Ad Supported IP Infringement

Online IPR Protection – Proactive Measures

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Proactive Measures
Ad Companies

- Contractually committing to compliance
- Regular reporting
- Application of protection on 100% of campaigns
- Integrate *static* “block lists” and *dynamic* IP protection “brand safety tools”
- Regular filtering of inventory (domain lists)
- Real-time bid checking:

  ![Diagram](https://via.placeholder.com/150)

  - **www.xxxxxxx.com**
  - AI driven real-time analysis of URL
  - Safe?
  - Unsafe?
  - X
Proactive Measures
Ad Companies: Voluntary Initiatives

- Positive compliance
- Using safe partners – all certified
- Piracy, malware, fraud
- Monitoring and audits?
Proactive Measures

Criminal Focus And Infringing Lists

IWL (Infringing Website List)
Proactive Measures
Affiliate Marketing And IP Infringement

- Affiliate marketing – instant payments e.g. gambling, travel, vouchers
- High volume traffic sites
- Affiliate “masking”
  - Safe affiliate with unsafe inventory
  - Engagement with non-transparent affiliate networks
- Tracking affiliate codes to identify supply chain issues

https://www.[brand].com/en/?forcelp=1467&promoRedirect?key=ej0xMzc3MTY856791
NzY4JnA9NzA0NjQ1&var1=8829_&var9=2373209640&var10=2id10ut500affiliate856791
Proactive Measures
Link Shortening And IP Infringement

- Advertising injected when clicking on shortened link
- Often used with suspicious links
- Advertising companies profit
- Brands are unaware

Pirate links are masked by link shortening
Questions?

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