



Piracy - Audience Intelligence  
April 11<sup>th</sup>, 2024



# | Agenda

- | Conversation Overview
- | Top Shared Stories
- | Topics of Interest
- | Piracy Behavior Update





# | Conversation Overview

- | MPA's Anti-Piracy Push
- | More Piracy Shield Trouble in Italy
- | (Fake) DMCA Takedowns Further Complicate Enforcement
- | Real Slim Shady Weighs In on Piracy





# | Top Shared Stories

## MPA's Piracy Plans Garner Coverage, Social Shares

- | At CinemaCon last week, MPA President Charles Rivkin announced plans to work with Congress on new rules to block sites with pirated content
- | A similar effort was made in 2012 (SOPA), but those efforts fell short due to free speech concerns
- | Rivkin claims with the proliferation of piracy (up 12%) and the impact it has at the box office (he claims more than \$1 Billion in losses) – that congress must allow for creatives to go to court to request blocking access, aligning with the state of digital



<https://www.theverge.com/2024/4/9/24125560/mpa-block-piracy-websites-cinemacon>







# | Top Shared Stories

## More Trouble with Piracy Shield as Source Code Leaked

- | In one of the most shared stories in the piracy space this last month, the source code for Italy's Piracy Shield was leaked across repositories on GitHub
- | There has been growing frustration with Piracy Shield in the last several months as legitimate sites have been blocked, and many remain blocked despite complaints from Cloudflare customers
- | The leaked code may give pirates insights into how to work around the system, while also giving users access to who is reporting domains - as well as the ISPs tasked with carrying out the blocking



<https://torrentfreak.com/piracy-shield-source-code-internal-documentation-leak-online-240326/>

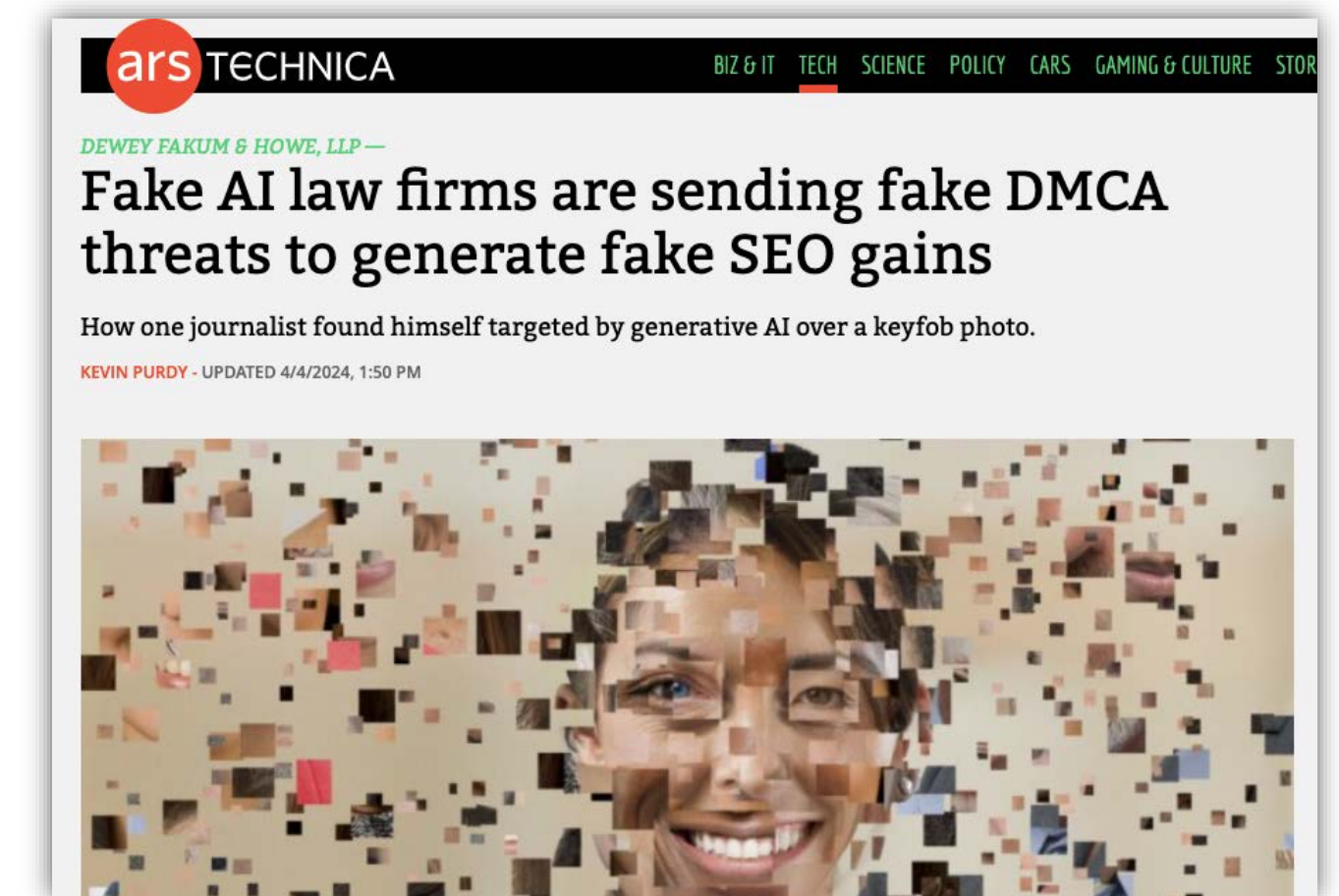




# | Top Shared Stories

## Fake AI Law Firms, Fake DMCA Threats, and Fake SEO

- | The world of AI is making a big splash in the DMCA world as a journalist found himself to be a target in a Fake DMCA Takedown scheme – all of which is run via AI
- | The journalist received a copyright notice from "Commonwealth Legal" requesting he attribute a legally purchased stock photo to the website "Tech4Gods" and the firm threatened to file a DMCA takedown request
- | Not only was the supposed law firm fictitious, the notice was AI generated – and ultimately a type of "phishing" intended to bolster the SEO for the "Tech4Gods" site



<https://arstechnica.com/gadgets/2024/04/fake-ai-law-firms-are-sending-fake-dmca-threats-to-generate-fake-seo-gains/>







# | Top Shared Stories

DomainTools PROFILE CONNECT MONITOR SUPPORT Whois Lookup

Domain Profile

Registrar	NAMECHEAP INC NameCheap, Inc. IANA ID: 1068 URL: http://www.namecheap.com Whois Server: whois.namecheap.com abuse@namecheap.com (p) +1.9854014545
Registrar Status	clientTransferProhibited
Dates	40 days old Created on 2024-03-01 Expires on 2025-03-01 Updated on 0001-01-01
Name Servers	NS5.HAWKHOST.COM (has 241,542 domains) NS6.HAWKHOST.COM (has 241,542 domains)
IP Address	198.252.100.132 - 704 other sites hosted on this server
IP Location	🇨🇦 - Ontario - Fergus - Hawk Host Inc.
ASN	🇨🇦 AS20068 HAWKHOST, CA (registered Jan 28, 2014)
Domain Status	Registered And No Website
Registrar History	1 registrar
Hosting History	1 change on 2 unique name servers over 0 year

**Ernie Smith**  
@ernie@writing.exchange

So I look up the address, which is located on the fourth floor of its building. (Which I should note appears to be a one-floor structure in the also possibly-AI-generated lead image.)

And here's what I find:

COMMONWEALTH LEGAL SERVICES

Attorneys

<b>Ulan Clark</b> Franchise / Consumer Rights Law	<b>Zoe Baker</b> Business Law / Litigation	<b>Wahid Carter</b> Consumer Legal Dispute Resolution
<b>Ruby Hall</b> Company Conflicts / Commercial Law / Litigation	<b>Max Feana</b> Company Law / Disputes / Litigation	<b>Ava Campbell</b> Litigation / Legal Counsel
<b>Will Thomas</b> Intellectual Property Law / Patent Rights Law	<b>Amy King</b> Property Counsel	<b>Nicole Roberts</b> Copyright / Regulatory / Compliance
<b>Alan Young</b> Dispute Resolution / Consumer Administration	<b>Dean Parker</b> Real Estate / Real Estate	<b>Sarah Walker</b> Copyright / Litigation / Intellectual Property / Trademark







# | Top Shared Stories

## The Real Slim Shady Stands Up Against Piracy?

- | Eminem, along with other high-profile artists like 50 Cent and Method Man are participating in a documentary about the rapid growth of music piracy
- | The film "How Music Got Free" follows a CD factory worker who, along with other hackers, contributed to the rise in audio piracy
- | The directors, who base the doc off their book w/ the same title, spoke at SXSW – discussing how the doc focuses on the "golden age" of music, Napster, and the impact on record labels and consumers (release date TBD)



<https://eminem.news/music-got-free.html>







# | Stories of Interest

## Streaming Platform Pushes Anti-Piracy Change at GitHub

- | Plex is a streaming platform that allows users to watch and curate shows – and share libraries of content
- | While this content sharing function was intended for direct peer-to-peer exchanges (which already has piracy concerns), Plex asked GitHub to remove the “reshare” functionality, which made those content libraries exponentially more available
- | The “reshare” functionality made these libraries browsable on the web – allowing access well beyond the original user's network - and GitHub has removed that functionality



<https://torrentfreak.com/plex-asks-github-to-take-down-reshare-repository-over-piracy-fears-240404/>





# | Stories of Interest

## Stream Safely Coverage in Canada

- | While there was not a \*ton\* of pick-up, we did capture a few blogs/articles that covered Canada's Stream Safely Day last month
- | CableFax ([LINK](#)) and Playback CA ([LINK](#)) both published short but informative pieces on March 26<sup>th</sup>, giving some great exposure to StreamSafely.com, offering data and quoting CTAM President and CEO Vicki Lins on the goals for the site

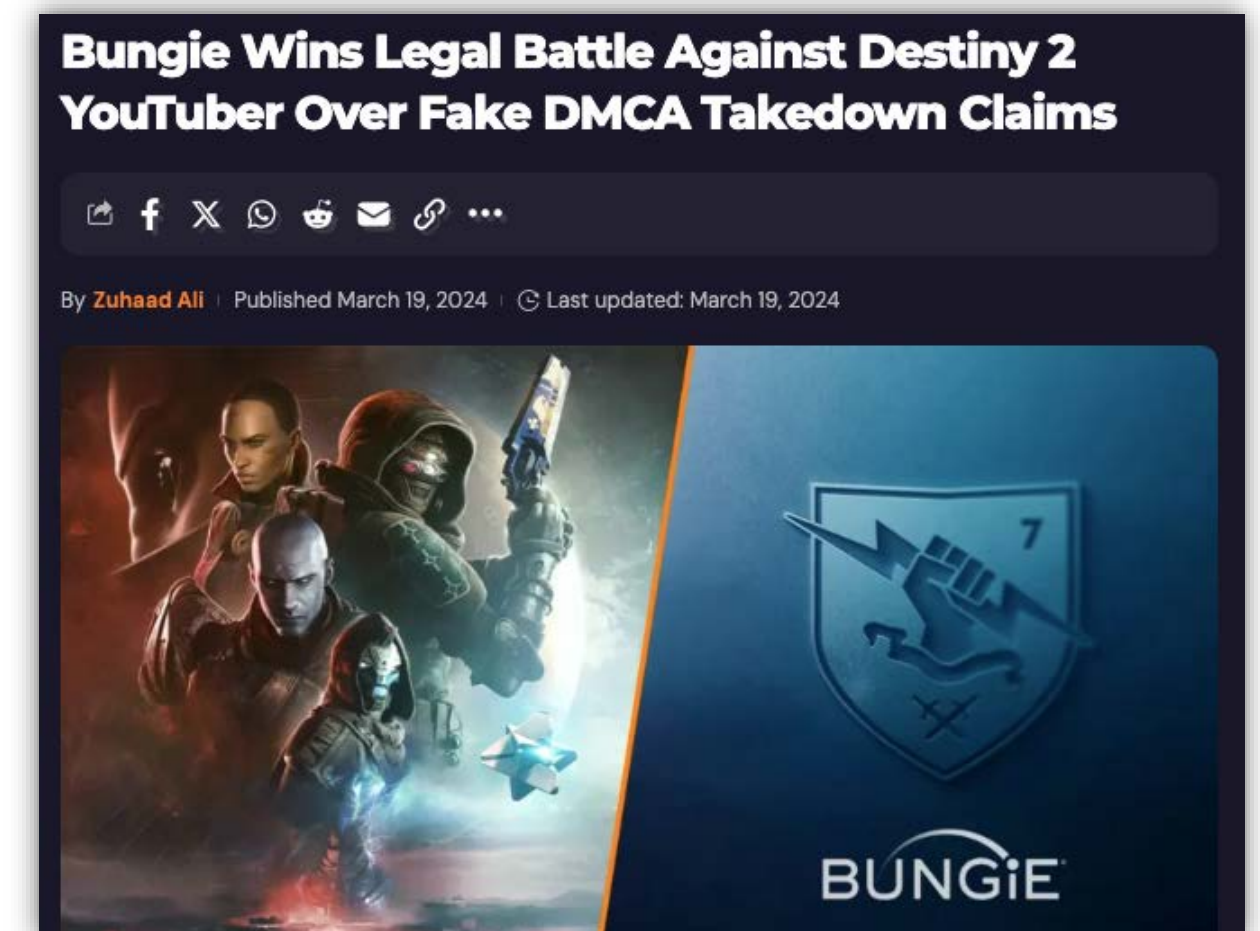






## Wild Fake DMCA Takedown Claims Finally Resolved

- | When YouTuber Nicholas Minor received a legitimate takedown notice from gaming company Bungie for YouTube videos he had posted years ago... and he decided to retaliate
- | Minor created dozens of fake email accounts and began sending fake takedown notices posing as an employee of Bungie
- | After Bungie filed a lawsuit against Minor, the YouTuber admitted his error and the court has since ruled in favor of Bungie – however this case shows how the DMCA process can be abused (and unnecessarily time consuming)



<https://thegamepost.com/bungie-destiny-2-youtuber-dmca-takedown-claims/>





# | Stories of Interest

## FTC: DMCA May Be Why McDonald's Ice Cream Machines Are Always Broken

- | Who said the government doesn't focus on the real issues? The FTC is looking to solve one headache we've all run into on occasion: the dreaded news that the McDonald's ice cream machine isn't working
- | The Federal Trade Commission is asking the US Copyright Office to exempt "commercial soft serve machines" from the DMCA
- | Currently, the DMCA ensures only the manufacturer (Taylor) can fix the machines when they stop working, leading to long delays and unnecessary tears from kids hoping to get a McFlurry
- | Many states are implementing "right-to-repair" bills – and President Biden issued an executive order<sup>12</sup> on the federal level



<https://arstechnica.com/tech-policy/2024/03/ftc-and-doj-want-to-free-mcdonalds-ice-cream-machines-from-dmca-repair-rules/>







# /Piracy Highlights

← r/Piracy · 1 mo. ago  
StreetSquare6462

**Based on a true story**

Humor

11K ↓ 354 ↑ Share

← r/Piracy · 1 mo. ago  
Rude-Pay8893

**Nintendo** 🗿

Humor

what a touching story!!

a young boy from Thailand dreamed about having a Nintendo switch. Due to not having good financial conditions, he fabricated his own using cardboard and markers. His father, moved, filmed him and posted the video on social media. After going viral, it got to the eyes of Nintendo's CEO, who went to Thailand personally and sued the boy for 2.5 million dollars for copyright infringement.

9.8K ↓ 142 ↑ Share

← r/Piracy · 17 days ago  
Ek\_Tha\_Clarku

**Opposites attracts...**

Humor

9.6K ↓ 134 ↑ Share





# | StreamSafely.com Implications

- | As AI becomes less and less discernable from real human interaction, it's important for consumers to be able to identify potential fraud from AI-generated communications. Offering watch-outs and how-to's for consumers may prove valuable in the years to come





# Thank You



Sean Ryan  
President and CEO  
[Momentize.co](https://www.momentize.co)



# | April Report Summary

## | **MPA's Anti-Piracy Push**

MPA President Charles Rivkin announced plans to work with Congress on new rules to block sites with pirated content – and allow creators to go to court to protect their content in a more streamlined and expedient way: [LINK](#)

## | **More Piracy Shield Trouble in Italy**

Hackers published the source code for Italy's Piracy Shield – creating even more concerns about the major anti-piracy project in Italy. [LINK](#)

## | **(Fake) DMCA Takedowns Further Complicate Enforcement**

Bad actors are using AI to create fear in consumers – in this case, trying to scare bloggers into crediting legitimately purchased stock photos to an unrelated website – all to boost the SEO for these unrelated sites: [LINK](#)

Meanwhile, a disgruntled YouTuber was found guilty of sending dozens of fake DMCA takedowns posing as a video game company: [LINK](#)

## | **Real Slim Shady Weighs In on Piracy**

Eminem, 50 Cent, Method Man and others are participating in a documentary on the rise of music piracy (release date TBD) [LINK](#)

