

MarkScan

India | New Delhi



Case Study – *Cricket Tournament 2018-19*

- **Pre-Project Planning**

- Static View of Piracy
 - Enforcement Action & Impact
 - John doe Implementation
 - Google Transparency - Comparative Analysis
 - Project Summary
-

Pre-project planning included preparing list of potential pirate websites, evidence collection for court order, advance notices etc.

Pre-Project Planning

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1. A Consolidated list of potential pirate websites was prepared using MarkScan sports websites database & Google transparency database.
 2. Pareto analysis was conducted on 1000+ potential pirate websites, basis last 6 months user traffic to shortlist the 63 websites for John doe order.



1. The Hon'ble Delhi high court had entertained the plea and issued John doe order to block 63 websites on 20th November 2018.
1. We issued first notice to ISPs on 21st November 2018.



1. Prior to start of the event, total 4 resources were deployed 24x7 to prepare the list, issue notification & cleaning of potential infringing results from search engines



1. We had issued advance caution notice to 1158 potential pirate websites to not to indulge in any piracy of sports event.
2. Total 379 potential infringing webpages across 100 websites were identified and 91% of these infringing webpages were removed from search engine prior to broadcast of the match.

Pareto analysis helped us decide maximum impact using minimal number of websites for John Doe Order

Process to prepare master list of websites

- The combined master list for cricket tournament of 1158 websites was prepared primarily using three sources (shared below) and all the websites were processed to check the availability of pirated content.
 - Previous cricket series such as India tour of England and West Indies tour of India
 - Other cricketing events
 - Google transparency report

Pareto Analysis

- Traffic for last 6 month of the 1158 websites (master) were collected and sorted basis highest to lowest.
- We then filtered out websites which are currently blocked in India
- **To make impact on 95% viewership of pirate content for the series, we got John doe order against 63 websites**

John Doe Order

- The Hon'ble Delhi high court had issued John doe order to block 63 websites on 20th November 2018.
- Intensive follow-up on IPs was done by **MarkScan** to ensure compliance of the court order.

Status of websites on 8 major ISP as of 16th January 2019

Sr. No.	ISPs	Blocked	Accessible	Blocked
1	Airtel	63	-	100%
2	Vodafone	63	-	100%
3	Jio	59	4	94%
4	Idea	63	-	100%
5	Hathway	63	-	100%
6	Tata	63	-	100%
7	Den	63	-	100%
8	BSNL	63	-	100%

Note: These results are from only Delhi Circle.

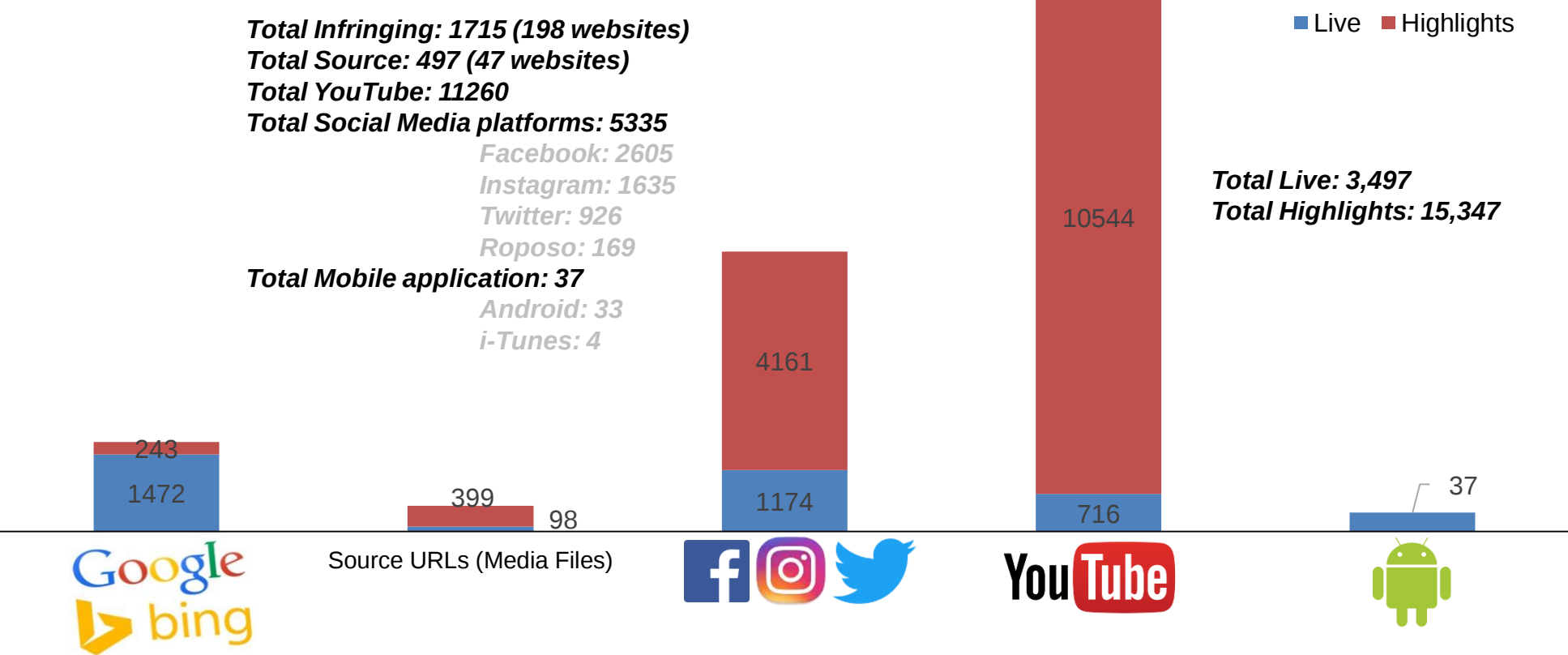
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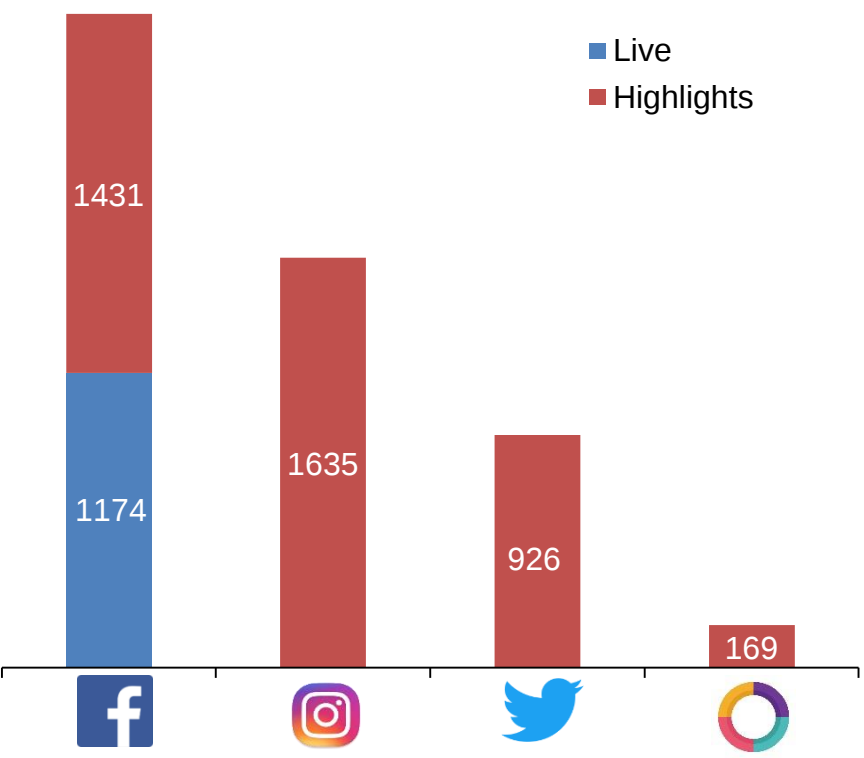
Over ~19k pirated content was identified across Internet, Social Media, YouTube & Mobile apps, 1/5th of content was live feed

Piracy – Platform Wise

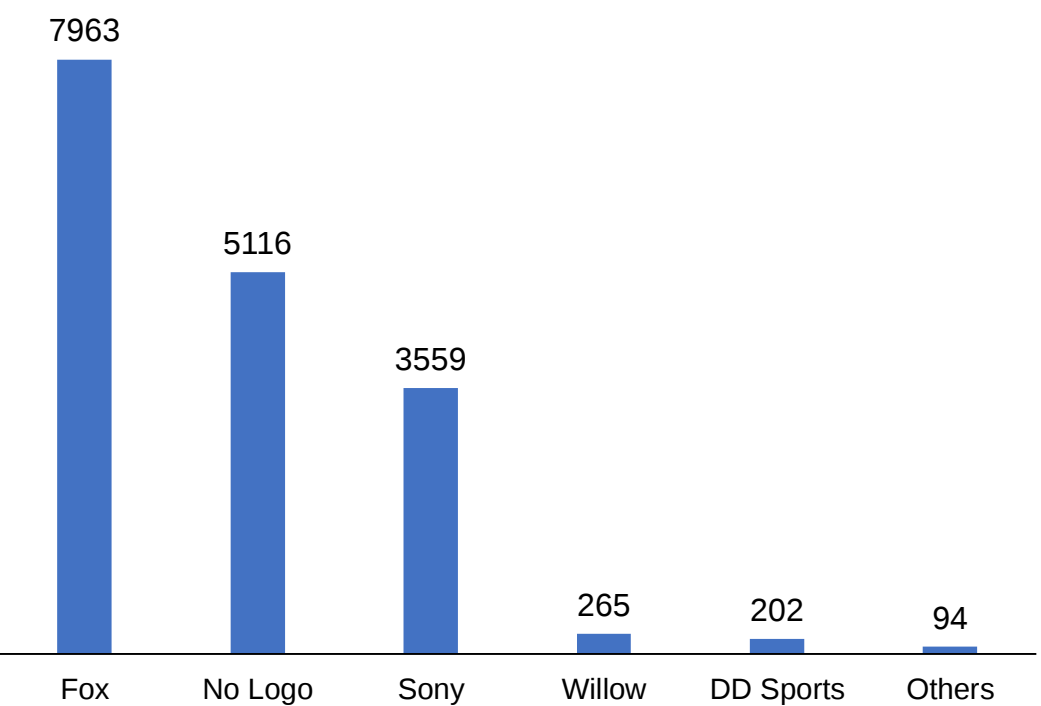


Piracy on Facebook was the highest and most of the pirate live feed & highlights identified across internet had Fox Channel logo on it

Piracy on Social Media – Live & Highlight



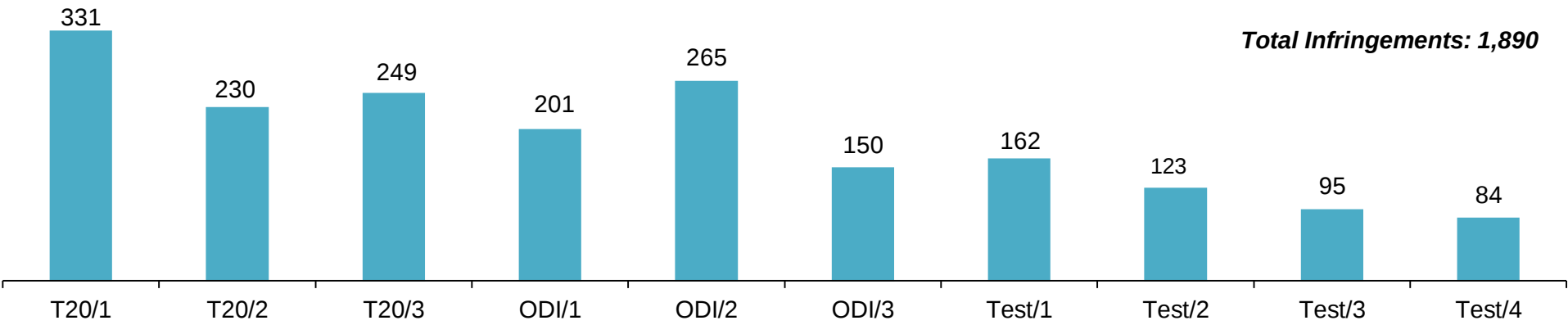
Source of Piracy – Across Internet



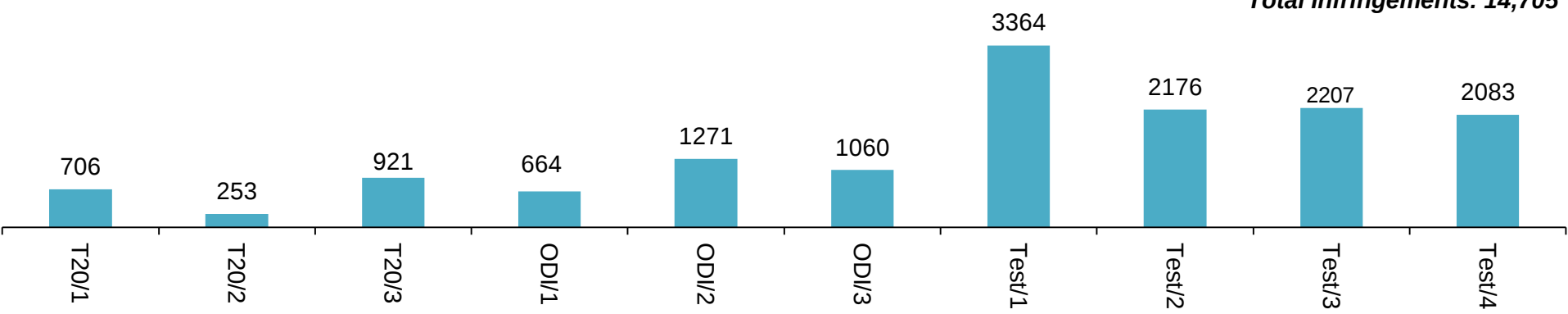
Note1: Source of Piracy is related to official channels which were being used to pirate cricket series.
Note2: Internet contains infringement from Search Engines, Pirate Websites, YouTube, Facebook, Instagram, Twitter etc.

Most pirate live feed on FB & YT were for shorter format matches like T20 or ODI

Live feed on Facebook & YouTube – Match Wise



Highlights on Social Media & YouTube – Match Wise



Note: The above analysis is conducted to asses the piracy levels basis performance by India.

- Pre-Project Planning

- Static View of Piracy

- **Enforcement Action & Impact**

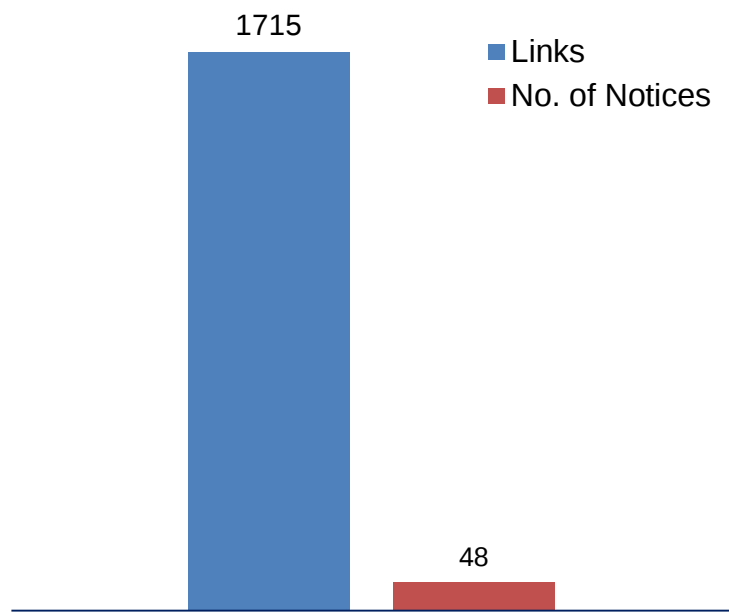
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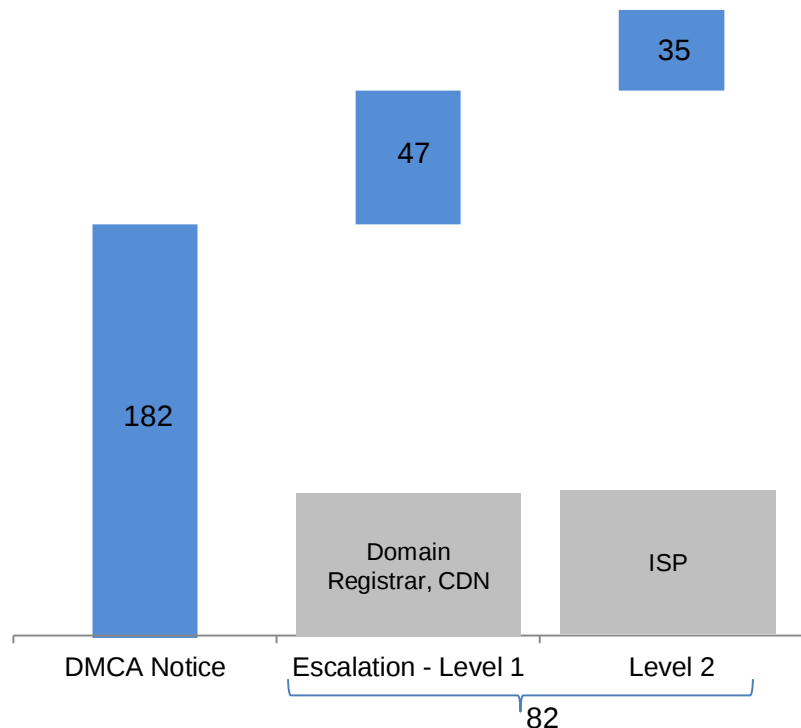
Search engines were notified for pirated search removal & intense enforcement exercise was carried out for content removal

Notification to search engines
(Infringing webpages)



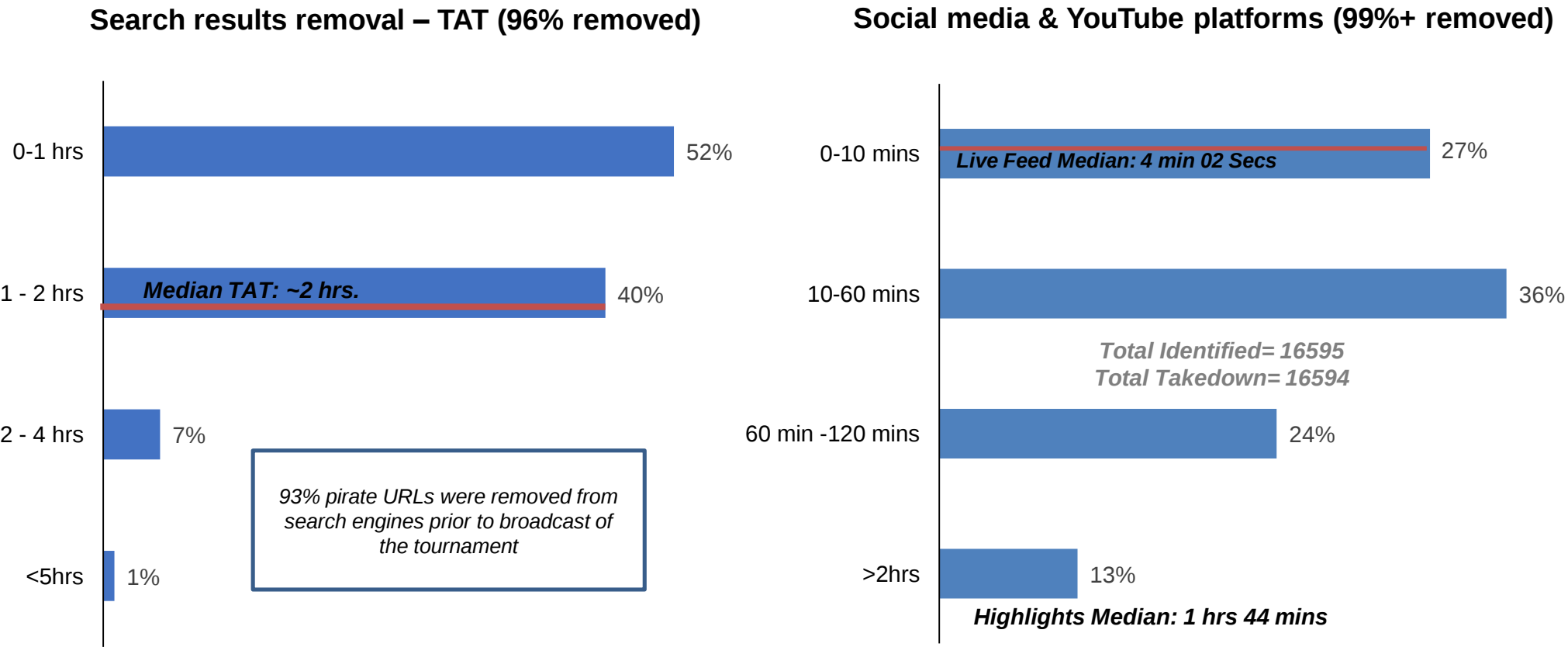
Note1: These notices were filed through online web form process of respective search engines.
Note2: All the above webpages were carrying pirate content
Note3: No. of Notices refer to how many submissions were filed for delisting of infringing webpages

Notifications & Escalations (Media files)



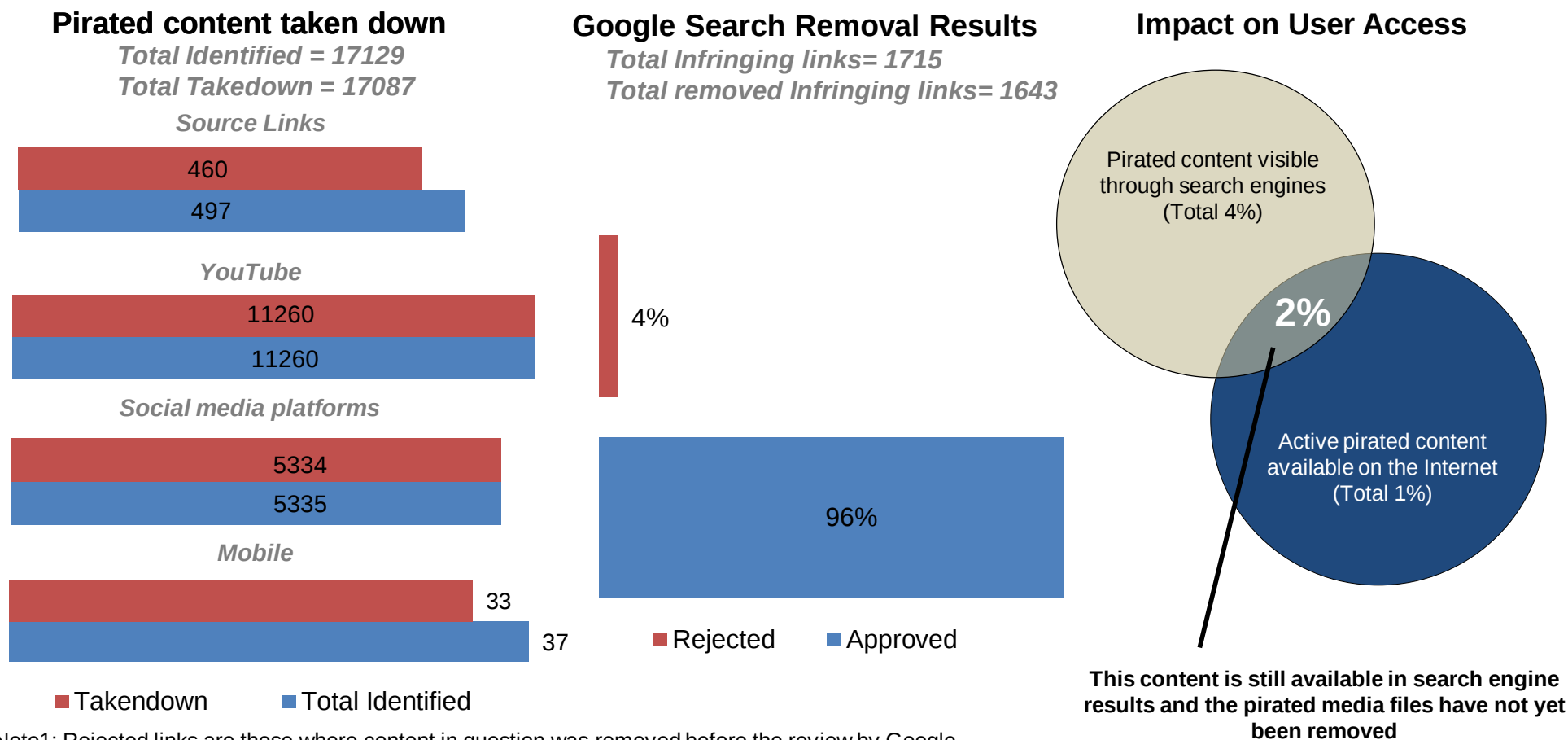
Note4: The email responses & Escalation emails were sent by a Sr. Analyst with the help of a legal expert.
Note5: Notices issued to Indian ISPs for implement John doe order was also accounted in Level 2.

We delisted infringing search results prior to broadcast of the match & live feeds from SM & YT were takedown within 4 mins



Note1: SM & YT stands for Social Media & YouTube

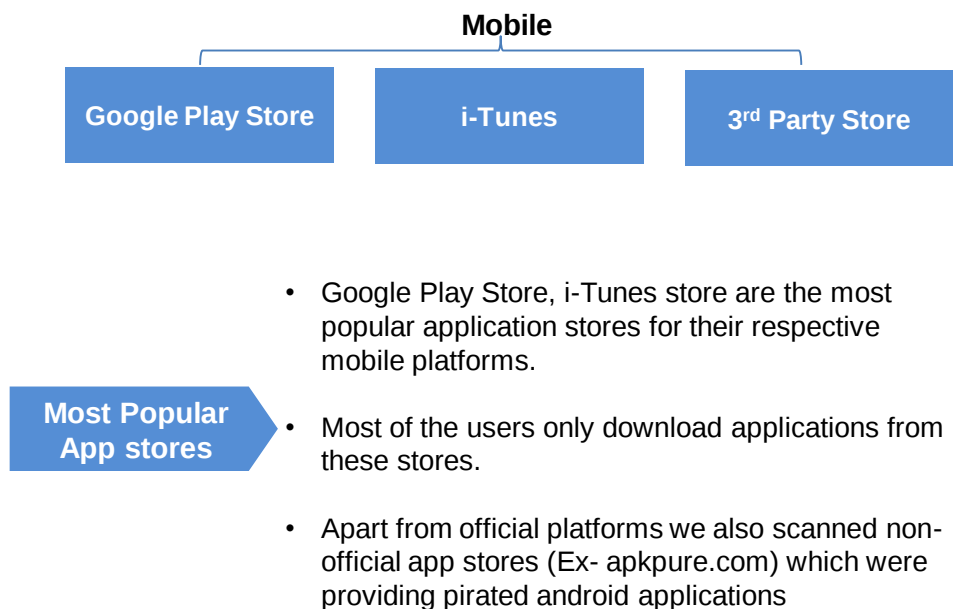
We reduced the overall access to content by 98%, removal of 99% of pirated content and 96% of the results from Google



Note1: Rejected links are those where content in question was removed before the review by Google.
Note2: Social media platforms, mobile application & Youtube all the links has been taken down.
Note3: Links blocked in India are also counted in takedown

We identified 37 mobile applications providing infringing content of the cricket tournament

Pirated Mobile Applications – Platform wise



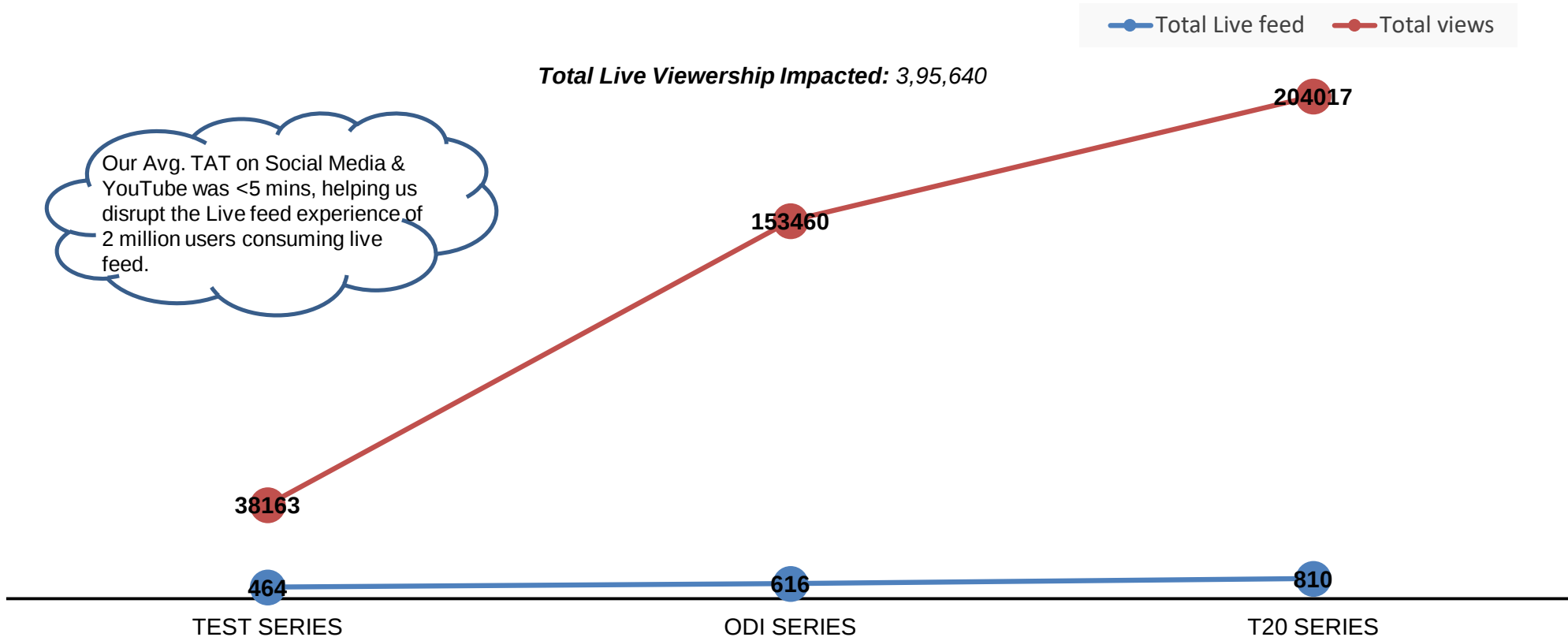
Mobile Platform	Active	Takedown	Total
	1	3	4
	3	30	33
Total	4	33	37

The active mobile applications are from Apkpure.com (3rd Party Android App Store) which is a non-compliant platform and doesn't adhere to DMCA

Note: The status of these applications were verified on 22nd January 2019

We directly impacted ~396K users consuming pirate live feed on Social Media & YouTube

Live Feed Viewership Impact – Social Media & YouTube



Note1: Number of views were collected during the live broadcast of the event.

Note2: Number of live feed depends on the duration/format of the tournament.

Rigorous efforts on our part led to drop in search traffic for pirate websites and increase in search traffic by >30% on official platform

crichd.to – Live Content



1.20% ▼ 18.00%

crickethighlights.cricket– Highlights



23.00% ▼ 42.00%

Official Platform– December Month Search Traffic Details

Engagement

Total Visits	32.27M ▲ 30.28%
Avg. Visit Duration	00:07:29
Pages per Visit	3.26
Bounce Rate	34.92%

Youtube	94.85%
Facebook	3.38%
Twitter	1.06%
quora	0.34%
Reddit	0.13%

- 2.29% of total traffic came from social media websites.
- Avg. visit duration for official platform increased compared to September 2018.

Note1: The shared search traffic details of pirate websites are sample websites and data is taken from Alexa.com
Note2: The traffic data of official platform is from similarweb.com

We took down 300 videos from Fox accounts on social media and YouTube as they failed to geo-restrict their videos to Australia

Infringements by Fox Sports

Handles	Instagram		Facebook		Twitter		YouTube	
	Identified	Removed	Identified	Removed	Identified	Removed	Identified	Removed
Courier Mail Sport	-	-	3	3	-	-	-	-
Fox Cricket	69	69	54	54	1	1	-	-
Fox Sports Australia	18	18	30	29	-	-	-	-
Herald Sun Sport	17	17	24	-	12	12	-	-
Level Horizons	-	-	-	-	-	-	4	4
Telegraph Sport	-	-	-	-	63	63	-	-
Tiser Sport	-	-	6	6	-	-	-	-

Post taking down videos from various accounts, FOX ensured all future uploads on above mentioned accounts were geo blocked for Indian subcontinent territories.

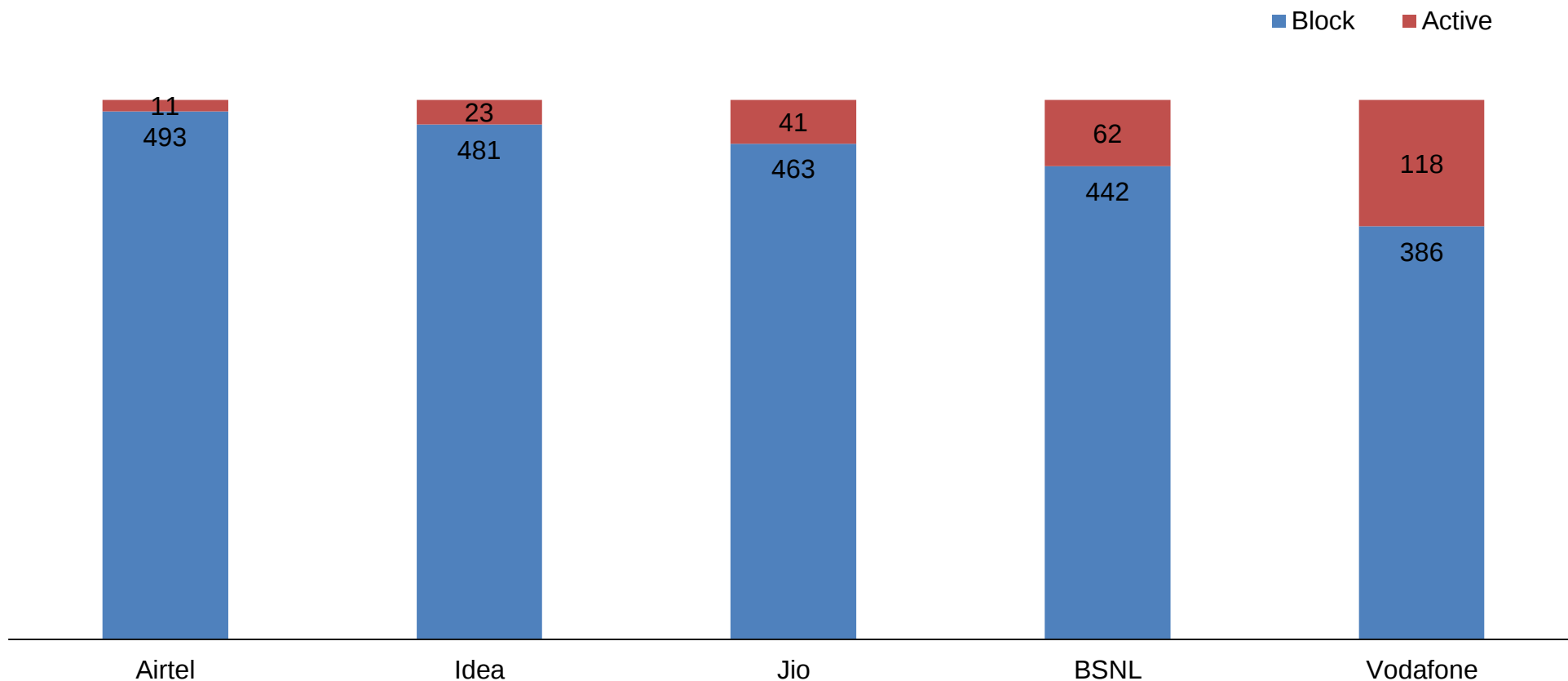
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***Airtel* has the maximum compliance rate while *Vodafone* is the least compliant as compared to rest of ISPs across 8 circles**

Websites Status – Across ISPs

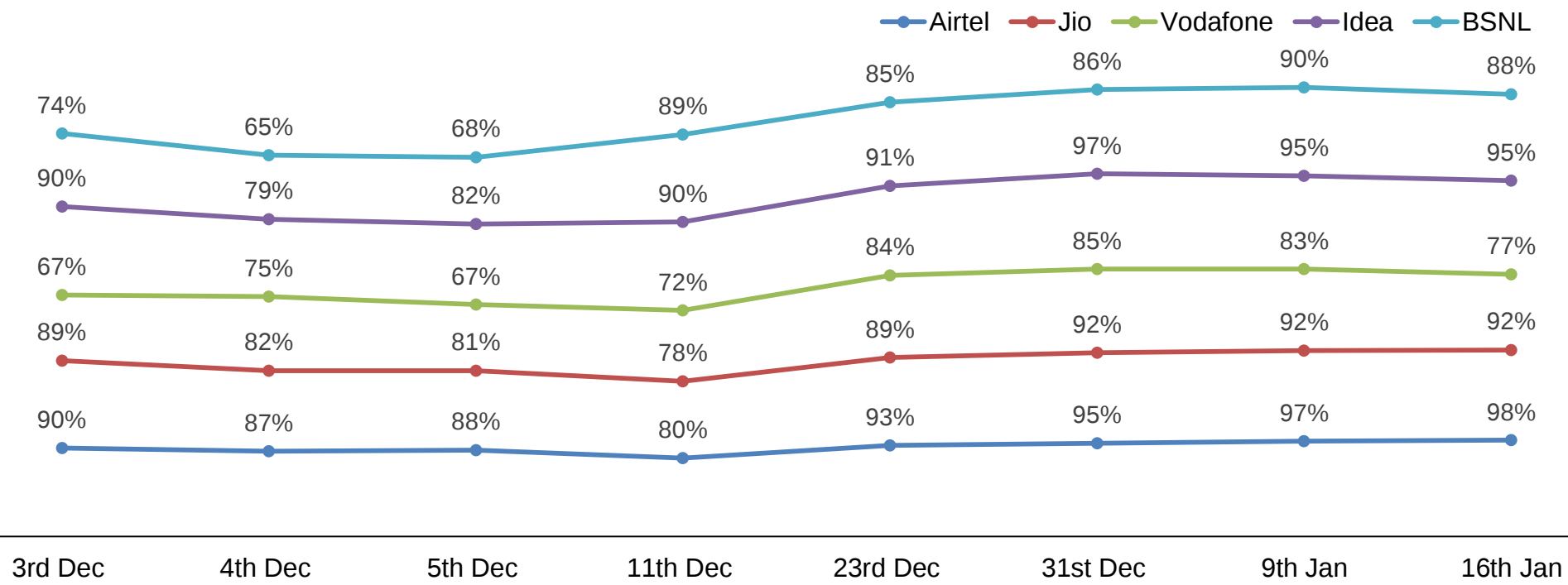


Note1: Total 63 websites were verified across 8 circles and this is the current status (16th January 2019) of websites on each ISPs.

Note2: The shared data set is consistent of 504 websites (63 websites x 8 Circles) across 5 ISPs.

Pan India inconsistency was observed across all the ISPs in implementation of John doe order

Websites Status – Across ISPs in 8 Circles



Note: Compliance check was done for 8 circles Delhi, Uttar Pradesh, Madhya Pradesh, Gujarat, Tamil Nadu, Maharashtra, West Bengal and Karnataka

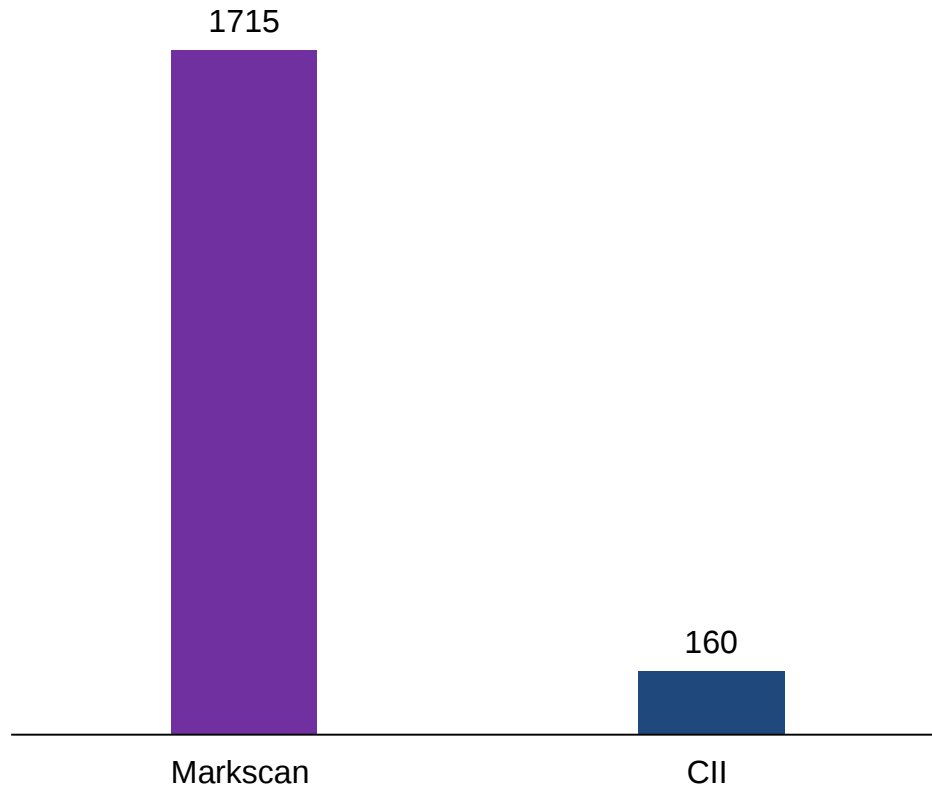
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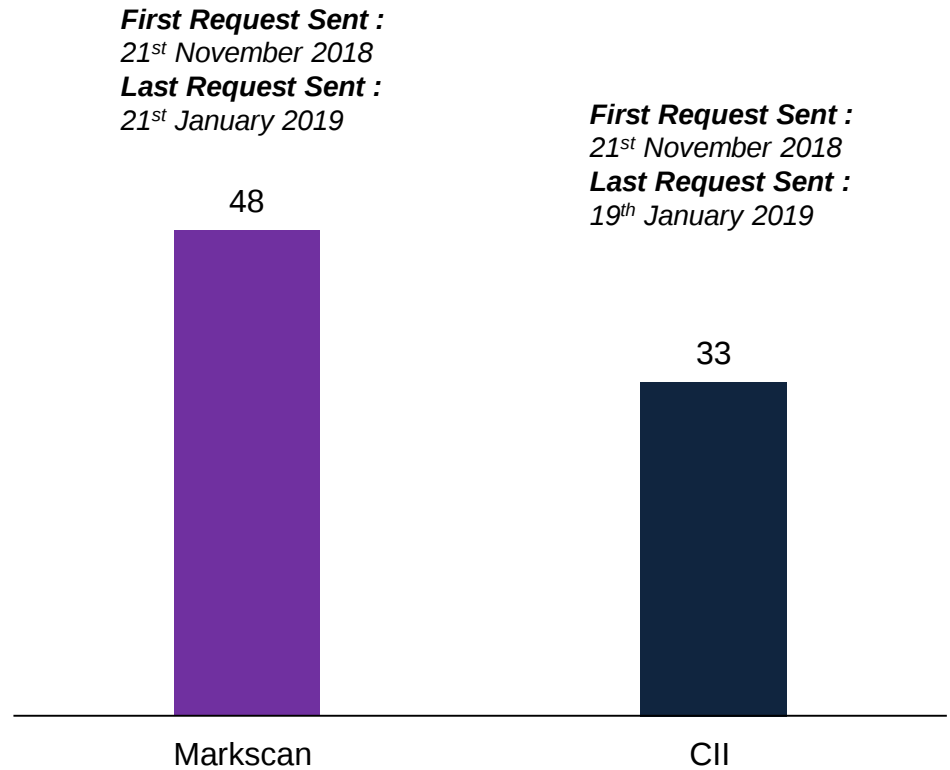
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MarkScan has removed the maximum number of infringements from Google search engine

Total URLs Reported



Total Removal Requests sent to Google



Note: Google Transparency data is from 20th November 2018 to 21st January 2019

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- **Project Summary**

MarkScan provided intense content protection across platforms for cricket tournament in 2018

Key Platforms	Identified	Takedown	TAT
	Our MediaScan system identified 1,715 infringing webpages across 198 websites identified using 181 generic keywords.	We are partnered with search engines which helped us remove 96% search results prior to broadcast of event	Our Partnership with search engines helped us remove content within 2 hrs TAT.
	Total 497 pirated media files (98 live & 399 highlights) were identified from 47 source websites	- Our team has removed 93%+ pirate content from the Internet. - All content was removed using takedown tools.	Overall Median TAT 2 hr.
	11260 active pirated videos were identified from YouTube (716 Live & 10544 highlights) .	All live feed & highlights were taken down instantly using Markscan's YouTube CVP.	Avg. TAT < 1 min
	- Total 5335 pirate videos (1174 live & 4161 highlights) - Facebook: 2605 - Instagram: 1635 - Twitter: 926 - Roposo: 169	Our team removed 99%+ links including Live feed & highlights through manual notice procedure.	Avg. Live Feed TAT : ~ 6 mins
	- Total 37 mobile applications were identified from GPS, iTunes & 3rd party android stores - Android: 33 - iTunes: 4	- We have successfully taken down 33 mobile applications - Android: 32 - iTunes: 1	- Avg. TAT GPS: 32 hrs. - Avg. 3rd Party App Stores: 6 hrs.