



Ad Supported IP Infringement:
Prevention Through Non-Legislative Tools:
Challenges, Evolving Landscape, Solutions

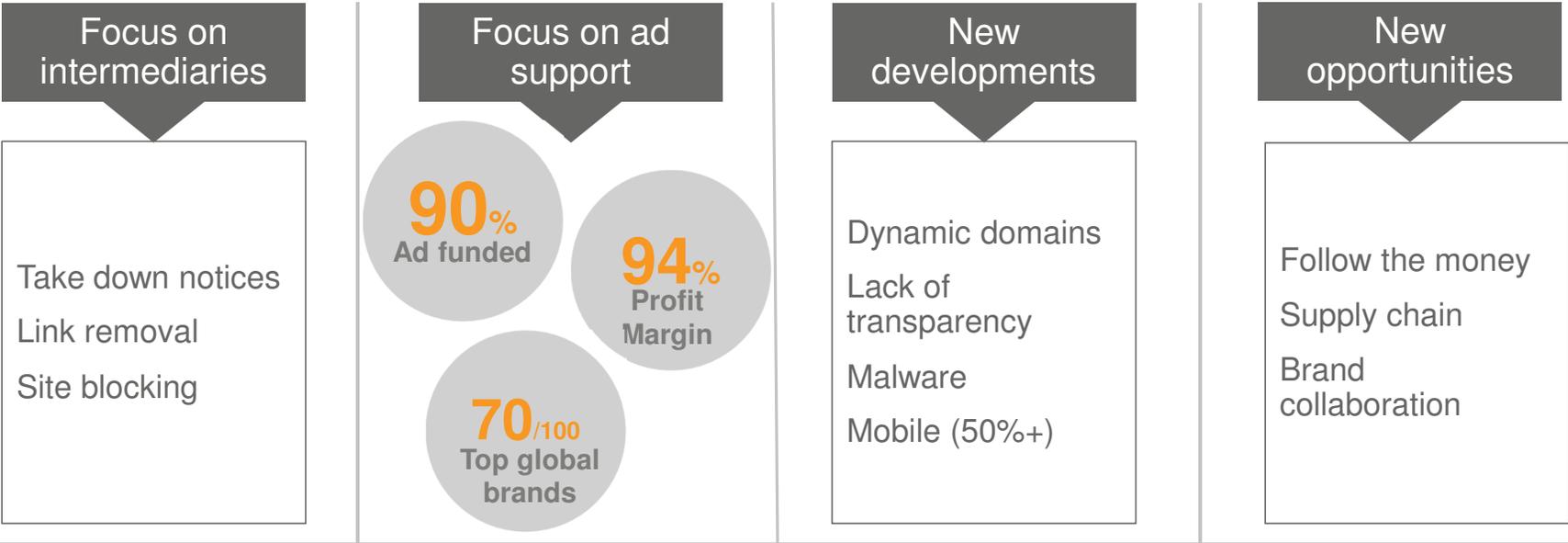
Xiamen, 4 November 2018



The Problem

The Problem

Enforcement Evolution

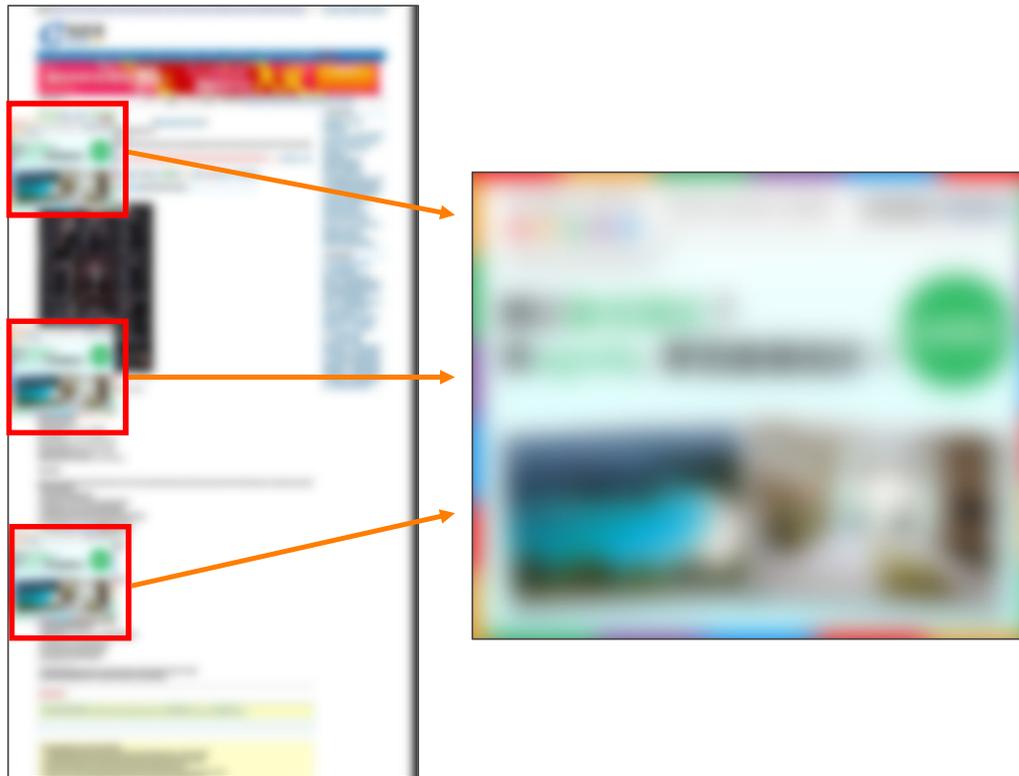


Sources: www.fact-uk.org.uk, 2017, White Bullet, 2018,

Many brands inadvertently advertise on high risk websites/ apps.
Ad companies don't always know which websites/apps pose IP risk.

Identifying The Problem

Ads On IP Infringing Websites/Apps – Example 1

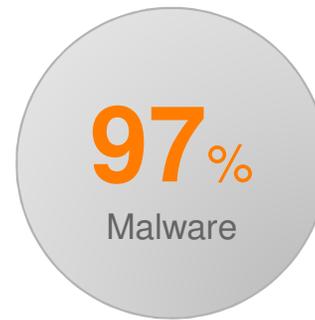
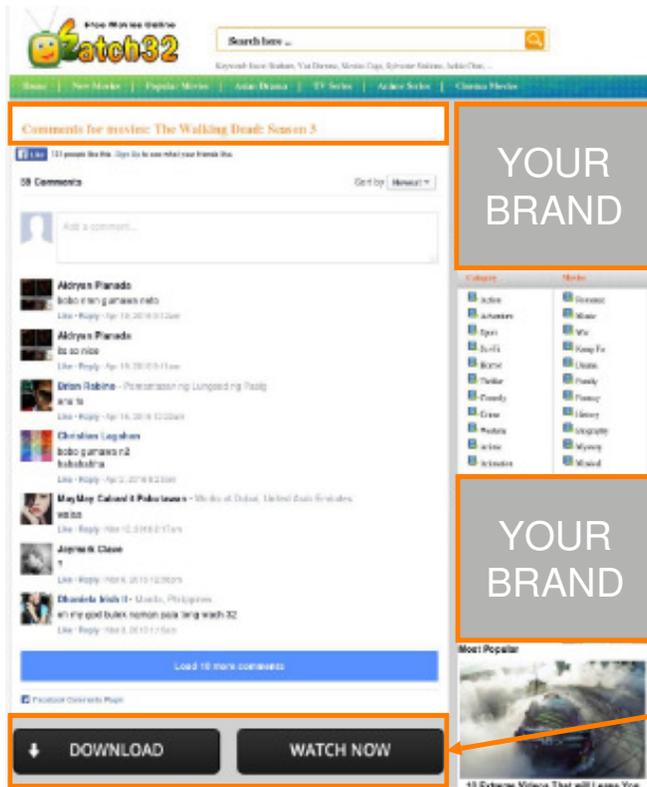


- Filled in milliseconds
- Inadvertent
- 75%+ of all ads are known brands ...
...the rest are high risk
e.g. Malware

Source: White Bullet, 2018

Identifying The Problem

Engaging Brands And Ad Companies



Sources: Digital Citizens Alliance Study Digital Bait 2015, Incopro, 2014

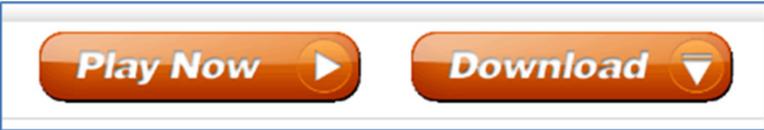
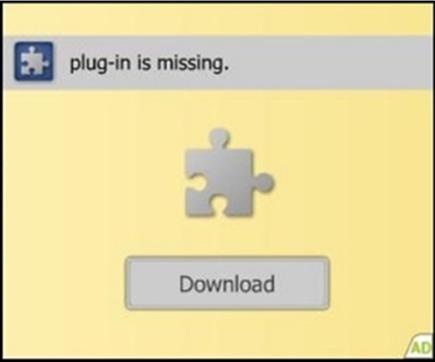
Identifying The Problem

Malware And Fake Ads



■ \$ Placement; \$\$ Extortion

■ Malware, adware, spyware, phishing



Identifying The Problem

Malware And Pixel Stuffing



41%
Engage in
ad fraud



x1000

Source: White Bullet, 2016



Scale Of The Problem

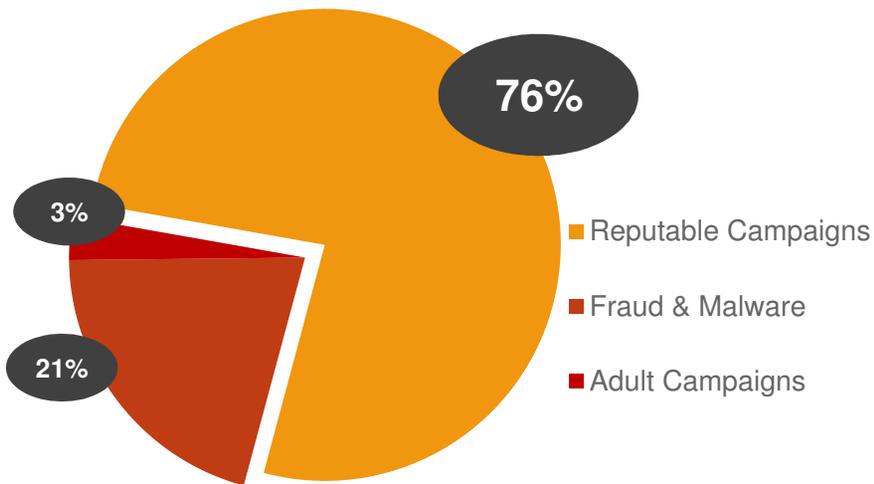
Ad Data Insight From White Bullet

Scale Of The Problem

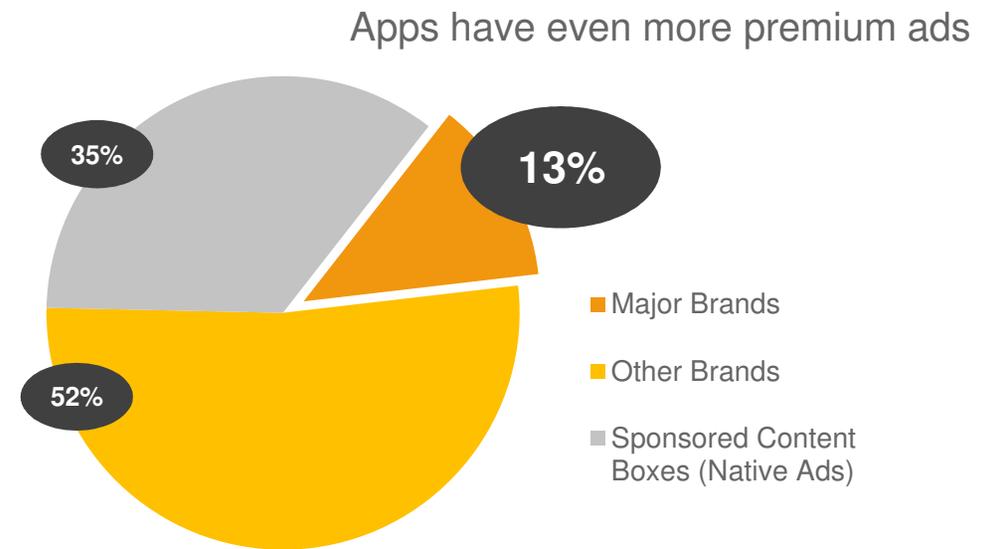
Ad Data Insight Q3 2018: Top 5000 IP Infringing URLs - Global Tracking



IP infringing sites/apps carry reputable ads



Major brands are funding



Sources: White Bullet, 2018

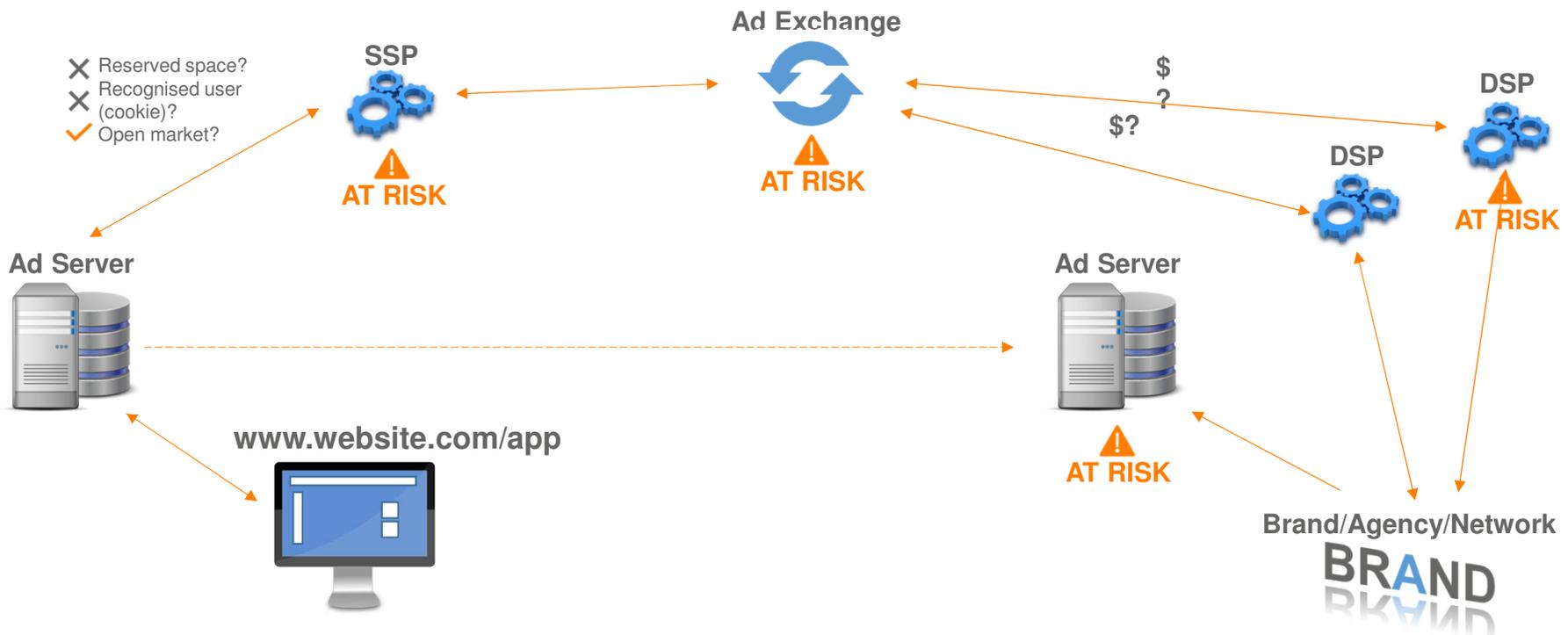


Digital Advertising Ecosystem

How Does It Work?

Digital Advertising Ecosystem

Challenges In The Digital Ad Supply Chain

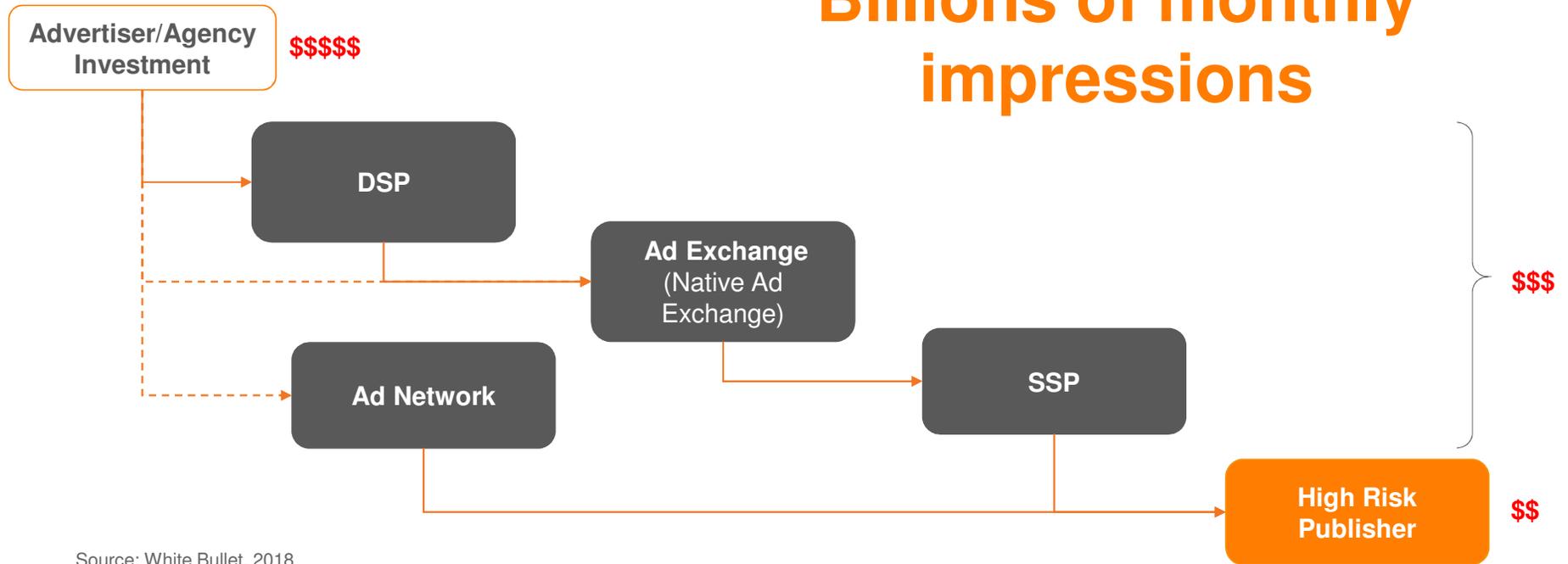


Digital Advertising Ecosystem

Payment Flow: How Intermediaries Make Money



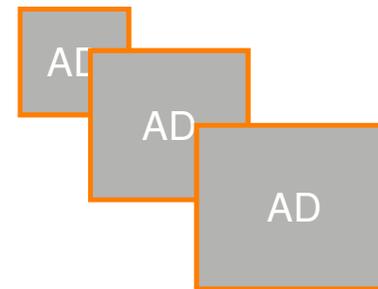
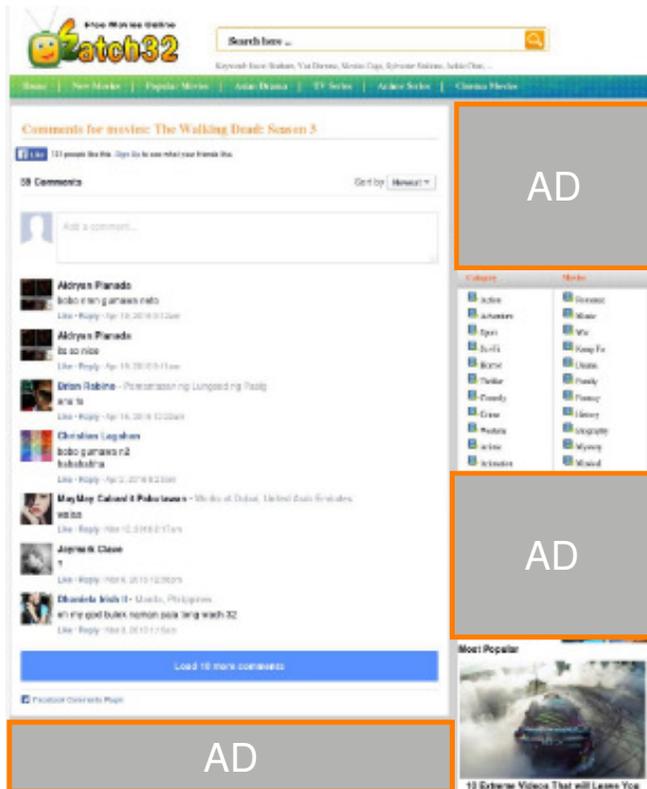
Billions of monthly impressions



Source: White Bullet, 2018

Digital Advertising Ecosystem

Huge Values At Volume



**x100s of millions
of page views = \$\$\$**

Payments per 1000 views/ + per action

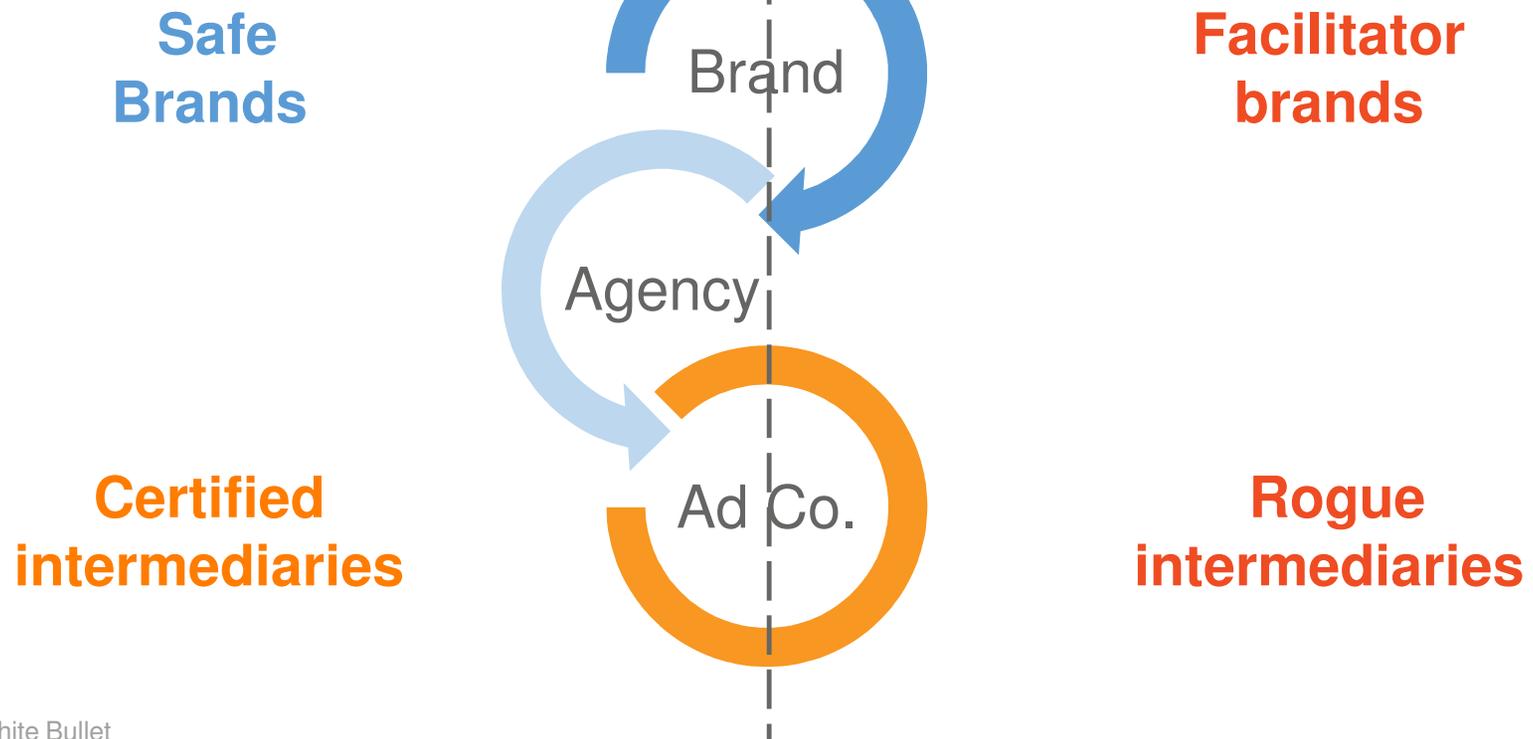


Solutions

Prevention Through Non-Legislative Tools

Solutions

Segregating The Market



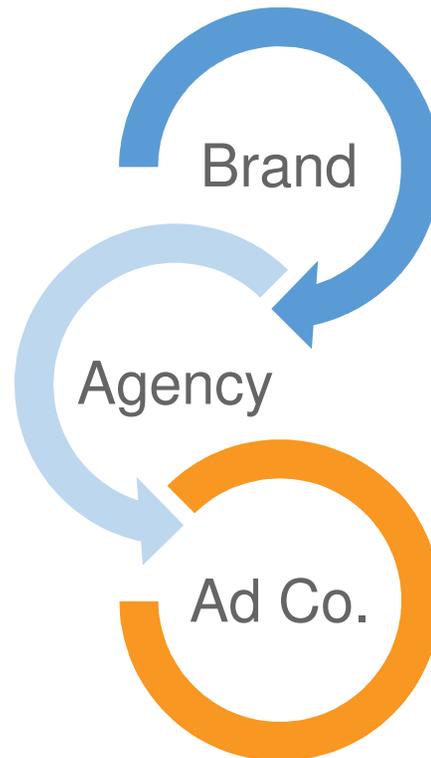
Solutions

Principle And Practice



**Awareness
+
Commitment**

**Transparency
+
Compliance**

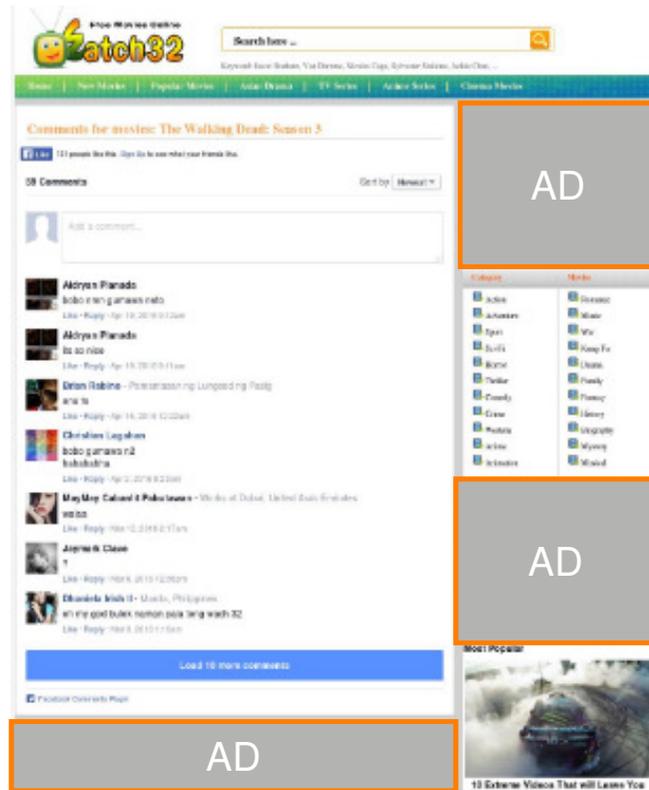


- Value IP
- Safe partners
- Action vs repeat offenders

- Adopting tools/ lists
- Filtering inventory
- Real-time bid checking

Solutions

Brands: Ad Image/ Creative Tracking



Daily audits:

- Where ads are found?
- Who placed them?
- Which creative (imagery)?
- What protection tools (failed)?

Solutions

Brands And Ad Companies: Voluntary Initiatives



- Positive compliance
- Using trusted, certified partners
- Piracy, malware, fraud
- Monitoring and audits?

Solutions

Criminal Focus And Infringing Lists



IWL (Infringing Website List)



Solutions

Follow The Money Meets Brand Safety

1. Brands need transparency
Awareness
Compliance
2. Ad companies become accountable
Certification
Enforcement
3. Tackle fraud/malware
Investigate revenue sources
Consumer protection



Questions?

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