



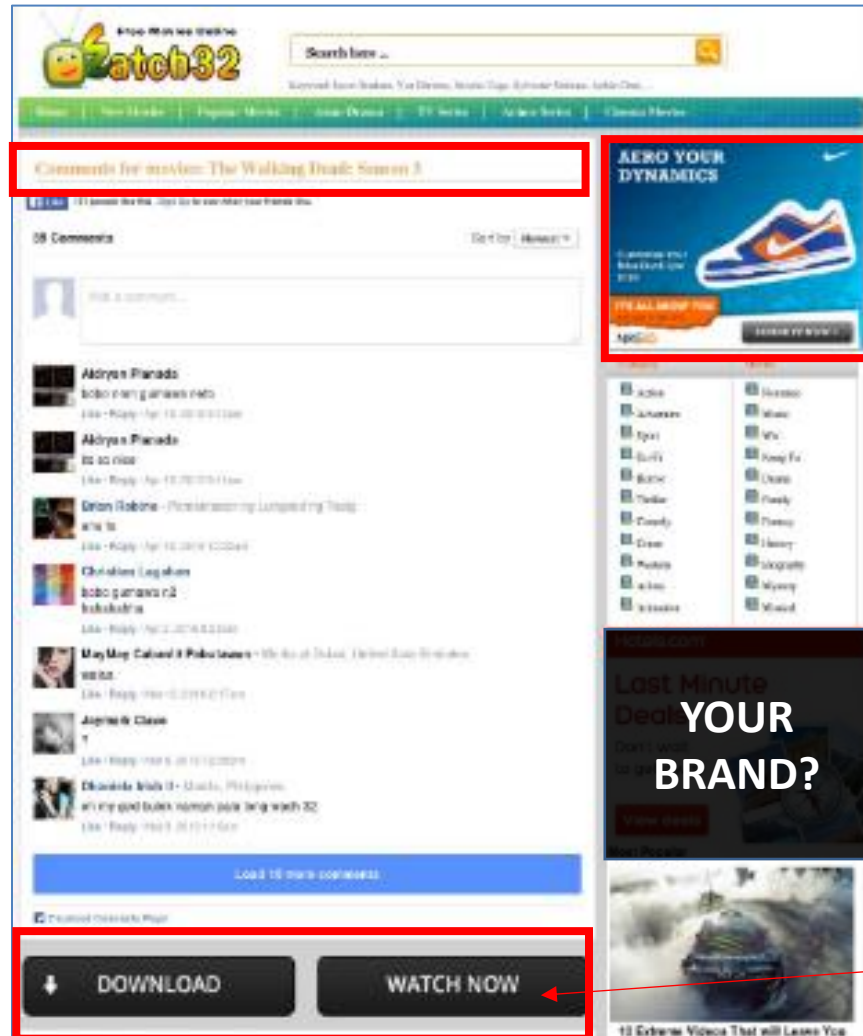
# Ad-Funded Online IP Infringement Landscape, Challenges and Solutions

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Anti-Counterfeiting Seminar, Copenhagen, 22 June 2016

# Identifying the Problem

## Engaging Brands and Ad Companies



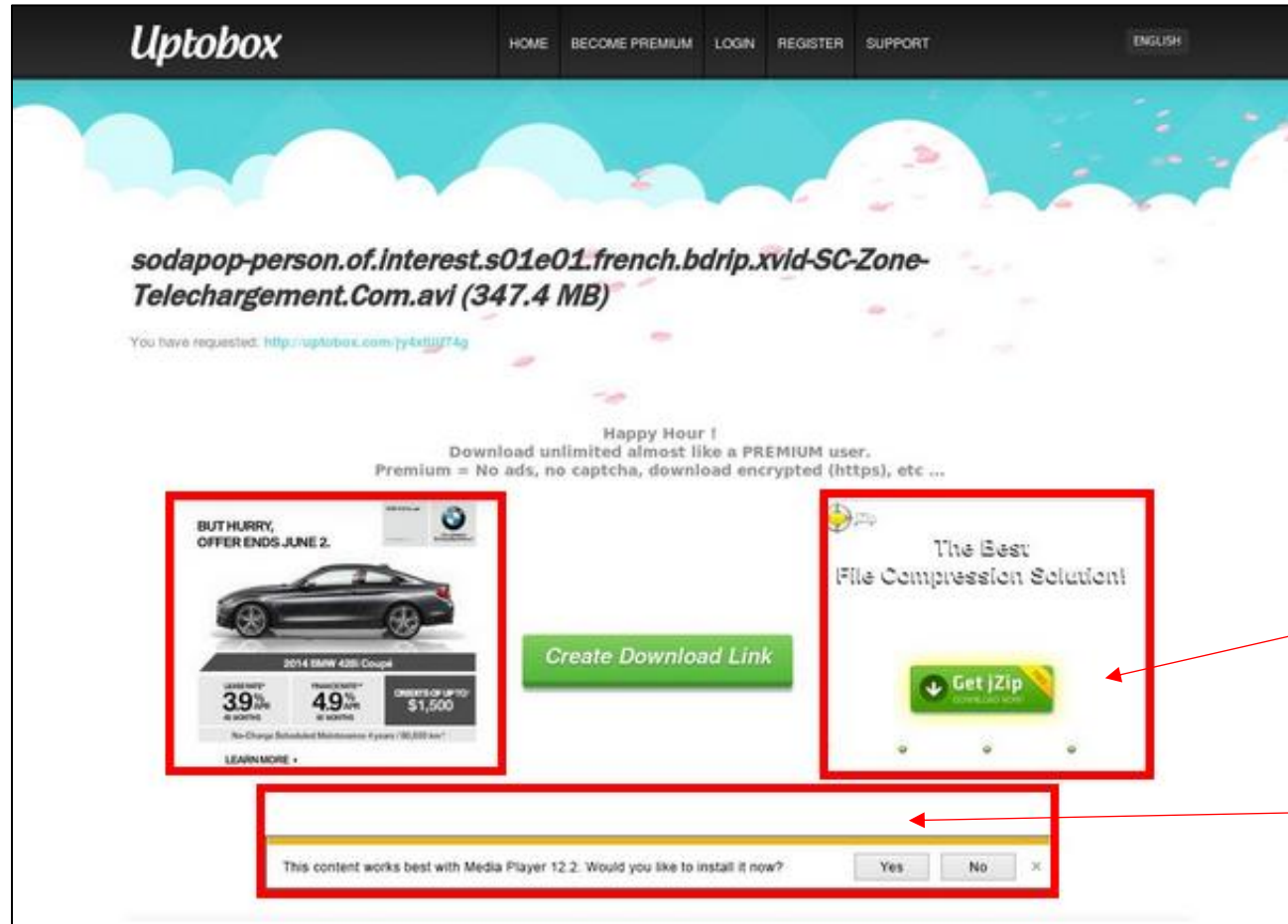
- Filled in milliseconds
- Inadvertent
- Half of all ads are known brands...  
...the rest are high risk e.g. malware

**MALWARE**

# Identifying the Problem

## Engaging Brands and Ad Companies

- Risks brand reputation
- Consumer harm
- Lends credibility
- Poor ROI
- Ad fraud

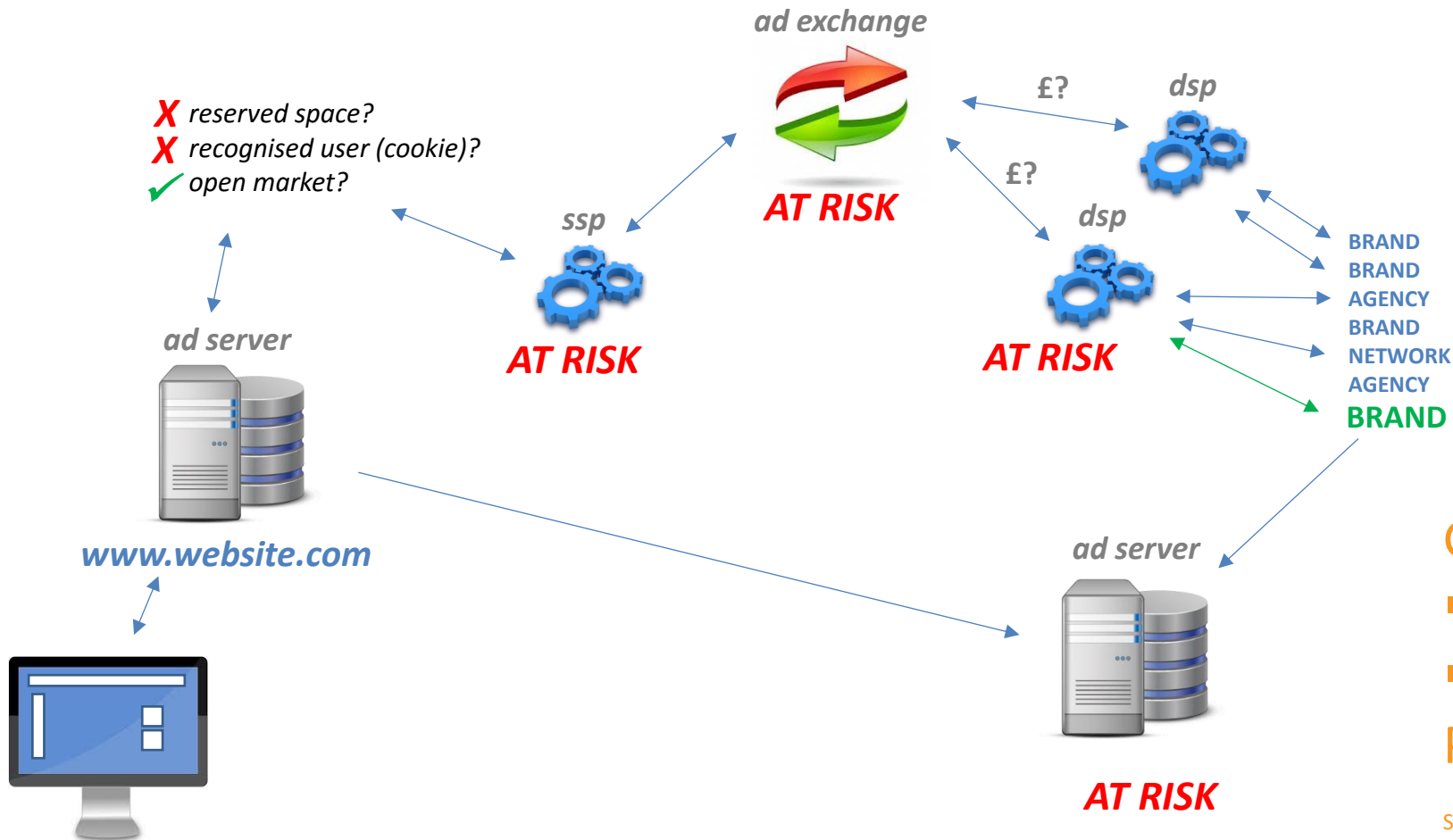


**JZip  
(Malware)**

**System Fraud  
(Malware)**

# Understanding the Issues

## Challenges in the Digital Ad Supply Chain



Global digital ad spend:

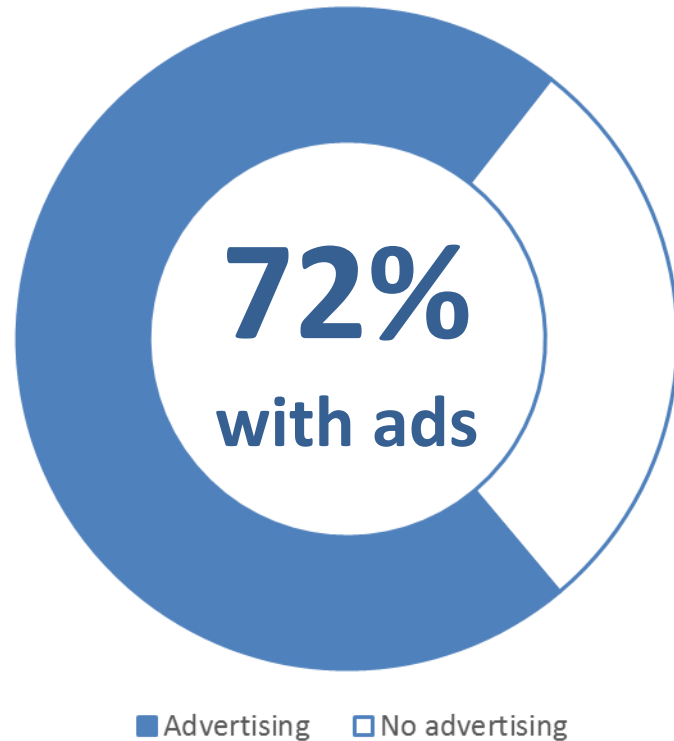
- **\$170 Bn**
  - **30% of all ad spend**
- Programmatic trend

Source: eMarketer Sept 2015

## Scale of the Problem

### Advertising is Major Source of Revenue for IP Infringing Websites

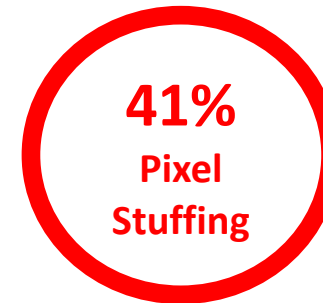
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Source: whiteBULLET 2015 unpublished study Top 500 UK IP infringing websites

Up to **\$6 million** annual ad revenue  
**93%** profit margin

Source: *Good Money Still Going Bad*, Digital Citizens Alliance, May 2015



- Multiple ads per webpage
- Not visible to visitor
- Brands still pay

Source: *Digital Advertising on Suspected Infringing Websites*, EU IPO, 2015

Sectors offer a measure  
of ad diversity.

**131** unique sectors

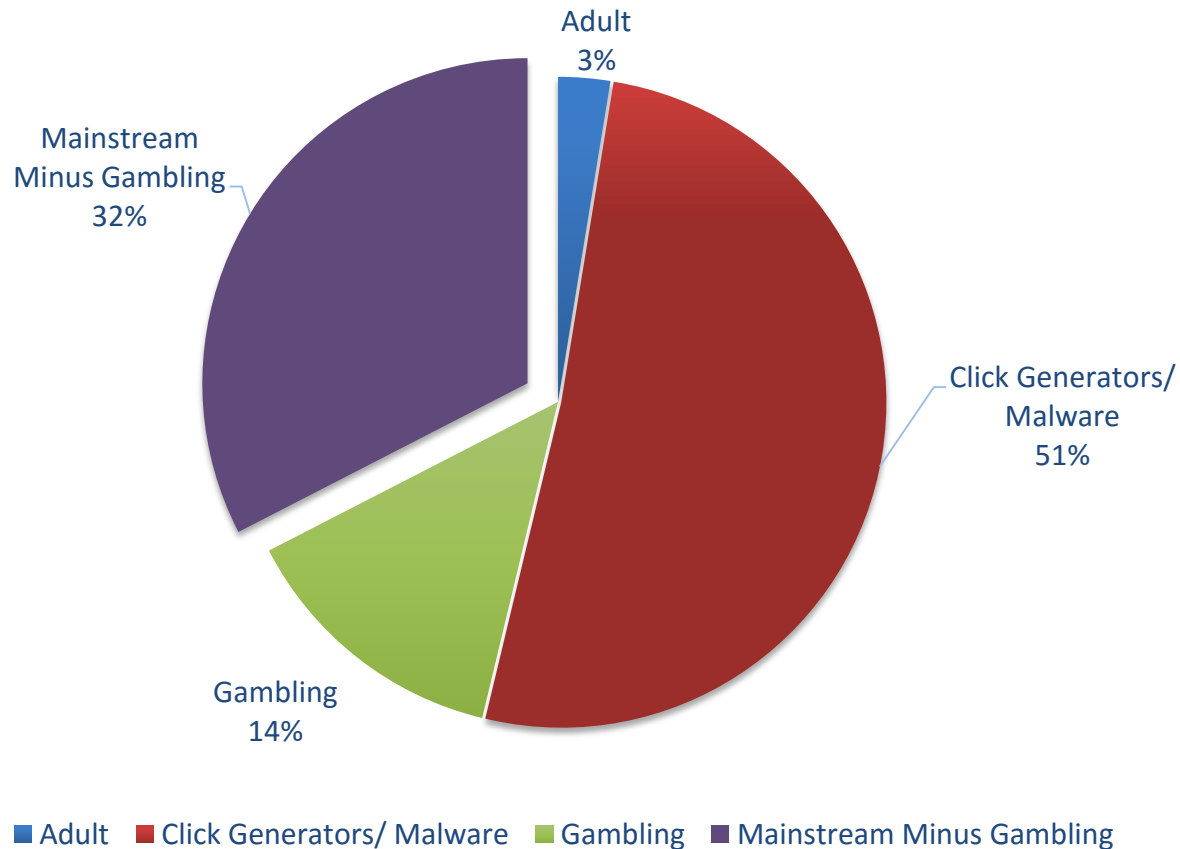
**57** highest number on any website

Brand rich environment.

**1,500+** unique brands

**204** highest number on any website

Ads for HALF of top companies by global ad spend



54%

of ads across the Selected Websites are in **High Risk** sectors (adult, malware, fraud).

46%

of ads across the Selected Websites are in **Mainstream** sectors.

Source: Digital Advertising on Suspected Infringing Websites, EU IPO, 2015

**25** intermediaries placed **73%** of all Mainstream ads

**10** intermediaries placed **91% of all High Risk** ads

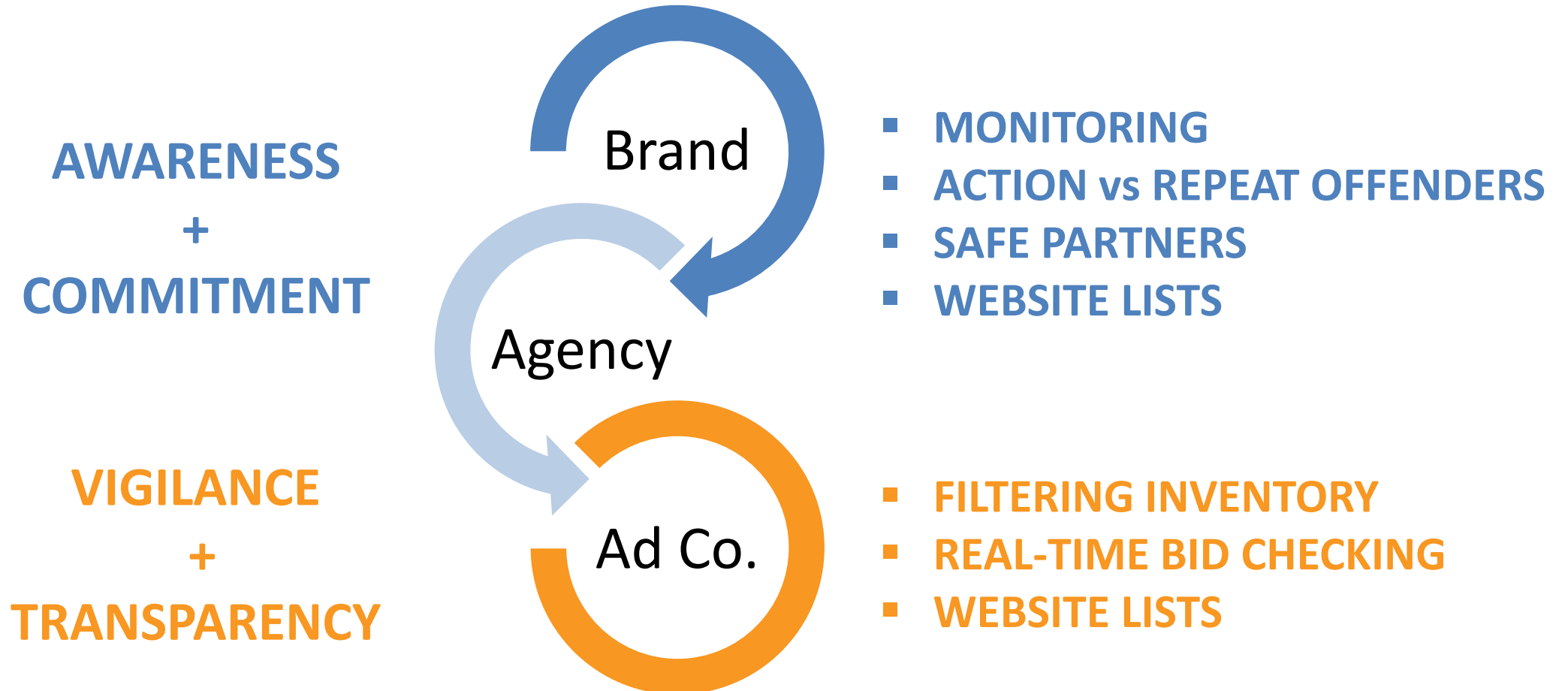
## WHICH WEBSITES POSE AN IP INFRINGEMENT RISK?

*Source: Digital Advertising on Suspected Infringing Websites, EU IPO, 2015*

# Solutions – It's Not Easy But It Can be Tackled!

## Principle and Practice

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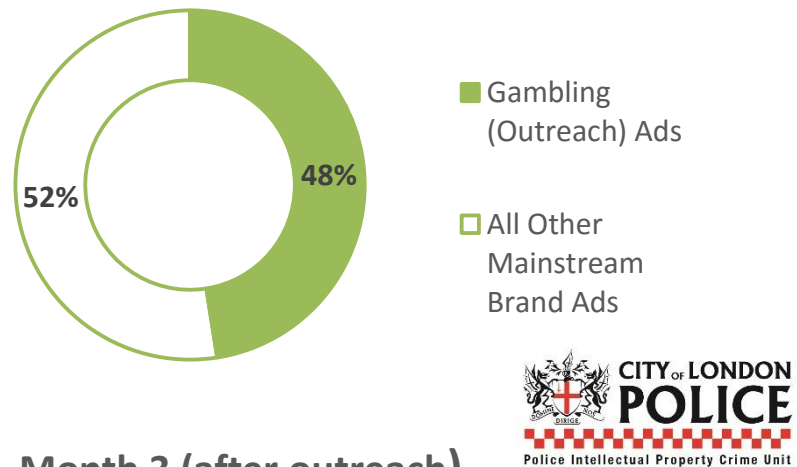


# Demonstrable Impact to Date

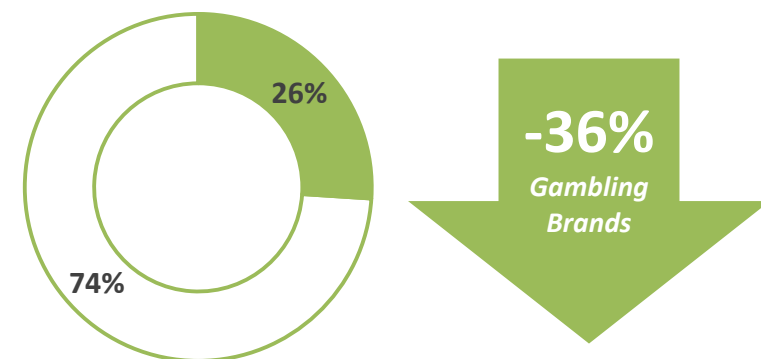
## Successful Initiatives



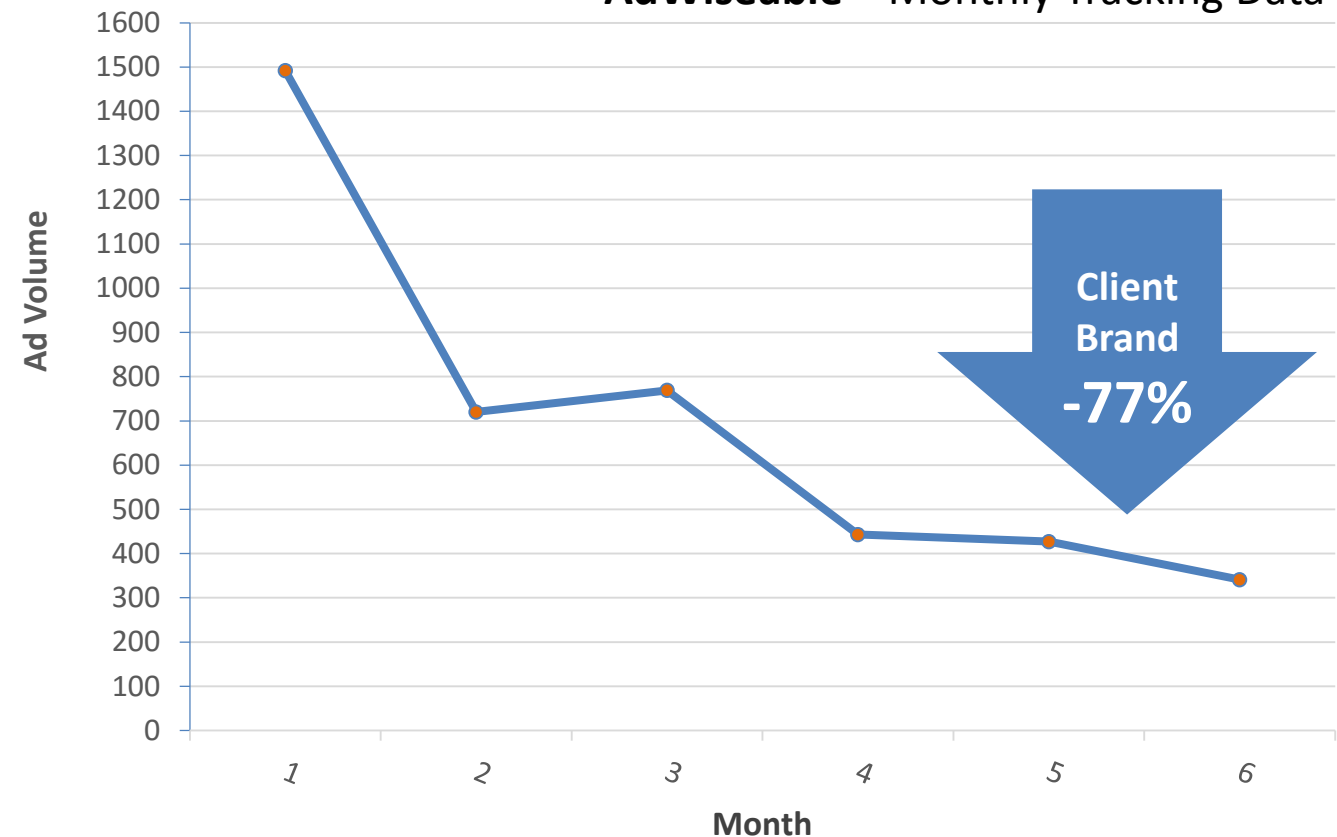
### Month 1 (before outreach)



### Month 3 (after outreach)



### AdWiseable™ Monthly Tracking Data





Questions?

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