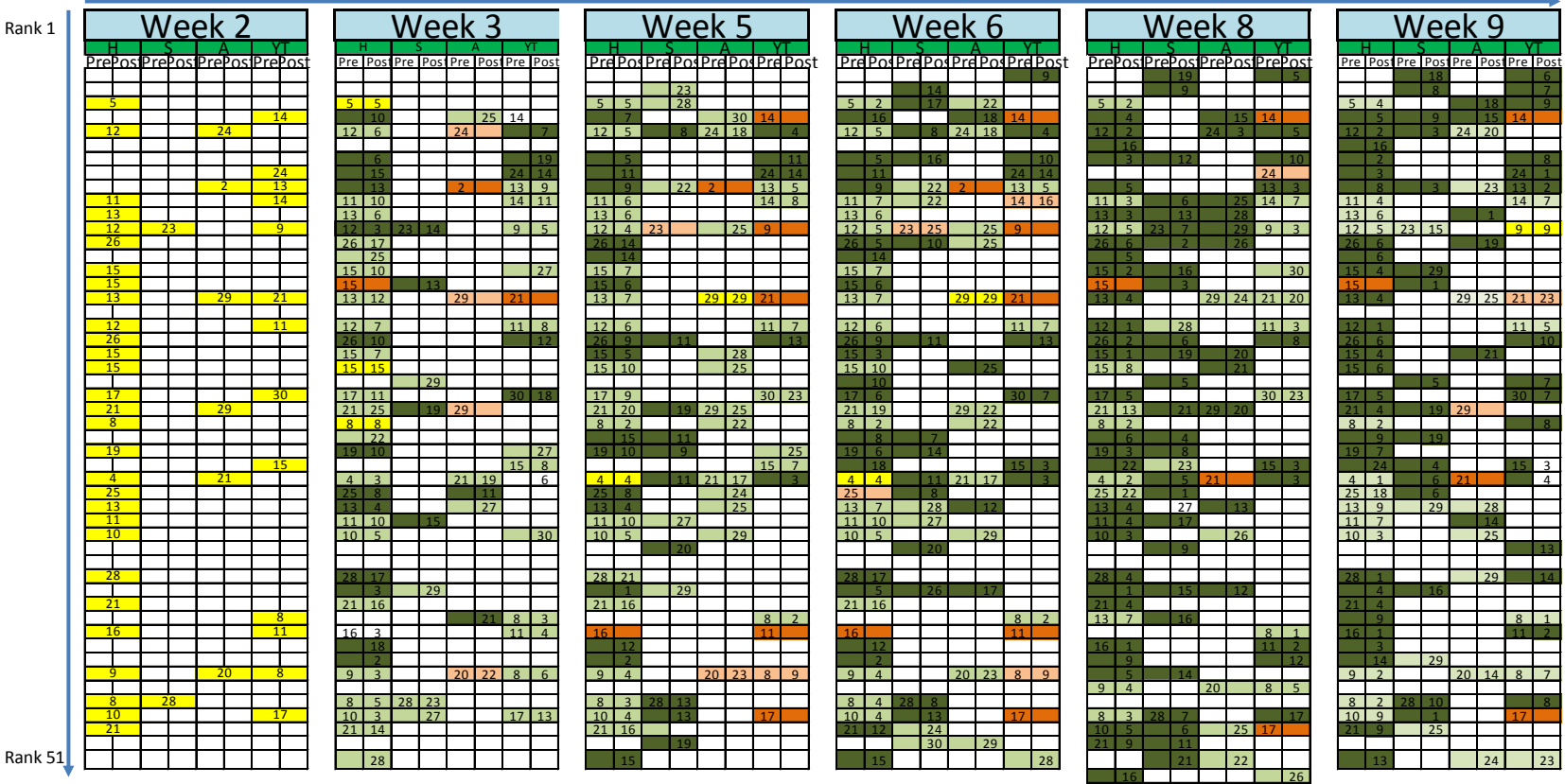
Most of the rejected links are due to pirated media already removed



# In Batch 1, for example, there has been significant improvement in visibility of the whitelisted platforms

## Batch 1 – Google Dashboard

Timeline

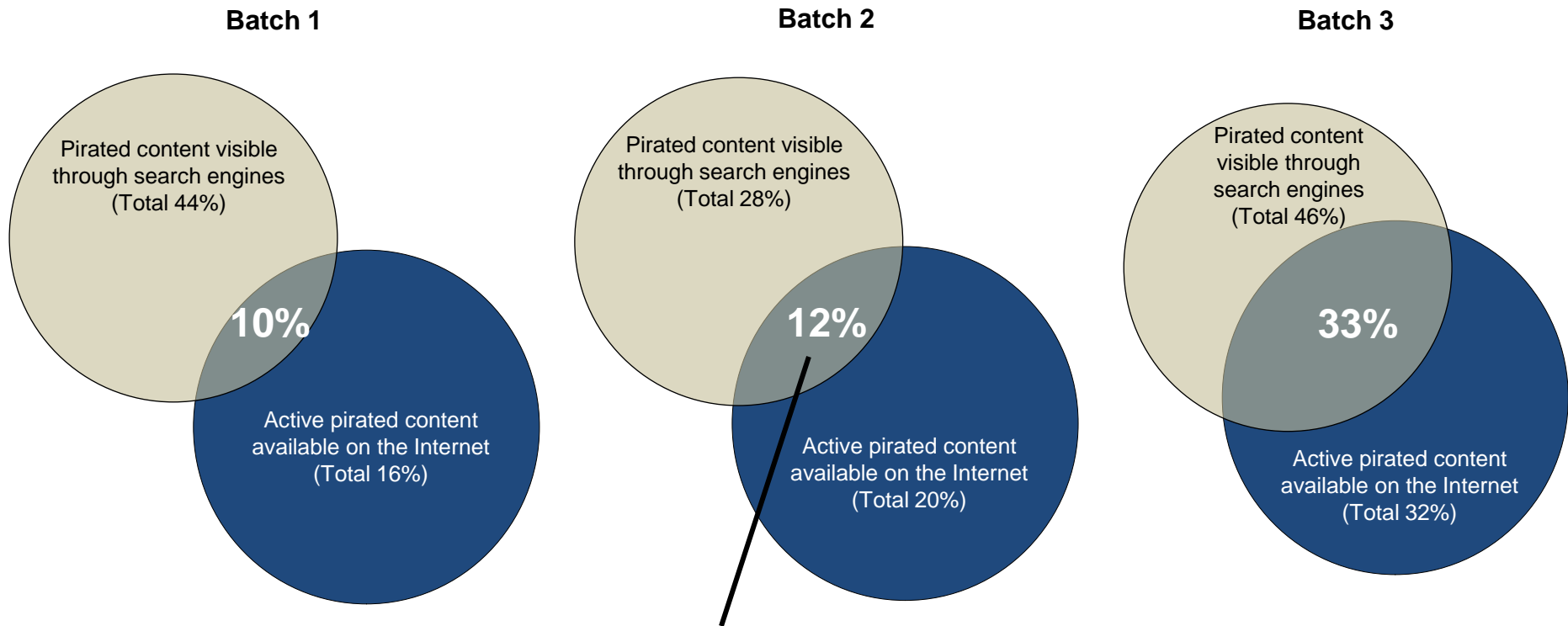


- Baseline (pre-action) for Batch 1 is Week 2
- Each table has been created after an additional round of enforcement on infringing links
- The dashboard should keep on becoming 'greener' as the action continues

  Baseline (pre-action)  
   Rank improved 9+  
   Rank improved 1-8  
   Rank decreased 9+  
   Rank decreased 1-8



# Pirated media takedown, and removal of pirated search engine results, has severely reduced overall accessibility to pirated content



**This content is still available in search engine results and the pirated media files have not yet been removed**

Note1: Pirated content visible on search engines includes rejected + pending links (part of infringing links)

Note2: Active pirated content refers to media files (source links) which have not been taken down yet