

Measures to help Right holders and Advertisers avoid placing Advertisement On Infringing Websites

Chinese Taipei
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Outline



➤ **Background**

➤ **Process**

➤ **Implementation**

➤ **Future Plans**

Background

- When tackling problems of foreign infringing websites, “follow the money” is adopted internationally.
- Advertisers voluntarily avoid placing ads on infringing websites so as to cut money flow.

Status of
infringing websites



Measures taken internationally

Advertising revenues

Main source of profits.

Advertisers' own discretion

The US, the UK and some other economies have developed voluntary agreements on “follow the money” actions to cut advertising revenues off of infringing sites.

Process

2016.Dec held first meeting

2017.Apr visited TAAA

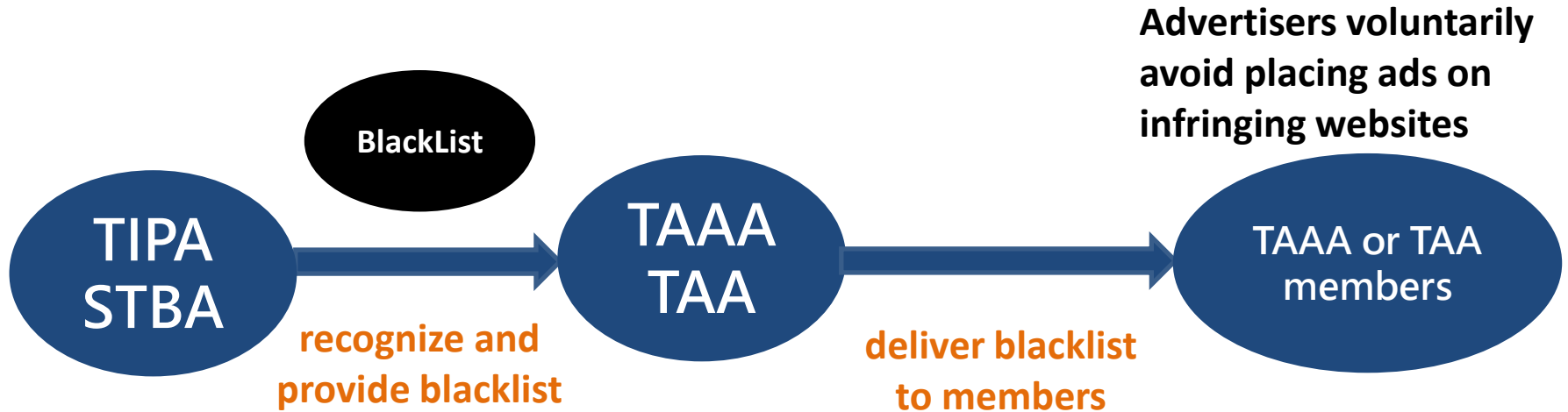
2017.May held second meeting

2017 TIPA and “IWL Protecting Rights Alliance” signed a memorandum of understanding (MoU) on cooperation with TAAA(Aug) and TAA(Nov)



Implementation

- Rights holders first recognize infringing websites, and then provide a blacklist to advertisers to avoid placing ads on infringing websites.



- According to rights holders, preliminary results of “follow the money” actions are:
 - Two lists of infringing websites were provided by TIPA in Sep and Nov, 2017.
 - Two lists of infringing websites were provided by STBA in Mar and Jul, 2017.
 - Fewer ads placed on infringing websites by TAAA and TAA members.

Future Plans

Continuing promotion to advertisers

- Asking government authorities to take extra care not to place ads on infringing websites.
- Asking our National Federation of Industries and General Chamber of Commerce to remind members not to place ads on infringing websites.

Encouraging participation by Large-scale digital advertisers

- Contacting Google and Yahoo and asking them to work with rights holders to optimize results of “follow the money” measures.

Thank you

