

ACE



ALLIANCE FOR
Creativity and
Entertainment

Addressing Online Piracy Together via the Alliance for Creativity and Entertainment
Karen Thorland
The Motion Picture Association of America

CDSA Content Protection Summit
December 5, 2018

LAUNCH

LAUNCHED: **JUNE 13 2017**



Global Entertainment Giants Form Massive Anti-Piracy Coalition

BY ANDY ON JUNE 13, 2017 C: 144

Some of the world's largest entertainment groups have formed a huge coalition with a mission to reduce online piracy. The Alliance for Creativity and Entertainment is comprised of 30 companies including the studios of the MPAA, Amazon, Netflix, CBS, HBO, BBC, Sky, Bell Canada, CBS, Hulu, Lionsgate, Foxtel, Village Roadshow, and many more.

It's not unusual for companies within the same area of business to collaborate in order to combat piracy. The studios and labels that form the MPAA and RIAA, for example, have doing just that for decades.



Today, however, an unprecedented number of global content creators and distribution platforms have announced the formation of a brand new coalition to collaboratively fight Internet piracy on a global scale.

It's likely that the creation of ACE will go down as a landmark moment in the fight against piracy. Never before has such a broad coalition promised to pool resources on such a grand and global scale. That being said, with great diversity comes the potential for greatly diverging opinions, so only time will tell if this coalition can really hold together.

MISSION



OUR MISSION

The internet has been an enormous opportunity for creativity, but as more content moves online, artists and creators are increasingly harmed by online piracy and the unauthorized and unlicensed use of their works.

THE THREAT OF ONLINE PIRACY

As content proliferates online, pirate site operators find new ways to profit from the theft and illegal distribution of unauthorized content, harm creators and artists, and jeopardize the ability of audiences worldwide to safely enjoy the content of their choice.

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THE THRIVING DIGITAL CONTENT MARKETPLACE

The creative industries are offering audiences more legal choices than ever before — with expanded access to creative content where, when, and on any device they want.

[LEARN MORE](#)

WORKING TOGETHER TO REDUCE PIRACY

A comprehensive approach to reducing piracy and supporting creativity includes ongoing expansion of legally available content, enforcement actions against pirate site operators, and voluntary initiatives with participants across the internet ecosystem to reduce theft.

[LEARN MORE](#)

SCOPE

ACE is an anti-piracy and content protection coalition. ACE's **sole** focus is protecting the legal market for creative content and fighting against online piracy worldwide.

MEMBERS



ACE PRIORITIES

- (1) STAND ALONE PIRATE SITES AND SERVICES
- (2) ILLICIT STREAMING DEVICES AND APPS
- (3) MAJOR ONLINE PLATFORMS
- (5) RESEARCH

TOOLS: criminal referrals, voluntary measures, knock and talks, civil litigation

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PIRACY
DEVICES &
APPS

THE PROBLEM

- Individuals are selling streaming media players (**preloaded** with infringing add-ons or apps) or subscription services that provide infringing **live and on-demand film/TV content**
- Exploitation of consumers who may not understand the unlawful nature of the devices/apps or the associated malware risks
- Quality and ease of use – “**plug & play**”
- Preloaded media players are offered for sale via reputable **e-commerce platforms** as well as highly professional looking third-party websites
- Those who purchase devices or pay for subscription services are **willing to pay for content**

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PIRACY
DEVICES &
APPS
TRENDS

- We are seeing a movement toward **subscription services and retransmission sites** that do not require a device (based on disruption?)
- Rise in subscription services and device sellers using **end to end IPTV and VOD products/services** that they can then customize with their brand (new business model around this form of piracy)

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PIRACY
DEVICES &
APPS

TICKBOX
LITIGATION

- October 2017, case filed against TickBox TV, the seller of piracy devices that advertised free and easy access to unauthorized movies and television shows



Simply plug the Tickbox TV™ into your current television and enjoy unlimited access to ALL the hottest TV shows, Hollywood blockbusters and LIVE sporting events in one convenient little device...

ABSOLUTELY FREE

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APPS
TICKBOX
LITIGATION

- ACE plaintiffs filed for a preliminary injunction
- On January 30, the Court issued a preliminary injunction (*Universal City Studios Prods. LLLP v. TickBox TV LLC*, No. CV 17-7496-MWF (ASx), 2018 U.S. Dist. LEXIS 40756 (C.D. Cal. Jan. 30, 2018)):
 - “There is sufficient evidence that the Device can be and is used to access infringing content, and there is sufficient evidence of TickBox’s **fault** – primarily in the form of its advertisements and customer-support efforts.”
- On February 13, the Court issued a revised preliminary injunction based on a stipulation of the parties requiring TickBox to take a number of steps to disable access to unauthorized motion pictures and television programs, including, issuing an update to its software that automatically downloads and installs on any previously distributed TickBox devices that deletes or disables access to the previously installed apps that link to unauthorized performances (i.e., a kill switch)

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APPS
TICKBOX
LITIGATION

- In September, pursuant to a settlement, the parties stipulated to a permanent injunction and judgment
- The judgment provides:
 - Final judgment for damages (**\$25M**) and a permanent injunction are entered for Plaintiffs on all Causes of Action (i.e., for intentional inducement of copyright infringement and contributory infringement)
- The permanent injunction orders that defendants:
 - Not to curate any menu of “builds,” “themes,” “apps,” “addons” or other software program that TickBox knows or has reason to know links to pirated content
 - Not to encourage or assist others in locating, uploading, downloading or installing software that TickBox knows or has reason to know links to pirated content
 - Not to take any action to circumvent the permanent injunction or the preliminary injunctions’ requirement that TickBox limit the ability of users to use the TickBox device or software
 - To remove, or disable access through its menus to, software that link to pirated content or that Plaintiffs may, in the future, identify as linking to pirated content

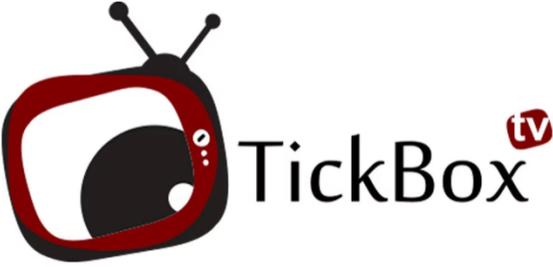
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VARIETY Read Next: 'Wildlife' and 'Vice's' Bill Camp on Why Actors Need to Have F

HOME > DIGITAL > NEWS SEPTEMBER 11, 2018 11:04AM PT

TickBox Agrees to \$25 Million Judgment in Copyright Infringement Case

By GENE MADDAUS



CREDIT: COURTESY OF TICKBOX

TickBox, the Georgia-based manufacturer of a streaming TV device, has agreed to a \$25 million judgment to settle a copyright infringement case brought by the major studios.

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COMPANY TOWN BUSINESS

Hollywood studios declare victory in piracy battle, as set-top box seller agrees to \$25 million in damages

By RYAN FAUGHNDER SEP 11, 2018 | 11:45 AM



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LATEST COMPANY TOWN

Netflix is turning Roald Dahl works such as 'Charlie and the Chocolate Factory' into animated shows NOV 28, 2018

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DRAGON BOX
LITIGATION

- Case against Dragon Box Media, its operator, and a reseller, launched January, 2018
- Defendants market and sell “Dragon Box,” a curated computer hardware device that they urge customers to use as a tool for the mass infringement
- Dragon Media’s president actively recruited resellers to join his team and one is named in the action

NO CONTRACT

- STOP PAYING for channels you don't want or watch!
- Watch the shows you want! When you want!
- No more waiting a year for the latest seasons!
- STOP OVERPAYING FOR TV!

DRAGON BOX
CHANGE HOW YOU WATCH

**IT'S TIME TO CUT THE CORD
AND START SAVING \$\$\$!!!**

- NO CONTRACTS
- NO HIDDEN FEES
- NO MONTHLY BILL
- NO COMMERCIALS

* Internet Connection Required

DRAGON BOX
Watch your Favourites
Anytime For FREE

Watch virtually every movie,
Most in High Definition, TV Shows and Sports..
NFL Sunday Ticket , UFC & Boxing PPV , NHL, MLB,
NBA and much more...

Get rid of your Premium Channels..
Stop paying for Netflix and Hulu

**FREE OF
MONTHLY FEES**

EASY INSTALLATION

www.thedragonbox.com

**NO MONTHLY BILLS.
NO ENTERTAINMENT
COSTS.**

Just The Dragon Box

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SETVNOW
LITIGATION

- In April, ACE filed a third US civil litigation against Setvnow (Set Broadcast), which offers an IPTV subscription service and previously sold a preloaded set top box.
- Following our action and an action by Dish, Setvnow took its service offline.



The Best Premium IPTV Service SET TV



SET TV puts you in control

Get SET TV only \$20 /month includes 3 devices per household.

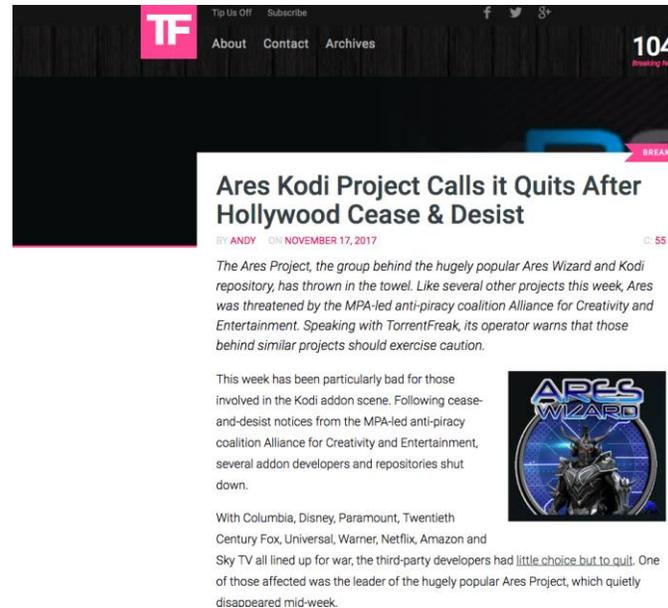
SET TV® Essentials with 500 + Channels

- SET TV® 500 + Channels
- Includes HD
- Thousands of On Demand entertainment options
- Plug & Play Technology
- Pay as you go! Month to month service
- No long term commitments
- No activation fees
- No cancellation fees
- No credit check
- Professional Support

BUY NOW ONLY \$20 PER MONTH

ACE PIRACY DEVICES & APPS OTHER ENFORCEMENT

- After identifying the developers behind the popular repositories and add-ons, ACE delivered cease and desist letters to those individuals in person



Ares Kodi Project Calls it Quits After Hollywood Cease & Desist
By ANDY ON NOVEMBER 17, 2017

The Ares Project, the group behind the hugely popular Ares Wizard and Kodi repository, has thrown in the towel. Like several other projects this week, Ares was threatened by the MPA-led anti-piracy coalition Alliance for Creativity and Entertainment. Speaking with TorrentFreak, its operator warns that those behind similar projects should exercise caution.

This week has been particularly bad for those involved in the Kodi add-on scene. Following cease-and-desist notices from the MPA-led anti-piracy coalition Alliance for Creativity and Entertainment, several add-on developers and repositories shut down.

With Columbia, Disney, Paramount, Twentieth Century Fox, Universal, Warner, Netflix, Amazon and Sky TV all lined up for war, the third-party developers had little choice but to quit. One of those affected was the leader of the hugely popular Ares Project, which quietly disappeared mid-week.



END OF THE KODI? Kodi's future hangs in the balance as developers receive threats from Netflix, Sky, and the FA Premier League

Two developers who made add-ons for Kodi that could stream live sports, TV and films for free were sent cease-and-desist letters.

By Margi Murphy
16th November 2017, 5:37 pm

Kodi: Covenant and other streaming add-ons shut down following legal threats

By Wayne Williams | Published 3 months ago | Follow @waynewillit

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After the Exodus Kodi add-on shut-down many users switched to its replacement, Covenant. There's bad news for users of that add-on however, as the Colossus repository has now been deleted following legal threats.

This affects not only Covenant but other add-ons hosted there, including Benu and DeathStreams.

Hollywood strikes back against illegal streaming Kodi add-ons

It could be the end for popular Kodi add-ons Covenant, urlresolver and metahandler.

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OTHER
ENFORCEMENT

- Outreach to online marketplaces, payment processors, social media and others
 - Providing education on the piracy streaming device ecosystem and “red flags”
 - Making referrals of box sellers and advertisers violating terms of service
- Criminal referrals