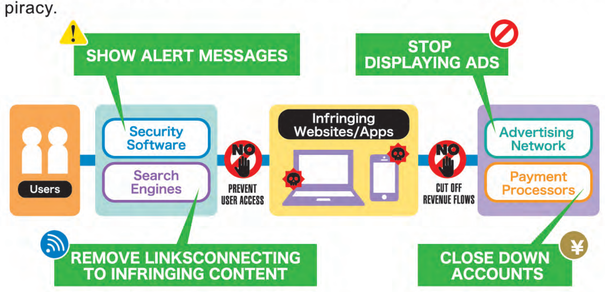
Indirect Countermeasures

In the age where all kinds of information spread over the world via the internet, infringing contents are also diffused across the borders and language barriers, quite easily and instantly. Actions we can take against online infringement, in the meantime, may vary from country to country, and it has become increasingly difficult to take measures directly against them.
In the light of this, CODA started engaging in “indirect countermeasures” against online copyright infringement in 2014. In addition to measures we had been taking directly against the infringement problems, this initiative has enabled us to cope with cross-border piracy domestically. Actions we take as our indirect countermeasures include: preventing users from accessing infringing sites by alerting them with security software and removing links to infringing content from search engines, as well as cutting off financial flows to infringing site operators by stopping advertisement to be placed on their sites and closing down their account for payment process.
CODA will keep cooperating with copyright holders and related organizations to refine our indirect countermeasures into more systematic and comprehensive means to fight online piracy.



Members (as of January 1, 2024)

Corporate members: 31 companies

▼Music: 5 companies
Avex Inc. / FWD Inc. / King Record Co., Ltd. / PONY CANYON INC. / UNIVERSAL MUSIC LLC
▼Movie: 4 companies
Shochiku Co., Ltd. / TOEI COMPANY, LTD. / TOHO CO., LTD. / NIKKATSU CORPORATION
▼Animation: 9 companies
Aniplex Inc. / ADK Emotions Inc. / Cygames, Inc. / Shogakukan-Shueisha Productions Co., Ltd. / STUDIO GHIBLI INC. / TOEI ANIMATION CO., LTD. / TMS ENTERTAINMENT CO., LTD. / Happinet Phantom Studios Corporation / Bandai Namco Filmworks Inc.
▼Publication: 4 companies
KADOKAWA CORPORATION / KODANSHA LTD. / SHUEISHA Inc. / SHOGAKUKAN Inc.
▼Broadcast program: 8 companies
TOKYO BROADCASTING SYSTEM TELEVISION, INC. / TV Asahi Corporation / TV TOKYO Corporation / Nippon Television Network Corporation / Japan Broadcasting Corporation (NHK) / Fuji Television Network, Inc. / YOMIURI TELECASTING CORPORATION / WOWOW Inc.
▼Others: 1 company
YOSHIMOTO KOGYO HOLDINGS CO., LTD.

Organizational members: 12 organizations

Japan Satellite Broadcasting Association / Computer Entertainment Supplier's Association / Association of Copyright for Computer Software / Digital Content Association of Japan / Digital Publishers Federation of Japan / Motion Picture Producers Association of Japan / Japan Video Software Association / Japan Magazine Publishers Association / The Association of Japanese Animations / Japan Patent Attorneys Association / Japan Commercial Broadcasters Association / Anti-Counterfeiting Association

Supporting members: 10 companies and organizations

SQUARE ENIX CO., LTD. / Sony Music Entertainment (Japan) Inc. / Tezuka Productions Co., Ltd. / Nippon Animation Co., Ltd. / BANDAI CO., LTD. / Morisawa Inc./ Japan Association of Music Enterprises / Federation of Music Producers Japan / Japan Book Publishers Association / Recording Industry Association of Japan

Dialogue with foreign governments and copyright related organizations, etc.

Cooperation with copyright related organizations, etc.

Motion Picture Association (MPA)

CODA and MPA signed a formal Memorandum of Understanding (MOU) in March 2014 to develop new good practices and strengthen joint copyright protection efforts in response to the current worldwide online copyright infringement problem. It has agreed to extend that term by two years in 2016, 2018, 2020, and 2022.

Chinese government, copyright organizations, etc.

Through the CODA Beijing Office, we have established channels for dialogue with Chinese government agencies such as the National Copyright Administration. We independently conduct information exchange, etc., on copyright-related legal systems, and also hold meetings to exchange opinions when government-related agencies visit Japan. In addition, we have signed MOUs on intellectual property protection and legitimate distribution with the following companies: China Culture Communication Holding Group Co., Limited, a state-owned company directly under the Ministry of Culture and Tourism (March 2019); FirstBrave (September 2019); MIGU, a distributor and wholly owned subsidiary of China Mobile Communications Corporation, the world’ s largest mobile telecommunications operator (December 2019); Copyright society of China, which specializes in the field of copyright in China, under the supervision of the National Copyright Administration (April 2023); and five major video-sharing site operators in China.

Korean government, copyright organizations

We work with the Ministry of Culture, Sports and Tourism (MCST). In addition, in August 2017, we signed an MOU with the Korea Copyright Protection Agency (KCOPA), for the protection of intellectual property and other matters. Furthermore, a similar MOU was signed with COA (Copyright Overseas Promotion Association) in December 2017, and regular consultations are underway.

Education and Awareness activities, etc

Hosting and Participating in Consumer Awareness Events

In areas with higher infringement rates, it is our important mission to help general consumers understand the appeal of Japanese contents and IP infringement issues such as piracy. In the cooperation with local trade associations,we have hosted consumer awareness event in ASEAN area.

Education project “Digital Etiquette for Teens”

In April 2023, we began offering a PBL-type educational program, “Digital Etiquette for Teens,” to promote an essential understanding of the legal distribution of content and copyright infringement among teenagers, mainly aimed toward middle and high school students in Japan.

Proposal to the Japanese Government

We are advocating at Intellectual Property Strategy Headquarters, Council for Cultural Affairs Copyright Legislation and Basic Problems Subcommittee and other occasions to revise Copyright Act to realize criminal prosecution of operators of leech sites. We shall consult with relative individuals and groups and shall prepare ourselves to raise awareness and conduct PR activities as well as exercise right holders rights smoothly after the amendment of the Act comes into force.

https://coda-cj.jp/en/

CODA
Content Overseas Distribution Association

Content Overseas Distribution Association (CODA)

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https://coda-cj.jp/en/
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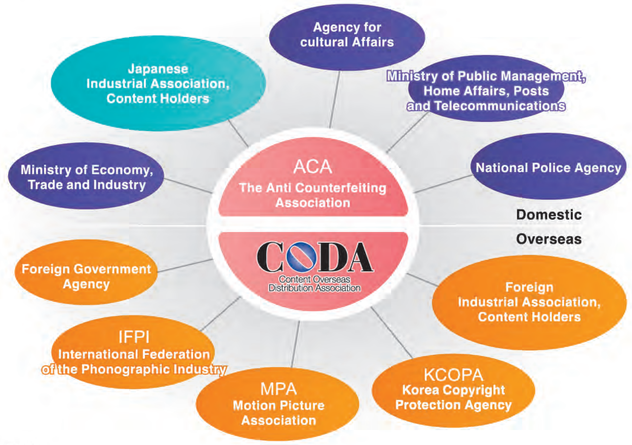
About CODA

【Purpose・Overview】

The Content Overseas Distribution Association (CODA) was founded as private organization with the purpose of promoting the overseas distribution of Japanese content including music, films, animation,TV programs, video games and publishing.
We engage in various content protection activities in cooperation with both domestic and overseas government agencies, related organizations and contents holders.



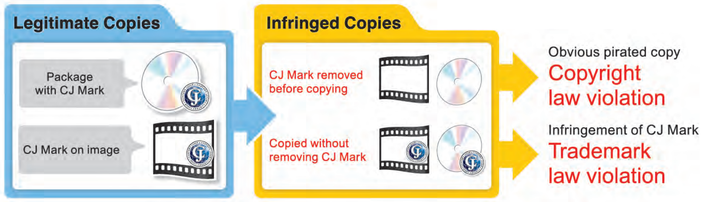
【History】

August 2002:	Founded with support of Ministry of Economy, Trade and Industry (METI) and the Agency for Cultural Affairs (ACA)
April 2009:	Registered as a general incorporated association
December 2013:	Merged office with The Anti Counterfeiting Association
January 2022:	CODA Beijing Office starts activities as an NGO

Direct Countermeasure

Trademark Operation

The trademark of CODA, "CJ Mark," is printed on packages of Japanese contents and products such as music, films, animation, TV programs, video games, toys, and books. In the case of audio-visual works, the trademark also appears on them. CJ Mark is registered in 7 different countries and regions that include Japan, the United States of America, EU, China, Hong Kong, Taiwan, and South Korea.
If any pirated copies of Japanese content get distributed with CJ Mark in any of those countries or regions, we can take more extensive measures against the infringer by exercising our trademark right in addition to the copyright of the rights holder of the respective content. In fact, CJ Mark has successfully been put in use to take criminal actions in Hong Kong since 2008.
Our corporate members can make use of CJ Mark once they sign a trademark licensing agreement with us.



Joint Enforcement

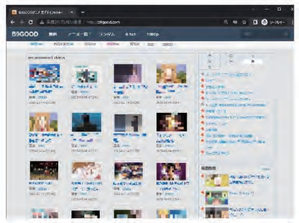
We engage in joint enforcement efforts with the Motion Picture Association (MPA) with their full support. When MPA finds pirated copies of Japanese content through their investigation, we join force with them and take appropriate measures against the infringer. The initiatives have been carried out since 2005 in order to seek further supports from local regulatory bodies in Mainland China, Hong Kong and Taiwan, where relatively large volume of pirated copies are distributed, and they have resulted in considerable achievements.

Results of joint enforcement efforts (Between January of 2005 and March of 2023)

	Num of Cases	Num of Seized DVDs, etc.	Num of Illegal upload	Num of Arrests
Hong Kong	1,318	1,615,895	210	1,275
China	13,820	4,395,508	0	304
Taiwan	2,215	981,064	15,949	2,233
TOTAL	**17,353**	**6,992,467**	**16,159**	**3,812**

B9GOOD, Japan's Largest Piracy Site, Brought Down

In 2023, the operator of B9GOOD, the largest anime piracy site for Japanese users, was arrested in China. B9GOOD showed Japanese content in Japanese, and about 95% of its traffic was from Japan. Having a full-scale criminal investigation carried out in China following a criminal complaint from CODA is a great milestone.



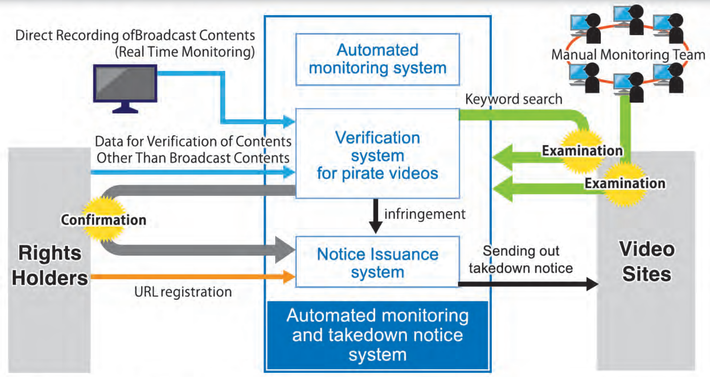
Training Seminars

Since 2005, we have held training seminars for local regulatory bodies in mainland China, Hong Kong, and Taiwan, to provide them information concerning characteristics of Japanese contents and methods to identifying their infringing copies.
Since 2013, we have extended to other ASEAN nations to hold such training seminars.

Countermeasures against Illegal Online Distribution

Copyright infringement on the Internet, including unauthorized uploading to UGC (User Generated Content) sites, represented by video posting sites, has become a global problem. In FY2009, CODA began a countermeasure against illegal uploading as a demonstration experiment by the Ministry of Economy, Trade and Industry. Specifically, CODA started operating the "Automated Contents Monitoring Center" that combines site monitoring using crawling technology and digital fingerprinting technology to identify (verify) infringing contents.
The Center, which shifted to voluntary operation in FY2012, sends removal request notices for unauthorized uploaded videos to each site operator with the cooperation of content holders and has maintained a high removal rate.
In July 2016, we launched "air receiving," which generates fingerprints simultaneously from TV broadcasts, allowing us to find infringing videos quickly after TV broadcasts. In FY2020, these comprehensive measures increased the number of videos and sites that slipped through the fingerprints. Therefore, we have strengthened "human monitoring," which involves exhaustive "visual" monitoring, to detect and remove illegal uploads early. For YouTube, which has an exceptionally high number of uploads as a general service, we have received a Content Verification Program (CVP) from Google to expedite the process further. We are also proactive about reach and storage sites that are difficult to process by the system.

CODA' s Automated Contents Monitoring Center



Results of Takedown Requests (Between August of 2011 and March of 2023)

Number of Targeted Sites	74
Number of Notices (URL)	3,233,252
Number of Takedowns (URL)	2,400,027
Average Compliance Rate	74.23%

CBEP：Cross-Border Enforcement Project

There is no end to the malicious piracy websites abroad that infringe on a large amount of Japanese content. Furthermore, there are no means or systems in place to quickly identify operators of overseas piracy sites. Due of the existence of domain registration and bulletproof hosting companies that provide complete confidentiality services, it is becoming increasingly difficult to identify the operators of piracy sites.
There are also concerns that the widespread use of high-performance mobile devices and the arrival of the 5G era (personal, fast, high capacity) will have an impact on piracy sites.
Under these circumstances, CODA launched the Cross-Border Enforcement Project (CBEP) in April 2021 with support from the Ministry of Economy, Trade and Industry in order to strengthen international enforcement procedures.

- It is necessary to systematically establish an effective investigation system as soon as possible.
- We will fully utilize the knowledge and experience of ethical hackers working with CODA to develop a single package of international enforcement systems for malicious piracy sites.

We conduct digital forensics and digital profiling surveys. We also secure evidence that leads to operators of piracy websites by, for example, completing subpoena procedures to request that CDNs, etc., disclose sender information.