

Guidelines for Placement of Online Advertising

網路廣告指標

International Developments and the Situation in
Taiwan

國際發展與台灣現況

Agenda for Today

今天的議程

- Online Advertising's growing importance
網路廣告增長與其重要性
- Advertising on Pirate Websites – International Awareness
盜版網站上的廣告 – 國際重視
- Advertising on Taiwan Pirate Websites – an initial exploratory study
台灣盜版網站的廣告 – 最初的研究調查
- Mainstream Brand Pollution on Pirate Sites
公眾廣告在盜版網站宣傳 – 品牌受汙染
- International Awareness Produces Action
國際察覺行動
- What Can be Done in Taiwan
台灣可以強化的部分

Market of Internet Advertising in Taiwan

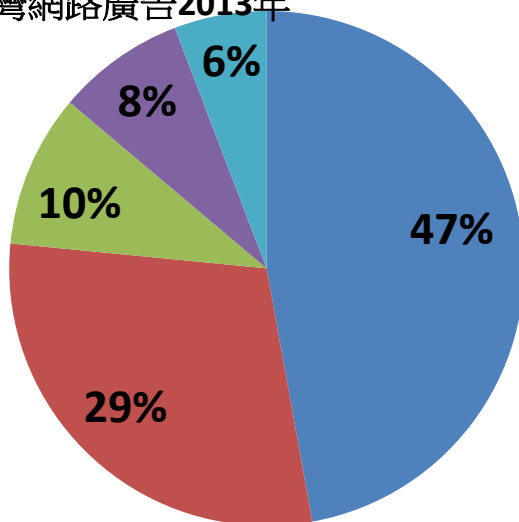
台灣網路廣告市場

Forecast at NT\$ 13.86 Billion in 2013 預測台幣 \$13.86 億(2013)

Internet Search Advertising estimated at nearly NT\$4.1 Billion 網路關鍵字廣告約台幣4.1億

2013 Internet Advertising in Taiwan

台灣網路廣告2013年



Category 項目	5 Year Growth Rate 5年成長分析 (2013-2017)
Website Banner Ads 網路旗幟廣告	3.20%
Search 關鍵字廣告	4.40%
Mobile 行動廣告	15.70%
Social/Buzz 社群口碑行銷	8.40%
Video/Rich Media 影音/多媒體廣告	33.80%

	Website Banner Ads	Search	Mobile	Social/Buzz	Video/Rich Media
NT\$ (Bn)	\$6.536	\$4.074	\$1.331	\$1.116	\$0.803

The Problem

現況問題

Advertising Funds Piracy Sites

廣告資金協助盜版網站的生存

A recent study found that the two fastest growing types of Piracy Sites are financed primarily by Advertising.

最近一個調查指出, 兩個增長最快的盜版網站主要的資源來自廣告

P2P Communities (P2P 社群):

- #1 Growth Segment among Piracy Sites (61% increase in Page Views)
在盜版網站中, 是增長最快的部分 (增加61%的網站人氣)
- Second Largest Segment in the Study (19% of Piracy Sites)
在調查中, 部分比例是第二大 (佔由盜版網站的19%)
- **86% of funds from Ads**
86% 資源來自於廣告

Live TV Gateway (Live TV 通道):

- #2 Growth Segment among Piracy Sites (17% increase in Page Views)
在盜版網站中, 是增長第二快的部分 (增加17%的網站人氣)
- Largest Segment in the Study (33% of Piracy Sites)
在調查中, 部分比例是第一大 (佔由盜版網站的33%)
- **67% of funds from Ads**
67% 資源來自於廣告

Subscription 訂閱:

- Growth Information and % of Funds from Ads unavailable from study
調查中沒有增長資料與百分比的資料
- Smallest Segment in the Study (5% of Piracy Sites)
在調查中, 部分比例是最小的 (佔由盜版網站的5%)
- Most Vulnerable Segment (e.g. Mega/Kim Dotcom)
- 最弱的部分 (列如: Mega/Kim Dotcom)

Advertising Funds Piracy Sites

廣告成為支持盜版網站的資源

music:)ally

Ads are key funding source for piracy sites claims PRS / Google study
PRS / Google 調查指出廣告是盜版網站主要的財金資源

Broadband TV News

61% growth in Live TV piracy
Live TV 盜版成長到61%

六個違反版權的商業模式

The six business models for copyright infringement

A data-driven study of websites considered to be infringing copyright



A Google & PRS for Music commissioned report
with research conducted by BAC Systems Delta.
27th June 2012

Commenting on the report Google's Theo Bertram, a former Downing Street adviser said: "Our research shows there are many different business models for online infringement which can be tackled if we work together. The evidence suggests that one of the most effective ways to do this is to follow the money, targeting the advertisers who choose to make money from these sites and working with payment providers to ensure they know where their services are being used." 評註這個調查, Google人員Theo Bertram, 前任 Downing Street

顧問 "我們的調查指出網路違反與盜版有很多不一樣的商業模式, 而如果我們一起合作, 一定可以解決的. 證據指出最有效的解決方法是跟隨資金, 針對選擇使用這種網站來宣傳的廣告者, 且與轉款公司合作與溝通他們服務已被用來支持現狀.



Google study reveals growing live TV piracy
Google 調查指出 Live TV 盜版增長

The report is primarily concerned with how pirates make money and (of course) how much rights holders are missing out on, concluding that display advertising makes pirates the most plunder, although some sites also make money from subscriptions, donations and even by selling digital files. 調查焦點在盜版網站如何賺錢與 (當然) 版權者究竟損失了多少錢, 結論判定為展現廣告提共盜版網站最多的盜竊, 雖然有些網站還有更多資源來自於會員費, 捐款, 與賣電子文件.

Google and PRS For Music Study:

<http://www.prsformusic.com/aboutus/policyandresearch/researchandeconomics/Documents/TheSixBusinessModelsofCopyrightInfringement.pdf>

Advertising Funds Piracy Sites

廣告是盜版網站的資源



USC Annenberg Lab Ad Transparency Report

January 5, 2013

This is the first in a monthly series of reports from the Annenberg Innovation Lab at the University of Southern California that details support by Online Ad Networks of the major pirate movie and music sites around the world. The advertising business has always been a key part of the creative economy from the birth of radio. Advertising dollars have financed the production of television, music and even video games. The rise of ad-supported pirate networks is a relatively new phenomenon stemming from the birth of peer to peer (P2P) Internet sites in 2001. In the last five years, a large number of new advertising networks now service the seemingly infinite advertising inventory of the broadband era. Much of that inventory sits on more than 150,000 pirate entertainment sites. The top ten advertising networks placing the most advertisements to illicit file sharing sites are:¹

1. [Openx](#)
2. [Google](#) (including Double Click)
3. [Exoclick](#)
4. [Sumotorrent](#)
5. [Propellerads](#)
6. [Yahoo](#) (including Right Media)
7. [Media Shakers](#)
8. [Yesads](#)
9. [Infolinks](#)
10. [tribalfusion.com](#)

The list of top infringing sites was compiled using the [Google Transparency Report](#) of domains with the most Digital Millennium Copyright Act (DMCA) takedown requests.



New international reports will name and shame brands which advertise on websites that feature pirated film and music content
新的國際報導將會指名與羞愧各種在盜版網站宣傳（含有盜版電影與音樂）的品牌。

Los Angeles Times

Report links Google, Yahoo to Internet piracy sites

報導指出 Google 與 Yahoo 跟盜版網站有關聯

They're among the top advertising networks that support major music, film and TV piracy sites, according to a new analysis that USC's Annenberg Innovation Lab hopes will help companies avoid exploitative websites.

USC Annenberg Innovation Lab 指出他們(Google , Yahoo) 是領先支持音樂與電影盜版網站的廣告廣播網。



Study: Google No. 2 in Piracy Ad Placements

調查指出： 盜版網站廣告宣傳 Google 排行第二

Jonathan Taplin, director of the USC Annenberg Innovation Lab, says actions need to be taken to prevent pirate websites from getting advertising support.

Jonathan Taplin, USC Annenberg Innovation Lab 主任說需要盡快行動，防止盜版網站收到廣告資金的幫助

USC Annenberg Lab Ad Transparency Report:

http://www.annenberglab.com/sites/default/files/uploads/USCAnnenbergLab_AdReport_Jan2013.pdf

Massey University/ ICSL Study:

TITLE OF REPORT

Methodology 方法論

- Survey of 10 egregious pirating websites popular in Taiwan using 10 globally popular Films and TV Shows
調查10個在台灣最普遍且嚴重盜版的網站, 在網站上使用10個國際知名的電影與電視劇當關鍵字
- Two weeks of data collection (November 1 – November 14, 2013) 兩個禮拜的觀察與資料收集 (11月1-14號, 2013)
- Identified Advertisers through a combination of analysis of ad objects and manual observation.
用分解廣告軟體與人工關查找出了廣告者
- Ad Networks were identified using AdBlock System to identify Ad Objects
廣告廣播網由Ad Block System來分辨 Ad Objects, 而被找到
 - NOTE: Many Taiwan websites use domestic/local ad networks, so many of the common terms or “Easy List” terms in English did not produce as many results. After the study was concluded, Chinese Ad Networks released “Easy List” terms.
很多台灣網站都使用本地的廣告廣播網, 所以很多普遍名詞或 “簡單” 英文名詞搜尋不到很多結果。調查結束後, 中文廣告廣播網才發行 “簡單” 名詞。

Mainstream Advertising Support for Online Piracy in Taiwan.

Dr. Paul A. Watters, Massey University
MARCH 2014

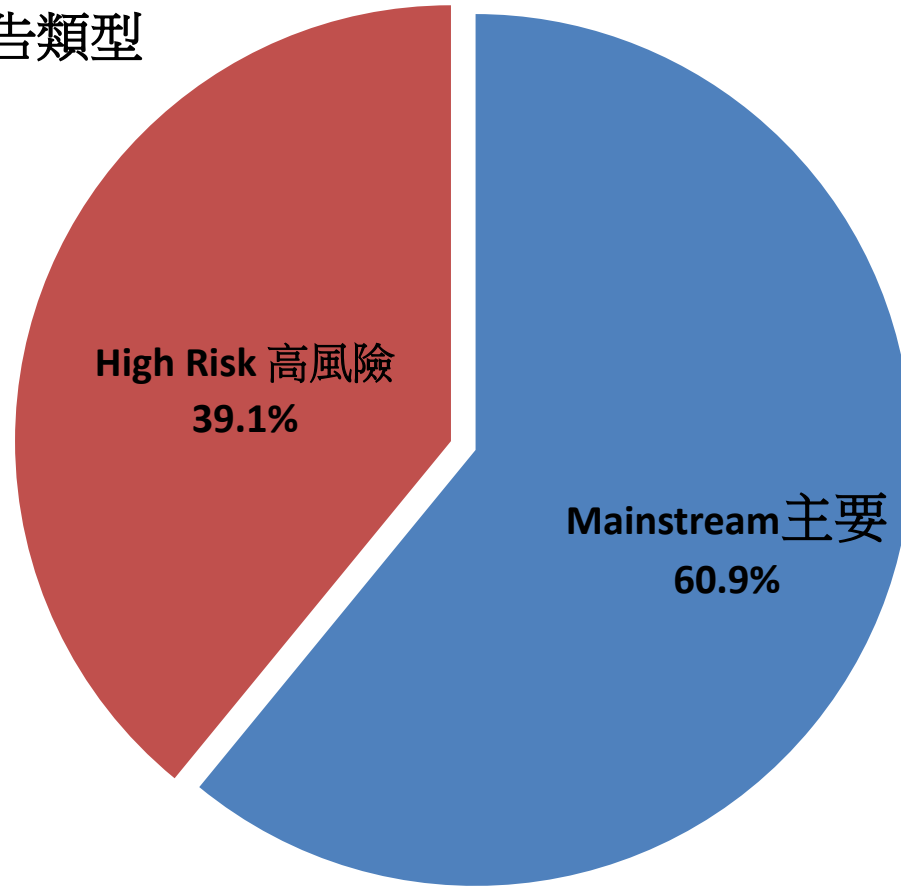


Results of Massey University Study: Advertising on Piracy Sites in Taiwan

Massey University大學調查的結果: 台灣盜版網站廣告描述

Ad Types on Rogue Websites

盜版網站上廣告類型



Results of Massey University Study: Advertising on Piracy Sites in Taiwan

Massey University大學調查的結果: 台灣盜版網站廣告描述

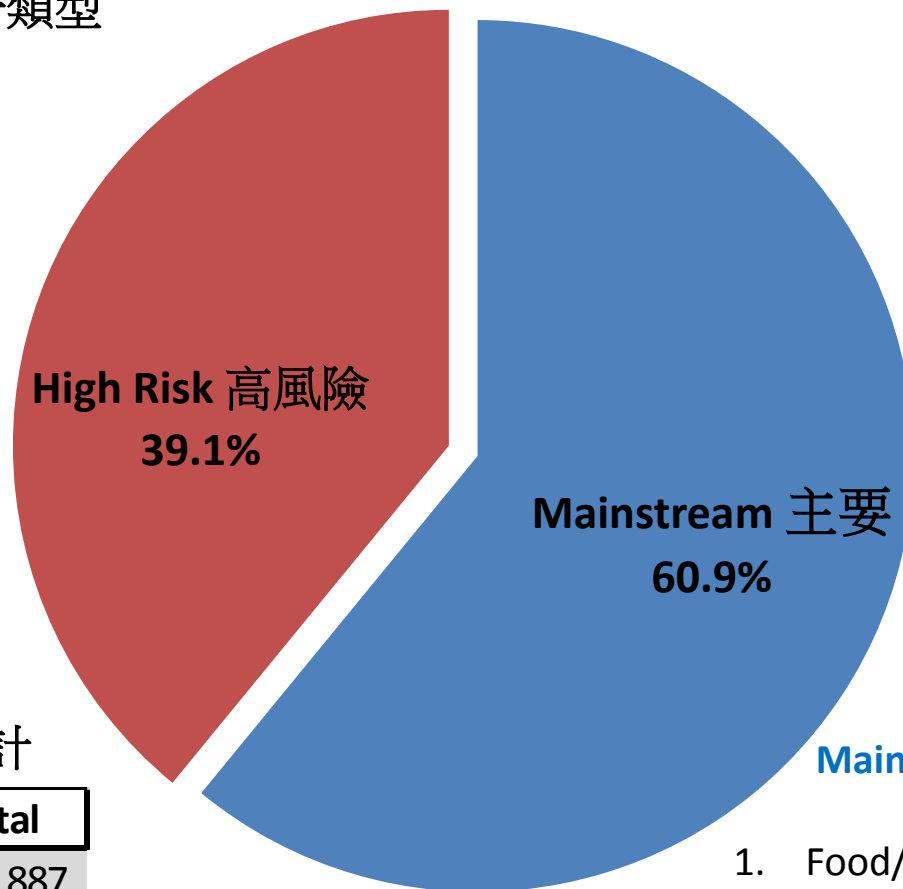
Ad Types on Rogue Websites

盜版網站上廣告類型

High Risk Ad Categories

高風險廣告類別

1. Gambling 賭博 (83.2%)
2. Sex 色情 (11.6%)



Mainstream Ad Categories

主要廣告類別

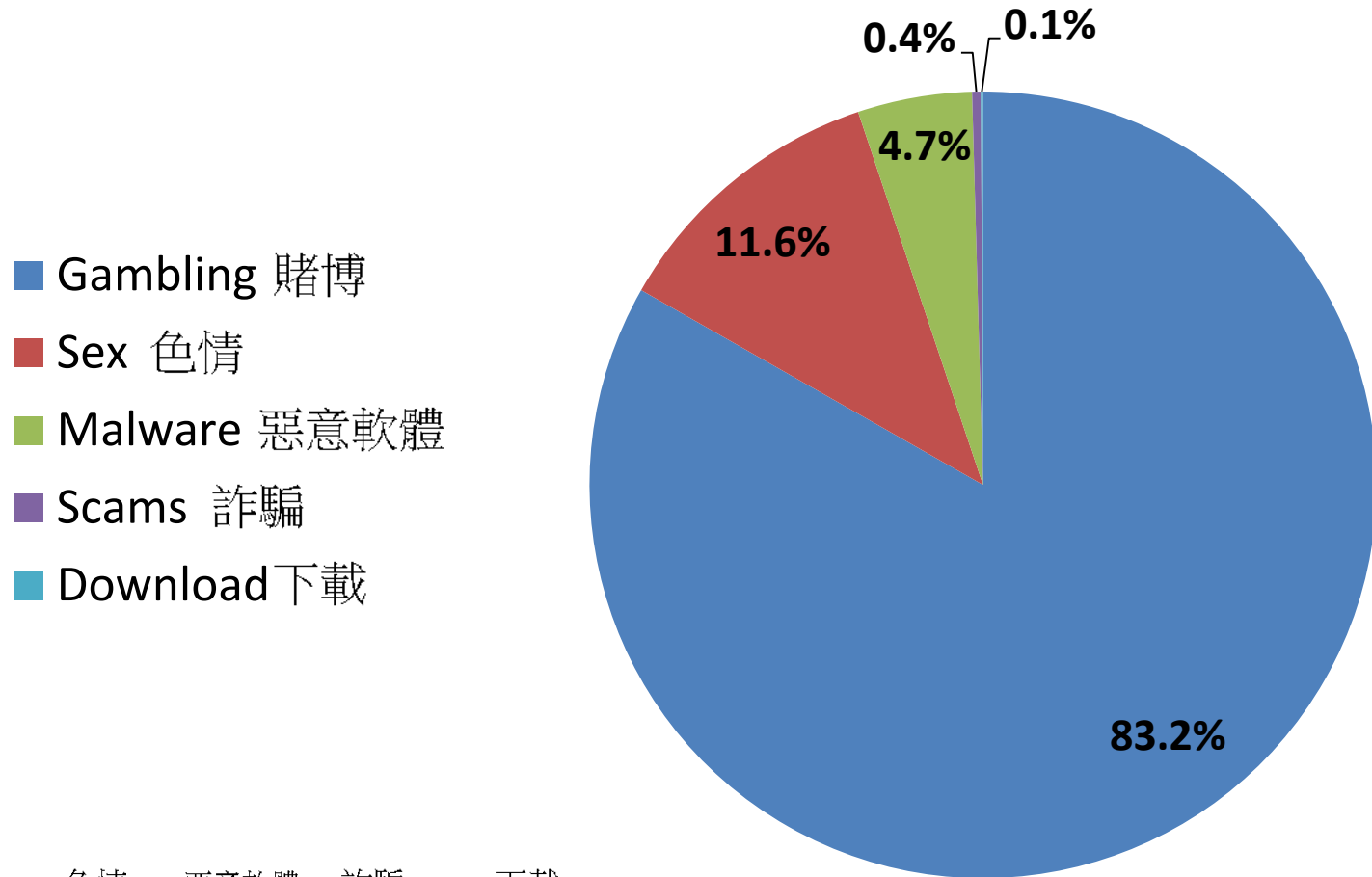
1. Food/Consumer 食物/消費者 (73.2%)
2. Tourism 旅遊 (7.2%)

主要 | 旅遊 | 總計

	Mainstream	Tourism	Total
N	1759	1128	2,887
%	60.9%	39.1%	100.0%

High-Risk Advertisers: Category Breakdown

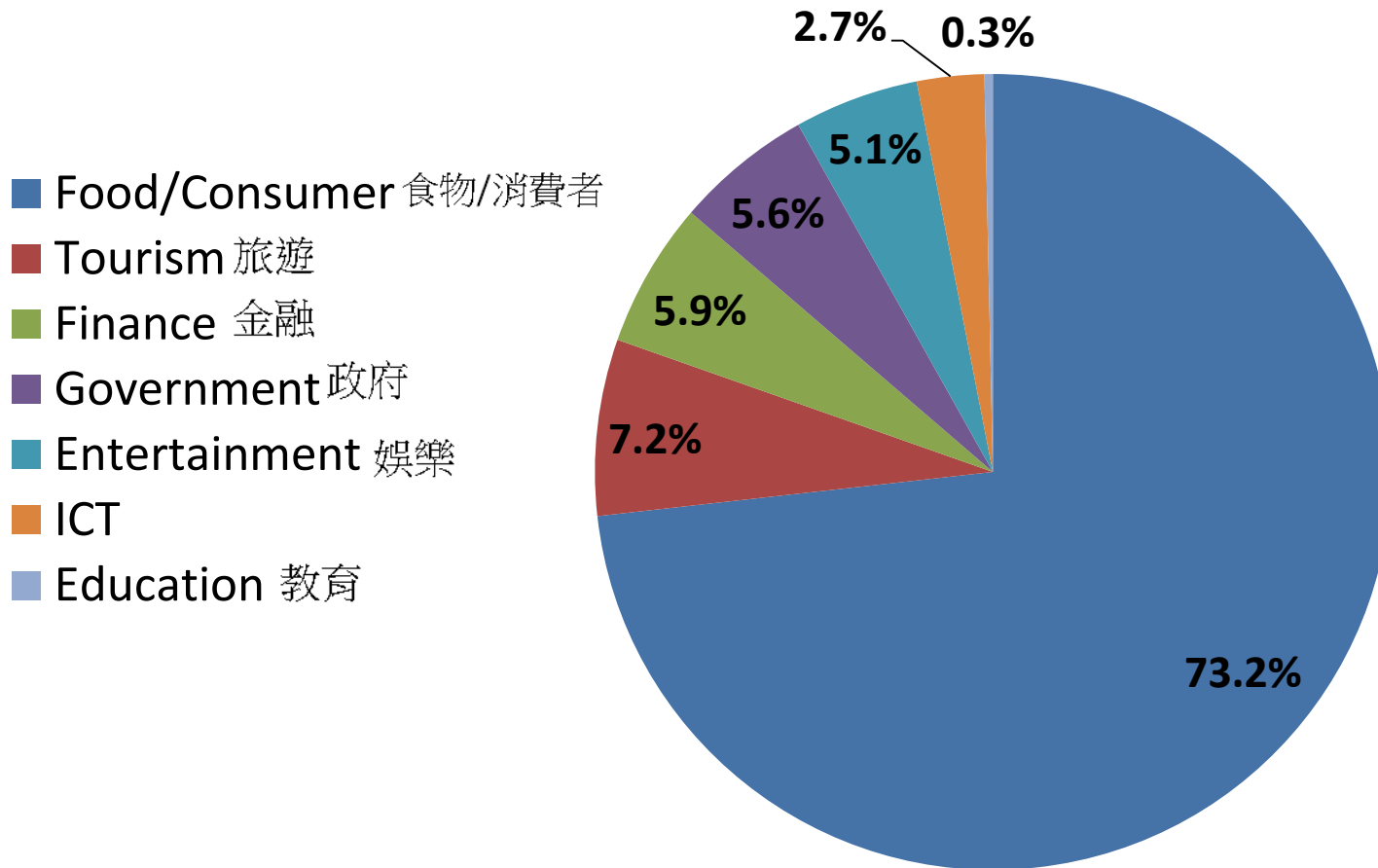
高風險廣告: 類別分解



	賭博	色情	惡意軟體	詐騙	下載	總計
	Gambling	Sex	Malware	Scams	Download	Total
N	939	131	53	4	1	1128
%	83.2%	11.6%	4.7%	0.4%	0.1%	100.0%

Mainstream Advertisers: Category Breakdown

主要廣告: 類別分解



	食物/消費者	旅遊	金融	政府	娛樂	ICT	教育	總計
	Food/Consumer	Tourism	Finance	Government	Entertainment	ICT	Education	Total
N	1288	126	104	98	89	48	6	1,759
%	73.2%	7.2%	5.9%	5.6%	5.1%	2.7%	0.3%	100.0%

Piracy Sites: Category Breakdown

盜版網站: 類別



Mainstream Ads 主要廣告: **100%**

Taiwan Alexa Rank 台灣Alexa排行: 107

High Risk Ads 高風險廣告: **0%**

In Taiwan, More Popular Sites - Greater % of Mainstream Ads
在台灣, 越有人氣的網站 – 主要廣告越多



Taiwan Alexa Rank 台灣Alexa排行: 7,719

Mainstream Ads 主要廣告: **0%**

High Risk Ads 高風險廣告: **100%**

Piracy Sites: Category Breakdown

盜版網站: 類別

Site Name 網站名稱	Taiwan Alexa Rank 台灣 Alexa 排行	High Risk % 高風險 %	Mainstream % 主要 %
Fun698.com	#50	74.6%	25.4%
TW116.com	#107	0.0%	100.0%
Funshion.com	#271	80.0%	20.0%
Yyets.com	#607	37.4%	62.6%
9tvb.com	#1,452	3.0%	97.0%
Qiredy.com	#1,850	0.4%	99.6%
Dlkoo.com	#2,057	1.5%	98.5%
TW115.com	#2,080	70.9%	29.1%
2000mov.com	#2,489	98.3%	1.7%
370kan.com	#7,719	100.0%	0.0%

In Taiwan, More Popular Sites - Greater % of Mainstream Ads
在台灣, 越有人氣的網站 – 主要廣告次數越多

Top Mainstream Advertisers
Appearing on Piracy Sites
盜版網站上最常出現的主要廣告家

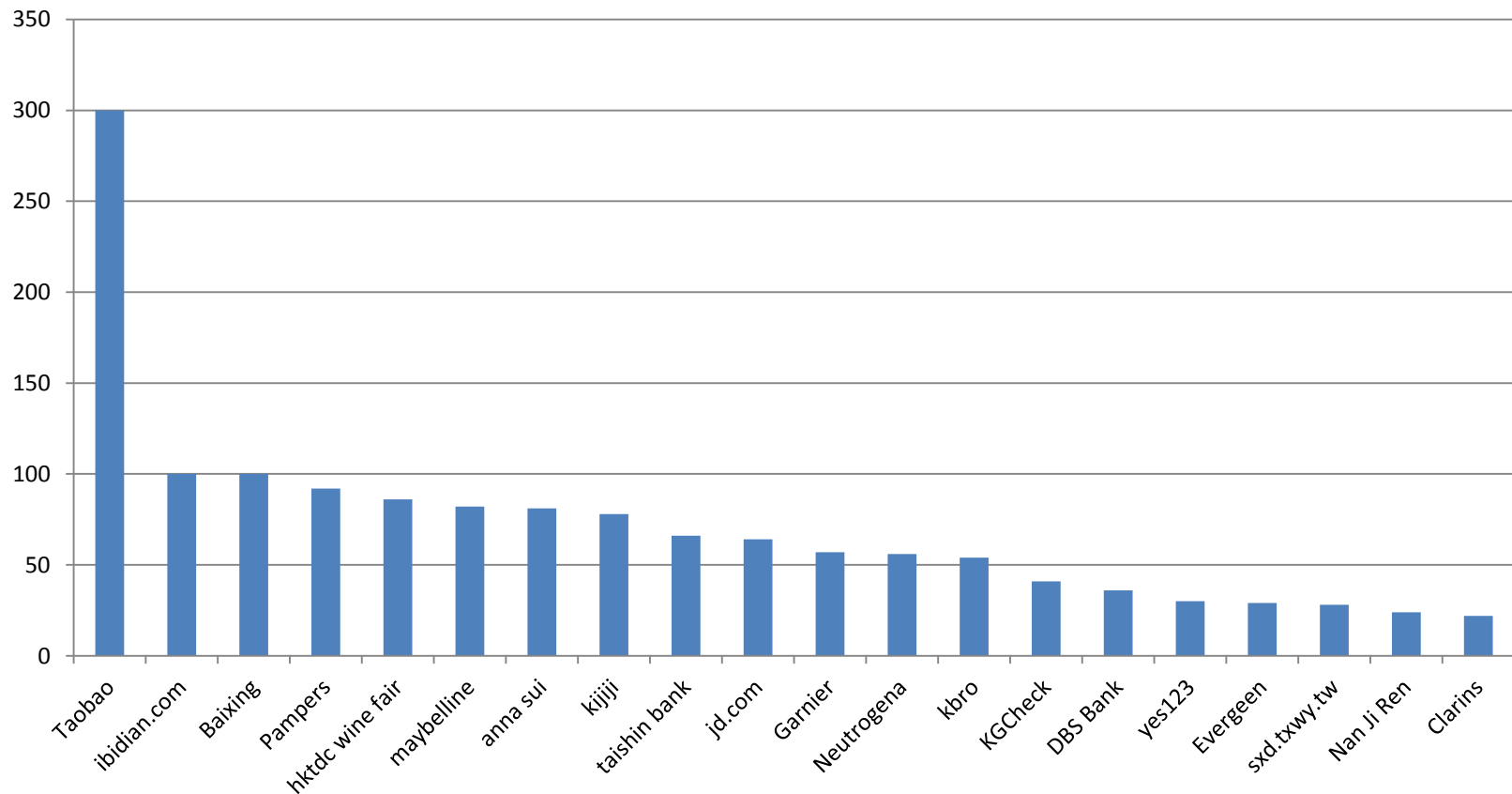
Rank	Advertiser	N
1	Taobao	300
2	ibidian.com	100
3	Baixing	100
4	Pampers	92
5	HKTDC Wine Fair	86
6	Maybelline	82
7	Anna Sui	81
8	kijiji	78
9	Taishin Bank	66
10	jd.com	64

Rank	Advertiser	N
11	Garnier	57
12	Neutrogena	56
13	kbro	54
14	KGCheck	41
15	DBS Bank	36
16	yes123	30
17	Evergreen	29
18	sxd.txwy.tw	28
19	Nan Ji Ren	24
20	Clarins	22

Top Mainstream Advertisers Appearing on Piracy Sites

盜版網站上最常出現的主要廣告

Frequency of Advertisers on Rogue Websites
廣告家在盜版網站上的次數



Top Ad Networks Serving Advertisements to Piracy Sites in Taiwan

最常提供廣告
給盜版網站的廣告廣播網

Advertising Network

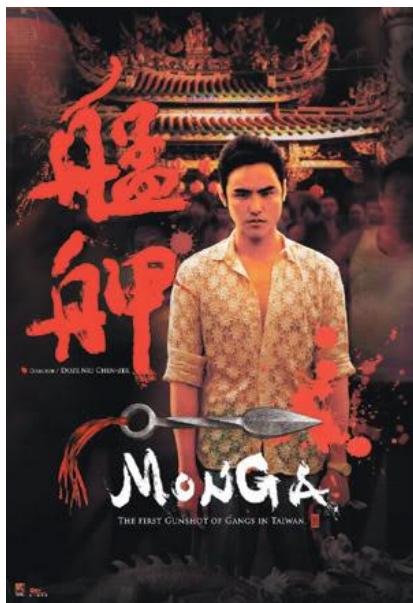
9tvb.com

baixing.tw

adsense.clicking.com.tw

So What Does This Look Like, in Practice?
實際上的觀察與調查，結果是如何？

Piracy not just a Hollywood Problem.
Well-Known Taiwan Titles Impacted as well
盜版問題並非只是好萊塢的課題，
有名的台灣電影也大大被影響



艋舺 Monga, 2010
那些年，我們一起追過的女孩, You Are the Apple of my Eye, 2011
愛 Love, 2012

Dlkoo Screen Shots

← → ↺ www.dlkoo.com/download/2/2012/262573798.html

MASAJEORGE®
保暖不失风度

4折起
顺丰包邮

🔍

标签(Tag): 剧情 爱情 2012 720p x264

爱 Love



7 [2012美国爱情喜剧][浪荡子][BluRay-MKV][简繁中英文字幕]

8 [2011美国动作惊悚][制胜一击/即刻反击][BluRay-MKV][简繁中英文字幕]

9 [2012中国爱情剧情][情谜][DVD-MP4][中字]

10 [2011美国爱情喜剧][新年前夜][BluRay-MKV][简繁中英文字幕]



开始游戏 GAME START

其它类排行:

1 [综艺]120422 Running Man E91 特效中字[梦想字幕组]

2 [韩剧]《爱情雨》[第01-10集/连载中][韩语中字][TSKS]

3 [韩剧]《屋塔房王世子》[第01-11集/连载中][韩语中字][TSKS]

4 [综艺]120421 KBS 青春不败 第二季 E20 神话篇 中字[十站联合]

TW115 Screen Shots

The screenshot shows the TW115 website interface. At the top is the logo and navigation bar. Below the navigation bar is a search bar and a list of categories. The main content area features a large video player with a blue banner for '网络0距离' (Network 0 Distance). To the right of the video player is a sidebar with a chat window and a list of users. Below the video player is a section for '色戒' (Lust, Caution) with a placeholder image and a '立即观看' (Watch Now) button. To the right of this section is a large advertisement for '傑卡斯' (Jaccard) featuring a man in a suit. Below the '色戒' section is a '近期热门推荐' (Recent Popular Recommendations) section with two items: '創造旅行社-東京' (Create Travel Agency - Tokyo) and '花蓮景點住宿-小王子' (Hualien Scenic Spot Accommodation - Little Prince). At the bottom right is a section for 'ASAP購物網 3C商品超低價' (ASAP Shopping Network 3C Products Super Low Price) and a small 'Ads by Yahoo!' logo.

tw115
線上電影.com

收藏本站 | 播放記錄

首頁 電影 電視劇 動漫 綜藝 資料庫 | 排行榜

請輸入關鍵字 搜尋 熱門: 大尾鱸鰻

首頁 > 電影 > 劇情片 > 色戒

网络0距离
网络视频包厢KTV

1号房 房主: 水萌儿 21岁 167CM
05:02

手心里的宝: |;●° 吓哭你好
... 神||.: 姐、咱平凡(-), 没听见
|;●° 吓哭: 1号房的MM实在是太辣,
挡不住了都~~
手心里的宝: 早啊

色戒
主演: 梁朝伟 汤唯 王力宏 陈冲
导演: 李安
地区: 中国
语言: 国语
发表评论
立即观看 更多免费电影请点击下载PPTV

傑卡斯
JACOB'S CREEK
Time Character
馬上參加傑卡斯
「微醺時光，
真情告白月」
勇敢告白 贏大獎
酒後不開車 安全有保障

ASAP購物網 3C商品超低價
www.asap.com.tw
超夯行動電源、分享器、筆電等產品任你挑！北市5小時閃電到貨，遲到罰100！

近期熱門推薦
創造旅行社-東京
搭上日航直飛東京！頂級、商務飯店滿足您各種需求，還可加購當地出發小旅行！
花蓮景點住宿-小王子
花蓮渡假趣！近知名景點，套房房型多元任選，代訂旅遊套票，給您賓至如歸好享受！
劇情介紹：
色、戒》是根據張愛玲完成於1950年的同名小說改編，這齣電影的編劇小說是，根據的具佳麗電影，也是因為了佳麗電影，才，有這齣電影的發行！且佳麗，當佳麗成

贊助

Ads by Yahoo!

Mainstream Ad
主要廣告

Explicit
Porn Ad
色情廣告

Served by
Scupio
廣告由
Scupio提供

色, 戒 Lust,
Caution

Ads Served by Yahoo!
廣告由Yahoo!提供

TW115 Screen Shots

← → ↻ tw115.com/movie/9846.html

tw115 線上電影.com

重要通知: 百度影音停止p2p服務導致我們的百度影音地址無法觀看, 我們已經提供快播地址並且在陸續的取代中。

收藏本站 | 播放地址

首頁 電影 電視劇 動漫 綜藝 資料庫 | 排行榜

請輸入關鍵字 搜尋 熱門: 大尾鱸鰻

首頁 > 電影 > 愛情片 > 那些年，我們一起追的女孩

《处女之死》 《制服的挑逗》 《爱妻日记》 《乱爱》 《女性瘾者》

午夜免費劇場 即点即看 极速播放 在线播放

0.0分 (4人评价过此片)

那些年，我們一起追的女孩 DVD+BD

主演: 柯震東 陳妍希 敖犬 郝劭文

導演: 未知

地区: 台灣

語言: 未知

影片類型: 愛情片

上映時間: 2011

更新時間: 2013-12-28

發表評論

立即觀看

更多免費電影請點擊下載PPTV

元月一日起 買驚嘆就送紅米機

合作金庫人壽 守護幸福籤

快來觀賞感人微電影，抽出守護幸福籤測運勢，填資料免抽即送限量85度C飲料券！

Ads by Yahoo!

Show all downloads...

那些年，我們一起追的女孩
You Are the Apple of my Eye

Ads Served by Yahoo!
廣告由Yahoo!提供

Explicit Porn Ad
色情廣告

Mainstream Ad
主要廣告

TW115 Screen Shots

The screenshot displays the TW115 website interface. At the top, the address bar shows the URL `tw115.com/player/6223-1-1.html`. The navigation bar includes links for Home, Movie, TV, Anime, Arts, and Archive, along with a search bar. A sidebar on the left features a 'Monga' logo. The main content area is divided into several sections: a video player showing 'Now Playing: Monga Yaohui 01 sets', a large advertisement for 'innity' with the tagline 'RIGHT AUDIENCE. REAL ENGAGEMENT.', and a section titled '三分鐘測試你的英文力' (3-minute English test). Below this, there are more advertisements, including one for 'DARPHIN' and another for '1111人力銀行' (1111 Job Bank). A prominent advertisement for '松下淨化科技負離子淨水器' (Panasonic Purifying Technology Negative Ion Water Purifier) is also visible. The bottom of the page features a video player control bar and a footer area with the text 'Ad Served by Yahoo!'.

← → ↻ `tw115.com/player/6223-1-1.html`

Home Movie TV Anime Arts Archive | Top 請輸入關鍵字 Search

猛舦 (Monga)

innity RIGHT AUDIENCE. REAL ENGAGEMENT.

Now Playing: Monga Yaohui 01 sets

立即下載安裝
快播 5.7 (最新版)

本影片的播放需要快播影音点播技术
请先安裝 快播影音播放器
安裝完成后請刷新页面或按F5

三分鐘測試你的英文力
英文越學越差？單字背了又忘？立即填表，馬上測試你的英文競爭力！

與天然植萃精華的純淨相遇
DARPHIN 采法♥高效芳香精露，全方位抗老化~給予肌膚奢華的滋潤！

年後想轉職，現在先卡位！
1111人力銀行推出轉職專區，高薪職缺、知名外商等工作，快人一步搶工作！

本站隆重推薦

松下淨化科技負離子淨水器
www.0800290290.com.tw
優質負離子抗菌，防蟬防蟻專利取水口，阻絕空氣落菌導入設計，給你絕佳水質。

Ad Served by Yahoo!

Mainstream Ad
主要廣告

Explicit Porn Ad
色情廣告

Ad Served by Yahoo!
廣告由Yahoo!提供

Example of Mainstream Ads on Piracy Sites in Taiwan: Qiredy.com

Mainstream Ad
主要廣告

The screenshot shows the Qiredy.com website interface. At the top, there is a navigation bar with links for 电视剧 (TV Series), 电影 (Movies), 动漫 (Anime), 综艺 (Variety), 微电影 (Micro-movies), and Kan. Below the navigation bar, there is a search bar and a list of categories. The main content area features a large banner for '多益 700分' (TOEIC 700 points) with a '立即填表' (Fill out the form immediately) button. Below this, there is a section for '国土安全第三季' (Homeland Season 3) with a poster and details about the show. To the right of the show details, there is a banner for '彰化縣政府勞工處' (Changhua Department of Labor Affairs) featuring a statue and a man. At the bottom, there is a section for '104人資學院' (104 HR College) with a '104 eHRMS人資管理系統' (104 eHRMS HR Management System) advertisement.

Changhua
Department of
Labor Affairs
彰化縣政府勞工處

Mainstream Ad
主要廣告


Example of Mainstream Ads on Piracy Sites in Taiwan: Qiredy.com

例如: 在盜版網站宣傳的主要廣告: Qiredy.com

← → ↻ www.qiredy.com/occident/guotuanquandisanji/ 🔍 ☆ ☰

🏠 电视剧 🇺🇸 电影 🎌 动漫 🎵 综艺 🎬 微电影 Kan.com 繁體 🕒 播放记

电视剧: 内地 | 港剧 | 韩剧 | 美剧 | 台剧 | 日剧 | 泰剧 | 海外

 奇热网 QIREDY.COM

请在此处输入影片片名或演员名称。 🔍

吸血鬼日记S5 行尸走肉S4 断头谷 绿箭侠S2 初代吸血鬼 妖女迷行S4 破产姐妹S3

最近更新 影片排行 会员帮助 留言反馈 收藏本站


亞洲聯合財務 UA FINANCE 立即申請

Google 提供的廣告

首页 > 美国电视剧 > 国土安全第三季

国土安全第三季

PLEDGE ALLEGIANCE



HOMELAND

SUN SEPT 29 9PM SHOWTIME

主演: 克莱尔·丹妮丝 戴米恩·路易斯 莫瑞娜·巴卡琳

状态: 完结

类型: 美国电视剧 预告片 悬疑 惊悚 犯罪 动作 战争 冒险 剧情 喜剧 动画 科幻 恐怖 家庭 爱情 奇幻 传记 历史 战争 灾难 动画 科幻 恐怖 家庭 爱情 奇幻 传记 历史 战争 灾难


语言: 英语对白 中文字幕

导演: 迈克尔·科斯塔

时间: 2013-12-25 19:59:43 年 2013

剧情: 美国Showtime电视网正式宣布续订反恐悬疑剧《国土安全》(Homeland)第三季, 据悉该剧第三季的集数将依旧是12集, 播...[详细剧情](#)

Mainstream Ads 主要廣告

ROLLOVER TO EXP... 

法比加斯 一脚秒殺全場

» 了解evoPOWER

Served by Google 廣告由Google提供

分享

Example of Mainstream Ads on Piracy Sites in Taiwan: Qiredy.com

例如：在盜版網站宣傳的主要廣告：Qiredy.com

The screenshot shows a video player on a piracy website. The video is titled "Pledge Allegiance" and features a woman's face. The video player has a progress bar at 0:22 / 0:40. Several Puma advertisements are overlaid on the video:

- Mainstream Ad (Top Left):** A box labeled "Mainstream Ad 主要廣告" points to a Puma evoPOWER advertisement that says "Shop evoPOWER now Used by Mario Balotelli. #evoPOWER".
- Video Ad (Top Right):** A box labeled "Video Ad shown on YouTube 影片廣告由Youtube播放" points to a Puma advertisement that says "PUMA 31,039 subscribers".
- Additional Links (Bottom Left):** A box labeled "Additional Links to Ads within the Initial Ad 主要廣告含有更多廣告連結" points to a Puma evoPOWER advertisement that says "evoPOWER助你秒殺全場" and "了解更多".
- Mainstream Ad (Bottom Right):** A box labeled "Mainstream Ad 主要廣告" points to a Puma evoPOWER advertisement that says "evoPOWER助你秒殺全場" and "了解更多".

The background of the video player shows a "HOMELAND" poster with the text "SEPT 29 9PM SHOWTIME".

When you click on Video Ad, served by Google, it shows an advertisement on YouTube with multiple ads layered in the initial ad on the Piracy Site.

在盜版網站中，點入Google提供的影音廣告後，會顯示Youtube上的逛告，包含右上角與下方多層的廣告

Example of Mainstream Ads on Piracy Sites in Taiwan: TW116.com

例如: 在盜版網站宣傳的主要廣告: TW116.com

← → C www.tw116.com/occident/meiguokongbugushinwujihuidisanji/

Switching Simplified QMV HD A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

TW116 **500 Internal Server Error** 電視直播

Home Action Sci-Fi Comedy Romance Drama Horror War documentary drama continent Gan

讓你遇見
可見的未來

鼎泰豐新鮮人徵才計劃
無經驗也能有好工作, 為新鮮人找好工作, 杜絕22K陰影, 高薪招募人才中.....<詳全文>

GNC運動營養品 5折
選對運動營養品, 讓你體力、耐力、衝力、持續力通通UP, 運動表現更出色...<詳全文>

Served by Scupio
Scupio提供的廣告

Video Search :: ::

Select the type
Movie Title

Keyword

Video Search

獨立筒床墊16
-50全省通殺
賣完截止
各種價位各種材質各種
床墊批發零售新北市土
城區青雲路291號02-82
-618360
大順中醫-治心血管
疾病
許桂林國醫教授,專治
心血管疾病,卅十多年
臨床經驗,把脈斷定療

Google Site Search

Nora Download: Android version - IOS version - Mac Edition - 5.8 full version - green version 5.7

Recommended Channels : Message seeking film - user reading - Nora VIP - Nora downloads - hao123 navigation

Title: American Horror Story: coven in the third quarter HD
Status: end
Starring: Jessica Lange,
Type: European and Am
Language: English
Year released: 2013
Popularity: 170,445

Mainstream Ads
主要廣告

Facebook Twitter Google+ Email Star Plus 204

Video Source: qvod

01 Set Section 02 sets 03 Set Section 04 sets Section 05 sets Section 06 sets
Section 07 sets Section 08 sets Section 09 sets Episode 10 Episode 11

AMERICAN HORROR STORY
COVEN
OCT 9
FX

Example of High Risk + Mainstream Ads on Piracy Sites in Taiwan: Yyets.com

www.yyets.com/resource/30859

Served by Baidu
Baidu提供的廣告

游戏

【电影】《惊天危机》已上映

年代: 2013 类 型: 动作/剧情/惊悚
地区: 美国 制作公司: 哥伦比亚影业公司
语言: 英语 上映日期: 2013-06-28 周五
英文: White House Down
别名: 白宫末日(台) / 白宫坠落
编剧: 詹姆斯·范德比尔特
导演: 罗兰·艾默里奇
主演: 查宁·塔图姆 / 杰米·福克斯 / 玛吉·吉伦哈尔 / 乔伊·金 / 杰森·克拉克 / 理查德·詹金斯 / 乔伊·金 / 迈克尔·基顿 / 迈克尔·墨菲 / 詹姆斯·沃克 / 詹姆斯·范德比尔特 / 迈克尔·基顿 / 詹姆斯·沃克 / 詹姆斯·范德比尔特

统计: 1673人订阅
IMDB: http://www.imdb.com/title/tt1454819
官网: 点击进入官方网站
简介: 年轻的凯尔(查宁·塔图姆饰)在联邦调查局工作, 他的终极梦想是保护美国总统奥巴马。某天, 他的妻子(玛吉·吉伦哈尔饰)在白宫内被绑架, 凯尔为了救出妻子, 他必须与时间赛跑, 在48小时内救出妻子。凯尔在白宫内与恐怖分子展开了一场激烈的战斗, 最终成功救出妻子。这部电影由罗兰·艾默里奇执导, 查宁·塔图姆和杰米·福克斯主演, 是一部动作/剧情/惊悚片。

评分
★★★★☆ 7.9
本站排名: 999999
☆☆☆☆☆ 4% 6票
☆☆☆☆☆ 5% 8票
☆☆☆☆☆ 19% 30票
☆☆☆☆☆ 32% 50票
☆☆☆☆☆ 39% 60票
请您打分(已有154人打分):
☆☆☆☆☆
想看 (130) 看过 (149)

点击就玩 无需下载
最凶猛的日本游戏
少女的游戏
熟女的游戏

胸部魔法罩杯狂增
马上体验

Mainstream Ads
主要廣告

热血1.76
复古经典版本
开始游戏

「好現金」結餘轉戶計劃
申請熱線 317 95501
立即申請

海外也能淘宝, 这真是极好的!
免费注册

18+
色情廣告

Served by Baidu
Baidu提供的廣告

The Response

回應

International Trend: Facing the Problem and Dealing with it 國際傾向：面對問題，解決問題

- Following the USC Reports, the US industry moved quickly.
USC調查以後，美國行業很快就行動

BEST PRACTICES GUIDELINES FOR AD NETWORKS TO ADDRESS PIRACY AND COUNTERFEITING

To reflect these important principles, Ad Networks will voluntarily seek to observe the following best practices:

General Commitment:

- (a) Maintain policies prohibiting websites that are principally dedicated to selling counterfeit goods or engaging in copyright piracy and have no substantial non-infringing uses from participating in the Ad Network's advertising programs and post such policies on the Ad Network's website;
- (b) Maintain and post these best practices guidelines on the Ad Network's website;
- (c) Ad Network policies will include language indicating that websites should not engage in violations of law;
- (d) Participate in an ongoing dialogue with content creators, rights holders, consumer organizations, and free speech advocates.



**“White House, Ad Networks Release
Anti-Piracy Best Practices”**



**“Ad Networks Agree New Anti-
Piracy Guidelines”**



**“Ad Nets Adopt Best Practices To
Stop Online Piracy:
Move Follows White House Push
For Voluntary Industry Action”**

UK “Principles” are now the Gold Standard for Ad Guidelines

英國的 “原則” 目前是廣告規範的金本位

- The UK “Good Practice Principles for the trading of Digital Display Advertising” is the best international example.

英國的 “Good Practice Principles for the trading of Digital Display Advertising” 是最好的國際規範



DTSG

UK Good Practice Principles for the Trading of Digital Display Advertising

The UK Good Practice Principles have been drafted by a cross-industry group called the Digital Trading Standards Group (DTSG) for review and adoption by www.jicwebs.org. The intention of the Principles is to significantly reduce the risk of the misplacement of display advertising on digital media properties, uphold brand safety and protect the integrity of digital advertising. The work of the DTSG also reflects a common goal: that digital display advertising should not support inappropriate or illegal content or services.



“Digital Display Ad Market Unites To Stamp Out Ad Misplacement”



“Safety Guidelines Drawn Up To Prevent Online Ad Misplacement”

Other Industry Associations Also Moving Rapidly

別的行業的協會行動一樣積極

- Germany's ZAW (German Advertising Federation) is finalizing a self-regulation "code of conduct." Announcement expected Q2 2014.

德國的 ZAW 快要完成自制規範。2014 年第二期即將宣布。

- Austrian and Polish Federations developing their own codes of conduct. Others will soon follow.

奧地利與波蘭目前在準備通過自己的規範。別的国家即將模範

- International Chamber of Commerce (ICC) and World Advertising Federation (WAF) just announced a statement urging industry groups around the world to take action.

國際商會（ICC）與國際廣告協會（WAF）宣布訊息催促各國的協會開始行動。

International Chamber of Commerce: Safeguarding Against the Misplacement of Digital Advertising

國際商會: 防衛誤置電子廣告

ICC POLICY STATEMENT: SAFEGUARDING AGAINST THE MISPLACEMENT OF DIGITAL ADVERTISING

Commission on Marketing and Advertising



Document No. 240/52-707
ETD/mmn 6 March 2014

Findings

- All actors in the online advertising eco-system should work together to take affirmative steps to reduce the likelihood of ads being placed on sites dedicated to either engaging in or facilitating illegal activity, and/or on or around content that an advertiser deems to be harmful. Advertising revenue should not help support illegal activity
- ICC recommends the entire online advertising eco-system work to develop self-regulation to address the misplacement of advertisements:
 1. Using commercially reasonable efforts and measures to reduce the risk of ads being placed on sites dedicated to either engaging in or facilitating illegal activity, nor on sites that the brand identifies as undesirable for its products/services; and
 2. Developing commercially reasonable policies and processes for removing or excluding sites dedicated to either engaging in or facilitating illegal activity from their marketing campaigns and/or services, and the development of an industry-wide standard for expeditiously terminating such noncompliant ad placements.

Problems and Responses

問題與答案

- So we've seen that there is a big problem in Taiwan – just like in many other markets.

顯現出在台灣這個問題很嚴重，其他市場也有相同問題

- In other markets, responses are being developed and implemented. All players in the online ad market join in these efforts.

別的市場已經有所回應，開始行動尋找解決的方法。網路廣告相關者承諾一起合作。

- So, in Taiwan, what will the response be?

請問，台灣的回應與行動會是如何？