

Explosive Expansion of Piracy Sites Current Countermeasures and Problems

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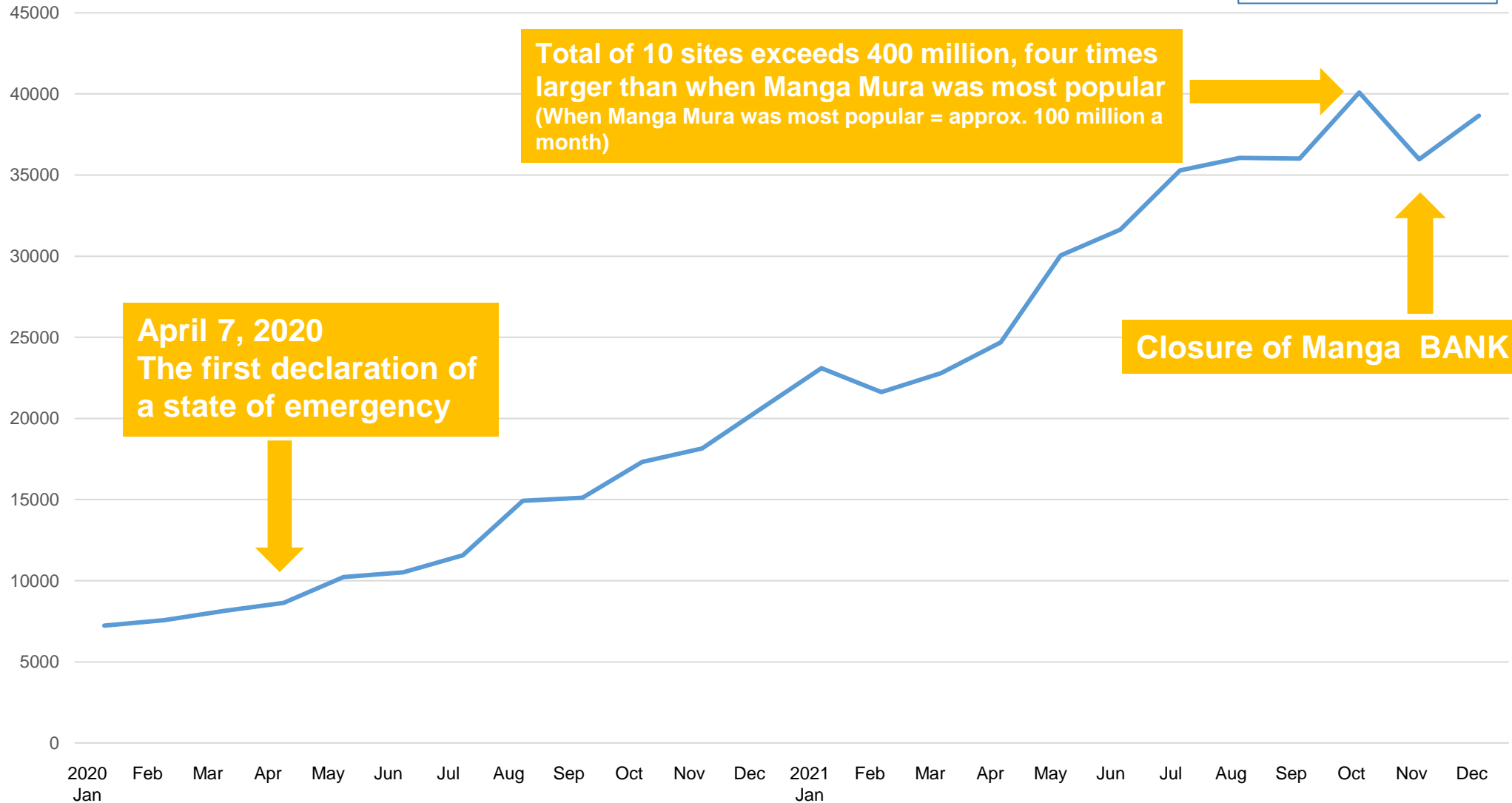
Access to piracy sites from Japan; Monthly access of top 10 sites in December 2021 (Surveyed by ABJ/from similarweb)

Ranking	Name of the site	URL	September (unit: 10,000)	October (unit: 10,000)	November (unit: 10,000)	December (unit: 10,000)	November → December	Format
1			13200	15560	17810	18350	103%	Online/From Vietnam
2			7618	9116	10750	11630	108%	Online/From Vietnam
3			2099	2238	2228	2319	104%	Download/Leech site
4			2029	2086	1992	2118	106%	Download/Torrent
5			1621	1575	1523	1607	106%	Download/Leech site
6						807		Online
7			533	532	519	587	113%	Download/Leech site
8			253	243	244	434	178%	Online/From Vietnam
9			440	424	330	401	122%	Online/From Vietnam?
10			53	73	254	398	157%	Online
	Total		35954	39771	35650	38651	108%	After the closure of MangaBANK, other sites are growing and increasing access significantly
	From Vietnam, total		21258	25100	28890	30815	115%	Total from Vietnam continues to increase

Provided by ABJ/surveyed by similarweb
Unit = 10,000 (40000 = 400 million)

Access from Japan Monthly change in the access of top 10 piracy sites in total

* Piracy sites translated to local language are not included



Amount of unpaid views at sites with which estimation is possible among the above

Annual amount in 2020 = **Approx. 210 billion yen**

Annual amount for 2021 = **Approx. 1trillion 1.9 billion yen**

(Monthly amount in December 2021 alone = Approx. 112.1 billion yen)

*** Amount of unpaid views at [MangaBANK]**

From its opening at the end of 2019 to October 2021 = **Approx. 208.2 billion yen**

*** Amount of unpaid views at [Manga Mura] = Approx. 320 billion yen**

(Surveyed by CODA)

***Size of legitimate market of manga, paper and electronic in total = 612.6 billion yen**

(FY2020, surveyed by AJPEAI)

If 10% of pirated edition users start purchasing a legitimate edition, it will result in a sales increase by 100 billion yen; Even 1%, the sales will increase by 10 billion yen, which is definitely not negligible as an impact on the sales of legitimate edition.

[Reference] Major English translation piracy sites Monthly access in December 2021

(Surveyed by ABJ/from similarweb)

Ranking	Name of the site	URL	Monthly access (from throughout the world)	Ranking 1st by country	Ranking 2nd by country	Ranking 3rd by country
1			229.4million	U.S. 34.67%	The Philippines 6.04%	Canada 3.99%
2			159.9 million	U.S. 31.41%	The Philippines 5.86%	Indonesia 5.82%
3			95.11 million	U.S. 18.43%	The Philippines 7.02%	Thailand 5.98%
4			77.08 million	U.S. 36.11%	The Philippines 5.59%	France 4.58%
5			40.56 million	U.S. 11.78%	Indonesia 8.08%	Brazil 6.46%

Approximately 600 million accesses in total for five sites

Three pillars of countermeasures taken by ABJ

- (1) STOP! Pirated Edition Campaign
- (2) ABJ Mark
- (3) Preparation and utilization of piracy site list

Implement measures that cannot be realized by a single publisher.

On the other hand, removal requests and lawsuits should be done by each company.

(1) STOP! Pirated Edition Campaign

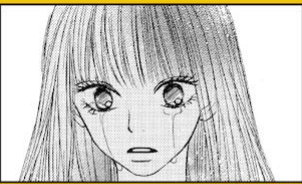
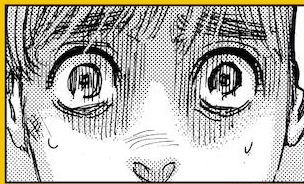

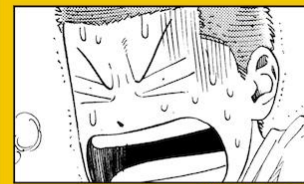
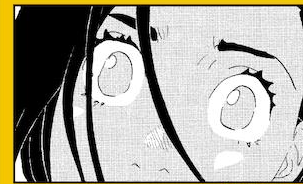




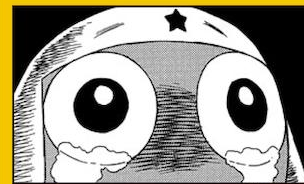
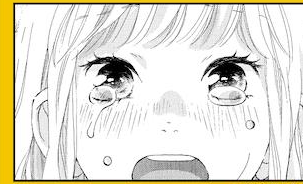


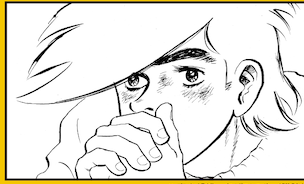


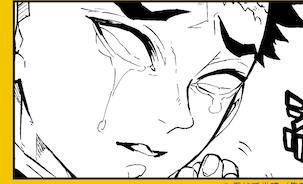







STOP! 海賊版



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★24 Banner

Show message banner ads to those who searched for a pirated edition. Place ads mainly on YouTube, where there are many viewers of pirated editions, and Twitter, where information on piracy sites is frequently being exchanged.

 <p>違法サイトで読まない STOP! って言ったのに。 海賊版</p>	 <p>違法サイトで読む人間は STOP! 駆逐されたはず…。 海賊版</p>	 <p>圧倒的 違法マンガ読者…?! STOP! 海賊版</p>	 <p>待てコラァ!! STOP! 違法サイトは許さん!! 海賊版</p>	 <p>え…違法サイトは ないでしょ…。 STOP! 海賊版</p>	 <p>お金がなくても STOP! 違法は…違法はダメ… 海賊版</p>
 <p>お前が使ったの、 違法サイトだよ。 STOP! 海賊版</p>	 <p>違法サイトで読むのは、STOP! とても悲しいの。 海賊版</p>	 <p>違法で読んでる自分、STOP! いやじゃないの…? 海賊版</p>	 <p>違法マンガの閲覧は 大問題であります! STOP! 海賊版</p>	 <p>違法サイトで 読むなんて…こわいよ… STOP! 海賊版</p>	 <p>妙な…違法サイトで STOP! 閲覧だと? 海賊版</p>
 <p>違法サイトで読むの、STOP! 絶対大丈夫じゃないよ… 海賊版</p>	 <p>断て…! 断つんだ STOP! 違法サイトを!! 海賊版</p>	 <p>俺の直感だが、お前 STOP! 違法サイトで読んだか…?! 海賊版</p>	 <p>うわ…違法サイトで STOP! 読む派ですか? 海賊版</p>	 <p>ああ…違法で読むとは STOP! まさに鬼の所業… 海賊版</p>	 <p>いや、違法マンガは STOP! まずいだろ…。 海賊版</p>
 <p>約束して、もう違法で STOP! 読まないって。 海賊版</p>	 <p>違法で読んだこと、 STOP! それがお前の罪だ… 海賊版</p>	 <p>違法で読む、漫画愛 STOP! なんていない… 海賊版</p>	 <p>おいおいおい、 その漫画、違法じゃ… STOP! 海賊版</p>	 <p>違法読者と 走っていたなんて… STOP! 海賊版</p>	 <p>犯罪者の仲間になれるの STOP! 悔しくないですか? 海賊版</p>

Enlightenment Video STOP! "STOP! Pirated Editions" Sergeant Frog x NO MORE Film Thieves
is provided as theater ads

Released from December 24 in 75 theaters in total in Kanto Region

The fourth measure for the diffusion and enlightenment activities by MAGP



絵コンテ 吉崎観音 / 演出 南 康宏 / 作画監督 追崎史敏 / 監修 近藤信宏



NO MORE 漫画泥棒

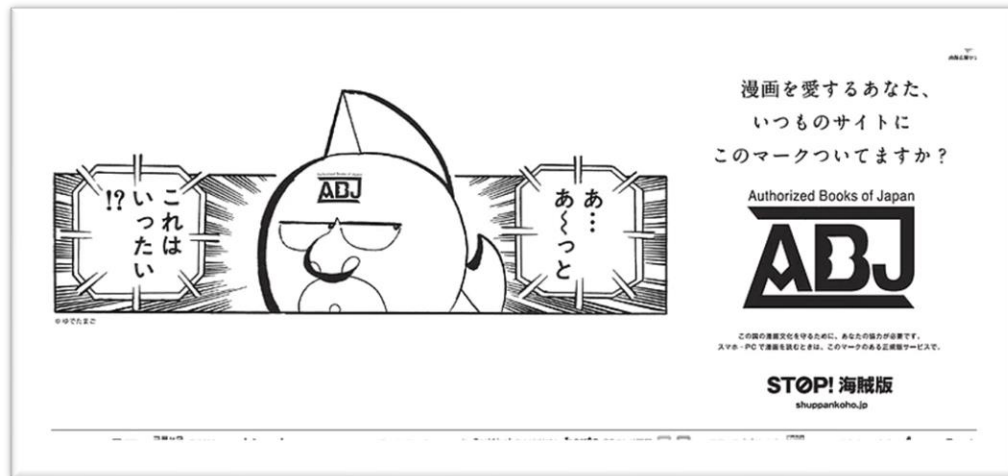
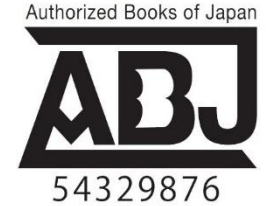
映画泥棒はダメだけど、
漫画泥棒はギリセーフ...?
そんなわけありません!

STOP!
海賊版



No
MORE
映画泥棒

(2) ABJ Mark



- Establish, place, diffuse and raise awareness about ABJ Mark, which shows that it is a legitimate service.
- As of December 2021, the mark is placed by 200 business operators, 820 services.

(3) Preparation and utilization of a piracy site list

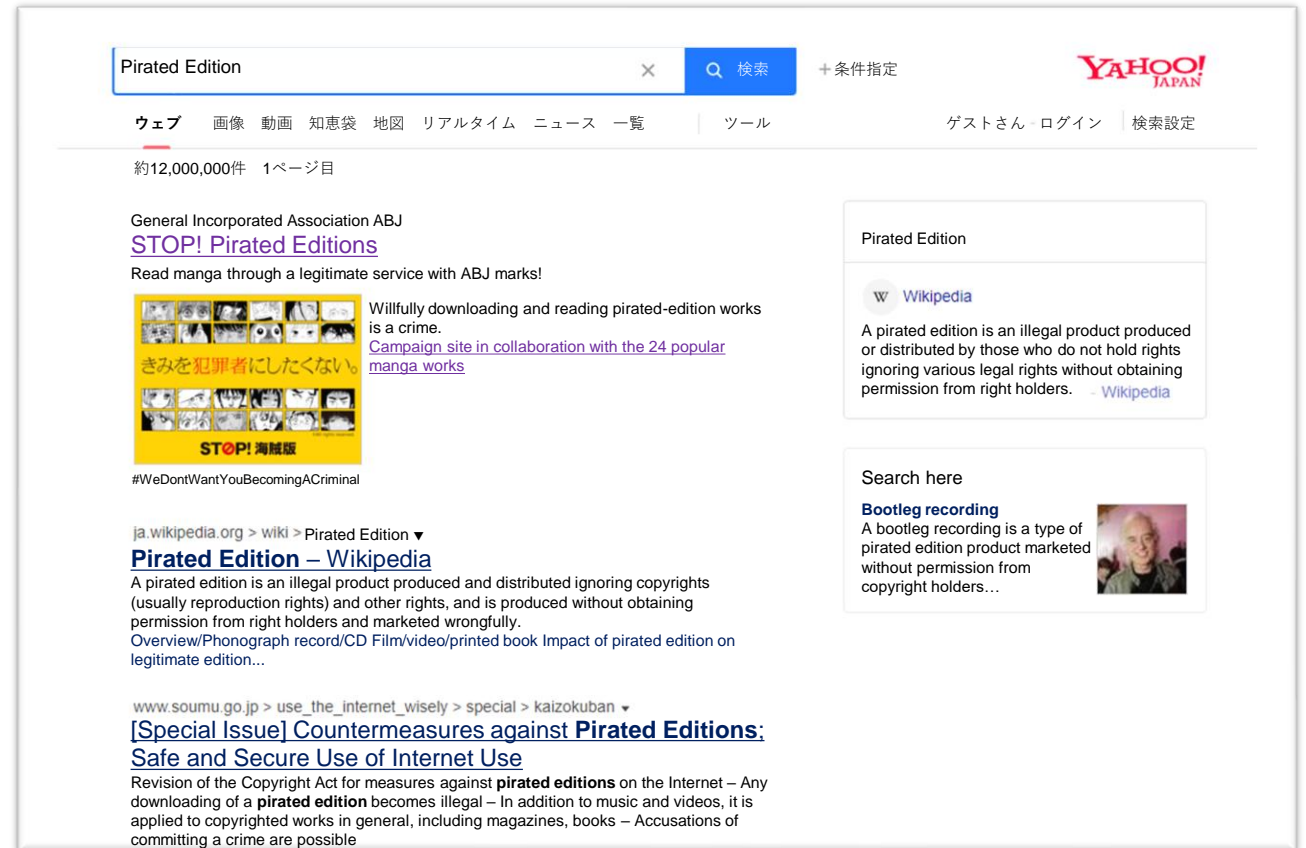
There are about 900 piracy sites identified by ABJ.
Include and provide on the piracy site list by securing evidence,
starting from the most malicious sites.
About 450 sites are included in the list.



- Register piracy sites for juvenile filtering. Prevent access from children.
- Register in security software and show a warning when trying to access a piracy site
- Stop ads placement (via CODA)
- Prevent from showing up by a search engine (via CODA)
- Prevent from adding links to piracy sites from community sites

Cooperation with search engine operators is also under way.

- When conducting search via Yahoo! search engine with piracy-related words ↓
- Similar efforts are made also with Google Ad Grants



The screenshot shows a Yahoo! Japan search results page for the query "Pirated Edition". The search bar at the top contains the text "Pirated Edition" and a search button labeled "検索". The page displays approximately 12,000,000 results. The first result is from the General Incorporated Association ABJ, titled "STOP! Pirated Editions", with a sub-headline "Read manga through a legitimate service with ABJ marks!". Below this is a yellow banner with the text "Willfully downloading and reading pirated-edition works is a crime." and a link to a "Campaign site in collaboration with the 24 popular manga works". The second result is from Wikipedia, titled "Pirated Edition", with a sub-headline "A pirated edition is an illegal product produced or distributed by those who do not hold rights ignoring various legal rights without obtaining permission from right holders." The third result is from Soumu.go.jp, titled "[Special Issue] Countermeasures against Pirated Editions: Safe and Secure Use of Internet Use", with a sub-headline "Revision of the Copyright Act for measures against pirated editions on the Internet – Any downloading of a pirated edition becomes illegal – In addition to music and videos, it is applied to copyrighted works in general, including magazines, books – Accusations of committing a crime are possible".

Naturally, efforts are continuously made also by individual publishers

- There are 100,000 removal requests a month from SHUEISHA alone
 - Suites filed, such as demands for information disclosure overseas
- Establish as criminal cases in cooperation with the police (constantly being engaged behind the scenes)
- Achievements include the smokeout of a Chinese fan translation group for manga, and the closure of hoshinoromi.org and Manga BANK

After the case of Manga-Mura, with cooperation from
many fields,
various countermeasures were taken

However...

currently, monthly access is four times larger than that of
Managa-Mura
Amount of unpaid views is also three times larger

Current problems

- **Most piracy sites are operated abroad.**
- **Network services used and ad companies are also all overseas companies.**
- **Even if a demand for information disclosure is filed, there are cases where effective information of operators is unavailable.**
- **Even if the operator can be identified with the disclosed information, local investigative organizations are slow to act or do not act.**
- **There is no end to ad placement. There are overseas ads companies who do not mind illegal acts. For example, explicit porn ads and ads for online casinos that are not allowed in Japan are shown.**



Approaching the users of pirated editions is also a problem

- **Changing the awareness of users → How can the 400 million access from Japan can be reduced**
- **Introduction to legitimate editions and changing the awareness of overseas manga fans, among which piracy usage is estimated to be even larger.**
- **Especially for overseas users, both the quality and quantity of legitimate editions remain an issue.**

Further improvement of legitimate services, such as "MANGA Plus by SHUEISHA" and "global.bookwalker.jp."

It is necessary to understand the real situation of pirated edition users in Japan and abroad at present, where the pirated edition is showing explosive expansion since Manga-Mura and under the stay-home trend during the pandemic.