## Referential Materials Relating to the Measures for Pirated Copies

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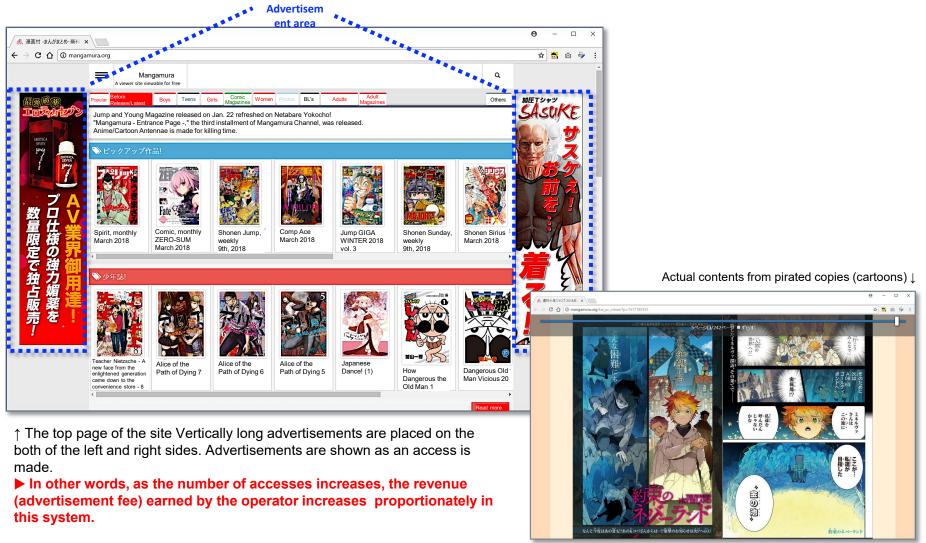
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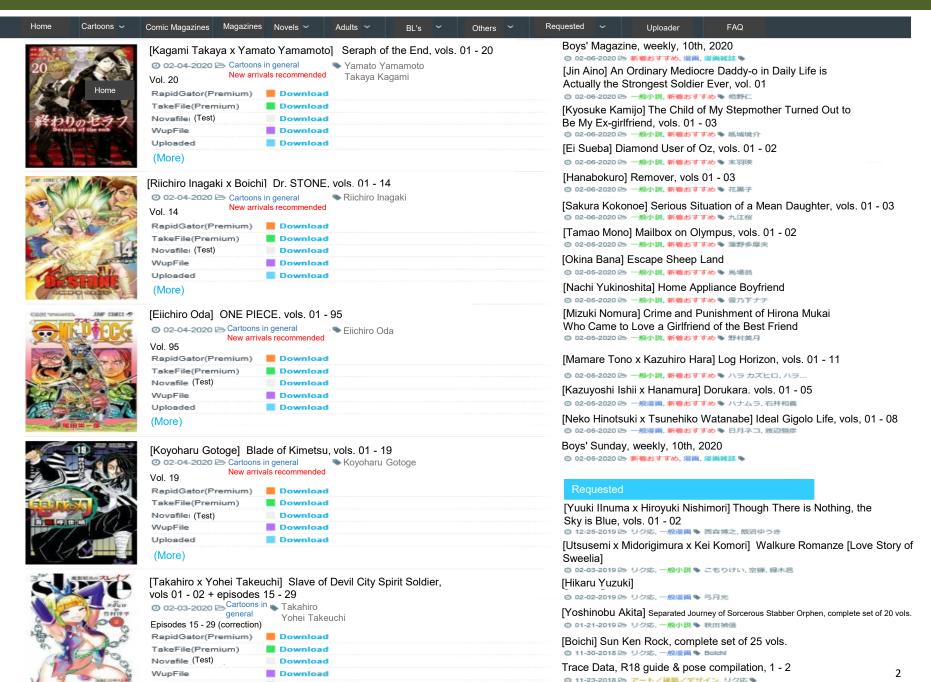
Excerpts from Examination Meeting Relating to the System Design etc. for Making Illegal Downloading Violative Contents (First Session)

(Nov. 27, 2019) Material 2-1 (materials submitted by Publication and Information Center)

### "Mangamura," the Worst Pirated Copy Site in History, and How It Earns Revenues



#### [Informative] A real example of the pirated copy sites ② (Leech Site: Downloading type (cartoon))

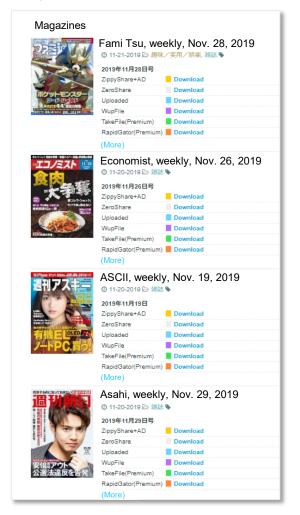


Examination Meeting Relating to the System Design etc. for Making Illegal Downloading Violative Contents (First Session)

(Nov. 27, 2019) Material 2-1 (materials submitted by Publication and Information Center)

# Not only cartoons but also the categories such as magazines, art/literature books, photo books continue to be in the condition where a large number of violative contents can be downloaded.

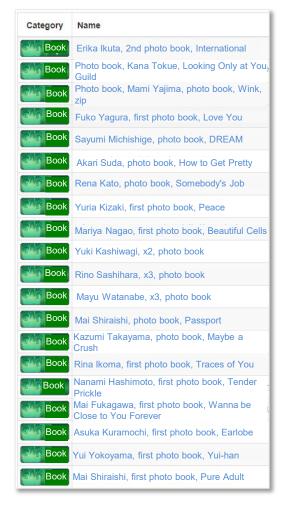
#### [Magazine]



#### [Art/Literature Book]



#### [Photo Book]



Examination Meeting Relating to the System Design etc. for Making Illegal Downloading Violative Contents (First Session)
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#### About the Real Examples of the Pirated Copy Sites of a Large-scale and Malicious Downloading Type

#### Pirated Copy Sites for the Inside of Japan - the Monthly Top 10 Sites Most Frequently Accessed in Japan Monthly Access Count Downloading **URL** Site Name from Japan Type (Accumulated Total of Accessing Users) Streaming Pirated copy site A 1658 Downloading type Leech site 1 2 Pirated copy site B 1553 Downloading type Torrent 3 Pirated copy site C 1047 Downloading type Leech site Pirated copy site D On-line reading 4 741 Streaming type Pirated copy site E On-line reading 5 316 Streaming type Pirated copy site F On-line reading 6 314 Streaming type Pirated copy site G 7 304 Downloading type Leech site 8 234 Downloading type Leech site Pirated copy site I 9 198 Downloading type Leech site Pirated copy site J 186 Downloading type Leech site 10 Closed in the Hoshino Romi 3978 On-line reading Streaming type middle of September

The monthly total of 65.51 million accesses on the top ten sites. More than 100 million monthly accesses in total including "Hoshino Romi," which is the scale equivalent to that of "Mangamura," the worst pirated copy site in the history **Among them, 7 sites are a downloading type.** 

Source: Research by Similarweb, November, 21, 2019

#### About the Real Examples of the Damages from the Pirated Copies in the Fields Other than Publication

#### **Damages from the Pirated Copies of Computer Software** \*Researched and estimated by right holders' associations

- ◆ The amount of the damages in Japan from the illegal use of business software: 110.6 billion yen \*1
  - \*1. The amount including pirated copies, illegal copies in companies, and reproductions using the Internet (the breakdowns are unknown).
- ◆ The number of successful bids involving a seller who instructed the bidder to download the business software illegally uploaded on Internet auction site A: approx. 10.4 thousand cases \*2
  - \*2. Including the cases that were estimated to be the successful bids involving the same seller based on the style of the selling (the description on the merchandise etc.)
- ◆ A large number of the contents illegally uploaded on pirated copy sites, on leach sites, or with file sharing software etc. are posted besides business software and game software.\*3
  - \*3. For instance, there is a large-scale pirated copy site that describes itself as having approx. 60 thousand files uploaded including videos and electronic books and also having 375 thousand subscribers.

#### 【Damages from Pirated Copies of Scientific Essays】 \*Researched and estimated by right holders' associations

- ◆ The number of downloading cases in Japan on essay pirated copy site A: 1,272,346 cases \*
- \*Excerpted from an essay by Shuhei Otani and Keitaro Bando published on "The Journal of Information Science and Technology," vol. 68, no.10, p.p. 513 519, 2018 (The number of downloading cases on the same site increased by more than five times from year 2015 to year 2017).
  - Among them, 981,063 cases (77.17% of all cases) were so-called reader type references.
  - \*If the permission fee (2,800 yen per essay) for the electronic copy defined by Japan Academic Association for Copyright Clearance is applied, the amount of the damages reaches 2.7 billion yen).

#### **Damages from Pirated Copies of Newspaper Articles** \*Researched and estimated by right holders' associations

- ◆ The number of the unauthorized reproductions/deletions of the images from seven newspaper/telecommunication companies on site A is: approx. 340 thousand cases \*
- \* Excerpted from the materials dated April 26, 2018 provided by seven news organs for the press. The result of the examinations only on the images comparable with their originals. If the text in articles is included, the number of the real

cases of illegal uploading is expected to further increase.

- ◆ The number of the cases of unauthorized copies/reproductions of the articles found by newspaper publishing company B: approx. 230 thousand cases \*
- \* The cases found by using an article comparing software program from September 2017 to August 2019
- \* The permission fees for an article posted on the Internet vary depending on newspaper publishing companies. In an example, the fee for one article exceeds 10 thousand yen.
- \* Besides the above mentioned, in addition to the photo books/magazine photos uploaded on leech sites, a large number of photos, illustrations (paintings/drawings), lyrics from songs, etc. are uploaded on blog pages, SNS pages, etc. without permission.