

# It won't be achieved if all stakeholders don't cooperate with each other

Detecting and solving the problem of piracy in the Internet

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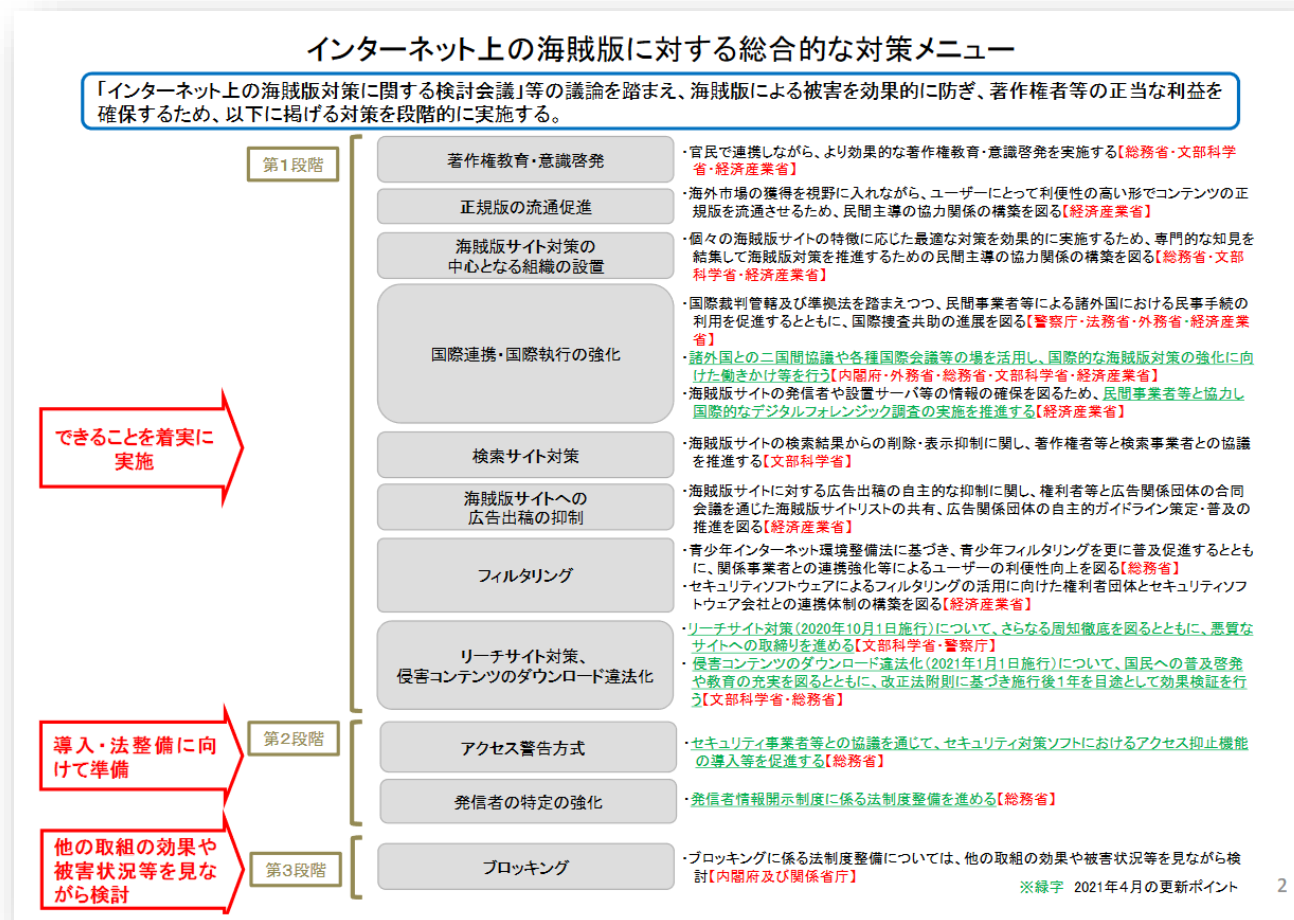
▶▶▶ Stop the piracy! <https://www.abj.or.jp/stopkaizokuban>



# Comprehensive countermeasure lineup against the piracies on the Internet (whole shape)

In 2020, by Cabinet Secretary's Intellectual Property Strategy Division - 内閣府知的財産権戦略本部

[https://www.kantei.go.jp/jp/singi/titeki2/chi tekizaisan2020/pdf/kai zoku\\_taisaku.pdf](https://www.kantei.go.jp/jp/singi/titeki2/chi tekizaisan2020/pdf/kai zoku_taisaku.pdf)



# ▶▶▶ Comprehensive countermeasure lineup against the piracies on the Internet (1/2)

Education & Enlightenment about Copyright

To seek more effective education and enlightenment about the copyright (MIC, MEXA, METI)

Promoting the distribution of authorized copies

Private sector led institutionalization of the distribution of authorized copies, exploring overseas market, with good usability (METI)

Central Institution of addressing the piracies

To maintain high expertise on addressing the piracies to take the best effective countermeasure for individual piracy sites (MIC, MEXA, METI)

International Cooperations including law enforcement

To mobilize civil procedures in other countries and international cooperative investigation on the basis of international court jurisdiction and legislation (NPA, MOJ, MOFA, METI),

to mobilize bilateral coordination and international conferences to reinforce the international countermeasures for addressing the piracy (CO, MOFA, MIC, MEXA, METI),

to promote international digital forensic investigation cooperating with private operators (METII)

Search Engines

To promote the cooperation between copyright holders and search engines on the deletion and suppression of search result of the piracy sites

Suppression of advertisement revenue of the piracy sites

To promote sharing the piracy site list and establishing guideline of advertisement bodies on suppressing the advertisement on the piracy sites

# ▶▶▶ Comprehensive countermeasure lineup against the piracies on the Internet (2/2)

Filtering

To promote the filtering for the juvenile based on the act for Internet Environment for the juvenile (MIC) and to institutionalize the cooperative actions between security software vendors and copyright holder association (METI)

Addressing leech sites & illegalizing the downloading of pirated contents

To thoroughly deploy addressing leech site and enforce the mal-intended sites (MEXA, NPA) and to promote, enlighten and educate the citizens on the illegalization of the downloading of pirated contents (enacted in October 2020, in effect in January 2021) (MEXA, MIC)

Access alert

To promote the access suppression by security software in cooperation with the security operators and vendors (MIC)

Reinforcement of identification of senders

To promote the legislation of disclosure of sender information (MIC)

Content Blocking

Legislation of content blocking is to be considered with careful observation of the effect by the other countermeasures and the trend of loss

# ▶▶▶ Endeavors by multistakeholder “fight against piracy” team

## **Publishers’ Alliance “Fight Against Piracy” Conference**

Government, Publishers, ISPs, Engineers, JPNIC  
Monthly regular meeting

## **Multi-directional endeavor to address the manga piracy**

Law Enforcement, especially in the other countries  
CDNs, Search Engines, Domain Name Registrars  
Maintain “Top 20 piracy sites” and keep track of page

# ▶▶▶ Call for Cooperation to address the piracy

**Publishers are now in cooperation with Government, JPNIC, ISPs, Law Enforcement Agencies, Diplomatic Channel, ... 360 degree approach to effectively suppress the piracy**

**The piracy operator may be not in Japan but in another countries...**