

**HELLENIC COPYRIGHT ORGANIZATION
COMBATTING ONLINE PIRACY | MARCH 7, 2025**



MPA

SITE BLOCKING BEST PRACTICES



NETFLIX



prime | **AMAZON
MGM STUDIOS**

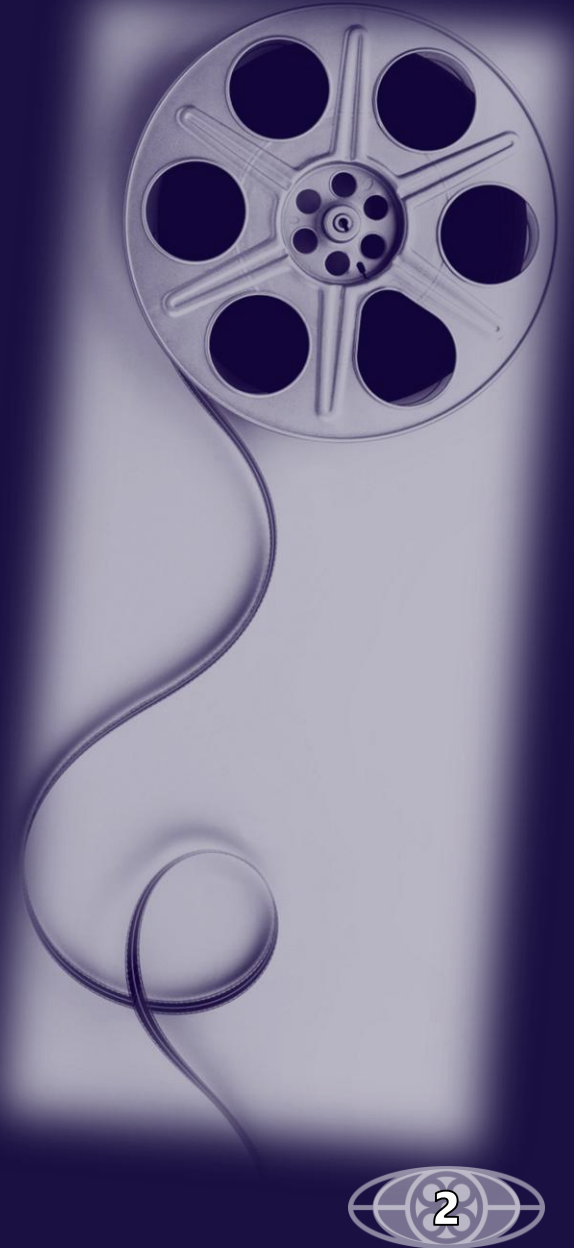


DRAFT AGENDA

- **ABOUT MPA AND ITS EFFORTS IN SITE BLOCKING**
- **FACTS AND FIGURES**
- **THE IMPORTANCE OF NO-FAULT INJUNCTIONS**
- **BEST PRACTICES PRINCIPLES**
 - PRECISE TARGETING AND PROPORTIONALITY
 - LEGAL FRAMEWORK FOR DYNAMIC BLOCKING
 - DUE PROCESS, TRANSPARENCY & FUNDAMENTAL RIGHTS BALANCING
 - SAFEGUARDS AND AUTOMATED TOOLS
- **CONCLUSIONS**

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Vice President, Head of Policy, EMEA





MOTION PICTURE ASSOCIATION

MPA is the leading advocate of the film, television, and streaming industry around the world. We are an international presence with offices in Washington D.C., Los Angeles, Brussels, Toronto and Singapore.

Our members include



NETFLIX



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One of the goals of the MPA is to reduce piracy through:

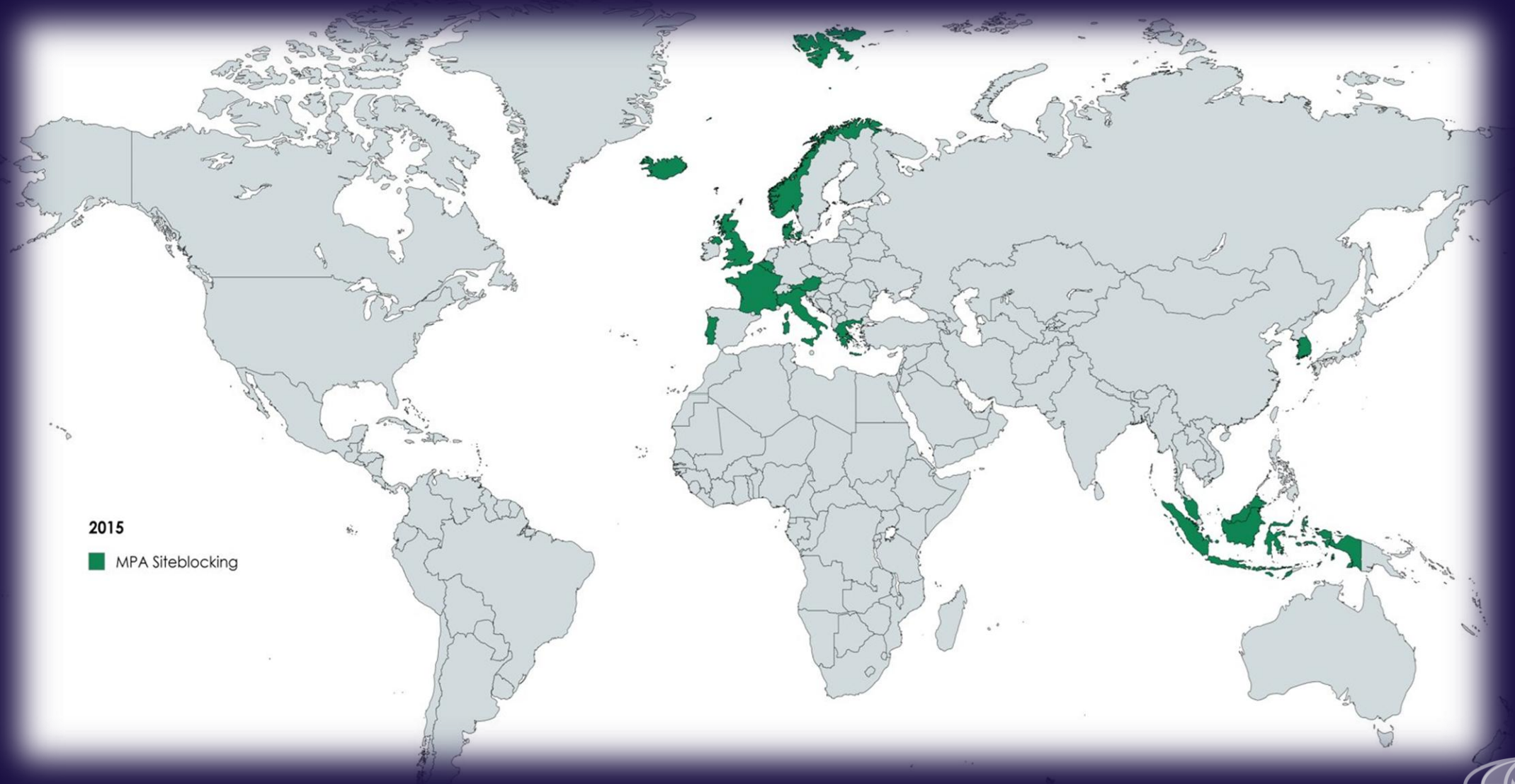
- (1) Effective enforcement strategies;
- (2) Targeting the operators of illegal sites; and
- (3) Collaboration with online intermediaries whose services are used to illegally spread or access protected works.



| MPA Perspective: Evolution of SB



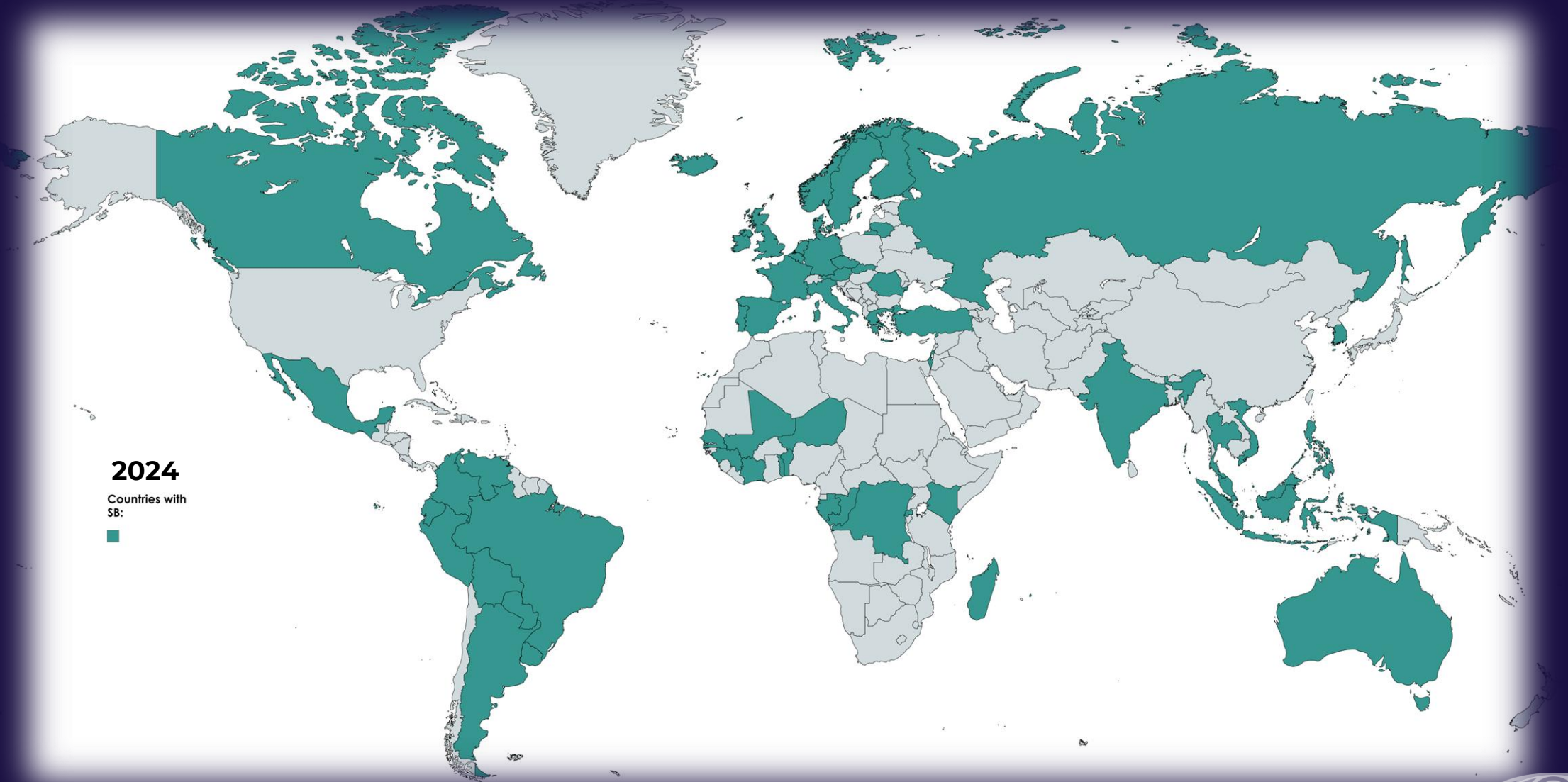
| MPA Perspective: Evolution of SB



| MPA Perspective: Evolution of SB



| MPA Perspective: Evolution of SB



SB is now established in more than 50 countries

| Site Blocking “Coming Attractions”



United States of America

Legislation Introduced
January 2025



Poland

DSA Implementation
Bill



South Africa

Draft White Paper
Department of Communications and
Digital Technologies (DCDT)

| Facts & Figures

Content Piracy is practised by Terrorists and Organized Crime Syndicates¹

Organized-Crime Group	Base Location	Film Piracy	Counterfeiting	Racketeering	Human Smuggling	Money Laundering/ Illegal Transfers	Illegal Gambling	Loan-Sharking	Narcotics Trafficking	Prostitution	Weapon Trafficking	Contract Killing	Document Forgery Services
Big Circle Boys	Canada	x		x	x	x	x	x	x	x	x	x	x
Yi Ging	USA	x		x		x	x	x	x				
Jah Organization	USA	x	x			x							x
Cockle-picker Gangmaster	England	x	x		x								
Lotus Trading Company	England	x	x		x								
Madrid Human Smuggling Ring	Spain	x			x								x
Camorra Matia	Italy	x	x	x	x	x	x	x	x	x	x	x	x
Wo Shing Wo Triad	Hong Kong	x	x	x	x	x	x	x	x	x	x	x	x
San Yee On Triad	Hong Kong	x	x	x	x	x	x	x	x	x	x	x	x
Ang Bin Hoey Triad	Malaysia	x	x	x	x	x	x	x	x	x	x	x	x
Barakat Network	Paraguay	x	x	x		x	x		x		x		x
PIRA/RIRA	N. Ireland	x	x	x					x		x		
UDA/UFFA/UVF	N. Ireland	x	x	x					x		x		
D-Company	Pakistan	x	x	x		x			x		x	x	
Tarantsev/Orehovsko-Medvedkovsky	Russia	x	x			x						x	
Los Ambulantes/Tepito	Mexico	x	x	x	x	x			x	x	x		x
Yamaguchi-gumi/Yakuza	Japan	x	x	x	x	x	x	x	x	x	x	x	x

¹ See RAND Corporation Report: "Film Piracy, Organized Crime, and Terrorism", [here](#)

Content Piracy is practised by Organized Crime

EUROPOL and Italian authorities dismantled large-scale piracy operation, which provided 22 million European subscribers with access to pirated content from streaming services. Estimated **annual revenue of €3 billion**.¹

Portuguese authorities and INTERPOL dismantled the EVO Release Group, an international criminal network accused of illegally distributing copyrighted audiovisual content. This operation resulted in the arrest of the group's leader and the seizure of equipment, addressing **losses exceeding €1 million**.²

Pirate websites generate substantial income by hosting advertisements. For instance, the 1,000 most popular pirate sites visited by UK consumers make up to £37 million annually from advertising in the UK alone; the top 10 of these are estimated to make £12 million. When considering global traffic, these same websites collectively earn approximately **£460 million from advertising**.³

¹ See [Europol's Internet Organised Crime Threat Assessment \(IOCTA\) 2024](#), [here](#)

² See [INTERPOL's Project I-SOP](#), [here](#)

³ See [Royal United Services Institute \(RUSI\): "Taking the Profit Out of Intellectual Property Crime: Piracy and Organised Crime"](#), [here](#)

| Facts & Figures

Out of **8 B** people
in the world



5.35B

were active
Internet
users in
2024¹

57%

chance that an
audiovisual piracy
app will cause
malware
infections²

1 out of 5

Europeans suffered
from identity theft
between 2018-2019,
potentially facilitated by
malware infections²

31%

amount malware
infections could be
reduced if consumers
are educated about
piracy³

¹ See Lexie Pelchen, Internet Usage Statistics in 2025, Forbes Home, March 1, 2024, [here](#).

² See Paul A. Watters, Audiovisual Piracy Cyber Risk for European Consumers, September 19, 2022, [here](#).

³ See Paul A. Watters, Time to Compromise, December 2021, [here](#).

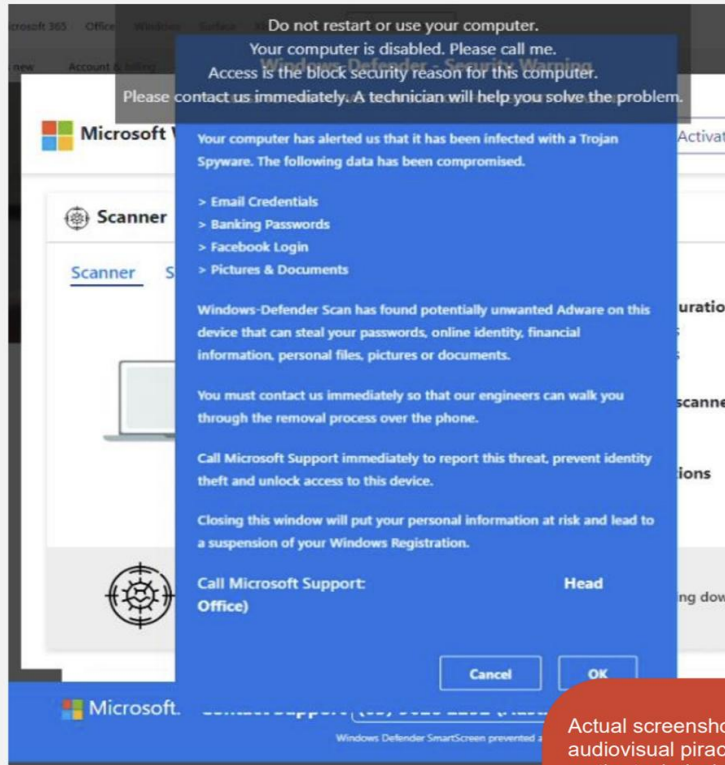
| Facts & Figures with Malware

On Computers:

- Pop-Up Windows
- CPC Fraud Malware
- Browser Notification Hijacking
- Browser Extension Installation
- Adware
- Full Malicious Application Installation
- Malicious Banner Ads

On mobiles:

- Embedded Malware
- Banner Advertising
- Hardware Linked Subscriptions



Actual screenshot from an audiovisual piracy site, a variation on the technical support scam, where a Remote Access Trojan (RAT) is installed on a consumer's PC.

The infection was triggered within 30 seconds of searching for audiovisual piracy content.

**PIRACY IS NOT
A VICTIMLESS
CRIME**

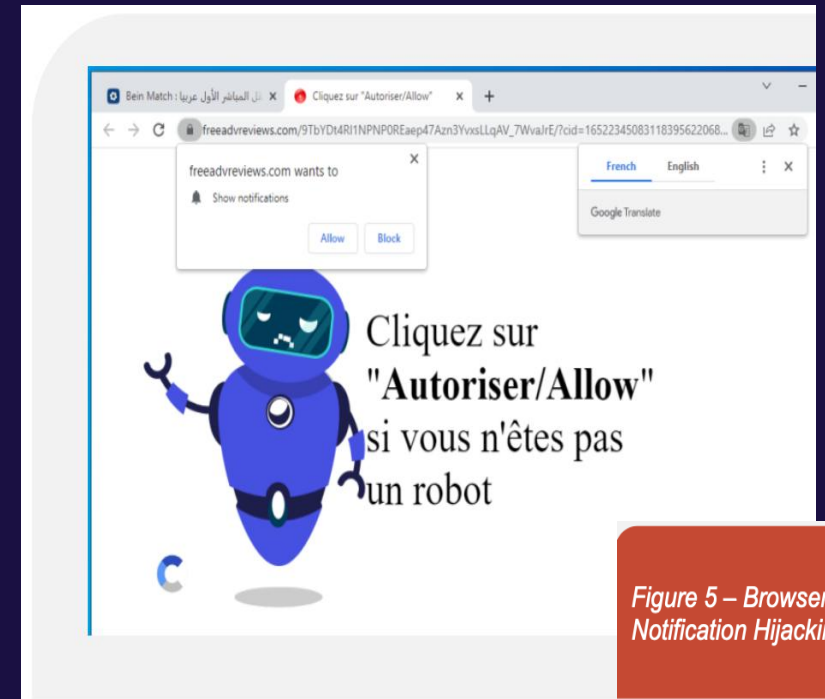
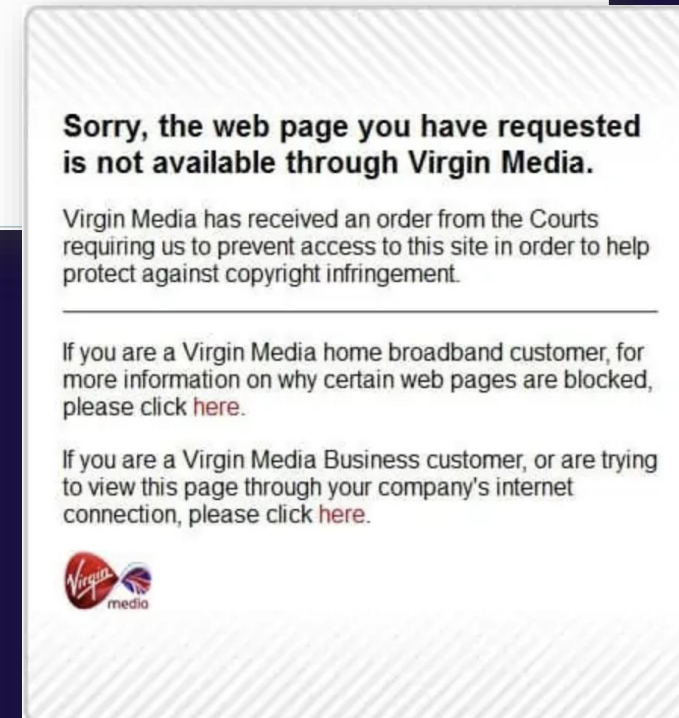
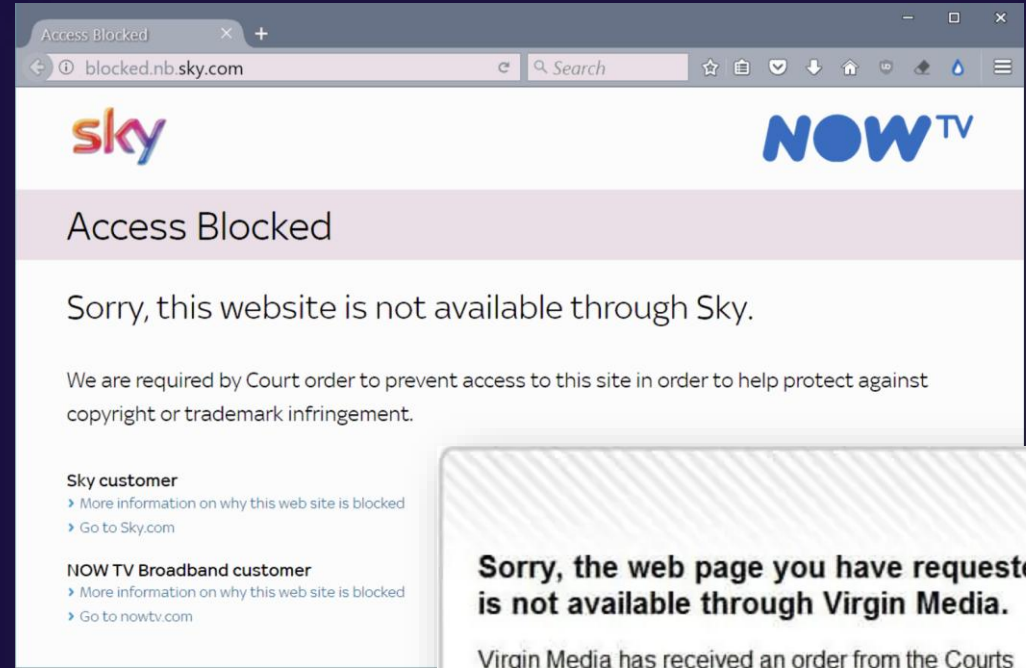


Figure 5 – Browser Notification Hijacking

| Why No-Fault Injunctions?

- **Site Blocking is achieved through “No-Fault Injunctions”** when it is too difficult to reach the piracy site/app operators;
- **Internet service providers (ISPs) – even if not directly involved are asked by competent authorities to act in order to avoid and/or prevent their services from being used for copyright infringement, without blame or fault on them.**

The measures are generally accomplished by DNS, IP address or URL blocking.



| Why No-Fault Injunctions?

- 🌐 Difficult or impossible to locate or prosecute the pirate operators
- 🌐 Lack of detailed investigative information about the pirated services (KYBC information)

❑ Name/Surname ?



Physical Address ?

Copy of ID ?



❑ E-mail Address ?

IP Address ?

Bank Account ?

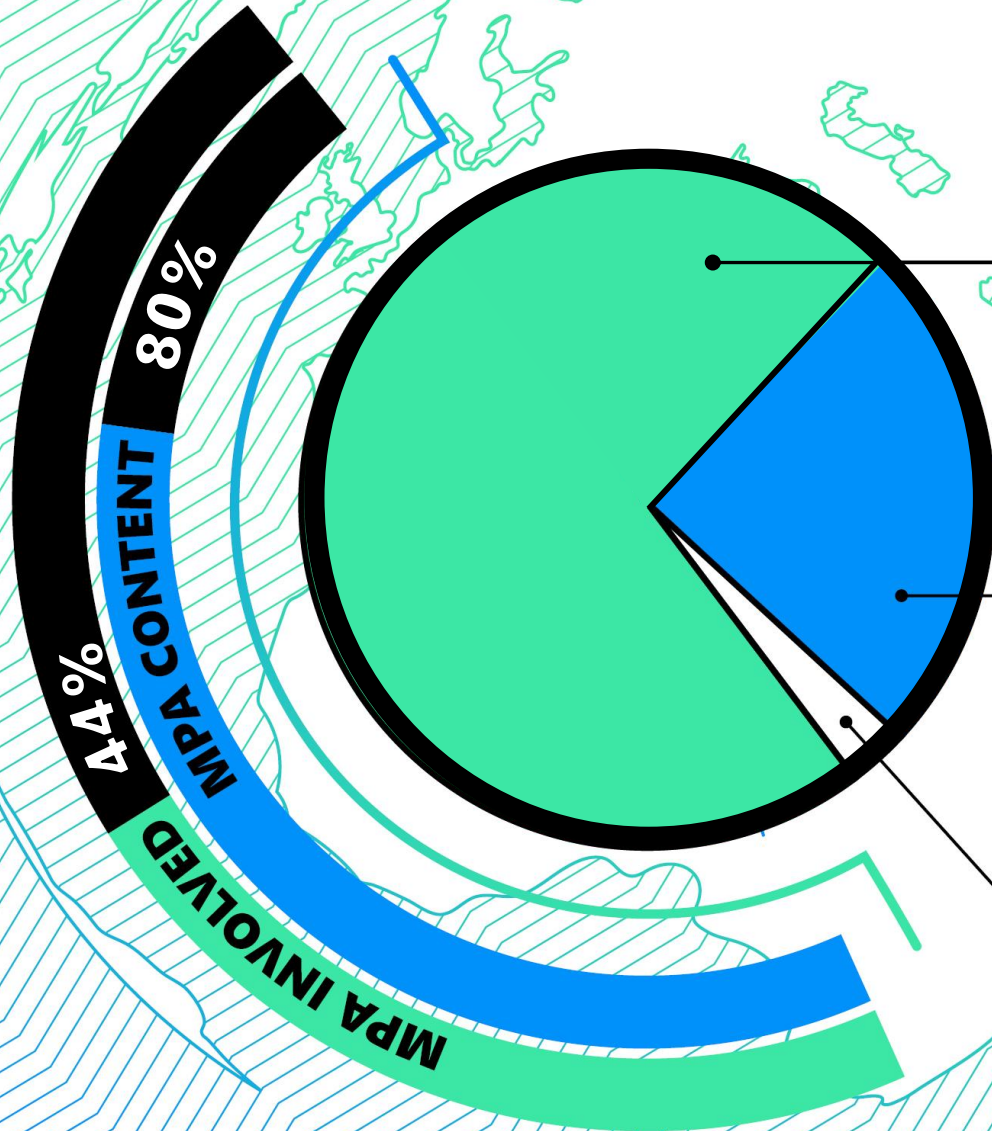
❑ Crypto Wallet ?

Domain Name ?



Operators are spread around the world, and it is sometimes extremely difficult to retrieve these pieces of information...

| SB Procedures Breakdown



66.72%

Examples: UK & Spain



28.52%

Examples: Greece & France (admin updates)



4.75%

Example: Brazil

| Types of SB Injunctions



Static

- ✓ specific list of DNS, IP addresses or URLs
- ✓ cannot be extended unless a new procedure is started



Dynamic

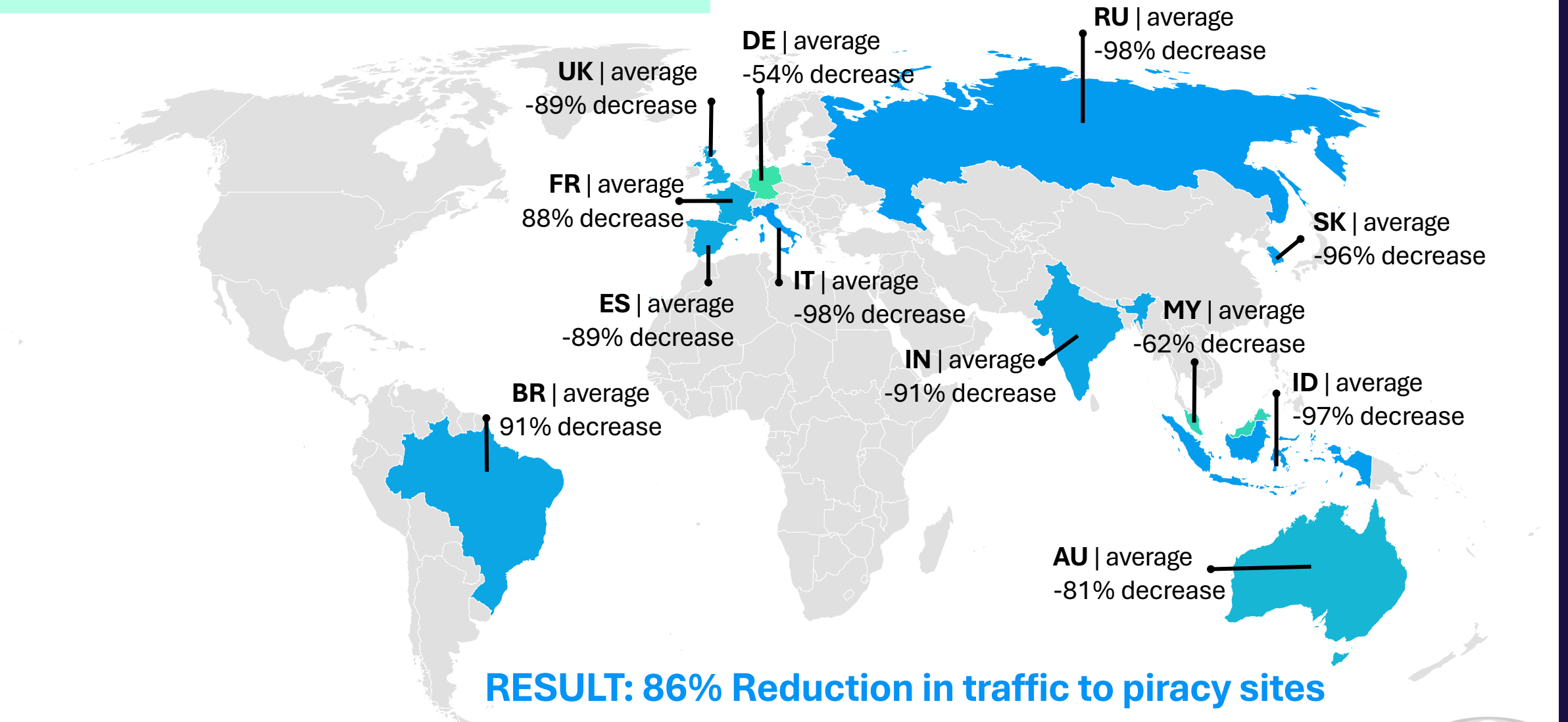
- ✓ allows for flexibility (alias, mirrors, copycats)
- ✓ covers the entire pirate brand under certain circumstances
- ✓ without starting a new procedure (notification to the ISPs is sufficient)



Live

- ✓ type of dynamic injunction, specific for live or time-sensitive content
- ✓ shorter time for ISPs to comply, and often with automation

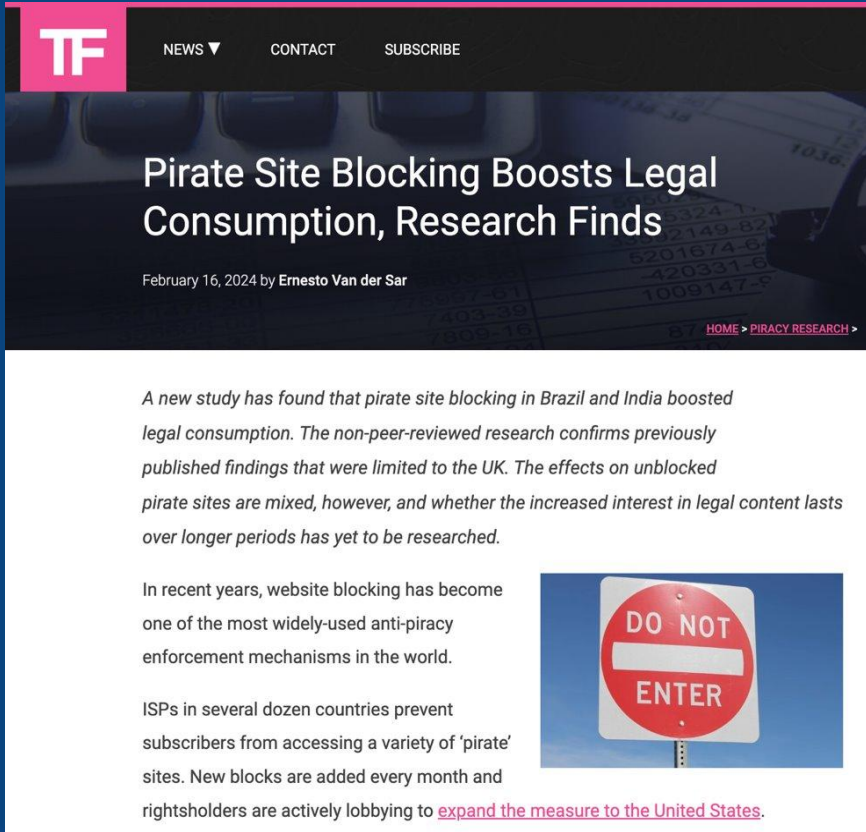
| SB Effectiveness



RESULT: 86% Reduction in traffic to piracy sites

SB Effectiveness & Legal Uptake

2016 - 2024 Reports



The screenshot shows a news article from TorrentFreak. The title is "Pirate Site Blocking Boosts Legal Consumption, Research Finds". The byline is "February 16, 2024 by Ernesto Van der Sar". The article text states: "A new study has found that pirate site blocking in Brazil and India boosted legal consumption. The non-peer-reviewed research confirms previously published findings that were limited to the UK. The effects on unblocked pirate sites are mixed, however, and whether the increased interest in legal content lasts over longer periods has yet to be researched." Below this, it says: "In recent years, website blocking has become one of the most widely-used anti-piracy enforcement mechanisms in the world." There is an image of a "DO NOT ENTER" sign. The text continues: "ISPs in several dozen countries prevent subscribers from accessing a variety of 'pirate' sites. New blocks are added every month and rightsholders are actively lobbying to [expand the measure to the United States](#)."



8.1% and 3.1%
increase in legal consumption overall caused by website blocking in India in 2019 and 2020 respectively.¹



5.2%
increase in legal consumption overall caused by website blocking in Brazil in 2021.¹



6% and 10 %
respectively, increase in visits to paid legal streaming sites such as Netflix and increase in videos viewed on legal ad-supported streaming sites like BBC and Channel 5 in UK.²



5%
increase of traffic to legal content viewing sites in Australia.³

¹ See Danaher, Brett and Sivan, Liron and Smith, Michael D. and Telang, Rahul, The Impact of Online Piracy Website Blocking on Legal Media Consumption, February 12, 2024, [here](#). See also a [TorrentFreak](#) article of February 16, 2024.

² See Danaher, Brett and Smith, Michael D. and Telang, Rahul, Website Blocking Revisited: The Effect of the UK November 2014 Blocks on Consumer Behavior, April 18, 2016, [here](#) and Danaher, Brett and Hersh, Jonathan Samuel and Smith, Michael D. and Telang, Rahul, The Effect of Piracy Website Blocking on Consumer Behavior, August 13, 2019, [here](#).

³ See Motion Picture Association, Measuring the Effect of Piracy Website Blocking in Australia on Consumer Behavior: 2018-2019, May 21, 2021, [here](#).

BEST PRACTICES | Overview



Precise Targeting & Proportionality



Legal Framework for Dynamic Blocking



Due Process, Transparency & Fundamental Rights Balancing



Safeguards, especially for Automated Tools



BEST PRACTICES | Precise Targeting & Proportionality

- Focus on **structurally infringing services** that have a "*primary purpose*" or "*primary effect*" to infringe or facilitate copyright infringement.
- **Proportionate measures** that are tailored to the infringement.
- **Technological safeguards:**
 - Especially in the fast changing and time-sensitive context of live events, the use of **automated solutions** is preferred to **track in real time** the relevant locations (IP/DNS) used by the infringing service;
 - Several **technological solutions** are available on the market to ensure that blocking measures remain **strictly targeted**, especially with frequent IP or DNS address changes;
- **Sunset period:**
 - Blocked IP addresses and domain names that are **definitively no longer used** for structural infringement are **unblocked** as soon as reasonably possible and feasible.



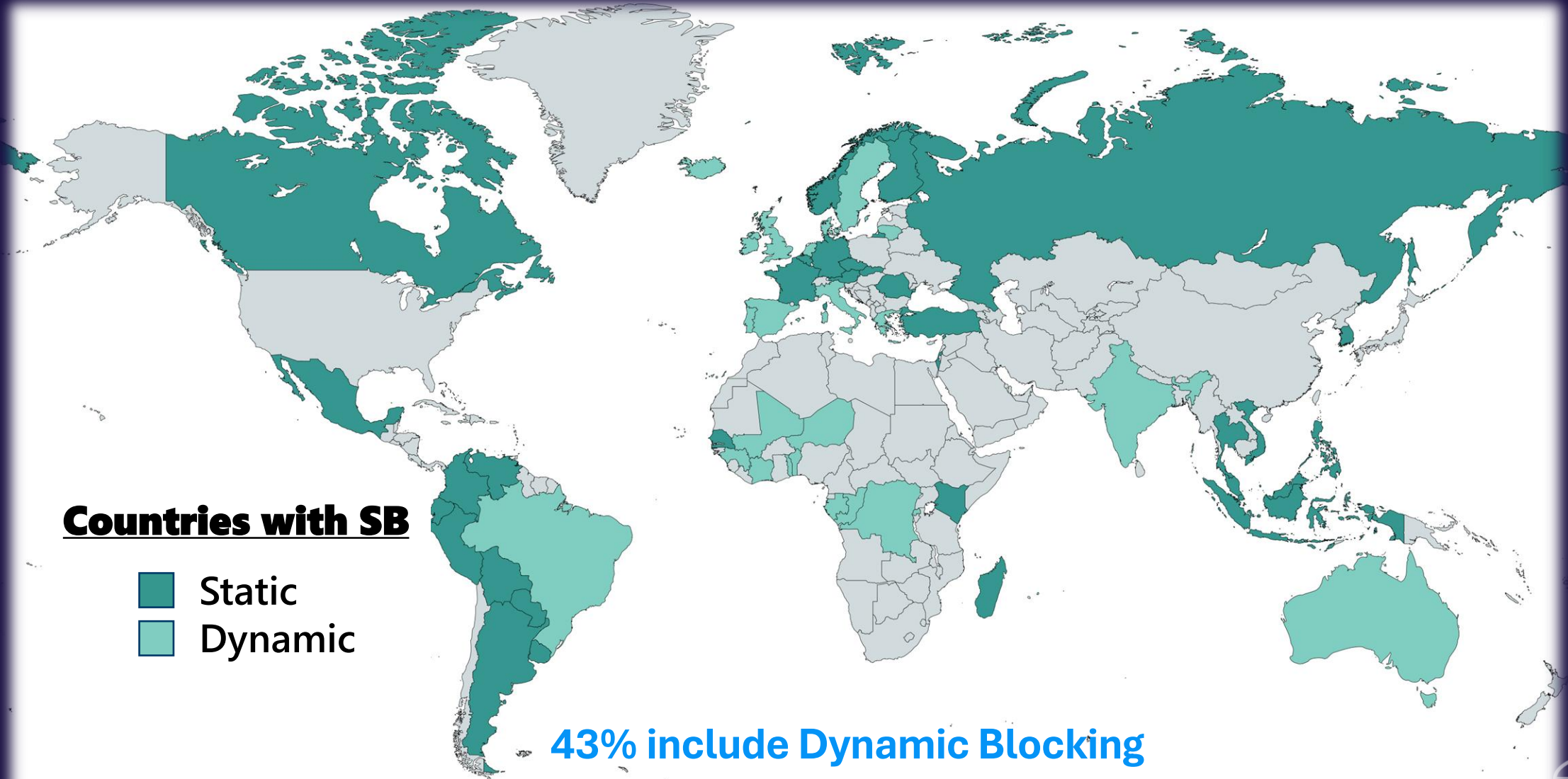
BEST PRACTICES| Legal Framework for Dynamic Blocking

- Pirates evade static site blocking orders by switching domain names and IP addresses.
- Many countries adopted ***dynamic blocking frameworks*** and a ***streamlined procedure*** so that blocks can be updated without the need for judicial and/or administrative proceedings.
- **Benefits:**
 - ***Swift communication*** between ISPs and rightsholders to update the blocks, and to facilitate constructive dialogue;
 - Crucial to address ***live events and newly released audiovisual works*** protection;
 - Applicable to a broad ***non-exhaustive range of intermediaries*** (internet access providers, DNS revolvers, CDN services...)



BEST
PRACTICE

BEST PRACTICES | Legal Framework for Dynamic Blocking



BEST PRACTICES | Due Process, Transparency & Fundamental Rights Balancing

- When SB is strictly targeted and proportionate, **freedom of information and expression of Internet users** is not impaired
- SB injunctions should be tailored to avoid undue impact on the **freedom to conduct business** of the involved **intermediaries**:
 - Flexibility (where practicable) in determining the concrete measures to apply, as long as sufficiently effective, without discrimination;
 - Before filing a blocking application, where reasonably possible, best efforts should be made to put the infringing service on notice (notification best effort requirement);
- **Transparency, Awareness & Due Process**:
 - Clear information should be provided via a public facing **landing page** informing the public of the reasons why the infringing service is blocked (e.g. decision by the administrative or judicial authority), including information where concerns, questions or legal remedies can be raised;
 - Publicly available decisions/orders;
 - Clear means of appeal for operators/users/intermediaries impacted.



BEST PRACTICES | Due Process, Transparency & Fundamental Rights Balancing

Sorry, the web page you have requested is not available through Virgin Media.

Virgin Media has received an order from the Courts requiring us to prevent access to this site in order to help protect against copyright infringement.

If you are a Virgin Media home broadband customer, for more information on why certain web pages are blocked, please click [here](#).

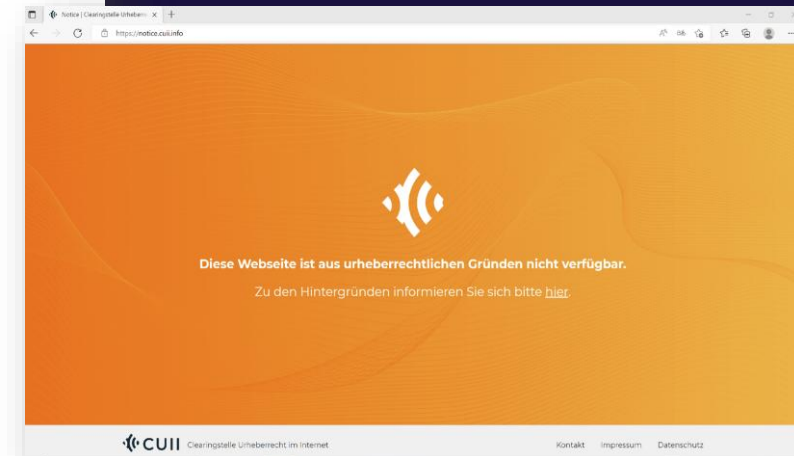
If you are a Virgin Media Business customer, or are trying to view this page through your company's internet connection, please click [here](#).



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Examples of landing pages

BEST PRACTICES | Safeguards & Automated Tools



- Automated communication systems/platforms have been put in place between rightsholders and ISPs in the context of live SB, that allow rightsholders to swiftly communicate the updated online infringing locations (DNS and IP Addresses, URLs).
 - Systems are in place in [Brazil](#), [Italy](#) and [Greece](#).
- Given the processing and implementation speed of automated site blocking platforms authorities should:
 - Guarantee due process provisions from the outset, safeguards and fundamental rights balance;
 - Put in place “*trusted flagger*” quality standards required to obtain access to the automated platform;
 - Ensure that access can temporarily be revoked (“*cooldown period*”) in case a qualifying rightsholder is unable to meet the standards after having been granted access (without prejudice to other measures).



Site Blocking is an effective tool to combat piracy on a global scale.



Adopting best practices ensures an appropriate balance between the rights of third parties and effectiveness.



Fostering cooperation between rightsholders and intermediaries is key.



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THANK YOU



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