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Anti-Piracy Services



Kodi brings pirated content to the big screen –
How can we overcome the challenge?

David Würgler, Senior Director Anti-Piracy Litigation

An Industry game changing threat?

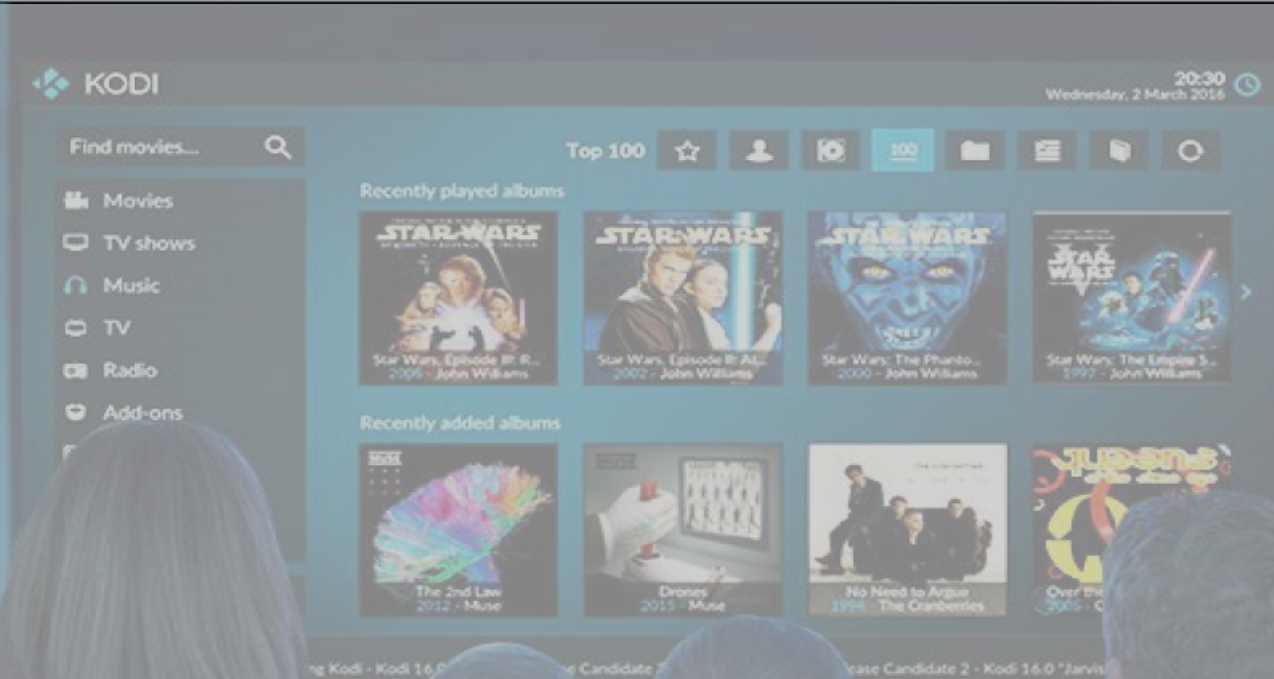


What is Kodi?

- Open source media player software that allows users to stream videos and music on PCs, set-top boxes, smartphones and tablets
- Also known as “XBMC” and “Xbox Media Center”
- “IPTV” video streaming is accomplished via “add-on” modules
- Official and “unofficial” add-ons in the Kodi repository provide access to streams from anywhere in the world



Kodi “Fully loaded” gives access to pirated content



“6% of North American households have a device with Kodi software configured to access pirated content, of the 38 million active Kodi users globally.”

Boxes for Kodi are cheap and widely available...

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1-60 of 470 results for Electronics : Television & Video : "kodi box" Sort by Relevance

Show results for

- Any Category
- Electronics
- Television & Video
 - Streaming Media Players
 - DVD Players & Recorders
 - Blu-ray Players & Recorders
 - Blu-ray Recorders
 - DVD-VCR Combos
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 - DVD Recorders
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TV Box, SMALLRT X1 Android 6.0 Smart TV Box Supports True 4K Playing Perfect For Home Entertainment

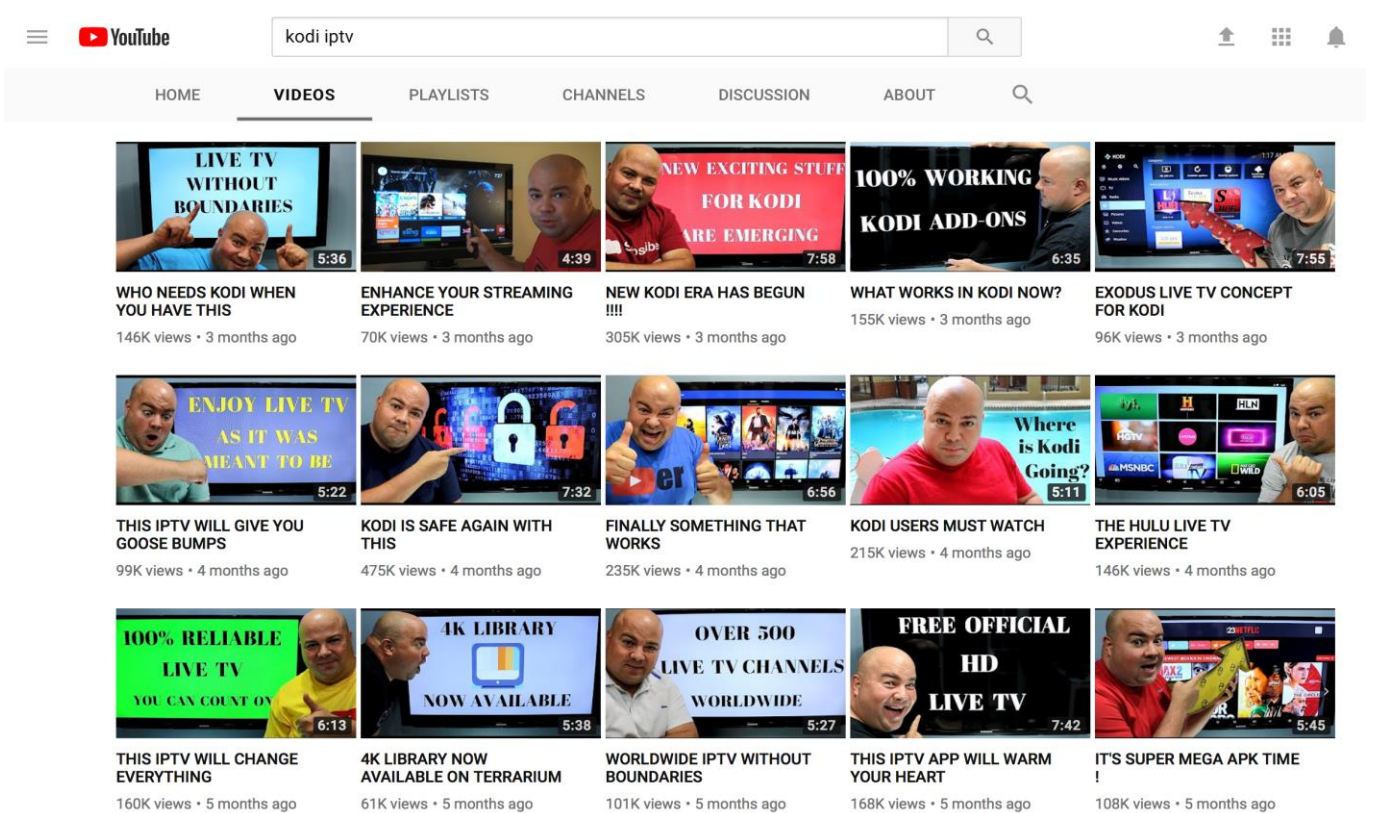
\$33⁹⁹ 41

YouTube tutorials teach users how to set it up...



 Solo Man ✓
498,934 subscribers

SUBSCRIBE 498K



The screenshot shows a YouTube search results page for the query 'kodi iptv'. The page features a navigation bar with 'HOME', 'VIDEOS', 'PLAYLISTS', 'CHANNELS', 'DISCUSSION', and 'ABOUT'. Below the navigation bar, there are 15 video thumbnails arranged in a 3x5 grid. Each thumbnail includes a video title, a duration, and view/age information. The videos cover various topics related to Kodi IPTV, such as 'LIVE TV WITHOUT BOUNDARIES', 'ENHANCE YOUR STREAMING EXPERIENCE', 'NEW KODI ERA HAS BEGUN', '100% WORKING KODI ADD-ONS', 'WHAT WORKS IN KODI NOW?', 'EXODUS LIVE TV CONCEPT FOR KODI', 'ENJOY LIVE TV AS IT WAS MEANT TO BE', 'KODI IS SAFE AGAIN WITH THIS', 'FINALLY SOMETHING THAT WORKS', 'KODI USERS MUST WATCH', 'THE HULU LIVE TV EXPERIENCE', '100% RELIABLE LIVE TV YOU CAN COUNT ON', '4K LIBRARY NOW AVAILABLE', 'OVER 500 LIVE TV CHANNELS WORLDWIDE', 'FREE OFFICIAL HD LIVE TV', and 'IT'S SUPER MEGA APK TIME!'. The channel 'Solo Man' is visible in the top left corner of the page.

UK:

According to its “Illegal Streaming” survey YouGov says that around **10% of the adult population** (4.9m people) currently have access to custom Kodi boxes, modified Fire TV sticks, and illegal streaming apps running on smartphones and tablets.

UK Key verdicts:

Fully loaded boxes illegal to sell.

Two men sentenced 18 and 21 months of jail respectively

Premier League – **standing blocking order**

European Court of Justice:

“In the present case and having regard, in particular, to the content of the advertising of the multimedia player and to the fact that the main attraction of that player for potential purchasers is the pre-installation of the add-ons concerned, the **Court finds that the purchaser of such a player accesses a free and unauthorized offer of protected works deliberately and in full knowledge of the circumstances**”



“An emerging global threat is streaming piracy...”

The most popular software is an open source media player software, Kodi.”

“There are more than 750 websites offering infringing devices or software.”

“The rapid growth of this problem is startling – 6% of North American households have a device with Kodi software configured to access pirated content, of the 38 million active Kodi users globally.”

Source: <https://www.mpa.org/wp-content/uploads/2017/10/notorious-markets-final.pdf>


Motion Picture Association of America, Inc.
1301 K Street, NW Washington, D.C. 20005
202.293.1966

October 2, 2017

Christine Peterson
Director for Intellectual Property and Innovation
Office of the U.S. Trade Representative
600 17th Street, NW Washington, D.C. 20508

Re: Request for public comment on
the 2017 Special 301 Out of Cycle
Review of Notorious Markets.
Docket No. USTR-2017-0015

Dear Ms. Peterson:

The Motion Picture Association of America submits the following response to the request for written submissions issued August 16, 2017, by the Office of the U.S. Trade Representative, inviting submissions from the public on notorious markets outside of the United States.

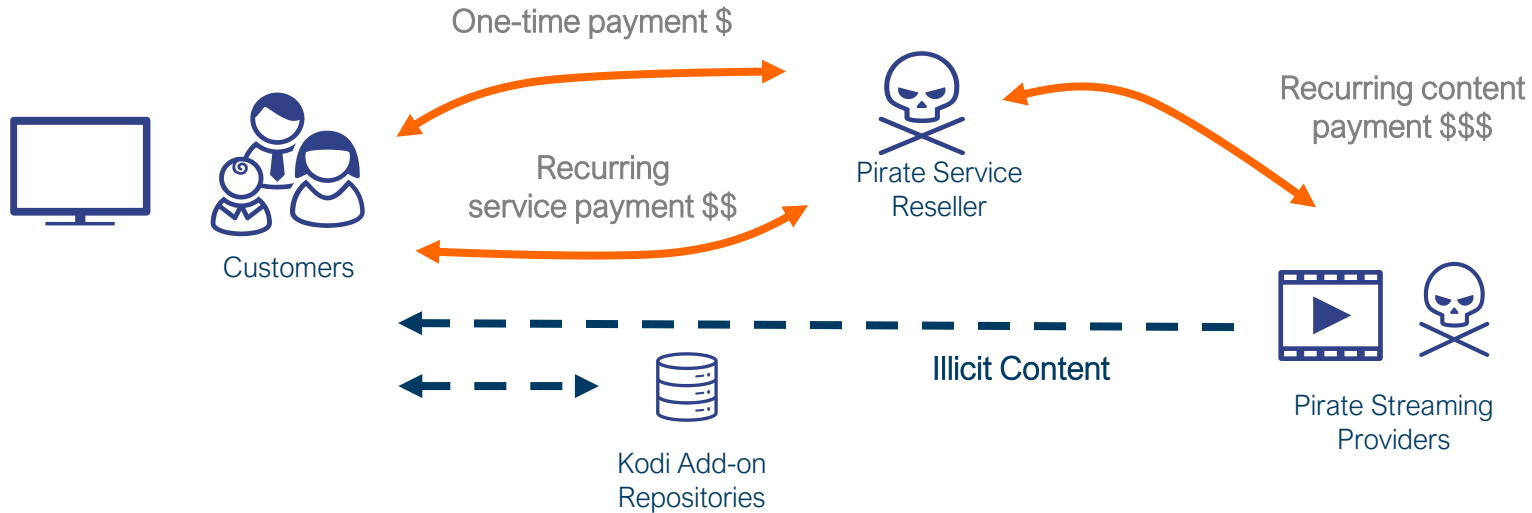
The American motion picture and television industry is a major U.S. employer that supported 2 million jobs and \$134 billion in total wages in 2015. Nearly 319,000 jobs were in the core business of producing, marketing, manufacturing and distributing motion pictures and television shows. These include people employed in film and television production-related jobs on a freelance basis, part time or full time at major studios, independent production companies, and core industry suppliers like film labs, special effects and digital studios, location services, and prop and wardrobe houses dedicated to the production industry, among others.

Another nearly 353,000 jobs were in related businesses that distribute motion pictures and television shows to consumers, including people employed at movie theaters, video rental and rental operations, television broadcasters, cable companies, and new dedicated online ventures. The industry also supports indirect jobs in the thousands of companies that do business with the industry, such as caterers, dry cleaners, florists, hardware and lumber suppliers, and retailers.

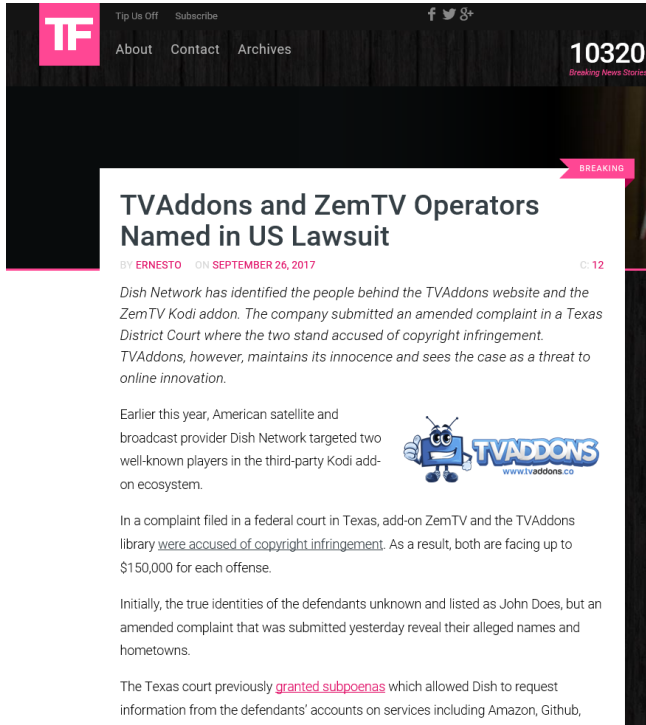
The American motion picture and television production industry remains one of the most highly competitive in the world. In 2015, the enduring value and global appeal of U.S. entertainment earned \$17.8 billion in audiovisual exports. Moreover, this industry is one of the few that consistently generates a positive balance of trade. In 2015, that services trade surplus was \$13.3 billion, or five percent of the total U.S. private-sector trade surplus in services. The

1

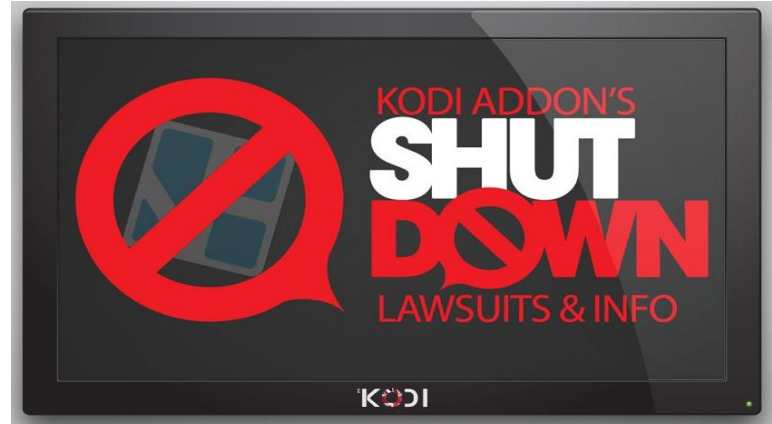
Simplified IPTV Kodi Add-on Ecosystem



Kodi IBCAP Case Study

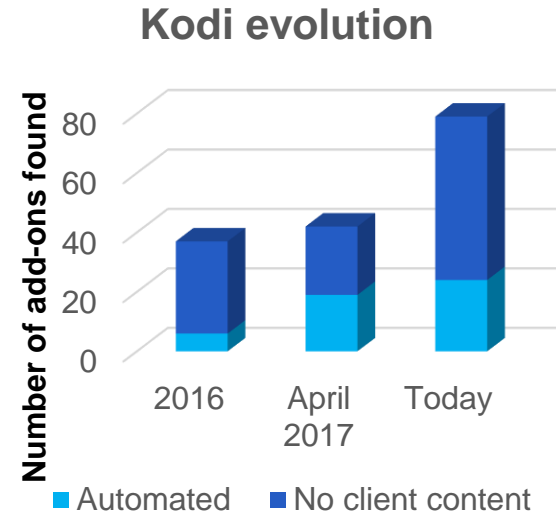


The screenshot shows a news article from TF News. The header includes 'TF' logo, 'Tip Us Off', 'Subscribe', and social media icons. The article title is 'TVAddons and ZemTV Operators Named in US Lawsuit'. The byline is 'BY ERNESTO ON SEPTEMBER 26, 2017'. The article text states: 'Dish Network has identified the people behind the TVAddons website and the ZemTV Kodi addon. The company submitted an amended complaint in a Texas District Court where the two stand accused of copyright infringement. TVAddons, however, maintains its innocence and sees the case as a threat to online innovation.' It also mentions that Dish Network targeted two well-known players in the third-party Kodi add-on ecosystem and that the defendants were accused of copyright infringement, facing up to \$150,000 for each offense. The article notes that the true identities of the defendants were initially unknown and listed as John Does, but an amended complaint revealed their names and hometowns. It also mentions that the Texas court previously granted subpoenas to request information from the defendants' accounts on services including Amazon, Github, and others.



Example of Kodi Add-ons Monitoring

- Out of 1000's add-ons, 80 were found to be potentially offering Live channels for IBCAP
- 24 working add-ons offering IBCAP channels were targeted for monitoring
- 24 add-ons added to automated monitoring
- Navigating through 25,000+ channels



Content Sharing Protection Service

Monitoring Platform

Find Infringing Streams



Takedown Program

Disrupt Pirate Service

Partnerships

Litigation



NAGRA's End-to-End Content Value Protection



NAGRA Anti-Piracy Services Worldwide



Expert staff

Content security, technology, intelligence and legal



Global presence

Security experts in 33 countries



20+ years experience

Providing tailored media security services





dtv.nagra.com/secure/anti-piracy-services
david.wurgler@nagra.com