

Anti-piracy measures of the Recording Industry Association of Japan

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Recording Industry Association of Japan (RIAJ)
Copyright Protection and Promotion Center (CPPC)
Director: Masaki Suenaga

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Overview of the Recording Industry Association of Japan (RIAJ)



Name: Recording Industry Association of Japan (RIAJ)

Chairman: Shunsuke Muramatsu

Members: 63 Japanese record companies

Headquarters: Kyodo Tsushin Kaikan 9th Floor,
2-2-5 Toranomom, Minato-ku, Tokyo

Business:

- Measures to promote recordings and create new demand
- Surveys and statistics on records, publishing of printed materials
- Implementation of legal measures to secure the rights of recording industries
- Copyright related educational activities to prevent illegal use
- Collection and distribution of secondary usage fees, rental record usage fees, etc.

April 1942: Established Japan Phonograph Record Culture Association

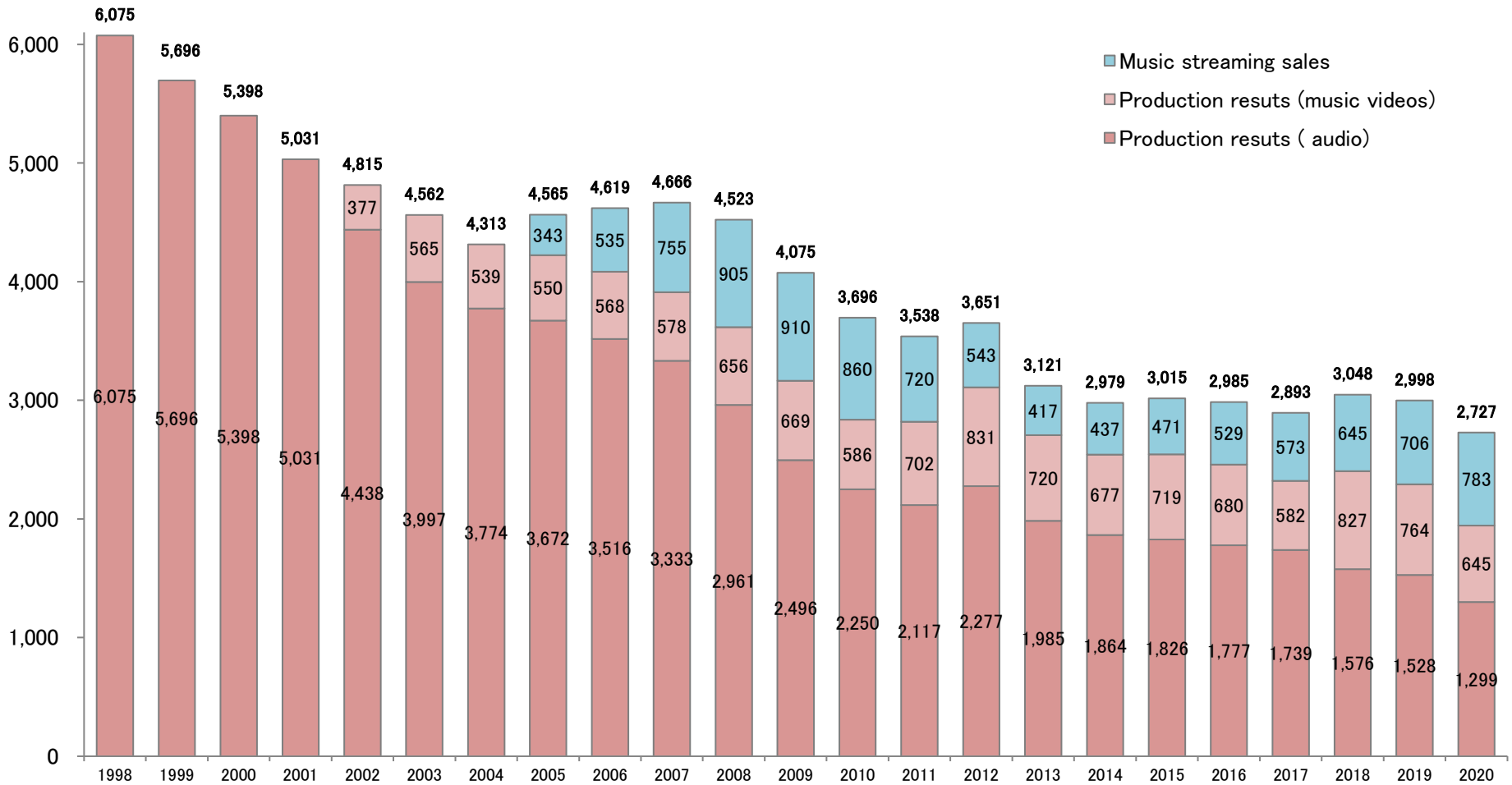
April 1969: Renamed to the Recording Industry Association of Japan

2007: Approved as a rights certification body for Japanese music in China

2022: 80th anniversary of establishment

Production of Recordings and Digital Music sales

- Peak of the record industry production was 1998 (¥607.5 billion)
- Total ¥272.7 billion in 2020 (98% of the previous year)
- Streaming exceeded the share of downloads in digital music sales for the first time in 2018



Overview of Copyright Protection and Promotion Center

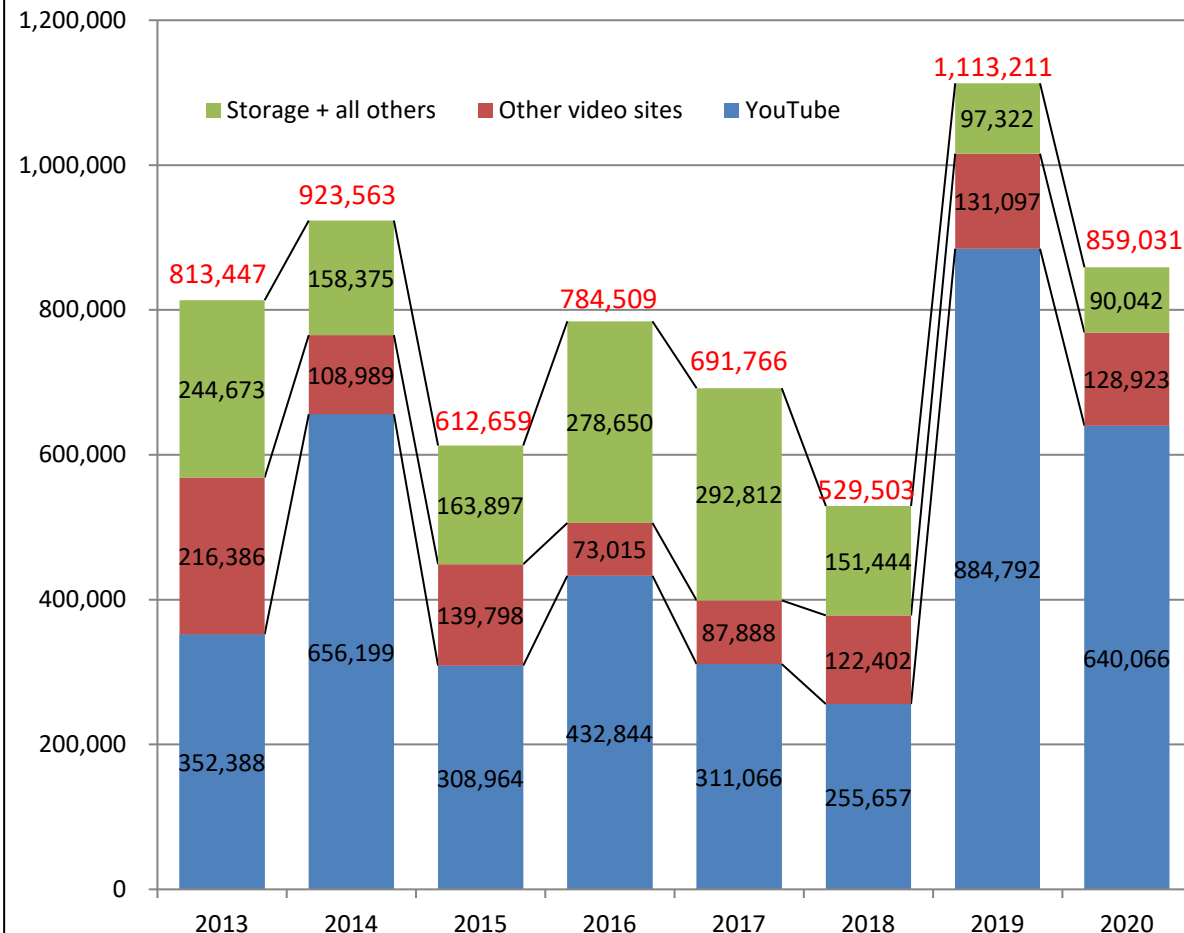
- In April 2013, the Copyright Protection and Promotion Center (CPPC), a dedicated organization for countermeasures against illegal use, was established within RIAJ, and it conducts the following business.
- Searching for and making requests to delete illegal music files on video sites and storage sites (storage for linking sites, etc.)
- Investigating unlicensed music apps, and making requests for deletion to stores and audio source storage
- Making requests to stop selling or transferring prohibited items or illegal copies on auction sites and flea market sites
- Making requests to ISPs to disclose sender information and make claims for damages to infringers, with regard to malicious users of file sharing software
- Making criminal accusations against malicious criminals who use pirated content and file sharing software

Countermeasures Against Illegal Use of Records

- In April 2013, CPPC was established within RIAJ.
- With a team of 8 people and a budget of **¥70 million per year**, CPPC takes countermeasures.



(Unit: requests) 1. Number of Deletion Requests



2. Claims for Damages

- CPPC requests sender information disclosure from ISPs for highly malicious users among those criminals using file sharing software
- Based on disclosed information, CPPC makes claims for damages to users. In 2020, claims were settled with 27 people (Average damages amount: about ¥400,000 yen per person).

3. Criminal Case Response

- In 2020, the number of criminal complaint was 12 for illegal use such as illegal file sharing and unauthorized copying.

■ Number of deletion requests by website (Top 10 sites)

2017			2018			2019			2020		
Site	Deletions	%	Site	Deletions	%	Site	Deletions	%	Site	Deletions	%
YouTube	311,066	45%	YouTube	255,657	48%	YouTube	884,792	79%	YouTube	640,066	75%
Kugou	72,237	11%	bilibili	45,311	9%	bilibili	78,224	1%	bilibili	101,136	12%
Xiami	36,393	5%	Naver	20,014	4%	Tudou	13,579	1%	Rapidgator	12,700	1%
Naver	33,597	5%	Rapidgator	18,915	4%	Youku	13,556	1%	katfile	10,703	1%
Kuwo	29,795	4%	Uploaded	17,119	3%	Rapidgator	10,359	1%	Naver	9,243	1%
QQ Music	20,944	3%	Youku	16,481	3%	katfile	10,060	1%	Instagram	8,745	1%
bilibili	16,061	2%	Tudou	15,810	3%	Uploaded	8,355	1%	Uploaded	8,069	1%
Tudou	14,559	2%	katfile	14,217	3%	SoundCloud	7,521	1%	mexa.sh	5,817	1%
Youku	13,684	2%	Niconico	11,942	2%	Niconico	6,651	1%	Alfatile	5,310	1%
Niconico	9,491	2%	Mexashare	11,896	2%	Naver	6,102	1%	Niconico	5,307	1%
Other	133,939	19%	Other	102,141	19%	Other	74,012	6%	Other	51,935	6%
Total	691,766	100%	Total	529,503	100%	Total	1,113,211	100%	Total	859,031	100%

*Red text indicates Chinese websites

Unlicensed Music Apps

Refers to apps for smartphones that enable unauthorized music distribution by methods not envisioned by right holders such as copyright holders and neighboring rights holders. They are distributed on app stores.

1. Apps that distribute, either by streaming or downloading, audio sources stored on websites (servers) that are not licensed by right holders.

These are "linking apps" that link to illegally uploaded audio sources.

Examples: "Music FM," "Music Box"

2. Apps that violate the terms of use of APIs provided by YouTube and other such sites or the terms of use of app stores

Examples) ▪ Apps that allow users to download YouTube content
▪ Apps that allow users to listen to sound sources licensed by the right holder only overseas, even in Japan.

RIAJ makes deletion requests to app stores for both types of app (1 and 2 mentioned above).

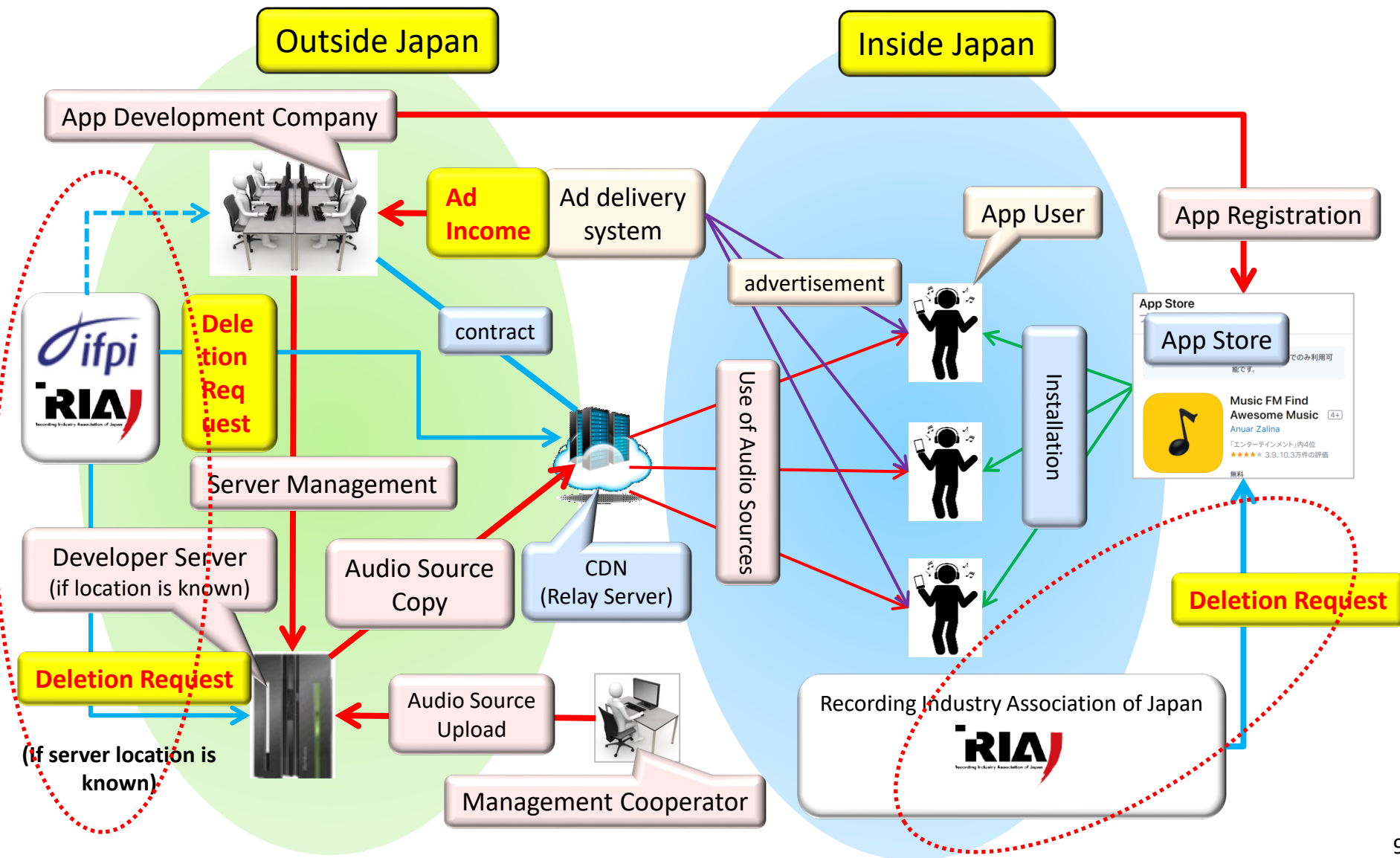
What is “Music FM”?

- Unlicensed music app developed in China and distributed in Japan and other countries since 2012.

(Currently not distributed, users can only listen to audio sources downloaded in the past)

- By 2021, versions had been updated 15 times on iOS and 4 times on Android.
- The app name has changed to “Music FM,” “Music Box,” “Music Rock,” etc.
- Since 2016, the number of users has grown in Japan, mainly among junior and senior high school students.
- Audio sources are distributed without permission from servers used by the developer.
 - It is highly likely that the servers are in China.
 - It is capable of both streaming and downloading for offline playback purposes.
 - While the app is free, it is monetized by displaying frequent advertisements.
 - Revenue is not paid to artists, hindering growth of the legitimate digital music market.

Mechanism of unauthorized music apps and countermeasures against them



Requests to App Stores to Delete Unauthorized Music Apps

RIAJ investigates unlicensed music apps in the iTunes App Store and Google Play Store on a weekly basis. When unlicensed music apps are found, RIAJ requests deletion by the method specified by each store.

April 2020 - March 2021

	Deletion Requests	Deletions	Deletion Rate	Average Days Until Deletion
Apple	20	20	100%	5.1 days
Google	0	0	-	-
Total	20	20	100%	5.1 days

Last Year: April 2019 - March 2020

	Deletion Requests	Deletions	Deletion Rate	Average Days Until Deletion
Apple	27	27	100%	33 days
Google	29	29	100%	9 days
Total	56	56	100%	21 days

Linking Website Countermeasures

- Since 2017, RIAJ has continuously applied for deletions twice a week to audio source storage cyber locker of popular linking sites (11 sites) where Japanese music can be downloaded.
- The most popular linking sites (for music, magazines, comics, anime) are 93% accessed from Japan (According to a December 2021 survey by SimilarWeb).
- There was a popular linking site in the past where the domain (.eu) was suspended by reporting to the domain registrar, but it was soon revived with a new domain.
- There are increasing number of listings for “high resolution audio sources,” which are popular among music download users.

Album Single DVD / Blu-Ray K-Pop C-Pop TV-Music PV cpopfan.com



リーガルリリー (Regal Lily) - Cとし生けるもの [FLAC / 24bit Lossless / WEB] [2022.01.19]

14 February 2022 0

Album, Hi-Res, Lossless



uruwashi - All My Life [FLAC / WEB] [2022.01.12]

14 February 2022 0

Single



UNCHAIN - Timeless Communications [FLAC / WEB] [2022.01.19]

14 February 2022 0

Album, Lossless



soLi - My Garden... [FLAC / WEB] [2021.12.08]

14 February 2022 0

Album, Lossless



Copyright Educational Activities

- Student tours of the RIAJ workplace
- Copyright awareness campaigns
- Special website “That music app is already illegal.”
<https://www.noinfringingapp.jp>



That music app is already illegal.
Protect artists from unauthorized use of their music.
SAVE ARTISTS, SAVE MUSIC.

Requests for Countermeasures Against Illegal Use

- Enhancing our copyright education and awareness activities for young people
- Examining “website blocking,” which is positioned as the third stage of the Japanese government’s “comprehensive countermeasures and flow chart to stop the spread of pirated content on the Internet”.
- Strengthening responsibility of platform operators such as video sharing sites to eliminate pirated content
(Revision of the Provider Liability Limitation Act)
- Strengthening international enforcement and intergovernmental cooperation in content piracy countermeasures