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

Xiamen, 4 November 2018
The Problem
The Problem
Enforcement Evolution

Focus on intermediaries
- Take down notices
- Link removal
- Site blocking

Focus on ad support
- 90% Ad funded
- 94% Profit Margin
- 70/100 Top global brands

New developments
- Dynamic domains
- Lack of transparency
- Malware
- Mobile (50%+)

New opportunities
- Follow the money
- Supply chain
- Brand collaboration

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

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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

97% Malware
45% Drive-by downloads

YOUR BRAND
YOUR BRAND

Malware

Sources: Digital Citizens Alliance Study Digital Bait 2015, Incopro, 2014
Identifying The Problem
Malware And Fake Ads

- $ Placement; $$ Extortion
- Malware, adware, spyware, phishing

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Identifying The Problem
Malware And Pixel Stuffing

41% Engage in ad fraud

x1000

Scale Of The Problem

Ad Data Insight From White Bullet
IP infringing sites/apps carry reputable ads

- 76% Reputable Campaigns
- 3% Fraud & Malware
- 21% Adult Campaigns

Major brands are funding

- 13% Sponsored Content Boxes (Native Ads)
- 52% Other Brands
- 35% Major Brands

Apps have even more premium ads

Scale Of The Problem
Ad Data Insight Q3 2018: Top 5000 IP Infringing URLs - Global Tracking

Sources: White Bullet, 2018
Digital Advertising Ecosystem
How Does It Work?
Digital Advertising Ecosystem
Challenges In The Digital Ad Supply Chain

Reserved space? Recognised user (cookie)? Open market?

Ad Exchange

DSP

Brand/Agency/Network

AT RISK

www.website.com/app
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

Safe Brands

Certified intermediaries

Brand

Agency

Ad Co.

Facilitator brands

Rogue intermediaries
Solutions
Principle And Practice

Awareness + Commitment

Transparency + Compliance

Brand

Agency

Ad Co.

- Value IP
- Safe partners
- Action vs repeat offenders

- Adopting tools/ lists
- Filtering inventory
- Real-time bid checking
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)
1. Brands need **transparency**
   - Awareness
   - Compliance

2. Ad companies become **accountable**
   - Certification
   - Enforcement

3. Tackle **fraud/malware**
   - Investigate revenue sources
   - Consumer protection
Questions?

peter.szyszko@white-bullet.com