



# CoPeerRight Agency

Fights Online Piracy



## **CoPeerRight Agency**

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**CoPeerRight Agency**  
Fights Online Piracy



## Company

Like a Web agency, CoPeerRight Agency is the first international agency fully specialized in copyright protection online.

Created in Paris in 2003, CoPeerRight Agency provides services in order to fight and take actions against unauthorized access to digital media on Internet networks.

CoPeerRight Agency's services provide a well-balanced combination of technology and human know-how, that guarantees an outstanding success.

To fight this spreading phenomenon - worldwide by definition, CoPeerRight Agency has established several subsidiaries:

- 2003: France**
- 2004: Canada**
- 2005: Spain**
- 2006: Italy**
- 2007: Germany**
- 2008: Russia**



***Think global, act local!***

**Company**

**Services**

**Legal**

**Case study**

**References**



## Services

**CoPeerRight Agency** has developed and patented a set of data processing tools, operating 24 hours a day and 7 days a week all over the world. All the services developed by **CoPeerRight Agency** respect applicable local legislation.

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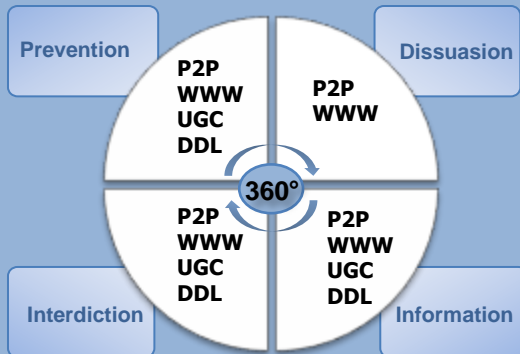
Services

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### 360° Actions



**CoPeerRight Agency** provides a well-balanced combination between complementary actions before and after piracy.  
**CoPeerRight Agency** provides customized services.

### 360° Networks



**CoPeerRight Agency** Services cover main Internet sources like P2P, UGC, DDL and web site (Blog, forum...).  
Our services follow the piracy evolutions.



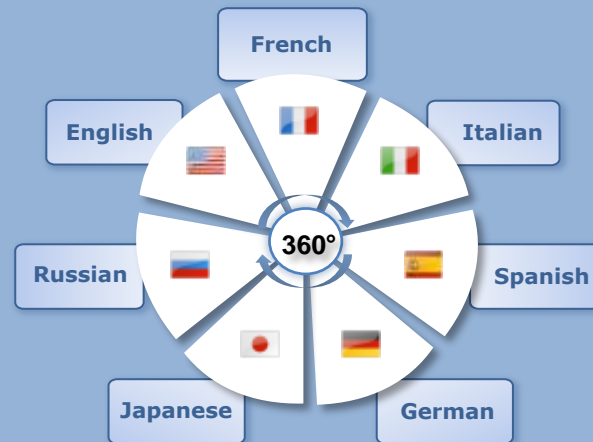
## Services

### 360° Products



Each customer has different needs, and each type of media's piracy has also its particularities (Video, Music, Games...).

### 360° Languages



**CoPeerRight Agency** provides services over many countries, and optimizes synergies between culture and languages, global and local approach.

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## Legal situation in Europe

**CoPeerRight Agency** works closely with the main antipiracy entities, collectives societies and government in Spain, Italy, France and Germany. Our goal is to propose our know how to help organisms and government to improve their strategies to fight online piracy, and to beneficiate our clients with these actions. **CoPeerRight Agency** has developed a consulting mission to give and consolidate the arguments for new strategies, by anticipating the new responses of the users (new trends...), and the evolution of the piracy.

**European Parliament:** At the end of October 2009, the European Parliament abandoned the **Amendment 138**, a statement that was aimed to protect citizens' freedoms against arbitrary restrictions of Internet access. However, in November a new agreement between the Council and the Parliament for a new version of the Amendment 138 will be concluded to avoid the "graduated response" in the EU's Members.

**France:** Sarkozy's government created a commission that presented the "Olivennes Report" in November 2008. With these recommendations the senator Michel Thiollière was charged to redact the Project of Law: Internet and Creation. CoPeerRight Agency has accompanied all this process by giving advises and recommendations. A new authority HADOPI was created to put in place the "graduated response", action that will be starting in January 2010.

**Germany:** During the election campaign 2009, the democratic party CDU announced to aim for a solution against piracy based on the model of the "Graduated Response" in France. But they abandoned the idea even before the election. The coalition agreement (between CDU and the liberal party FDP) plans to modify the existing copyright law in order to take actions against online piracy efficiently. For the moment, internet blocking is not part of the solution but the final decision about this is delayed.

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**Italy:** In January 2009 the Government created a collegial committee called "Comitato tecnico contro la pirateria digitale e multimediale" in order to propose a common solution against online piracy. Their work were suspended after some months and in reply to the lack of an up-to-date juridical response organisms like FAPAV and Univideo involved CoPeerRight Agency in order to finalize preventing actions in benefice of their associates. These activities will focus on prevention and dissuasion both on the P2P and Internet.

**Spain:** After the interruption of negotiations between the Coalition of Creators and Content Industries and REDTEL, the Coalition and CoPeerRight Agency presented the report "Parasites Business" last October, in order to give the Spanish industry ministry the names of 200 commercial Web sites. At the same time, the government announced the creation of an inter-ministerial commission to draw up legislation to combat intellectual property violations. The commission must report their conclusions by the end of December 2009. Minister of Culture, Angeles González-Sinde, formally declared that the measures will not be focused against Internet users, but to the origin of the problem: those who are doing business with copyrighted works.

**UK:** In 2009, the government announced its intention to legislate a "graduated response" system for P2P copyright infringement. The report "Digital Britain" propose a mandatory "code" for ISPs and the creation of a "Rights Agency" that will help the right holders to improve their business online and to stop infringements online.

### CoPeerRight Agency and Data Protection Authorities in Europe and America:

- Office of the Privacy Commissioner, Canada.
- National Commission for Data Protection and the Liberties (CNIL), France.
- Garante per la protezione dei dati personali, Italy.
- Agencia Española de Protección de Datos, Spain.



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## Parasites Business

**URL address:** www.veocine.es

**IP address:** 91.192.110.91

**ISP:** Comvive Servidores S.L.

**Country and city:** España, Sevilla.

**Description:** Web site dedicated mainly to offer links for streaming for movie pictures, TV shows, animations, documentaries, etc.

**Business Model:** Banners, Affiliate Marketing, Email Marketing.

**Number of ad spaces:** 7

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## Parasites Business

*Traffic monetization: Converting visitors into revenue*

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## Parasites Business

### *Traffic monetization: Converting visitors into revenue*

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In order to estimate the revenues of a web site is necessary to identify the sort of advertising used: affiliation, banners, collect and sell of emails, subscription via SMS or payment, donation... In addition, it is necessary to obtain data about the number of unique visitors, ads impressions, cost of ads.

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#### **EXAMPLE**

#### **VEOCINE.ES**

**Daily Unique visitors:** 50 000 (an average per month)

**Impressions per visitor:** 5 (minimal estimation)

**Per month:** 50 000 (daily unique visitors) x 5 (impressions per visitor) = 250.000 impressions x 30 days: **7.500.000**

#### **Estimation of revenues by using CPM ads (Cost per Thousand):**

$7.500.000 / 1000 = 7.500 \times 7 \text{ banners} = 52.500 \times 0,40 \text{ €} = 21.000 \text{ €}$

**Minimum revenue per month: 21.000 €\***

\*It is necessary to add other revenues (emailing, subscriptions...).

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**Megavideo message:**

**\*You have watched 72 minutes of video today.**  
Please wait 54 minutes or click here to enjoy unlimited use of Megavideo.





## Parasites Business

### *Business chain of Internet Piracy*

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- Unfair competition for legal offers;

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- Development of the online piracy in an industrial way;

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- Web sites accelerate the evolution and migration of the piracy to others distribution channels (DDL, UGC...);

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- Negative repercussion for culture investments.

References





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### **Our customers are the best witness!**

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The most well-known entertainment content owners and professional organizations worldwide have relied on CoPeerRight Agency's legal and technical expertise.

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**CoPeerRight Agency puts always more energy and resources to develop loyalty and to satisfy its clients that to gain new ones. It is the reason why 8 clients on 10, renew their trust in our company every year...**

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