

MarkScan

India | New Delhi



Digital Content Protection – Software

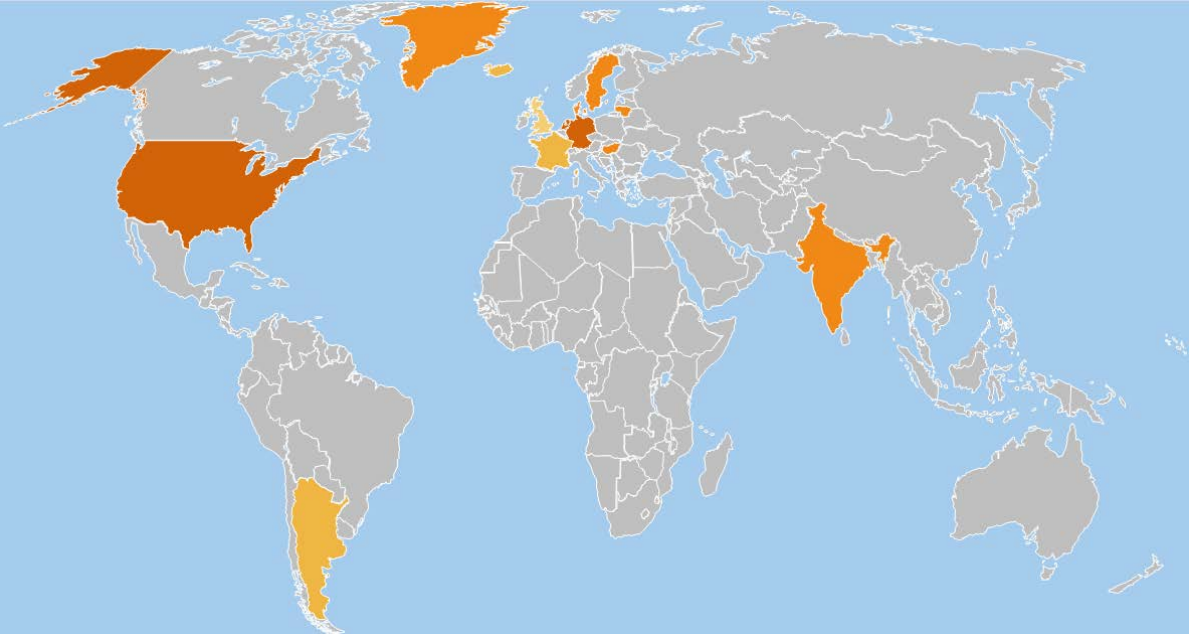
Case Study

In a system run time ~3 hrs we identified > 600 unique cracked versions, crack keys and crack keygens for *Software X* worldwide

of Links

<i>Links crawled</i>	4,19,796
Infringing Links	643
<i>Fake Links</i>	16,419
<i>Irrelevant</i>	4,02,734

Piracy Map of Server Locations



We have also tracked enablers which the pirated content relies on – ISPs, Advertisers & Domain Registrars

ISP - Location

Sample Data		
ISP	Location	Links
Dediserv Dedicated Servers Spolka Z O.o	Germany	108
Clientid	Switzerland	22
Hosting Solutions Ltd.	Ukraine	11
Leaseweb B.v.	Netherlands	10
54001 Ukraine Mykolayv	Ukraine	8
Contabo Gmbh	Germany	4

Advertisers

Sample Data	
Company	Links
zedo.com	106
TMBattle.com	22
mgid.com	12
dl-provider.com	11

Registrars

Sample Data	
Registrar	Links
Godaddy.Com, Llc	108
Pdr Ltd.	22
Active-Domain Llc	11
Namecheap.Com	10
Click Registrar, Inc.	8
Leaseweb Bv	4

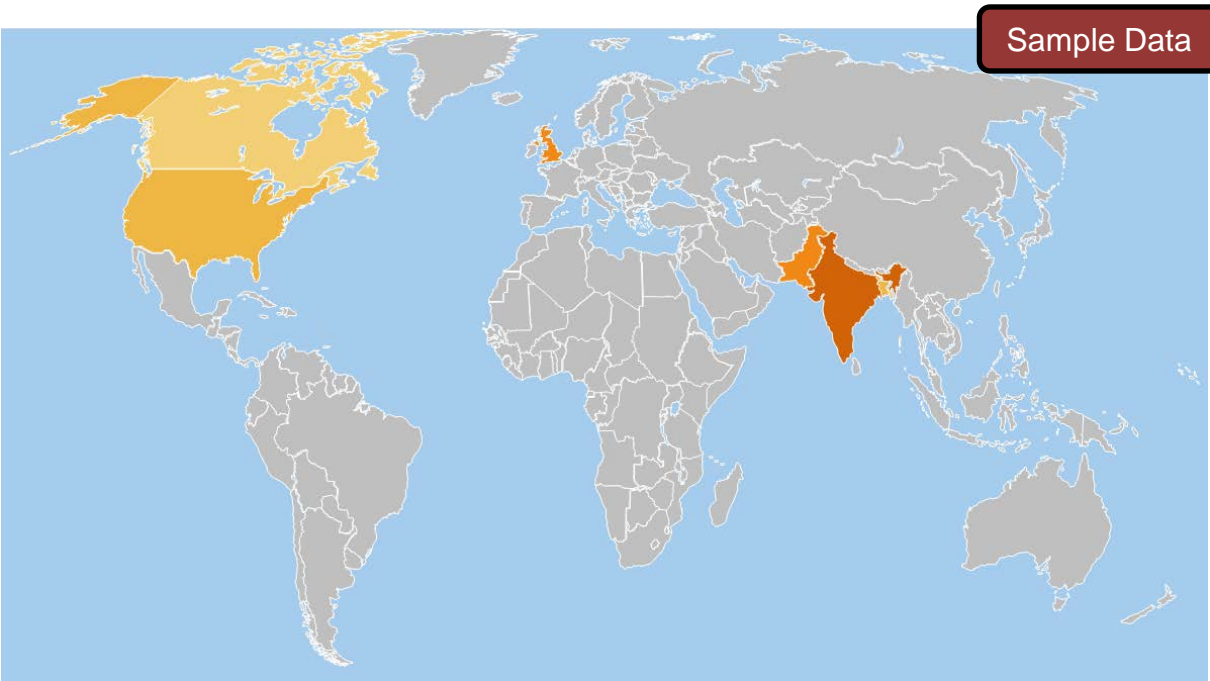
Engaging the 'Enablers' will help us squeeze the infringers where it hurts...

P2P propagators are spread across North America & Asia whereas US & India account for most number of users

Top Contributor Users

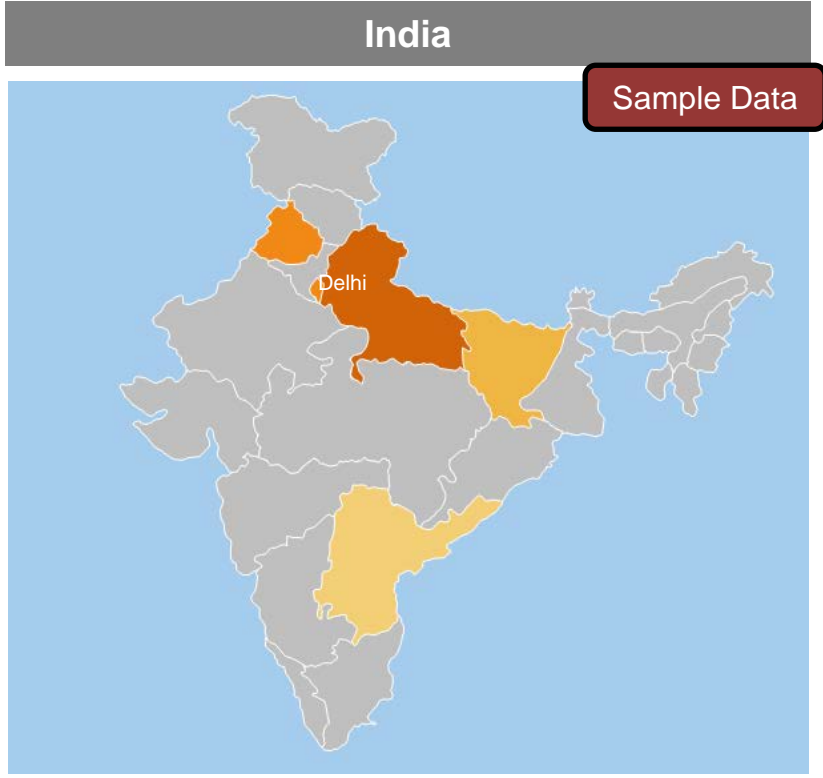
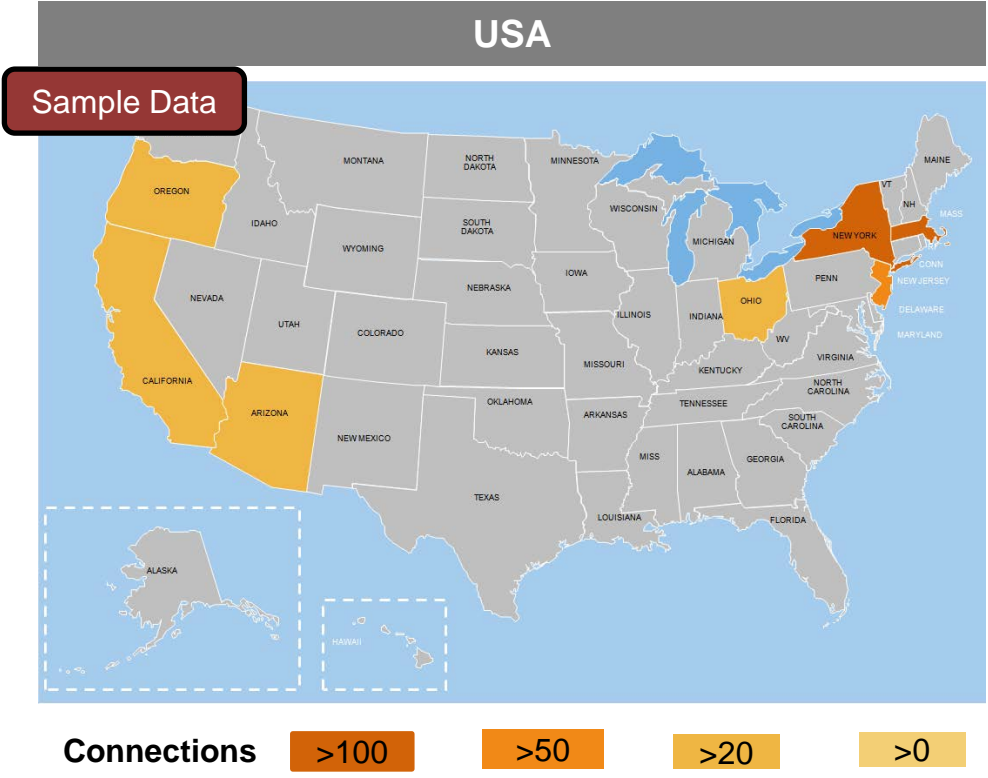
Sample Data			
User IP Address	ISP	Location	Connects / User
183.83.96.105	Bras Pools - Mehdipatnam	India	491
182.68.167.120	Bharti Airtel Limited	India	472
182.64.222.244	Bharti Telenet Ltd. New Delhi	India	438
182.178.38.95	Dslam Infrastructure North	Pakistan	389
210.211.23.2.141	Internet Service Provider	India	388

Geographical location of Users



Connections >50 >20 >10 >2

Drilling down into the top countries highlights the areas where most of the pirated content users are based



We believe an effective user focussed anti piracy strategy will be successful...

We will conduct multiple escalations to ensure maximum compliance, our IP experience will come in handy

Sample Data	Mode of Notification					Man-Hours Consumed	System-Time Consumed
	DMCA Email	DMCA Web-form	Formal Communication	Legal Correspondence	Total		
Level 1 Notifications	168	28	N/A	N/A	196	1 hr	15 mins
Effectiveness	85%	86%	-	-	85%		
Escalations	65	40	-	-	105	1 hr	10 mins
Liaison with Government & Associations	7	-	35	42	42	7 hrs	-
Overall Effectiveness	240	68	35	-	81%	18 hrs	10 hrs 40 mins

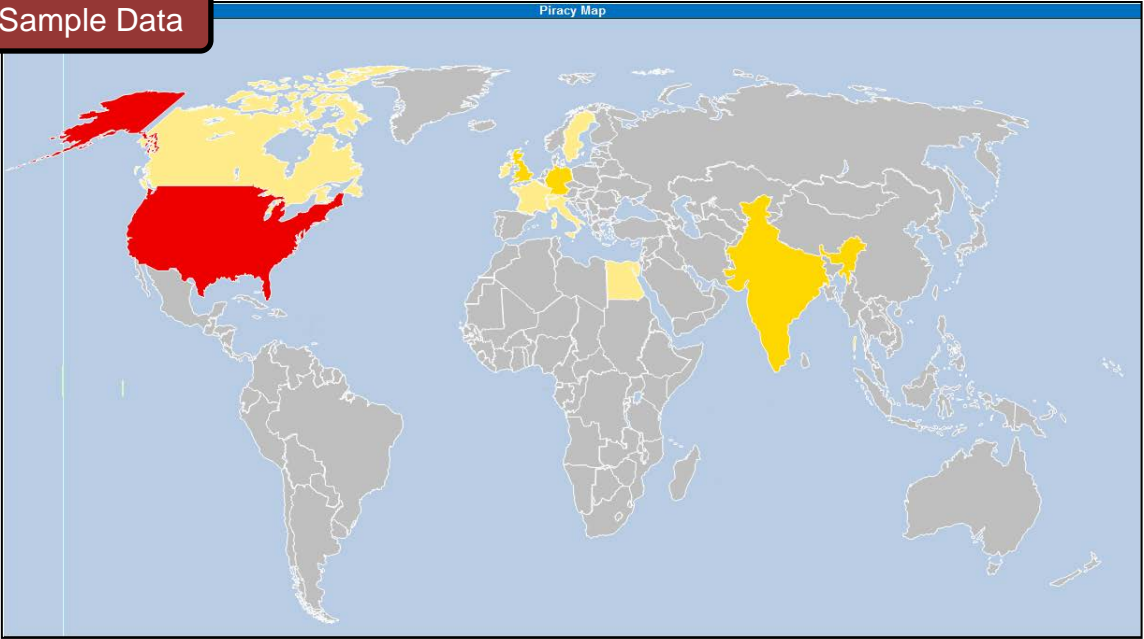
Legal Experts

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Any non compliance will be tracked and will be highlighted to relevant industry associations & government bodies

Residual Servers

Sample Data



Links >20 >10 >5 >0

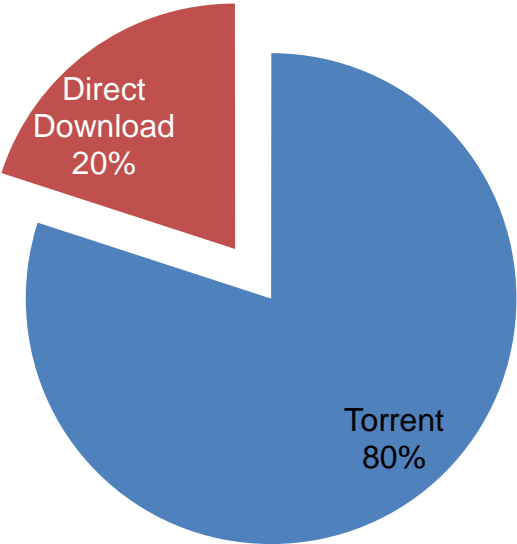
These non compliant servers will be tracked over a course of time and major repeat offenders will be highlighted

Posting decoy links and counter SEO actions will form the backbone of counter piracy efforts

Decoy Links Posted

Sample Data

Total ~400 Decoys



Counter SEO

Sample Data

Website	# of links posted
Hulkshare.com	40
Torrentz.eu	10
Sumotorrent.com	5
Soku.com	3
Youtu.be	3
Mediafire.com	3
Jattyouth.com	1