

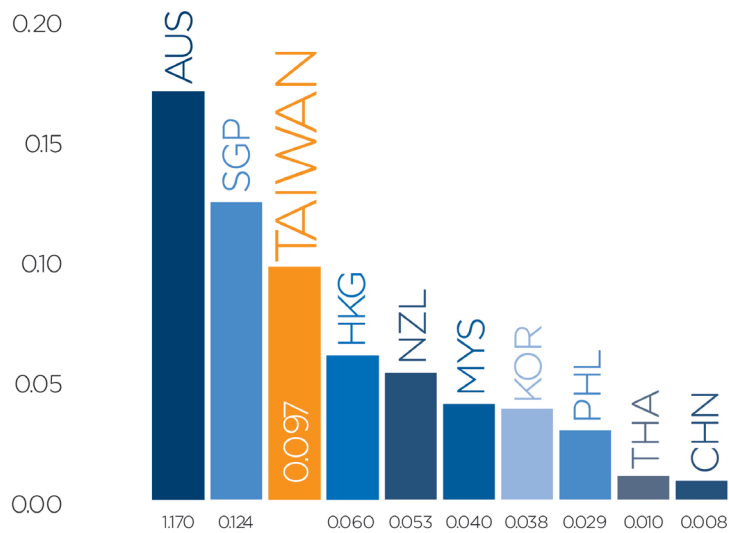
Taiwan's unhealthy appetite for online piracy

Taiwan has the 3rd highest per capita ranking for online piracy in the Asia Pacific region.

The creative communities have worked hard to provide safe, secure and fair priced online distribution sites. These are the sites where most people choose to access their commercial entertainment content from. However there are a growing number of overseas rogue websites which illegally disseminate vast amounts of both Taiwanese and international movies, television shows, music and games.

In 2013, Taiwan's film and television industry contributed a total of NT\$168 billion (US\$5.5 billion) in GDP to the local economy. The film and television industry supported 113,800 jobs and contributed NT\$16 billion (US\$543 million) in taxes to the local economy.¹

Per Capita Ranking for online piracy in Asia Pacific (JAN-DEC 2013)²



Sadly when it comes to protecting the NT\$168 Billion film and television industry and the 113,000 people the Taiwanese film and television industry employs, Taiwan is falling behind.

Almost every overseas rogue website is owned and operated for illegal profit and these profits are predominately generated by subscription or by advertising. Rogue sites directly impact those who work in the creative industries as well as undermining national economies and tax revenues.

"Overseas rogue websites constitute the major threat to the development of cultural industries, it is critical to work out ways which can quickly deal with it." - Director General Wang, Taiwan Intellectual Property Office (MAY, 2013)

1 The Economic Contribution of the Film and Television Industries in Taiwan, Oxford Economics, February 2014
 2 Source data: MarkMonitor
 3 Source data: MarkMonitor
 4 Alexa Rank in Taiwan as at Feb 12, 2014

Top Ten Rogue Websites in Taiwan³

tw116.com is the 104th most popular site in Taiwan of which an estimated 30% of the TV and movies are pirated Taiwanese & Chinese content.

URL	ISP LOCATION	ALEXA RANK ⁴
tw116.com	US	104
www.funshion.com	CN	257
www.yyets.com	CN	581
9tvb.com	US	1,406
www.qiredy.com	US	1,712
dianying.tw	JP	1,801
dlkoo.com	US	1,953
tw115.com	EU	1,966
www.2000mov.com	US	2,561
370kan.com	CN	7,542

"In order to encourage creativity and the promotion of business competitiveness, we need to maintain a propitious copyright protection environment...the fight against copyright infringement can never be abated...Only when the development of cultural creative industries can be boosted, can Taiwan become a state of wisdom, an island of creativity."

- Director General Wang, Taiwan Intellectual Property Office (MAY, 2013)

"To reject piracy is to support local film. Innovation is the way to grow and develop Taiwan, and IPR infringement is a huge concern, so everyone should be responsible and refuse piracy. It's like burglary, even robbery - it needs to be severely condemned."

- Taiwan President, Ma Ying-jeou (FEB, 2010)

The creative industry needs access to efficient and proportionate legal processes so that their works can be protected. A judicial process enabling the creative industry to seek injunctive relief against identified rogue sites (without any need for issues of liability to be faced by ISPs) restricting access to the identified sites is an effective solution.

It is in the interests of everyone to work towards an internet that provides a wide range of legal services where audiences can access content in a safe, secure and legal way.