



EU MOU on Advertising and IPR 欧盟关于广告和知识产权保护的谅解备忘录

Preventing Ad Funded Online IPR Infringement
防止广告资助的网上知识产权侵权

Hainan, China, November 2019

中国海南省，2019年11月

What? 做什么?

Detect and demonetise illegal sites/apps
发现非法网站 / APP，打击其变现手段

How? 如何做?

We stop ad revenue to illegal sites and apps
阻断非法网站和应用的广告收入

Why? 为什么?

We protect brands
保护品牌

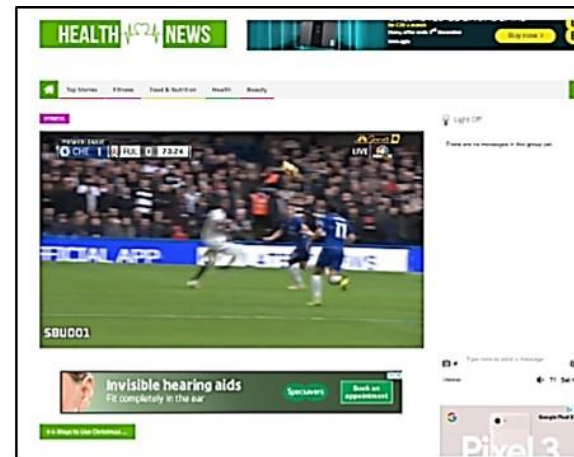
90% of illegal sites are ad funded and highly dynamic
90%的非法网站以广告收入为生，而且具有高度动态性

The Problem 问题

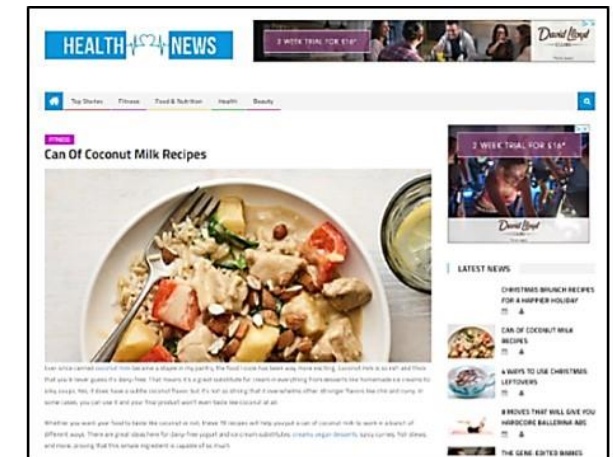
Complexity 复杂性

- Highly dynamic ecosystem (75% churn)
- 高度动态的生态（客户流失率75%）
- Dynamic domains 动态域名:
 - e.g. 比如 www.cartooncrazy.net
 - ww1.cartooncrazy.net
 - [ww2](http://ww2.cartooncrazy.net) etc 等等
- Millions of infringing/ illegal URLs created daily
- 每天产生数百万个侵权 / 非法URL
- Limited transparency for brands
- 对于品牌来说，透明度有限

- Cloud-based hosting = mirrors, redirects, domain hopping
- 云托管 = 镜像、重定向、域名跳转
- Temporary/ time sensitive social media posts:
- 临时性 / 时事性社交媒体发布



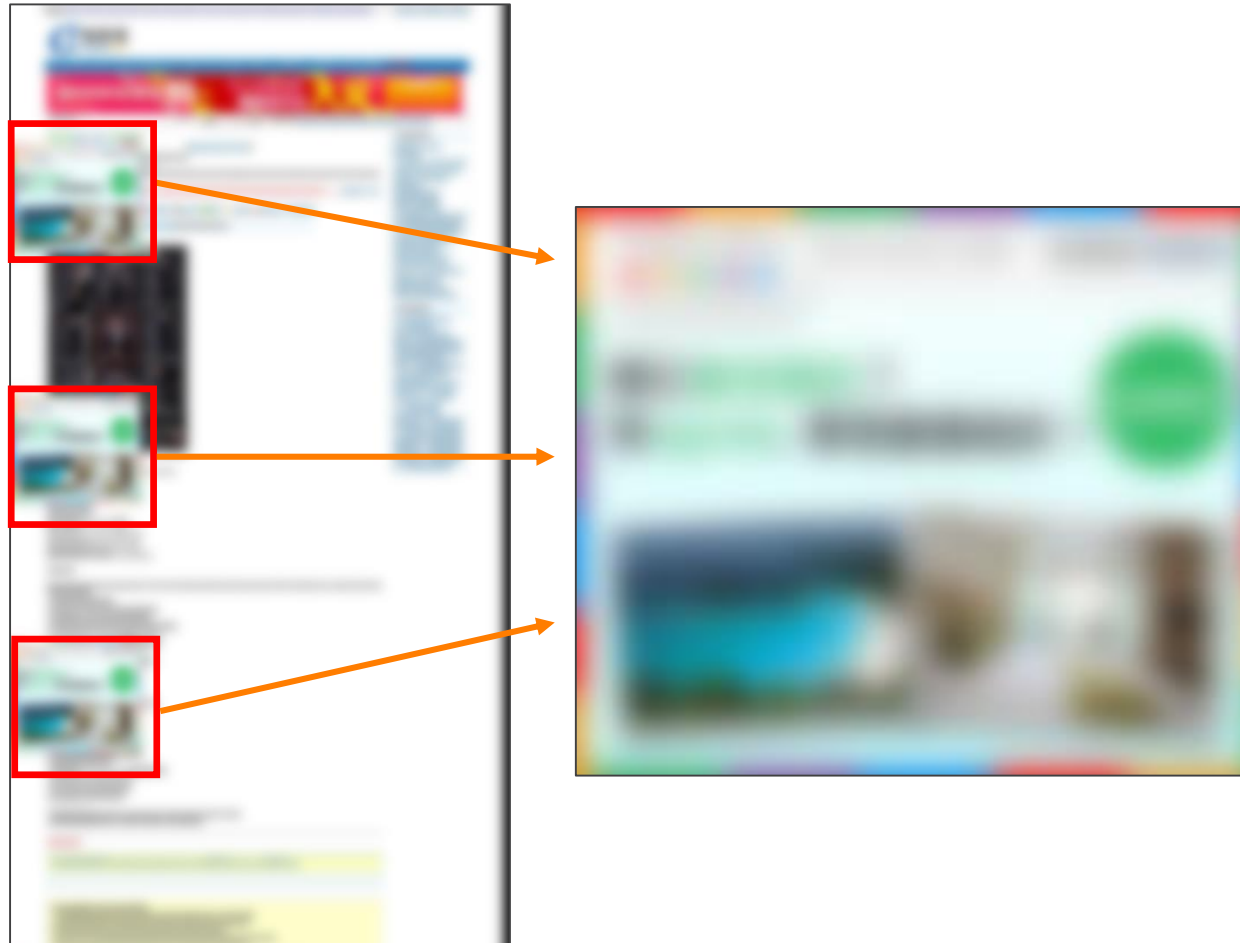
Healthfirstnews.com URL during Chelsea v Fulham 2 Dec 2018 with display ads visible



Same URL immediately after Chelsea v Fulham match had finished with display ads visible

Ads on IP Infringing Websites 侵权网站上的广告

Brands & Malware 品牌与恶意软件



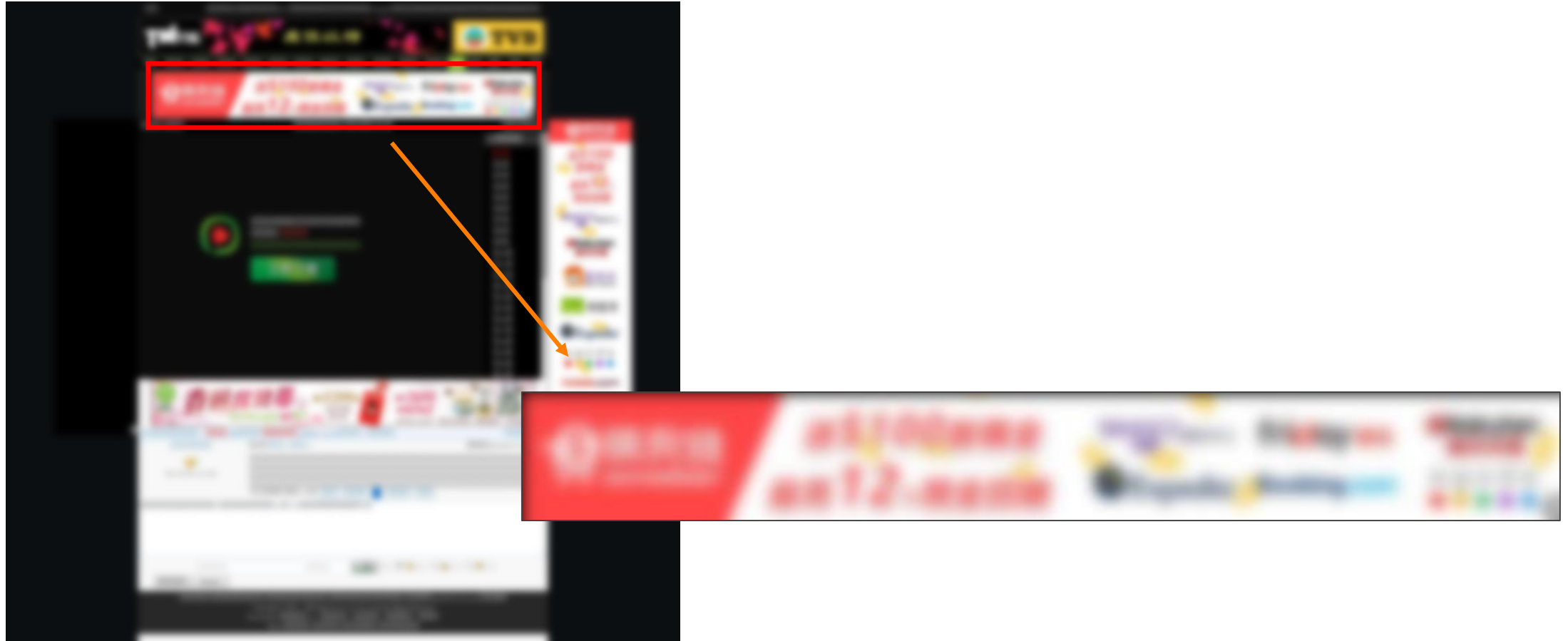
- Filled in milliseconds 几毫秒便可填充页面
- Inadvertent 无意点击
- 75%+ ads are brands
...the rest Malware
75%+广告来自品牌,
其余是恶意软件



Source: White Bullet, 2019

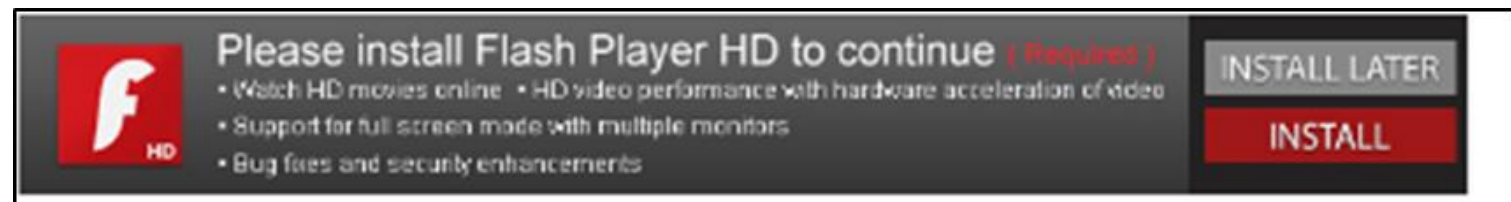
Ads on IP Infringing Websites 侵权网站上的广告

Examples 举例



Fake Ads 假广告

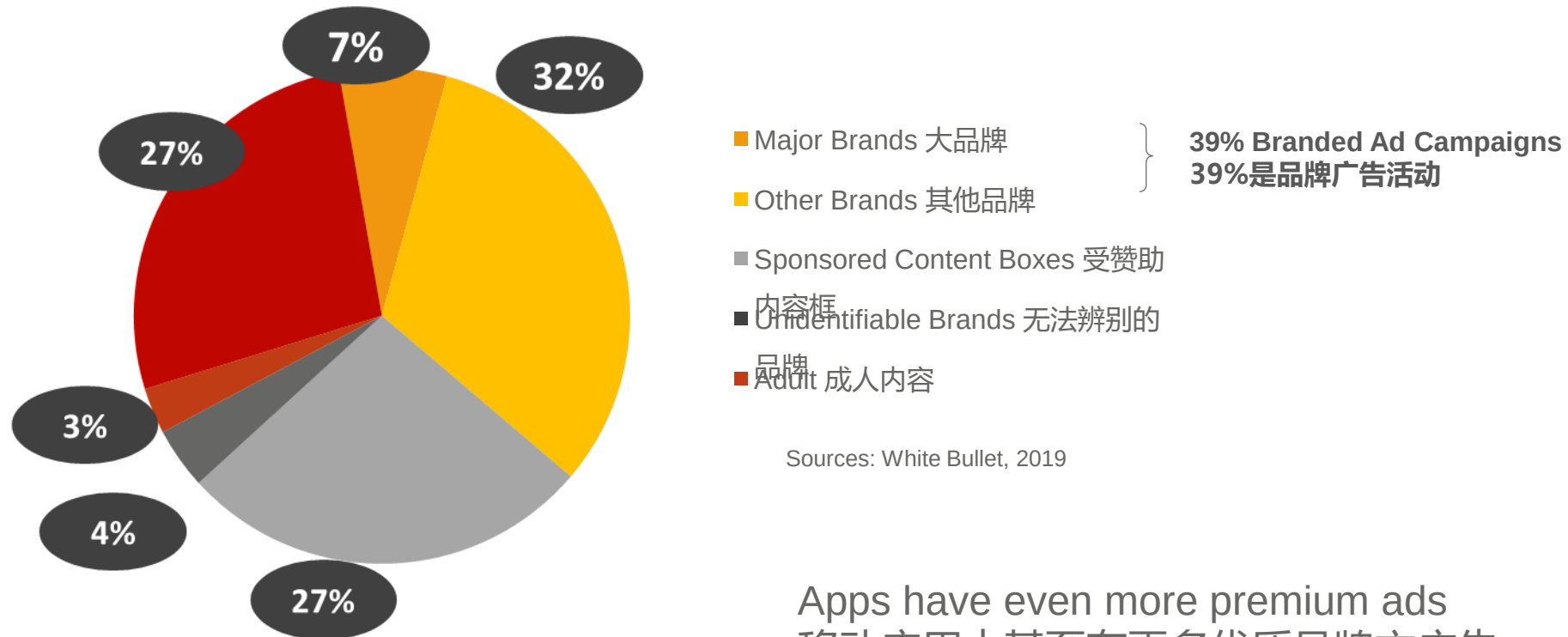
Fraud & Click Farming 欺诈与刷流量



- \$ Placement; \$\$ Extortion
\$ 投放广告; \$\$ 勒索
- Malware, adware, spyware, phishing, click generation 恶意软件、广告软件、间谍软件、钓鱼、点击自动生成

Ad Data Insight Last 6 Months 2019: EU Top 5000 IP Infringing URLs
2019年过去六个月的广告数据汇总：欧盟最大的5000个侵权URL

EU: IP infringing websites carry reputable ads 欧盟：侵权网站含有知名品牌广告

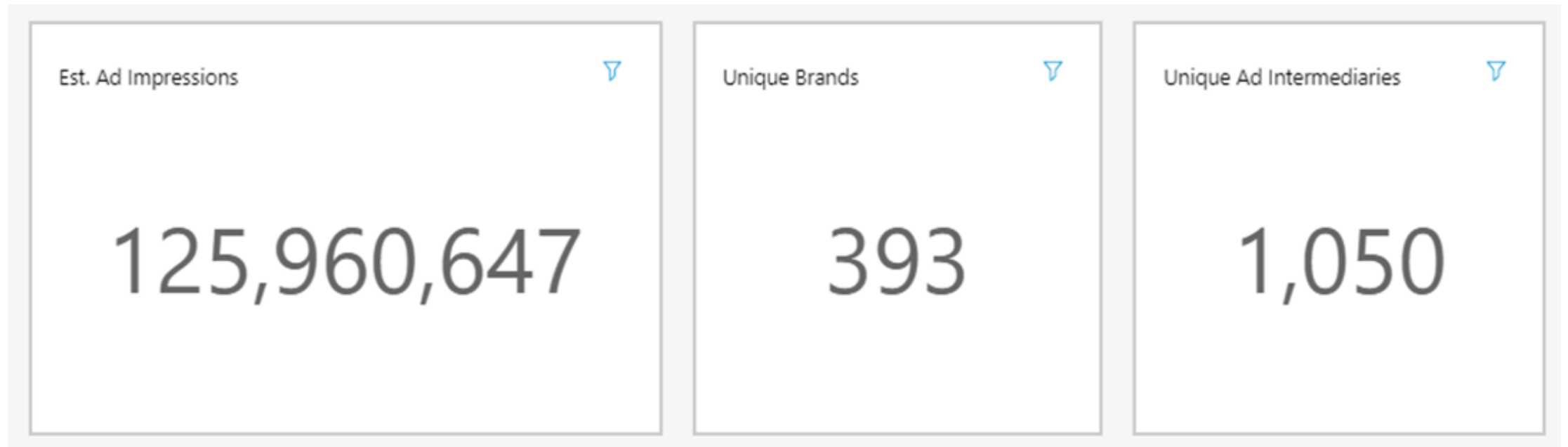


Apps have even more premium ads
移动应用中甚至有更多优质品牌方广告

Scale Of The Problem 问题规模



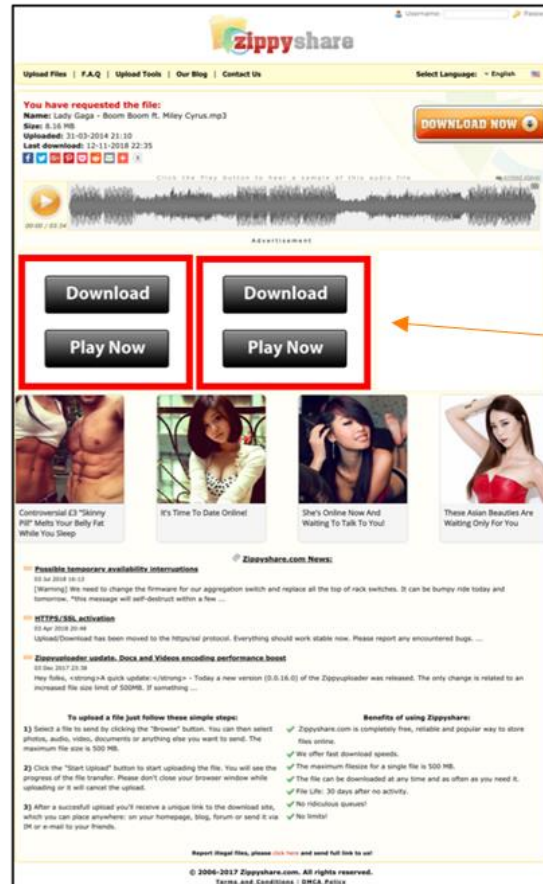
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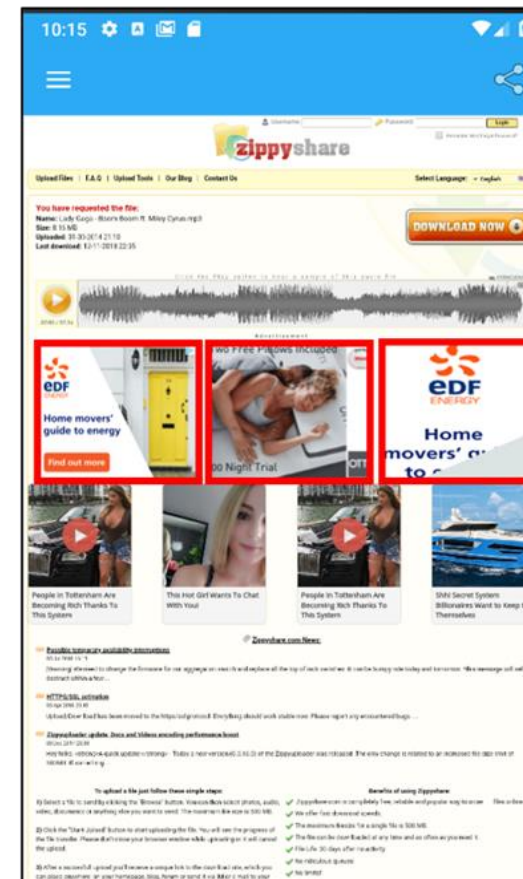
In-App Advertising 应用内广告

Higher Profile Brands 高知名度品牌

zippyshare.com
(website)

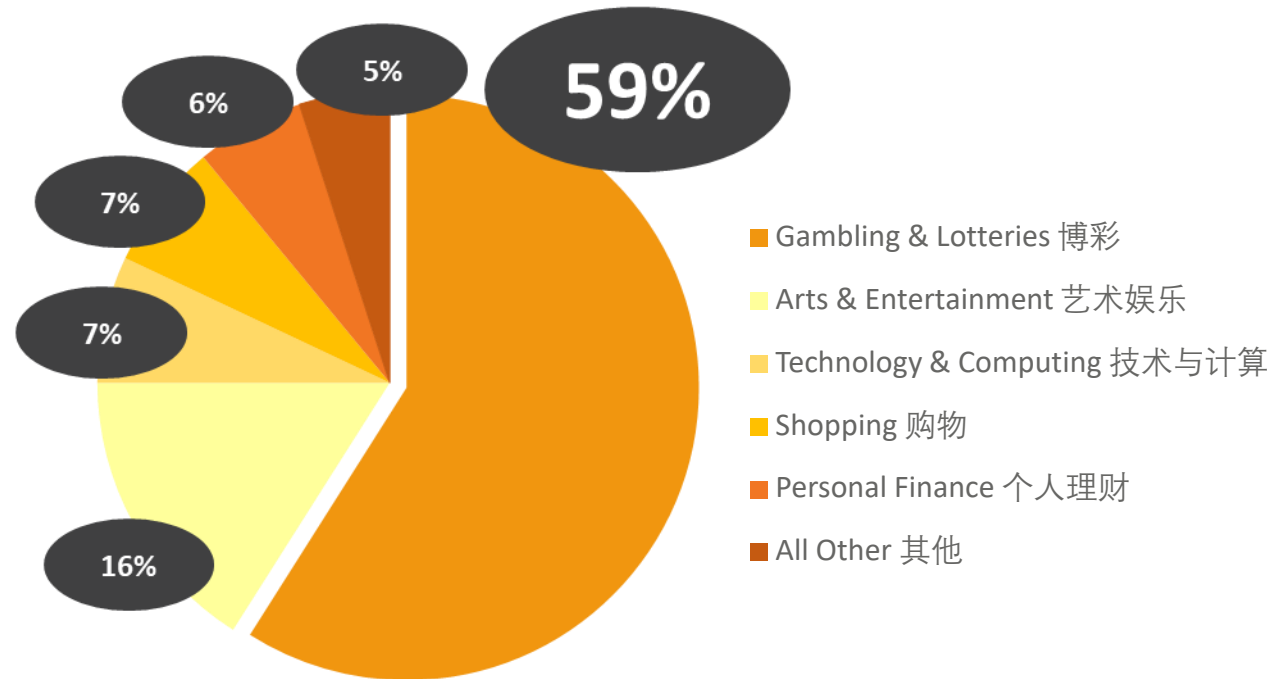


com.zippyshare.search.free
(app)



Scale Of The Problem 问题规模

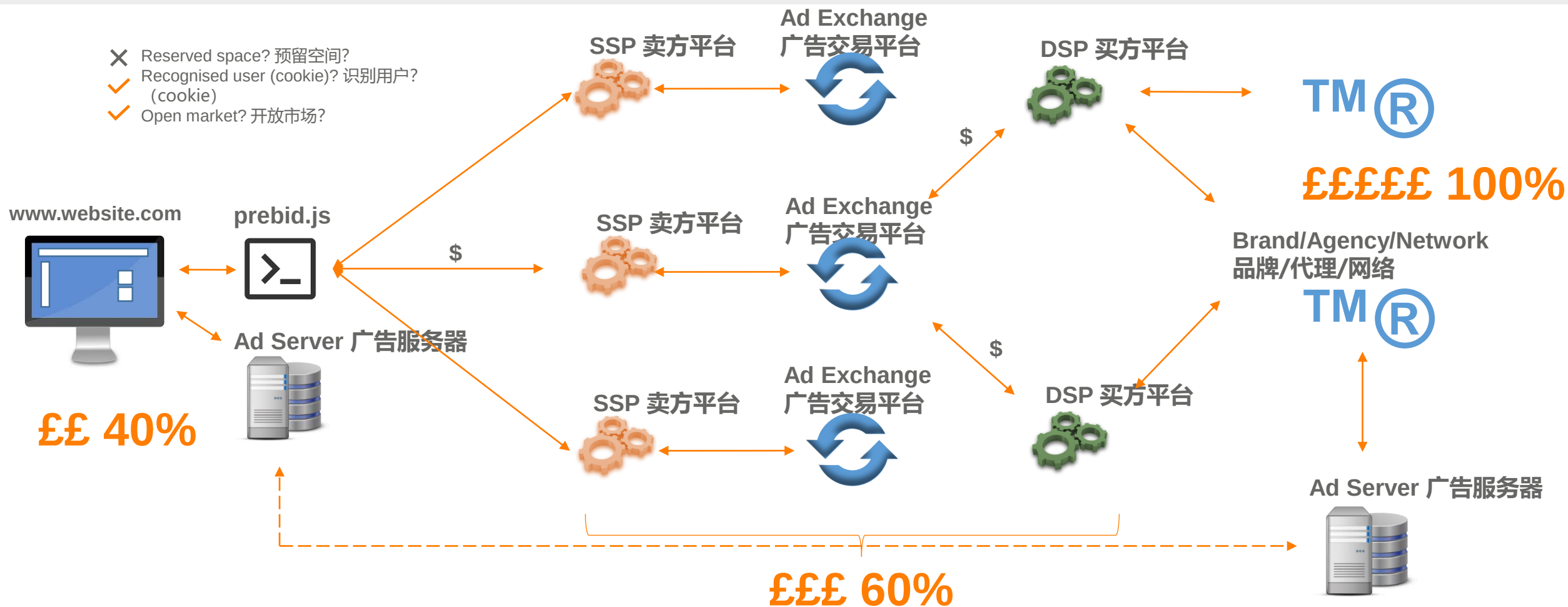
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- demographic of website users (behavioural) 网站用户的人群特征 (行为)
- contextual analysis of web content (e.g. sports piracy) 网站内容的语境分析 (比如，盗版体育节目)

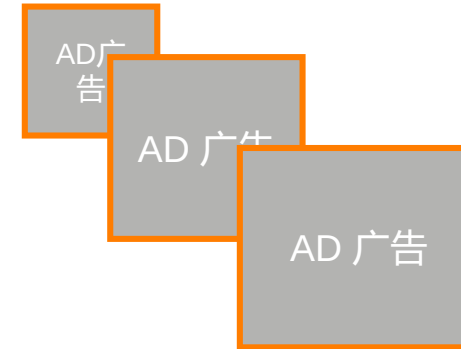
Digital Ad Ecosystem 数字广告生态系统

Multiple Parties In Ad Supply Chain 广告供应链中的各方



Digital Advertising Ecosystem 数字广告生态系统

Huge Values At Volume 流量的巨大价值



x100s of millions
of page views = \$\$\$
x 100s 百万页面浏览量
= \$\$\$

Payments per 1000 views/ + per action
按照千次浏览量 / + 点击量进行广告支付

Identifying The Problem 识别问题

Malware And Pixel Stuffing 恶意软件和像素填充



41%
Engage in
ad fraud
从事广告欺
诈

x1000

Source: White Bullet, 2016

Compliance Programmes 合规计划

Regulation, Enforcement & Voluntary Initiatives
立法、执法与自愿行动



European Commission

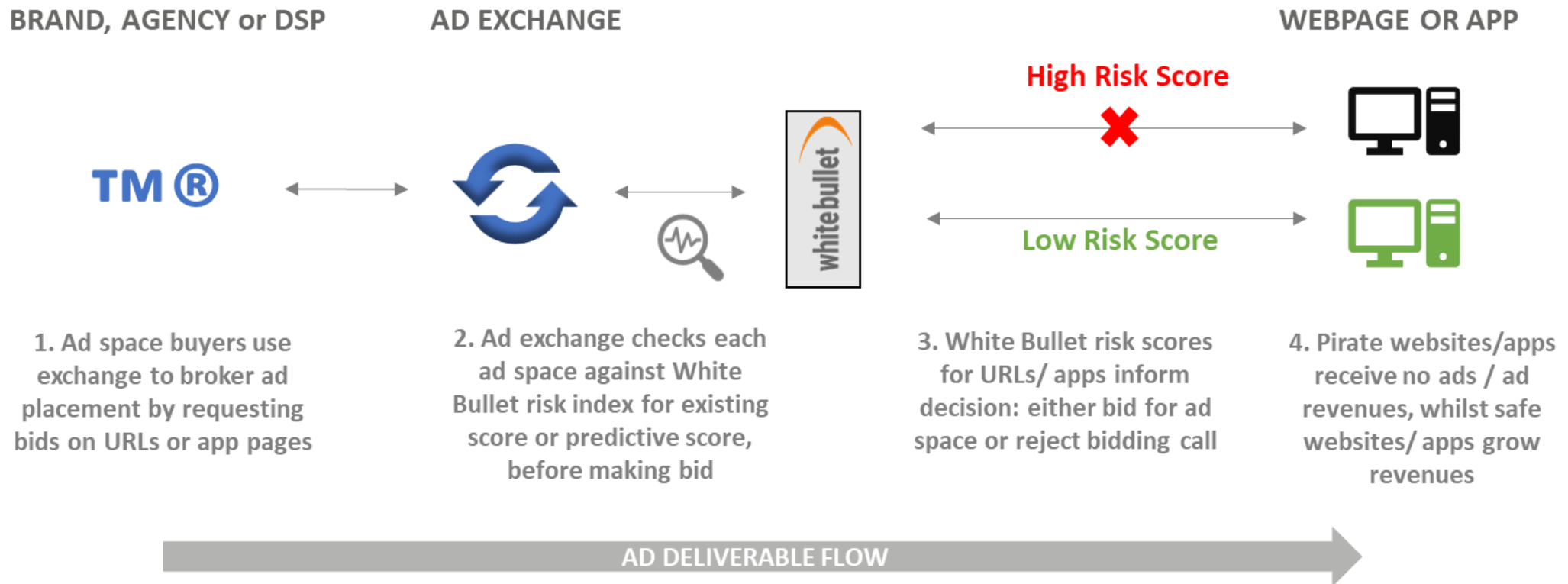




European Commission

- Fall in premium brand ads 优质品牌广告下降
- Fall in some gambling sector ads 部分博彩广告下降
- Next? 未来行动?
- Focus on non-premium brands 关注优质品牌方广告以外的广告
- Assess value of ads 评估广告价值
- Ad companies 广告公司
- Programmatic filtering 程序过滤
- Blocking ad renders 拦截广告渲染

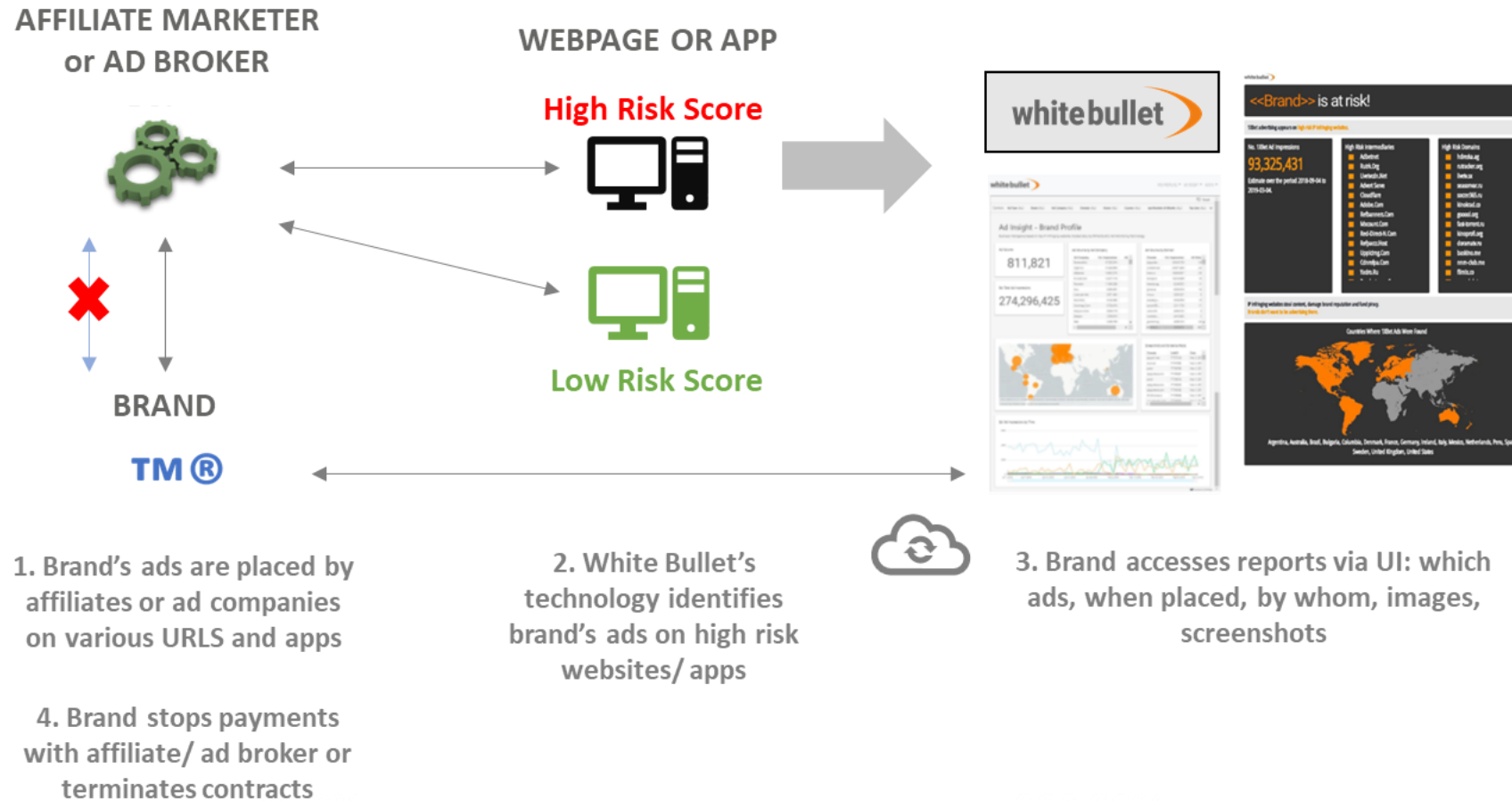
Filters High Risk Websites and Apps 过滤高风险网站和应用



Compliance: Brand Auditing 合规：品牌审查



Identifies Misplaced Ads & Who Misplaced 识别错误投放的广告以及错误投放者





Questions? 问答

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