

# **Anti-piracy measures: on the crossroad between eradication and proliferation of foreign infringers**

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(general incorporated association)

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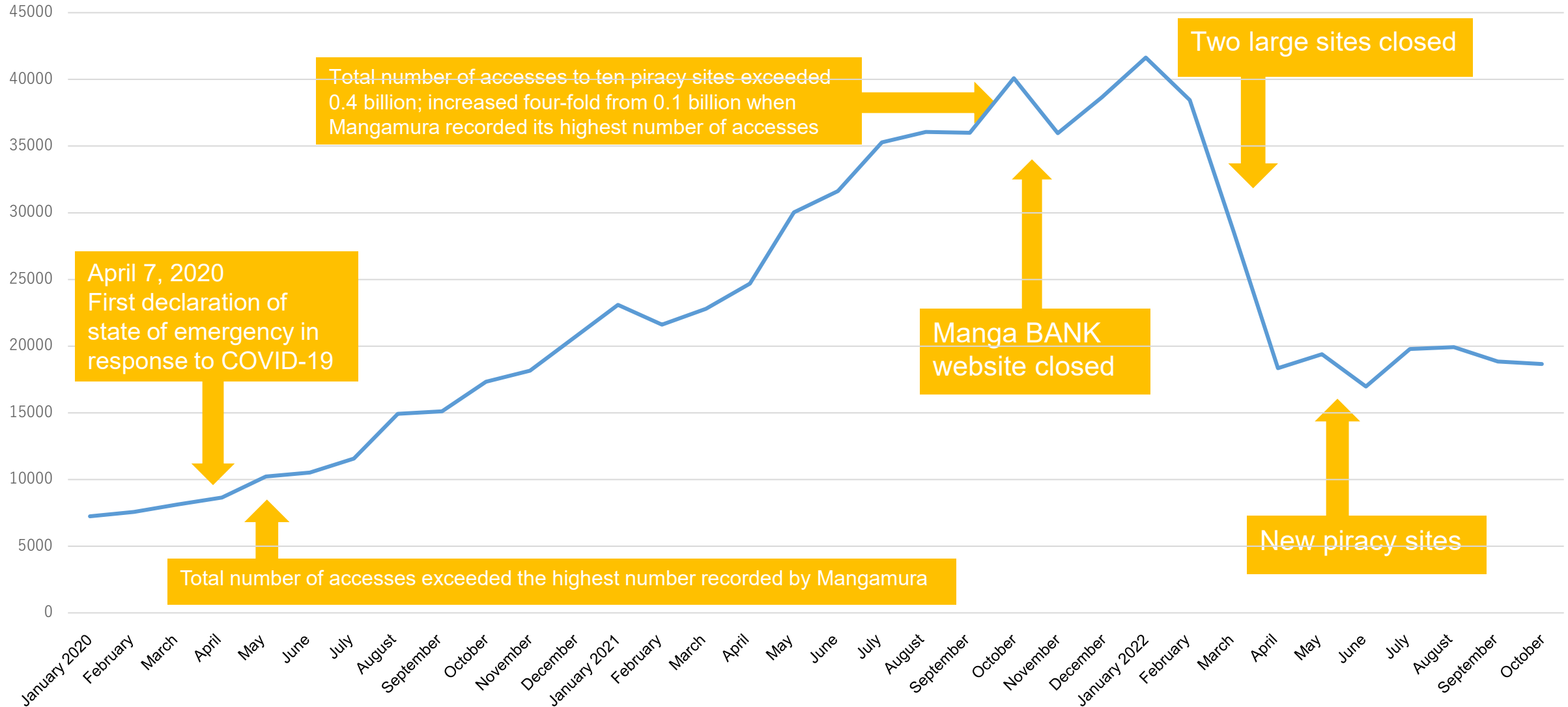
(Legal Affairs Department, SHUEISHA Publishing Inc.)

# Significant advancement in anti-piracy measures in nine months from 21st International Subcommittee

Efforts	Implementing entities
Two large Vietnam-based sites closed	Publishers / Agency for Cultural Affairs / Cabinet Office / National Policy Agency / Ministry of Foreign Affairs
Suppression of search results of piracy site domains on search engines	Publisher / YAHOO! JAPAN / Google
A Chinese authority imposed an administrative fine against an operator of Manga BANK, one of the largest piracy sites.	Publisher / CODA
Requested a foreign advertiser knowingly committing infringement not to place advertisements on piracy sites.	Publisher / CODA
Instituted a legal action against a large CDN providing services to piracy sites.	Four publishers
Instituted a civil action against an operator of Mangamura.	Three publishers, ACCS
Framework for suspending advertisements on piracy sites (ongoing effort)	Domestic advertising agencies and organizations, CODA, ABJ
Juvenile filtering, alerting by security software (ongoing effort)	Telecommunications service providers, security software vendors, SIA, ABJ
STOP! Piracy Campaign (ongoing effort)	Widely disseminated with the assistance of stakeholders across different sectors

Data based on similarweb  
Unit: 10,000

### Monthly change in total number of accesses to top 10 piracy sites (Accesses from Japan only; sites may differ from month to month) Unit: 10,000



\*Three sites included in the above statistics also provide infringing contents other than published contents. 3

# Number of monthly accesses to top 10 piracy sites from Japan (October 2022)

(Data available from ABJ, based on similarweb)

Rank	Site name	URL	September, 2022 (Unit: 10,000)	October, 2022 (Unit: 10,000)	Rate of increase/ decrease from Sep. to Oct.	Mode	Infringing contents
1			26	<b>6,147</b>	23642.3%	Online/(presumed to be Vietnam-based)	Manga
2			Unmeasurable (nearly zero)	<b>3,309</b>	-	Online/(presumed to be Vietnam-based)	Manga
3			2,668	<b>2,578</b>	96.6%	Downloading/cyberlocker	Published contents
4			1,996	<b>1,990</b>	99.7%	Downloading/torrent	Published contents animation, etc.
5			1,311	<b>1,369</b>	104.4%	Downloading/cyberlocker	Published contents movies
6			6,723	<b>1,211</b>	18.0%	Online/Vietnam-based	Manga
7			1,181	<b>862</b>	73.0%	Online/Vietnam-based *A viewer of some contents offered by the 3rd-ranked site is automatically forwarded to this website.	Manga
8			2,525	<b>535</b>	21.2%	Online/Vietnam-based	Manga
9			421	<b>334</b>	79.3%	Online/(presumed to be Vietnam-based)	Manga
10			358	<b>323</b>	90.2%	Online/(presumed to be Vietnam-based)	Manga
Total number of accesses to top 10 sites			17209	<b>18658</b>	108.4%	<b>Total number of accesses in September Slightly decreased from 188.53 million</b>	-
Total number of accesses to Vietnam-based sites			10429	<b>2608 (12721)</b>	25.0% (122%)	The total number of accesses to Vietnam-based sites has significantly decreased to 2,608; however, the total number, including the figures for "presumed to be Vietnam-based," is 12,721, representing an increase of 22% from the previous month.	-

**The total number of accesses was 200 million,  
halved from the 400 million recorded in the last  
autumn**



**We wish to proclaim it as a good result, but...**

# New sites are coming after another.

- 👉 Although we saw a decrease by half, the extraordinary situation is not eliminated as there are still 200 million accesses, twice the highest number recorded by Mangamura.
- 👉 Many new sites are gaining a huge number of accesses in a short period.

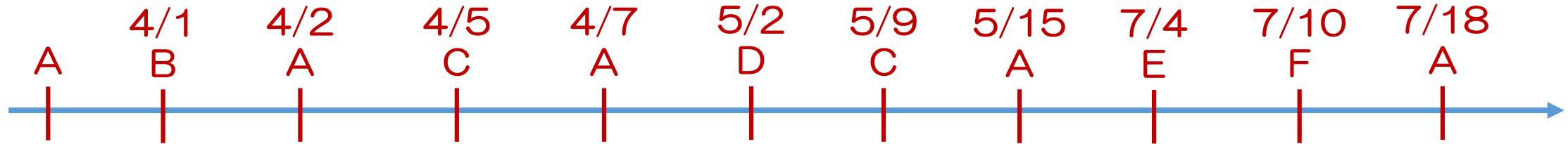
We have a **sense of crisis** that these sites may proliferate and return the situation to the worst.

# Reasons behind the sense of crisis = a large number of challenges

- 👉 No one has been arrested in relation to Vietnam-based sites, resulting in the proliferation of new Vietnam-based sites.
- 👉 Domain hopping
- 👉 Some profit-oriented foreign advertisers are willing to place advertisements on piracy sites.
- 👉 New sites are attracting piracy site users.

# Example of piracy sites repeatedly changing domains and redirecting visitors to other sites in a short period

Prepared by Anti-piracy Measures Council of Five Publishers



- On April 1, 2022, **Piracy Site A** redirected visitors to a new **Piracy Site B**.
- On April 2, **Piracy Site A** ceased redirecting.
- On April 5, Piracy Site redirected visitors to a new **Piracy Site C**.
- **Piracy Site A** repeatedly redirected visitors or ceased redirecting or changed the directed website ten times in three-and-a-half months and connected to five new domains.

Redirecting can draw attention from users to new sites and disperse accesses within different sites. This is presumed to be a technique to maintain or even increase the total number of accesses even if some sites are closed.

Suppression of search results, suspension of advertisements, warning by security software and juvenile filtering are implemented on a domain-by-domain basis. So, once the domain is changed, all the measures must be taken again.

[Piracy Site A]  
Monthly accesses in March 2022  
=Approx. **110 million**  
One of the top 10 sites  
Vietnam-based

As of November 1, 2022:  
A = Accessible  
B = Non-accessible  
C = Accessible  
D = Accessible  
E = Non-accessible  
F = Accessible  
Total number of accesses to  
Sites A, C, D and F in September  
= **Approx. 170 million**



# Domain hopping can circumvent all anti-piracy measures.

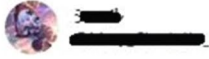
- ☞ Most of the measures explained in Page 2 are implemented on a domain-by-domain basis.
- ☞ Switching to a new domain requires the countermeasures from the start.
- ☞ As a consequence, this can create a timing gap in taking countermeasures.

# Users are growing to be accustomed to domain hopping.

- 👉 In the past, switching to a new domain resulted in the decrease of number of accesses as users tend to leave. Manga Bank and the two large Vietnam-based sites were successful as they did not switch domains.
- 👉 However, recently, users have been able to find the site even if new sites emerge or former sites switch domain, making the site very popular in a short time.
- 👉 Use of blogs, message boards, SNS and search engines
- 👉 **Redirecting to different sites** or **operating different sites at the same time** by the operator may have also contributed to this situation.

# SNS

← Tweets



You can find alternatives to [redacted] site.



Such as:

Manga [redacted] (No update)

[https://\[redacted\].com](https://[redacted].com)

ma [redacted] (No update)

[https://www.\[redacted\].com/](https://www.[redacted].com/)

m [redacted] (Now updating)

[https://\[redacted\].com](https://[redacted].com)

r [redacted] (No update)

[https://\[redacted\].top/](https://[redacted].top/)

[redacted]

[https://\[redacted\].org/](https://[redacted].org/)

[redacted] (Restored)

[https://\[redacted\].top/](https://[redacted].top/)

7 Anonymous user [redacted] >>9 >>14

[redacted]  
[redacted]  
[redacted]  
[redacted]

Classification according to my senses  
Japan, KL, SEN, other

# Message board

Google

[redacted] × [voice icon] [camera icon] [search icon]

All Images Shopping News Videos : More Tools

203,000,000 (0.34 seconds)

[https://\[redacted\]](https://[redacted]) :  
[redacted]  
[redacted]  
[redacted]

Top Manga

Comedy, action, Sci-Fi, fantasy, shonen, drama, battle, supernatural, animation

[Episode 1062] Manga Raw Free

ONE PIECE [Episode 1062]: [redacted]

漫画 raw mangaraw manga

漫画 raw mangaraw manga raw manga1001 manga1000 漫画

ONE PIECE (Raw-Free)

(ONE PIECE RAW) The legendary pirate in the pirate era

Search results: [redacted]

[https://\[redacted\]](https://[redacted]) :  
[redacted]  
[redacted]  
[redacted]  
[redacted]

# Search engine

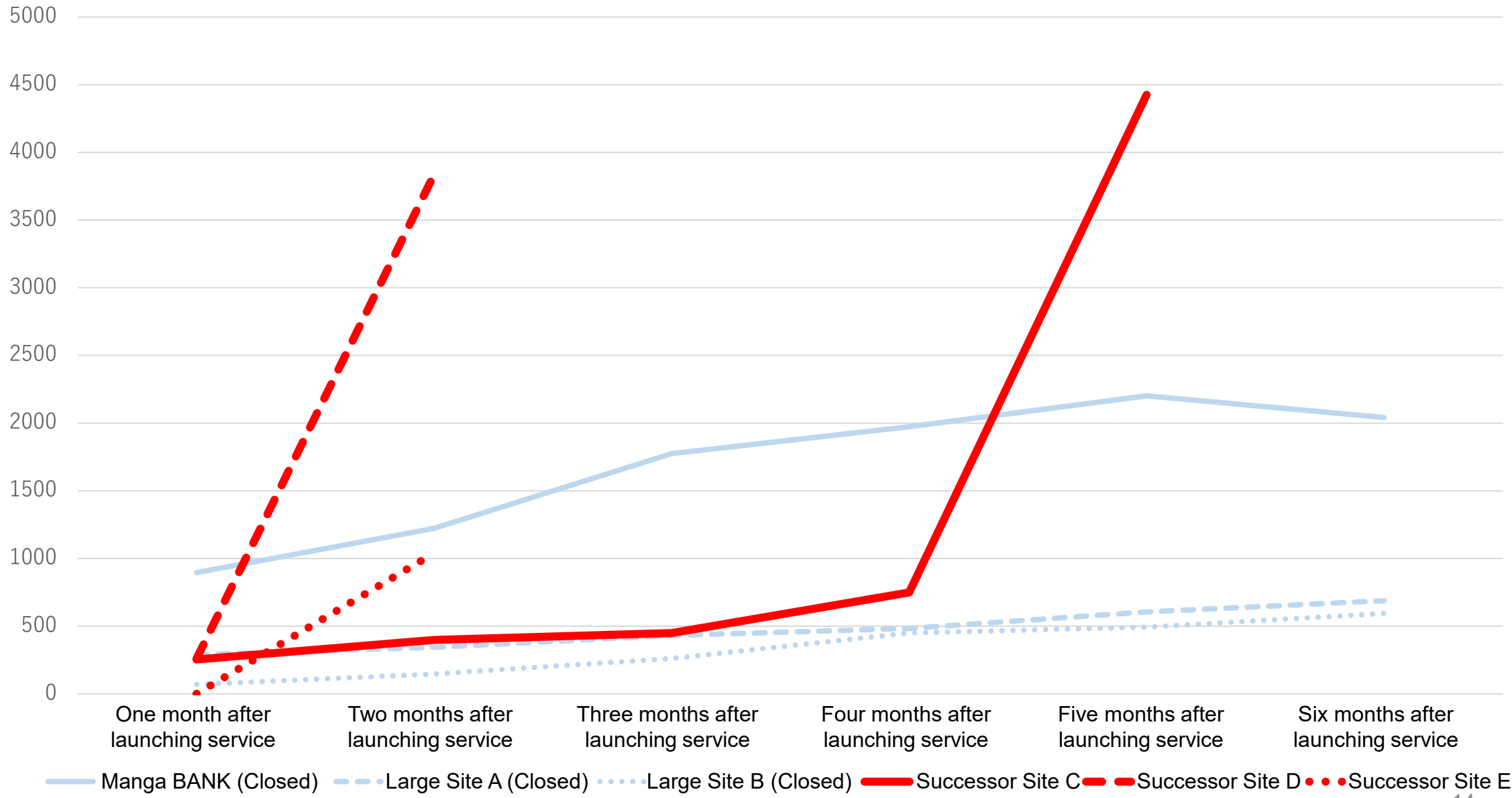
# A large number of foreign-based advertisers knowingly committing infringement

- 👉 An advertiser based in Barcelona, Spain that placed ads on 27 piracy sites fortunately followed a request from publishers and CODA, who otherwise would have needed to file a legal action, including an injunction claim in Spain.
- 👉 We detected foreign advertisers running ads on different piracy sites at the same time. (Discussion is underway on response)
- 👉 There are also many advertisers running ads featuring pornography, online casinos, dating, and potential investment fraud.
- 👉 We are forced to combat advertisers, in addition to piracy sites.

**Conclusion: new sites grow in a short time.**

**Comparison between three famous successor sites and the former three largest sites with respect to the increase of accesses in the initial stage**

Number of monthly accesses:  
Unit: 10,000



# Future challenges

- 👉 Stronger measures for Vietnam-based sites; early identification of site operators
- 👉 Collaboration with ICANN, registrars and registries
- 👉 Measures against advertisers: an international framework is necessary in addition to responses on an individual basis.
- 👉 Awareness-raising of piracy site users in Japan and abroad
- 👉 Response to piracy sites in foreign languages that are increasingly popular in addition to sites for Japanese
- 👉 Promotion of distribution of authorized copies in foreign countries in particular

\* In the mid-term, even supposing that measures against Vietnam-based sites went successfully, it is highly likely that the same situation will occur in other countries. Indeed, the situations formerly present in China also occurred in Vietnam. Countering infringement on a country-by-country basis, namely, engaging with the government and police of the country, would not be sufficient for preventing the spread of damages caused by piracy.