



# PROTECT YOUR DIGITAL CONTENT

## What is CONTRA PIRACY?

CONTRA PIRACY is an international **non-profit association** which is dedicated to the **protection of content against illegal dissemination** over the internet. It is based in Switzerland and registered under the Charter of the Canton of Zug. It organizes **enforcement of intellectual property rights** in many jurisdictions and provides a network that connects rights-owners to technical service providers, attorneys, collection agencies, etc. Members of CONTRA PIRACY predominantly come from the **film, music and video game industry**.

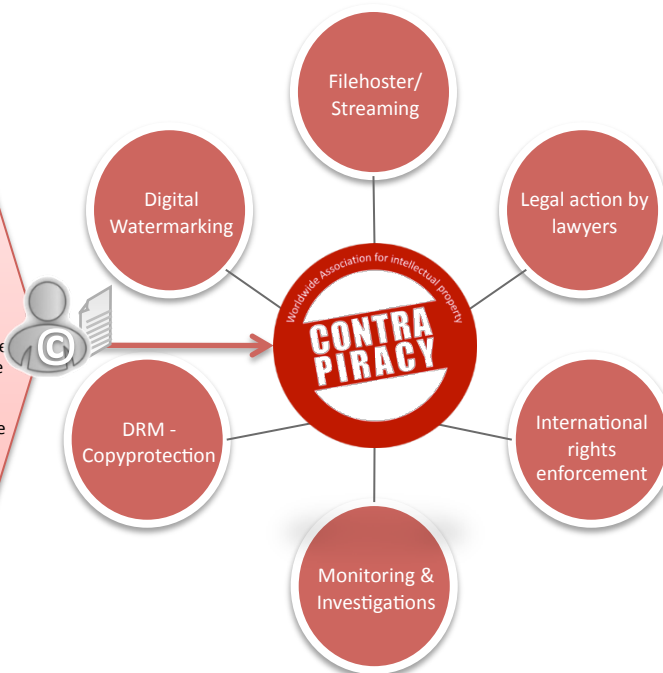
CONTRA PIRACY offers its members a wide range of services in **many jurisdictions**, e.g. in the United States, Germany, Poland, Brazil and India. CONTRA PIRACY engages **technical specialists** who can monitor and track illegal sources to which internet users are granted access to content that is protected by copyright. With such information, CONTRA PIRACY works together with its members in shaping a focused anti-piracy strategy and helps the rights-owner in enforcing its rights in the different jurisdictions.

Not only does CONTRA PIRACY help in providing the technical services, e.g. the generation and collection of data identifying illegal sources or notice-and-take-down procedures, but also assists in **enforcement proceedings** together with **selected legal experts** in the respective jurisdiction. CONTRA PIRACY is therefore a one-stop shop for rights-owners seeking to protect their content against illegal distribution.

## What does CONTRA PIRACY do?

CONTRA PIRACY handles all services and measures and creates a customized Anti-Piracy-Package for you.

- One Face to the Customer
- You will receive a comprehensive Reporting
- You only get one billing
- You benefit from the expertise of many specialists within the organization
- Exchange of experience of the members
- and many more



### STEP 01

We advise you about the possibilities of targeted measures and how to use what services best.

### STEP 02

The association takes care of the complete handling and will assist you with advice and deed durably to the side. All market developments and changes in legislation are monitored.

### STEP 03

You will receive a monthly report about all taken measures and corresponding success reports and billings of all countries under one roof.

**CONTRA PIRACY - WORLDWIDE ASSOCIATION FOR INTELLECTUAL PROPERTY**

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## What kind of piracy does CONTRA PIRACY target ?

CONTRA PIRACY deals with online piracy. It works together with dedicated technical experts and specialists that provide a fitting solution for effectively solving the problem of piracy for its members. These include:

- **P2P-Filesharing:** CONTRA PIRACY assists with the identification of uploaders that make content available to the public; it obtains from ISPs name and address of the infringer; it engages in enforcement by issuing a letter to the infringer demanding the payment of a reasonable compensation of damages and reimbursement of expenses.
- **Filehosting/One-click hosters:** CONTRA PIRACY identifies illegal sources on file hosting platforms and engages into a notice-and-takedown procedure with the aim of deleting available content on illegal sites. Technical providers that work together with CONTRA PIRACY can handle very large amounts of illegal sources and thereby ensure that the content is protected from the release date with a global effect.
- **Streaming:** Also here, notice-and-takedown is applied. Solutions to identify the actual downloader so that the rights-owner can oversee the level of illegal distribution of his content, are currently in the test phase.

## Why become a member of CONTRA PIRACY ?

CONTRA PIRACY works together with rights-owners in order to design a **tailor-made worldwide strategy** for the member of combating piracy of content over the internet. CONTRA

PIRACY also implements this strategy with its partners worldwide. It thereby acts in its own name so that the rights-owner does not need to be disclosed to the infringer (does not apply in all jurisdictions).

Furthermore, members can **benefit from the revenues** that CONTRA PIRACY generates by enforcement proceedings in the relevant jurisdictions. After deduction of expenses for courts, technical providers and attorneys, rights-owners usually receive an average share of app. 35% of the amounts that are recovered from infringers (varies from 30-40% depending on jurisdiction). Usually, an amount between EUR 270 and 800 is claimed from the uploaders in P2P cases.

## What are the costs associated with enforcement procedures administered by CONTRA PIRACY?

CONTRA PIRACY is a **non-profit organization** and therefore is not seeking commercial success. CONTRA PIRACY is charging a yearly **membership fee** of EUR 500.00. For members that join in 2013 or 2014, this fee will be waived until 2015.

Enforcement measures with regard to **P2P** do not require any upfront payment. Expenses will be forwarded by CONTRA PIRACY. Any expenses will be recouped first from any damages that are paid by the infringer. CONTRA PIRACY will also take a share of 5% for overhead in the revenues. After deduction of expenses, it is the intention to turn over the rewards of enforcement to its members.

With **filehosting** and **streaming**, notice-and-takedown procedures depend on the number of sources that need to be targeted as well as the number of titles that the member



wishes to have deleted from platforms. Starting as low as EUR 450 per title for an initial period of two months from release, even with highly popular contents having produced thousands of sources, the fee will be EUR 2500 for the first two months with EUR 1500 for each month that the member wishes to continue this procedure.

Obviously, it is the intention to cross-collateralize the receipts from P2P with the expenses in notice-and-take down in order to keep costs low or actually, like in most cases, produce a profit for the member.

## How do I become a member of CONTRA PIRACY?

filled out form can be sent to CONTRA PIRACY by fax, letter or email.

## Who can I contact?

For any questions, please contact:

Mr. Rolf B. Schudel  
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