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**how to fight
piracy, computer fraud and
improve copyright compliance**

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to STM's Enforcement Task Force (ETF)**

Copyright & Legal Affairs – Enforcement Task Force (ETF) – what it is/does

- ETF established as CLAC subcommittee in 2007
- trail-blazer for copyright enforcement
- funded since 2013 by STM and member contributions
- mission: evaluate and identify key piracy risks & set targets:
 - clarify electronic rights, complex laws
 - establish same legal principles for all players (level-playing-field)
 - precedents against cross border online piracy, crimes
- Examples of ETF's remit:
 - Online **networks & platforms**: Boerze.bz – Germany (DS) Unlawful posting of STM content on “Hauke Haien”, Library.nu/ifile.it, advice and clarify law, if needed;
 - **Cyberlocker**: wound up Rapidshare; prosecute management; take on next popular target(s);
 - engaged with cases in **China, Russia & Latin America, “global” piracy sites**
 - **Compliance** cases

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What can publishers do?

- Some systems actions:
 - Avoid leaks from within;
 - Improve customer credentials (trade off: ease/effectiveness)
 - Detect subscription fraud;
 - Remove outdated IP /proxies;
 - Treat as «cost of doing business»
 - Internal reporting structures.
- Analyse demand/reason for threat/complaint:
 - Upset author;
 - Seasonal uptick;
 - Systematic undersupply in markets;
 - Convenience;
 - Differential pricing issues;
- Try to undercut pirates with business offerings / convenient solutions – fighting piracy without offering good alternative is a no go.

What can trade associations do/facilitate?

- «Clinic»: assess nature of threat accurately to determine appropriate response, eg:
 - «new/old phenomenon»
 - «new source/mirror site»
 - «accidental pirates», “entrepreneurial pirates”,
 - «professional pirate»,
 - «ideological pirate»,
 - « organised crime»,
 - «state condoned piracy»,
 - «state-sponsored»
- Build relationship with law enforcement
- Build knowledge bank
- Best practices & standards
- Buying club of services
- Support solutions/Advocacy

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Things to keep in mind:

1. What is worse than being copied? – NOT being copied!

2. The days of «Champagne» piracy are numbered/over.

3. On technology - if the answer is: «*the machine will do it*» – then you should ask: «*and who will tell the machine to do it?*»

4. Be creative - try new approaches: eg «follow the money», «co-operate with «frenemies»

• Questions?

• THANK YOU!

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