



**TRUSTWORTHY
ACCOUNTABILITY
GROUP**

A large, stylized image of the Earth as seen from space, showing the continents and oceans in a dark, purple-hued color palette. The Earth is positioned on the right side of the slide, with its horizon line curving across the top and right edges.

**Collaboration with the
Digital Advertising Industry
As a Tool for
IP Enforcement and Brand Protection**

●
●
●
●

Introducing Our Experts



Rachel Nyswander Thomas

Chief Operating Officer
Trustworthy Accountability Group




Catie Shawley

Counsel, Intellectual Property
Protection & Security
Entertainment Software Association



Jesse K. Martin

SVP & Associate General Counsel
Global Litigation & Intermediaries
Motion Picture Association



WHAT IS TAG?

TAG is the leading global initiative fighting criminal activity and increasing trust in the digital advertising industry.

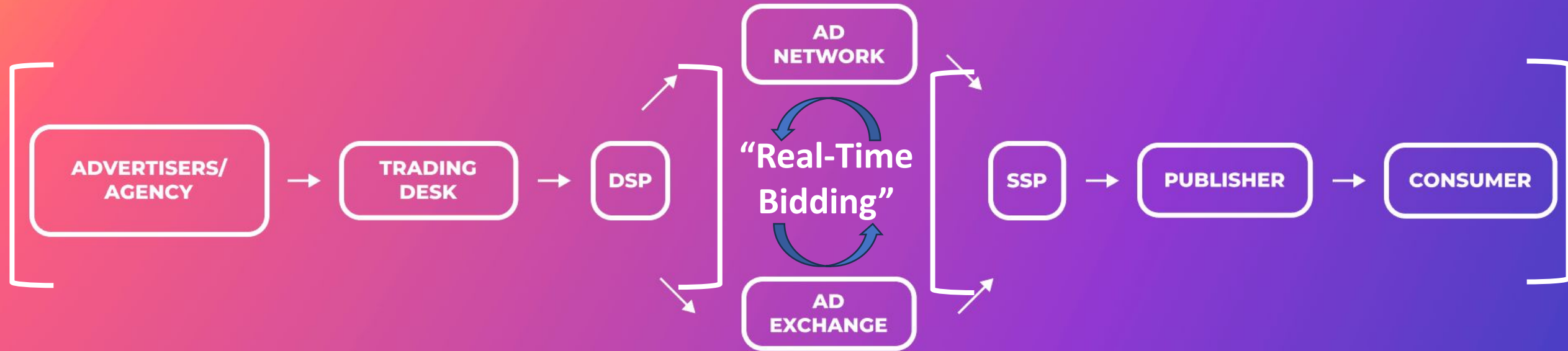
Our Core Mission Areas:

- Eliminate **Fraudulent Traffic**
- Facilitate **Threat Intel Sharing**
- Promote **Brand Safety**
- Enable **Transparency**

Accomplished Through:

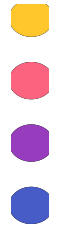
- Global Industry Standards
- Sharing of Best Practices
- Collaboration & Partnership
- Threat Intel Sharing & Analysis

HOW DOES DIGITAL ADVERTISING WORK?



The
“Buy Side”

The
“Sell Side”



PIRACY: A LAYERED CHALLENGE

No matter *how*
your IP is stolen...



Stream ripping



Hackers



DRM bypass



No matter *where*
your IP is monetized...



Live stream or
download



Mobile app or
Website



USB Media
Streaming Device



Criminals *will try* to
**monetize via digital
advertising...**



Digital advertising
revenue



Malware via ads



Click-bait ads
redirecting to
fraud sites

THE GOAL:

**SHIFT THE FIGHT
FROM POST-BID
TO PRE-BID**

STOP MONETIZATION BEFORE IT OCCURS

TAG's 1st FOCUS: STOPPING AD-SUPPORTED PIRACY

- **2014:** TAG Launches Operations
- **2015:** Certified Against Piracy (CAP) Seal Program - **Global**
- **2016:** TAG / CreativeFuture “Follow the Money” Partnership - **US**
- **2017:** Pirate Mobile App List (PMAL) help members prevent their ads from appearing on pirate mobile apps – **Global**
- **2018:** TAG CAP Program = compliance mechanism to meet European Commission MoU requirements - **Europe**
- **2019:** Project Brand Integrity Launched - **Europe**

FROM POST-BID TO PRE-BID

Stopping Monetization Before It Occurs

Fast-moving threats like digital piracy demand **real-time collaboration, intelligence sharing, and rapid cross-industry action**. Today, TAG's strong partnerships with adtech intermediaries in the Piracy Threat Exchange (PTX) make it possible to proactively cut off funding to pirate sites in three ways:



PIRATE MOBILE APP LIST (PMAL)

List of apps removed from app marketplaces for copyright infringement.

This intelligence can help adtech intermediaries determine whether they want to serve adverts on those apps.



PIRATE DOMAIN EXCLUSION LIST (PDEL)

List of websites that meet TAG's definition of a website showing pirate content.

This intelligence can help adtech intermediaries determine whether they want to serve adverts on those websites.



INTELLIGENCE ANALYSIS

Intelligence shared can be analysed to identify trends and adversary tactics, helping us make strategic interventions with service providers and/or law enforcement.

What is the Pirate Mobile App List?



PMAL is a **data-sharing tool** designed to help TAG members avoid placing advertisements on **mobile apps** that distribute pirated content, such as unauthorized music, movies, TV shows, games, and software.

APP NAME	DEVELOPER NAME	PACKAGE NAME	APP STORE NAME	DOWNLOAD URL	DATE ADDED
ITU Best Music Player - International	Jordan Smith	108654511	Apple	https://itunes.apple.com/us/app/itu-best-music-player-internati	Legacy
hwBrowser - Download Files from the	howang.hk	305579328	Apple	http://itunes.apple.com/us/app/hwbrowser-download-files-from/	Legacy
W.TV	Rel Co. Ltd	318676629	Apple	http://itunes.apple.com/us/app/id318676629	Legacy
DeDoMusic	sircambridgeworks	320034046	Apple	http://itunes.apple.com/cn/app/id320034046	Legacy
Grooveshark	Escape Media Group Inc.	329805103	Apple	http://itunes.apple.com/us/app/grooveshark/id329805103	Legacy
Download Manager Pro	DYSoftware	334640492	Apple	http://itunes.apple.com/us/app/download-manager-pro/id33464	Legacy
POP	Ruixin Online	336721838	Apple	http://itunes.apple.com/cn/app/id336721838	Legacy
É	LIYUNING	340820358	Apple	http://itunes.apple.com/us/app/id340820358	Legacy
Download Manager Pro (LITE)	DYSoftware	348573579	Apple	http://itunes.apple.com/us/app/download-manager-pro-lite/id34	Legacy
MyMedia - Download Manager	Alexander Sludnikov	348609711	Apple	http://itunes.apple.com/us/app/mymedia-download-manager/id3	Legacy
Ê	Ruixin Online	348677881	Apple	http://itunes.apple.com/cn/app/id348677881	Legacy
Ë	Guangzhou Quanxing Network	350308720	Apple	http://itunes.apple.com/cn/app/id350308720	Legacy
Ë	GAOHUIJUAN	350543747	Apple	http://itunes.apple.com/hk/app/id350543747	Legacy
Vkontakte Music	Dominik Seibold	354153081	Apple	http://itunes.apple.com/ru/app/vkontakte-music/id354153081	Legacy
Vkontakte Music Pro	Dominik Seibold	358385018	Apple	http://itunes.apple.com/ru/app/vkontakte-music-pro/id3583850	Legacy
X-mas Ringtones	rise uP! Labs	359814135	Apple	http://itunes.apple.com/us/app/x-mas-ringtones/id359814135	Legacy
Romantic Ringtones	rise uP! Labs	359818574	Apple	http://itunes.apple.com/us/app/romantic-ringtones/id359818574	Legacy
Vkontakte Pro	Dominik Seibold	364990771	Apple	http://itunes.apple.com/ru/app/vkontakte-pro/id364990771	Legacy
Ë	Â	367207220	Apple	http://itunes.apple.com/cn/app/mang-guotv-shou-ji-dian-shi/id3	Legacy
4shared	Russian Internet Solutions LLC	368000972	Apple	http://itunes.apple.com/us/app/4shared/id368000972	Legacy
Â	Kxting Information Technology (368484406	Apple	http://itunes.apple.com/hk/app/id368484406	Legacy
W.TV HD	Chongqing Broadcasting Digita	370547856	Apple	http://itunes.apple.com/us/app/w-tv-hd/id370547856	Legacy
Vkontakte Pro for iPad	Dominik Seibold	371092515	Apple	http://itunes.apple.com/ru/app/vkontakte-pro-for-ipad/id371092	Legacy
50 Cent Song Collection	WebTechies	372601281	Apple	http://itunes.apple.com/us/app/50-cent-song-collection/id37260	Legacy
Multiple Downloader Pro	rockifone.com	375629240	Apple	http://itunes.apple.com/us/app/multiple-downloader-pro-brows	Legacy
Multiple Downloader	rockifone.com	376787603	Apple	http://itunes.apple.com/us/app/multiple-downloader-download/	Legacy
Ê	JackYu	380877503	Apple	http://itunes.apple.com/us/app/id380877503	Legacy
QGetMobileHD	Jerome Patey	382383150	Apple	http://itunes.apple.com/us/app/qgetmobile-hd/id382383150	Legacy
iMusic Online	qi shen	385465097	Apple	http://itunes.apple.com/cn/app/imusic-online/id385465097	Legacy
Ê	Jianjun Wang	386940381	Apple	http://itunes.apple.com/cn/app/id386940381	Legacy
Prostopleer, Æi streaming audio playe	Treebune s.r.l.	388196236	Apple	http://itunes.apple.com/gb/app/prostopleer-streaming-audio/id3	Legacy
So Music (Ê	ANHUI USTC iFLYTEK Co. Ltd	390314843	Apple	http://itunes.apple.com/cn/app/so-music/id390314843	Legacy

What is the Pirate Domain Exclusion List?



A data-sharing tool designed to help TAG member companies avoid placing ads on **domains** that distribute pirated content such as unauthorized music, movies, TV shows, games, and software.

Provides ad tech companies within TAG's membership a **list of domains identified as including pirated content** through threat analysis within TAG's Threat Exchange.



Domain	Source	Date Added	Last Updated	Date Published
0-ad.de.softonic.com	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24
0-loteu-0.postype.com	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24
00-qkd.postype.com	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24
00-zeroworld-00.postype.com	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24
00006623.postype.com	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24
0006060802.postype.com	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24
00498cobalt-blue.postype.cor	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24
004movies.com	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24
007blog.net	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24
0082tv.com	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24
0082tv.xyz	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24
00s.heardledecades.com	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24
00tvi.com	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24
010-8765-4321.postype.com	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24
01020304.postype.com	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24
0123movie.app	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24
0123movie.art	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24
0123movie.net	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24
0123movie.onl	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24
0123movie.ru	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24
0123movie.stream	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24
0123movie.tv	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24
0123movie.watch	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24
0123movie.ws	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24
0123moviefree.com	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24
0123moviehd.com	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24
0123moviehub.com	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24
0123movies-hub.com	AdSec Threat Exchan	3/20/24	3/20/24	3/20/24

TAG Threat Intelligence Sharing

What is the AdSec Threat Exchange?



TAG is the first and only Information Sharing and Analysis Organization (ISAO) for the digital advertising industry. **This U.S. Department of Homeland Security designation means TAG is the primary forum for sharing threat intelligence in the digital advertising industry.**

TAG's AdSec TTX enables digital ad intermediaries and security vendors to **share intelligence** on the latest piracy and malvertising threats observed.

Intelligence is shared on a near real-time basis among active threat-sharing members in **11 countries** across **7 time zones**, spanning **21.5 hours** of human coverage on a typical workday.

What is the Piracy Threat Exchange (PTX)?



TAG's PTX provides a vital forum that enables content owners and ad tech companies to **share real-time intelligence on pirate sites and tactics** to prevent them from stealing ad revenue, so they can move even faster than the criminals. Intelligence shared can be analysed to identify trends and adversary tactics, helping us make strategic interventions with service providers and/or law enforcement.

ANTI-PIRACY: A LAYERED DEFENSE

PREVENTION


 Anti-ripping technology

 Cybersecurity


 DRM R&D



TAKEDOWN

 Service provider takedowns e.g. ISP, CDN, registrars

 Government/Law enforcement/legal suits

 Trade associations

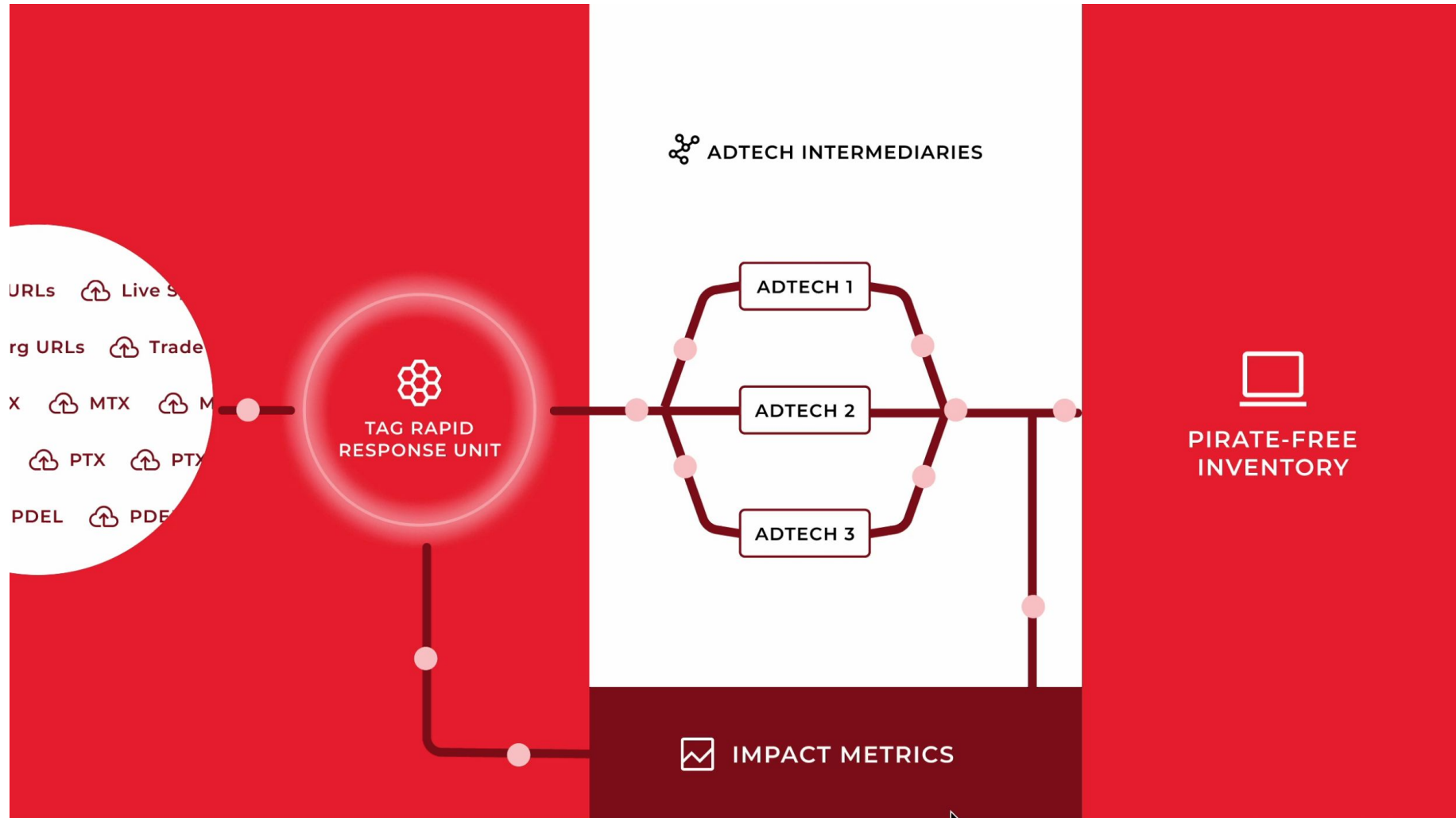


DEMONETIZATION



Only TAG's PTX can proactively demonetize ad-funded piracy

PTX Visualized



It Takes a Global Village...

ifpi making
music
thrive



MPA

tag



tag

Recent Case Studies of PTX Capabilities

Estimating Ad-Funded Piracy Revenue Case Study

- **Situation:** Partner shares pirate websites not previously known to TAG
- **Question:** For one pirate website, can TAG measure minimum ad revenue from viewpoint of one intermediary?
- **Answer:** YES!

Ad Requests	11,757,463
Ad Impressions	14,004
Partner CPM	\$0.45
Minimum Pirate Ad Revenue	\$5,327

Jan-Sep 2025

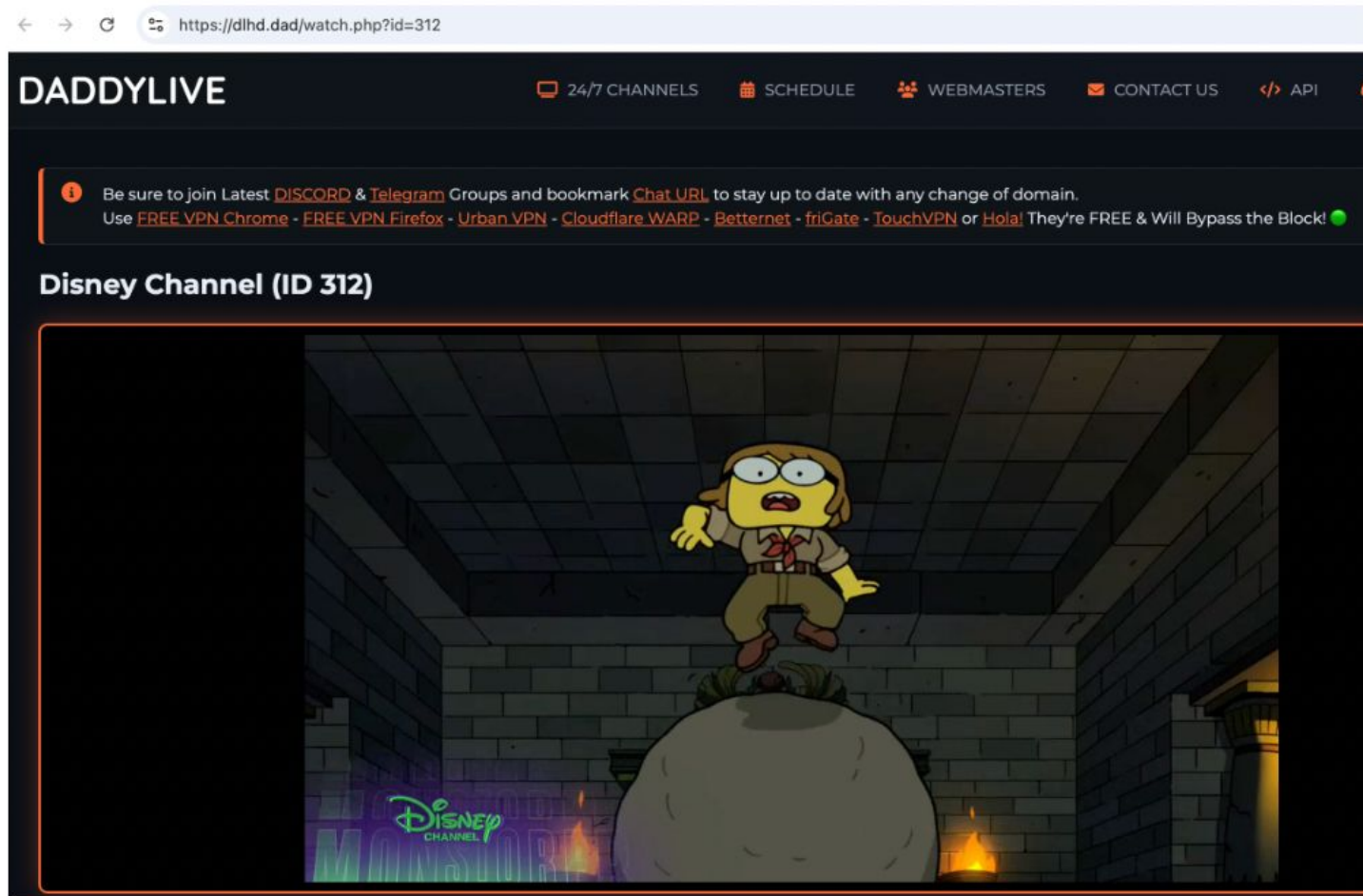
- Rights holder loss **much more** than minimum pirate ad-revenue:
 - Lost legitimate ad-revenue rate much higher
 - Lost subscriber revenue

Estimating Ad-Funded Piracy Revenue Case Study

- This scales
- Expanding study to 3 intermediaries - **all had unwittingly executed Ad Impressions on at least one website** (out of 11) provided by intel partner

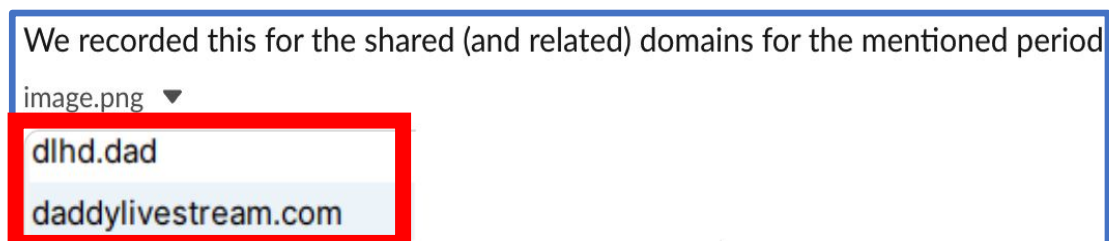
	Type	Ad Impression Activity
Intermediary 1	DSP	4 websites
Intermediary 2	SSP	1 website
Intermediary 3	SSP	1 website

Live Broadcast Case Study



Live Broadcast Case Study

- Can we see Ad Impressions in 1 intermediary for a live sports event, showing we can make an impact on live sports piracy? **YES!**

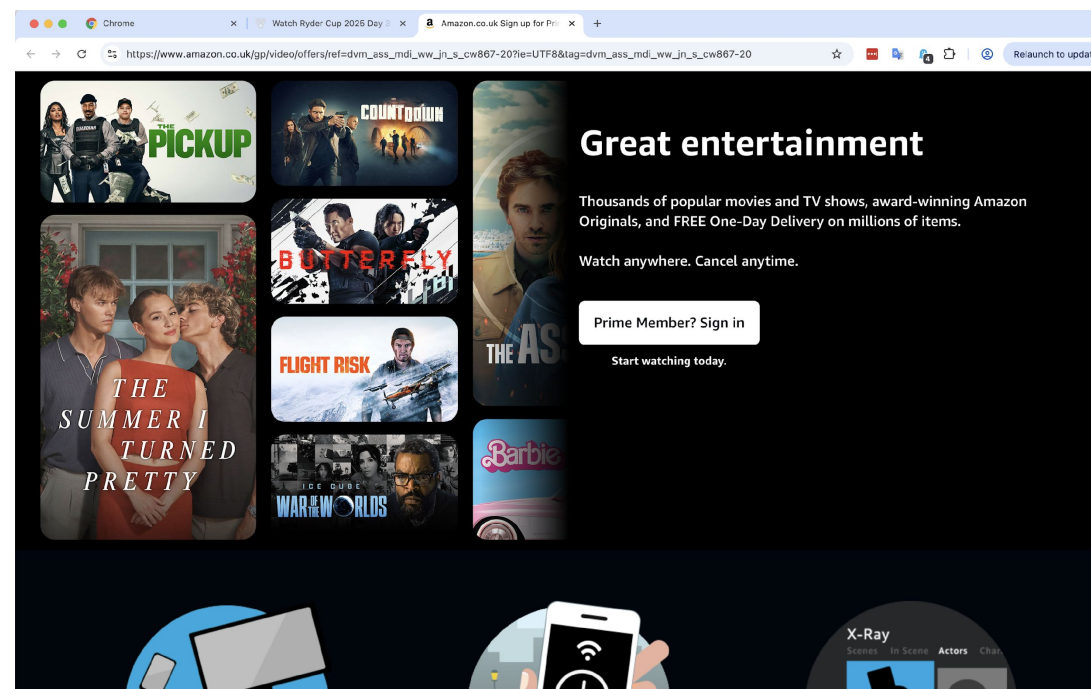
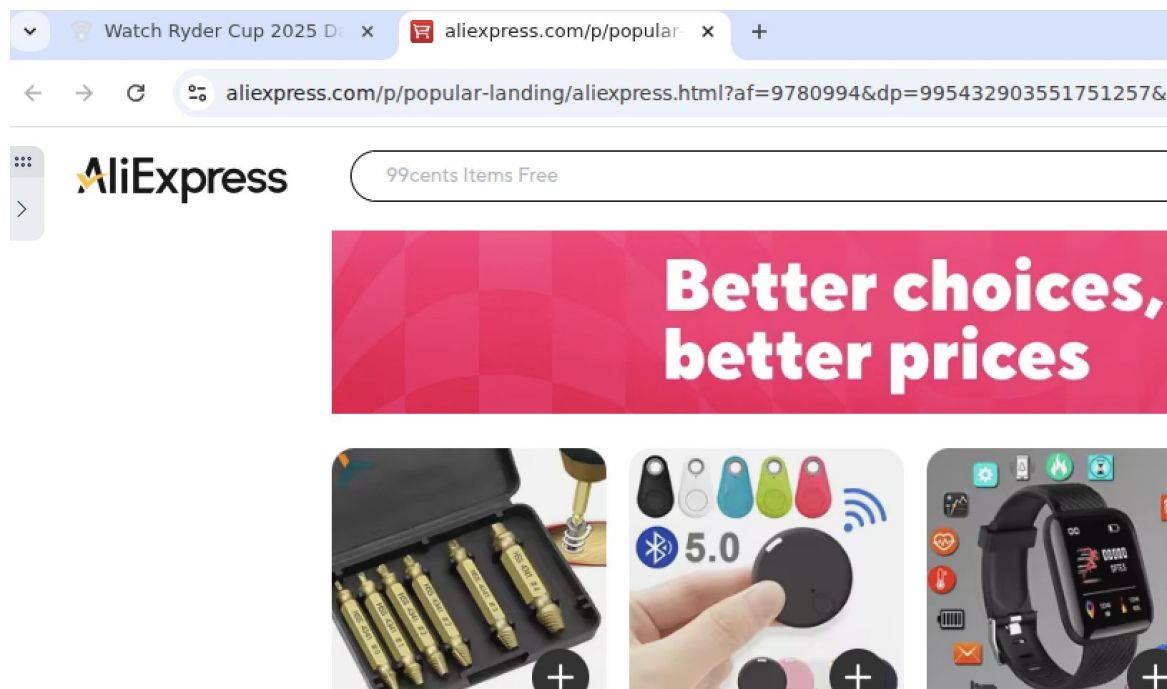


- Intermediary partner (unwittingly) served Ad Impressions on the pirate website
- Partner response was < 1 day, far quicker than a takedown
- **Result: Shorter window of monetization**

Live Broadcast Case Study

- BONUS:

- “Play” button triggers forced affiliate click to legitimate e-commerce sites
- Places tracking cookies. Amazon example: items added to basket within 24hrs and bought within 90 days earns commission



ENTERTAINMENT SOFTWARE ASSOCIATION

- 205.1 million Americans aged 5-90 play video games
- 64% of the U.S. population reports playing video games for at least 1 hour/week
- \$59.3 billion in consumer spending on video games in 2024



VIDEO GAME PIRACY



“Traditional” Piracy

- Full game downloads
- Peer-to-peer piracy
- Circumvention devices
- Plug and Plays

Unauthorized Digital Goods

- Digital accounts
- Cheats
- Boosting
- In-game items
- Virtual currency
- Digital keys

NSW2U CLUSTER



- Notorious piracy site
- Linking site
- Included seven domains
- Subject to site seizure by FBI in July 2025
- Investigation showed 3.2 million downloads from Feb. 28, 2025-May 28, 2025
- Downloads require clicking through multiple ads

**\$170 million in
estimated losses**
3 month period



ouo.io

HOME PAYOUT RATES

Please click the button below to proceed to the destination page.

Do you know how much caffeine is in 5-hour Energy?
Energy on The Cheyenne Post

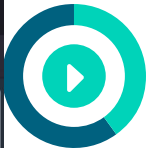
I'M A HUMAN

Click [here](#) if you cannot submit the button.

Search Results For EV SUVs
Sponsored: Search Ads
Read Next Story >

Know a little about ouo.io

3:02 PM 10/16/2023



1FICHER.COM




- Cyberlocker, notorious piracy site
- 0.38% response rate to ESA's take down notices
- French based company operating the site has been found liable in civil courts and has recently appealed a criminal conviction
- Advertising and subscription service
- Advertising provides legitimacy to the casual infringer

DSW Shoes
Acura
Amazon
MLB Shop
Dockers
Bergdorf
Goodman




1fichier.com: Cloud Storage

https://1fichier.com/?qorh40x2phlnd01afj5



Shop Subscribe & Save Eligible - Amazon® Official Site

LEARN MORE



Downloads:


- Super Mario RPG [0100BC0018138000][v0][US].nsp.rar
10m left — 3.4 of 6.4 GB (4.9 MB/sec)
- Firmware 16.1.0(1).zip
Failed

Show all downloads




1fichier.com: Cloud Storage

https://1fichier.com/?xtoe6u4uuygk02febndl



Shop Subscribe & Save Eligible - Amazon® Official Site

LEARN MORE



Downloads:

- Super Mario Bros. Wonder [0100...4000][v0][US](Dumped).aci.rar
12m left — 199 MB of 3.5 GB (4.9 MB/sec)

Show all downloads



MLB The Show 23
Playstation 5 Video
Game

LEARN MORE


MLB Shop

For the best quality of service, subscribe!
Test your maximal speeds over our networks on the Speedtest page.

Click here to download the file


1fichier.com: Cloud Storage

https://1fichier.com/?xtoe6u4uuygk02febndl



Shop Subscribe & Save Eligible - Amazon® Official Site


LEARN MORE



Downloads:


- Super Mario Bros. Wonder [0100...4000][v0][US](Dumped).aci.rar
2m 26s left — 2.8 of 3.5 GB (4.9 MB/sec)

Show all downloads



Dockers® Men's
Wool Boots - All Our
Classic Styles On
Sale

LEARN MORE



For the best quality of service, subscribe!
Test your maximal speeds over our networks on the Speedtest page.

Click here to download the file

Legal & Terms Abuse Prices Resellers Help Speedtest Contact

Questions?

Thank You!