

Study Group on Measures to Deter Access to Pirate Sites on the Internet

Current Status Summary (Draft)

July 2022

Secretariat

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1. Situation of pirated sites on the Internet

In recent years, as smartphones have become increasingly popular and a variety of content applications have emerged, the amount of data circulating on the Internet has continued to increase. The environment in which a lot of contents and data can be smoothly distributed on the Internet has been realized by increasing the capacity and speed of network infrastructures and by improving content processing and distribution technologies. On the other hand, recently, malicious and large-scale pirate sites (refers to sites where contents such as comics and animations are illegally uploaded without the consent of the right holders. The same applies hereinafter). The appearance of pirate sites (meaning sites where contents such as comics and animations are illegally uploaded without the consent of the rights holders) continues to be a major social problem in terms of seriously damaging the interests of rights holders.

Therefore, this review meeting, based on the progress of measures against pirated sites in the government and private sectors and the increase in the number of accesses to pirated sites as described below, will summarize the current status of pirated sites on the Internet and the current status and issues of measures taken against them, and will discuss the direction of further measures against pirated sites in the future. The Committee also decided to study the direction of further measures against pirated sites in the future.

(1) Status of Anti-Piracy Measures by the Government

With respect to measures against pirated sites on the Internet, the Ministry of Internal Affairs and Communications (hereinafter referred to as "MIC") will hold a study group on measures to deter access to pirated sites on the Internet (hereinafter referred to as the "Study Group") from April 2019. In August of the same year, the Study Group compiled the legal arrangements that are the preconditions for the introduction of measures that contribute to the deterrence of access to pirated copies of websites and the technical feasibility of the introduction and implementation of such measures, while also taking into consideration the protection of users' confidentiality of

communications and ensuring free use of the Internet, etc. Report of the Study Group on Measures to Deter Access to Pirated Websites on the Internet" (hereinafter referred to as the "Previous Report") (hereinafter referred to as the "Previous Report") was published. 1 The previous report (hereinafter referred to as the "Previous Report") was published. December 2020, as part of the comprehensive measures against pirated copies on the Internet. the Ministry of Internal Affairs Communications (hereinafter referred to as "MIC") published the "MIC Policy Menu for Measures against Internet Piracy" (hereinafter referred to as the "Policy Menu"), which summarizes the measures to be implemented by MIC in cooperation with relevant ministries, agencies, organizations and businesses as part of its comprehensive measures against Internet piracy. The "Policy Menu" (hereinafter referred to as the "Policy Menu") is published by the Ministry of Internal Affairs and Communications. (hereinafter referred to as the "Policy Menu²

¹ Publication of "Report of the Study Group on Measures to Deter Access to Pirated Copies on the

⁽Press release issued by the Ministry of Internal Affairs and Communications on August 8,

https://www.soumu.go.jp/menu_news/s-news/01kiban18_01000067.html

Publication of the Ministry of Internal Affairs and Communications' Policy Menu for Measures against Internet Piracy (Ministry of Internal Affairs and Communications Press Release, December 25, 2020)

https://www.soumu.go.jp/menu_news/s-news/01kiban18_01000108.html

In addition, in October 2019, based on discussions at the "Study Council on Measures against Pirated Copies on the Internet," etc., the Government of Japan, in order to effectively prevent damage caused by pirated copies and ensure the legitimate interests of copyright holders, etc., established the "Menu and Schedule of Comprehensive Measures against Pirated Copies on the Internet" (hereinafter referred to as the (hereinafter referred to as the "Comprehensive Countermeasures Menu"). The Government of Japan has compiled the "Comprehensive Countermeasures Menu and Schedule" (hereinafter referred to as the "Comprehensive Countermeasures Menu"). Subsequently, in April 2021, the revised Copyright Act including measures against leech sites and making it illegal to download infringing content was enacted and enforced. ³ In April 2021, an updated version of the Comprehensive Menu of Measures was published based on the progress of various measures such as the enactment and enforcement of the revised Copyright Act including measures against leech sites and making it illegal to download infringing content.

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3 In June 2020, the "Act for Partial Revision of the Copyright Act and the Act on Special Provisions for Registration of Program Works" was enacted and promulgated. Among the amendments made by the Law, the measures against leech sites, etc. will become effective on October 1, 2020, and the measures against downloading of infringing content will become effective on October 2, 2020.

The legalization, etc. came into effect on January 1, 2021. The measures against leech sites in the Amendment include, as certain types of malicious acts that are considered to have a particularly large impact on right holders, measures and leech applications to constitute infringement under certain conditions, and (ii) independently impose criminal penalties for the acts of operating leech sites and providing leech applications. (ii) the act of operating a Reach Site or providing a Reach Application may be subject to independent criminal penalties. In addition, the Amendment includes not only the provision of links to download-type infringing content but also the provision of links to streaming/online reading-type infringing content. The same shall apply to the following. (Reference: Agency for Cultural Affairs, "Act for Partial Revision of the Copyright Act and Act on Special Provisions for Registration of Program Works (2020 Revision of the Copyright Act) (Commentary)")

Policy Menu of the Ministry of Internal Affairs and Communications on Measures against Internet Piracy

1. ユーザに対する情報モラル及びICTリテラシーの向上のための啓発活動

- ①「e-ネットキャラバン」の講座内容に2021年1月に施行される著作権法改正(海賊版コンテンツのダウンロード違法化)の内容をアップデート【実施済、継続的に実施】
- ②著作権法改正の内容をアップデートした「インターネットトラブル事例集(2021年版)」を作成・公表し、全国の総合通信局等や教育委員会等を通じて子育てや教育の現場へ周知【実施済、継続的に実施】
- ③出版社や携帯事業者等の関係者と協力し、青少年フィルタリングの普及啓発を通じて<u>海賊版対策にも資する動画を作成・公表</u>。携帯事業者の全国の販売店の店頭や青少年への普及啓発の現場等において<u>広範な周知・啓発を実施</u>[実施済、継続的に 主施]

2. セキュリティ対策ソフトによるアクセス抑止方策の促進

- ①セキュリティ対策ソフトによるアクセス抑止機能に関するユーザの意向調査を実施【実施済、継続的に実施】
- ②セキュリティ事業者等との実務者検討会を開催。上記調査結果等も踏まえ、セキュリティ事業者や携帯電話事業者が提供する セキュリティ対策ソフトにおいて全年齢に向けたアクセス抑止機能が導入されるよう働きかけ【継続的に実施】

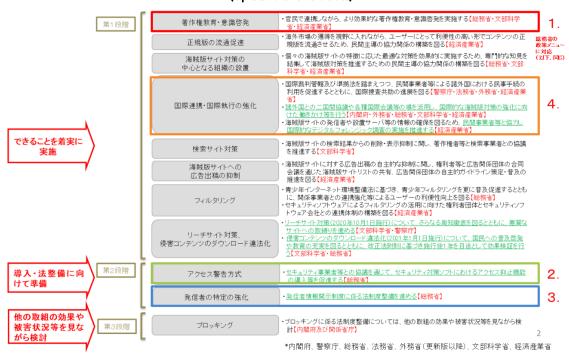
3. 発信者情報開示に関する取組

①海賊版コンテンツをアップロードする匿名の発信者の特定に資するため、開示対象となるログイン時情報の明確化、新たな裁判手続の創設といった内容を含む、発信者情報開示制度に係る法改正を実施[2021年4月成立]

4. 海賊版対策に向けた国際連携の推進

- ①海賊版サイトのドメイン名に関し、ドメイン名の管理・登録を行う事業者による事後的対応の強化について、国際的な場(ICANN等)において議論を推進【ICANN会合において継続的に実施】
- ②国外の海賊版サイトのサーバ設置国の通信所管省庁等に対して、著作権を侵害する違法コンテンツの削除や発信者情報開示制度に関する意見交換及び対応強化に関する働きかけを実施【今年開催される二国間政策対話等に向けて準備】

Comprehensive Menu of Measures Against Internet Piracy (Updated Version)



(2) Damage to pirate sites

The latest status of pirated copies on the Internet was reported at the 5th, 6th and 8th meetings of the Study Group by ABJ (hereinafter referred to as "ABJ") and at the 5th meeting by the Japan Cartoonists Association (hereinafter referred to as "JCA"). (hereinafter referred to as "ABJ") at the 5th Meeting, and from the Japan Cartoonists Association (hereinafter referred to as "Japan Cartoonists Association") at the 5th Meeting. (hereinafter referred to as "ABJ") at the 6th Meeting and the 8th Meeting.

(i) Trends in the number of accesses to pirate sites

According to ABJ's survey, the total number of monthly accesses for the top 10 sites in October 2021 exceeded 400 million accesses, and in particular, the top three samong the top 10 sites in terms of accesses in the same month (the "top three sites") were the following In particular, the top three sites among the top ten sites accessed in the same month (hereinafter referred to as the "top three sites") accounted for the majority of accesses to specific pirated sites tended to be concentrated.

In November of the same year, "Manga BANK", the most accessed pirate site among the top three sites, was closed due to the efforts of publishing right holders, etc. The number of monthly accesses decreased for a while, but in December 2021 (2021), the total number of monthly accesses increased to 390 million. Since December 2021, the total monthly accesses of the top 10 sites have been on an upward trend again, with the total monthly accesses reaching 390 million. Among the top three sites, the remaining two sites excluding "Manga BANK" had a total of about 300 million accesses, and the tendency that accesses to specific pirate sites were concentrated was also continuing.

Around February 2022, the above two sites were closed down due to the activities of the publishers' task force in cooperation with the government, and the total number of accesses to the top ten sites in April of the same year was approximately 180 million. The total number of accesses in April of the same year was approximately 180

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million accesses per month, which is half the number of accesses at its peak (October 2021), and it can be said that the number of accesses is in a declining trend.

However, even after the closure of the top three sites, a number of successor sites and counterfeit sites with similar domains have been launched, and the number of accesses to some pirate sites has increased significantly compared to the previous month, making it difficult to predict the trend of access to these pirate sites. The number of accesses to some pirated sites has increased significantly compared to the previous month, and it is necessary to continue to take measures against such pirated sites.

(2) Trends in Damage Caused by Pirate Websites

Combined sales of paper and electronic comics market in 2021

675.9 billion yen ⁴ According to ABJ's estimation, the amount of "free reading" on the top 10 most accessed sites in 2021 (the year of 2021), which can be estimated, is approximately 1.19 trillion yen. ⁵ is approximately 1.19 trillion yen ⁶ In the comics market, the amount of "free reading" is an amount that cannot be ignored.

The Japan Cartoonists Association also pointed out that currently mainstream streaming pirate sites tend to upload images with a watermark claiming the copyright of the pirate site operator, and that the quality of the images is high because they are electronic copies and uploaded on the same day the magazine is released. In addition, it was pointed out that it would cause serious damage especially to new writers who are published only in electronic editions. ⁷ The following is a brief overview of the electronic version of the magazine.

(iii) Trends in the operating entities of pirate sites

As for the operator of pirate sites, according to the ABJ survey, among the top 10 pirate sites in terms of accesses in December 2021, the total number of accesses to pirate sites whose operators are presumed to be based in Vietnam (hereinafter referred to as "Vietnamese pirate sites") was about 310 million. This indicates that pirate sites operated in specific countries have a large impact. In April 2022, after the closure of the top three sites, the total number of accesses to Vietnamese sites the pirate among top approximately 50 million, which indicates that the impact of pirate sites operated in certain countries is significant to a certain extent. This has a certain degree of significant impact.

(iv) Form and manner of pirate sites

According to the ABJ survey, seven out of the top 10 pirate sites accessed in April 2022 were online reading-type sites, indicating that pirate sites have shifted from download-type sites (including reach sites) to online reading-type sites. 8 The ABJ survey shows that the mainstream of pirated sites has shifted from download type (including reach site type) to online reading type, compared

to the previous situation.

4 Source: Japan Association of National Publishers and Institute of Publication Science

⁵ According to the ABJ, the "amount read for free" is a figure estimated from the estimated number of accesses and the book sales price.
6 Free reading on the top 10 websites with the highest number of accesses in 2020 (2020) on the websites that can be estimated.

The amount of money spent is approximately \(\frac{\pmathbf{2}}{2}\) billion.

This review meeting No. 5 Document 2 "Recent Pirate Sites and New Anger Points from a Manga Artist's Perspective (Japan Cartoonists Association)

In the previous report, we stated that "According to a survey by the Publication and Public Relations Center, as of April 2019 (2019)

Six of the ten sites with the highest number of accesses as identified in the "3.

However, it should be noted that there are still pirate sites with a large number of accesses for downloading. However, it should be noted that there are still pirate sites with a large number of accesses for downloading.

In this regard, the Japan Cartoonists Association pointed out that the measures taken by the publishers and the measures taken by the reach sites in accordance with the revision of the Copyright Act have been effective, such as not confirming the uploading of the latest single volume on a certain pirated edition reach site, while on a certain streaming—type pirated edition site, even the latest stories published in magazines are available for viewing. On the other hand, one streaming—type pirate site pointed out that it was possible to view even the latest stories published in magazines.

In addition to the above, there is no need for identification of the characteristics of major pirate sites

CDN (Content Delivery Network) and communication services, and It was also pointed out that pirated sites hide their origin servers through a service called "Bulletproof Hosting," that they use VPN connections and Tor to prevent the identification of the sender from IP addresses, that they use CDNs and server companies that do not respond to copyright infringement notices to avoid having their contracts terminated or their sites closed due to cache deletion or other reasons. It was also pointed out that pirated sites prefer to use services that do not require identity verification, so there is a possibility that only false names and addresses appear. ⁹ The report also pointed out that pirate sites may prefer to use services that do not require identification, so that only false names and addresses appear.

Monthly change in total number of visits to the top 10 sites





⁹ The 6th Meeting of this Study Group Document 2: "Difficulties in Countermeasures against Pirated Websites and their Practical Procedures".



October 2021 Monthly accesses to the top 10 sites



※ベトナム系=運営者が同国に拠点を置くと推測されるサイト

(Quoted from Document 2 of the 5th Meeting)

December 2021 Monthly accesses to the top 10 sites



(Adapted from Document 1 of the 6th Meeting)



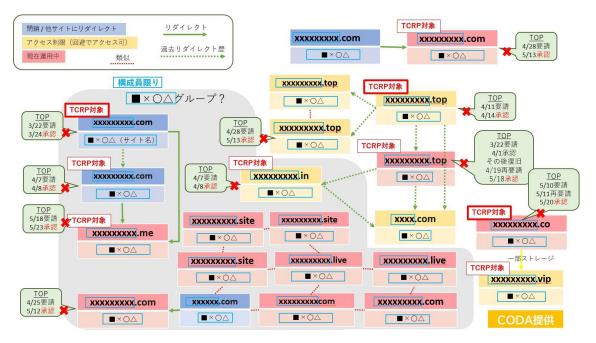
April 2022 Number of monthly accesses to the top 10

259 3837 1481. 計測不能 2824 1991 2033 102. 1762 1715 97. 4426 1277 28. 計測不能 1039 661 685 103.	態模
計測不能 2824 1991 2033 102. 1762 1715 97. 4426 1277 28. 計測不能 1039 661 685 103.	%ダウンロード/リーチサイト
1991 2033 102. 1762 1715 97.3 4426 1277 28.3 計測不能 1039 661 685 103.6	%オンライン
1762 1715 97.3 4426 1277 28.3 計測不能 1039 661 685 103.6	-オンライン/ベトナム系
4426 1277 28.5 計測不能 1039 661 685 103.6	%ダウンロード/トレント
計測不能 1039 661 685 103.0	%ダウンロード/リーチサイト
661 685 103.	%オンライン/ベトナム系
	-オンライン
128 637 497.	%オンライン/ベトナム系
	%オンライン
1088 396 36.	%オンライン/ベトナム系
上位10サイト 合計 構成員限り 13058 18349 140.	%

(Data from the 8th meeting)

(Quoted from Document 3) Transition status of the

top three sites to their successor sites, etc.



(Quoted from Document 3 of the 8th Meeting)

(3) Efforts by private organizations

The ABJ and the Safer Internet Association (hereinafter referred to as "SIA") interviewed the private organizations at the 5th Meeting of the Advisory Group on the status of measures against pirated sites. The ABJ and the Safer Internet Association (hereinafter referred to as "SIA") held hearings at the fifth meeting of the Study Group on the status of measures against pirated sites by private organizations.

The ABJ implements initiatives that individual publishers cannot undertake through the following four activities: (1) development. operation and dissemination of the ABJ Mark ¹⁰ The ABJ is implementing activities that individual publishers cannot do on their own through the following four pillars: (1) formulation. operation. dissemination of the ABJ Mark, (2) educational activities, (3) creation and utilization of a list of pirated sites, and (4) cooperation with related ministries and organizations. In particular, the Group has been conducting the "STOP! Piracy Campaign" since February 16, 2021 as an educational activity. ¹¹ Piracy Campaign" from February 16, 2021.

In addition, in order to eradicate pirated sites, businesses involved in content and the Internet, such as publishing, telecommunications, and IT, voluntarily gather and cooperate with each other to discuss and implement cooperative measures to curb access to pirated sites. 12 The SIA serves as the secretariat of the meeting. The SIA has been cooperating with the government through activities such as working groups, and continues to make proposals and provide information for various initiatives described in the next chapter and thereafter. One of the outcomes of this opinion exchange meeting is the official operation of the Information Sharing Scheme for Pirated Websites, which started on November 25, 2020. This scheme is to provide information on pirated websites authorized by the ABJ to cooperating businesses, and to provide information on pirated websites to the ABJ. 13 The scheme aims to curb access to pirate sites by providing information on ABJ-approved pirate sites to cooperating service providers, who will use this information in their products and services to enhance filtering and security functions, thereby curbing access to pirate sites by general users. ¹⁴ The information is used by the cooperating service

providers to enhance the filtering and security functions of their products and services, with the aim of preventing users from accessing pirated sites.

¹⁰ Trademark indicating that the site is an authorized distribution site for e-books, issued to 199 businesses and 816 services (as of November 5, 2021).
11 As of the end of March 2021, ABJ's tweets had been retweeted more than 7,000 times, liked about 13,000 times, and banner ads had been displayed This has contributed to the suppression of download-type ads.
12 Invitees (Tsunetoshi Shishido, Professor, University of Tokyo Graduate Schools for Law and Politics; Kensaku Fukui, Partner, Kotto Dori Law Office) participants (publishing, communications, IT and other related companies and organizations) secretariat (SIA)

¹³ Cooperating companies (in alphabetical order)(8 companies as of September 2021): Alps System Integration Co. Norton Lifelock, BB Soft Services Corporation, McAfee Inc.
14 As for the pirate sites information sharing scheme, including the test operation started in February 2020, 398 cases of pirate sites information were provided to the cooperative operators by the end of November 2021.

2. current status and issues related to measures against pirate sites

In order to further promote measures against pirated copies, it is necessary not only to monitor the progress and verify the effectiveness of the measures in the policy menu, but also to consider effective measures for items not included in the policy menu, in cooperation with the government, right holders, and related business operators. In addition, it is necessary to consider effective measures in cooperation with the Government, right holders, and related businesses, etc. At this time, it is important to analyze and study copyright infringement by pirated sites from various angles concerning the entire ecosystem of pirated site operation, including the purpose of pirated site operation, the means used, and the content distribution channels. For this reason, in addition to checking the progress of the measures listed in the policy menu, this review panel focused on the suppression of advertisement placement, deletion of cache in CDN services, and suppression of inflow from search results to pirated sites as examples of measures not included in the policy menu. We conducted hearings on the current status and issues of each of these efforts with the relevant business operators and business associations.

2-1. monitoring the progress of the policy menu

In the Ministry of Internal Affairs and Communications, based on the policy menu

- Educational activities for users to improve information morality and ICT literacy
- (2) Promotion of measures to deter access using security software
- (3) Efforts for disclosure of sender's information
- (4) Promotion of international cooperation to combat piracy The specific progress of each initiative is as follows.
- (1) Educational activities for users to improve information morality and ICT literacy
 - 1) e-Net Caravan

The Ministry of Internal Affairs and Communications and the Ministry

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of Education, Culture, Sports, Science and Technology cooperate with companies and organizations in the information and telecommunications field and the Ministry of Internal Affairs and Communications to hold lectures nationwide as "delivery lectures" at schools for children, students, parents, teachers and others, for the purpose of spreading awareness of the safe use of the Internet by children, including the prevention of copyright infringement.

In January 2021, the content of the e-Net Caravan course will be updated to include the following new content.

An update was made to add the contents of the revision of the Copyright Act (making it illegal to download pirated content) that has come into effect.

In FY2021, 2,559 lectures were conducted and approximately 400,000 people attended them (actual number of lectures since the start of FY 2006: 26,350, or approximately 4.23 million people in total)

2) Internet Troubleshooting Case Studies Case Studies of Internet Troubles

Since FY2009, the Center has annually updated, prepared, and published a collection of case studies on copyright infringement and other Internet-related troubles and their prevention methods, which are useful for parents and teachers in the field of child rearing and education.

In March 2021, we prepared and published the "Internet Trouble Casebook (2021 Edition)" updating the contents of the revision of the Copyright Act. ¹⁵ In March 2021, we prepared and published the "Internet Trouble Casebook (2021 Edition)" updating the contents of the Copyright Act revision. In March 2022, we prepared and published the "Internet Trouble Casebook (2022 Edition)," which further updates the contents. ¹⁶ In March 2022, we prepared and published an updated version of the Internet Trouble Casebook (2022 Edition).

Leaflets were sent out to general telecommunications bureaus and local governments (approximately 1,800 locations) nationwide (implemented in the 2021 and 2022 editions), and an administrative communication was issued by the Ministry of Education, Culture, Sports, Science and Technology (MEXT) to boards of education nationwide (implemented in the 2021 and 2022 editions).

(3) Spreading Awareness Video

In cooperation with publishers, mobile phone operators, and other related parties, the "Filtering Service" educational video contributes to the fight against piracy by spreading awareness of filtering for young people.

New Hero?" Edition" was created and published. ¹⁷ The "NEW HERO? It is used on the websites of the Ministry of Internal Affairs and

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Communications, relevant ministries and agencies, and relevant businesses and organizations, as well as at mobile phone shops and electronics mass retailers nationwide, and at sites where youth are educated.

As of May 2022, YouTube (Ministry of Internal Affairs and Communications: approx. 39,000 views, approx.

(4 carriers total: approx. 27,000 views) Twitter (Ministry of Internal Affairs and Communications: approx. 1,900 views, and

(4 carriers total: approx. 30,000 views) Facebook (4 carriers total: approx. 25,000 views)

The company has a track record of airing the program in stores (4 carriers: approx. 8,400 stores in total).

- (2) Promotion of measures to deter access using security software
- (1) User's intention regarding the access deterrent function of security software

¹⁵ https://web.pref.hyogo.lg.jp/kf06/documents/documents/sankou2.pdf

¹⁶ https://www.soumu.go.jp/main_content/000707803.pdf

¹⁷ https://www.soumu.go.jp/menu_news/s-news/01kiban08_03000342.html

research into the direction of

In light of the revised Copyright Act (making it illegal to download pirated content) that went into effect in January 2021, we conducted the first survey in November 2020, the second survey in November 2021, and the third survey in March 2022. In light of the revised Copyright Act (illegal downloading of pirated content) that went into effect in January 2021, we conducted user surveys on access deterrent functions in security software in November 2020 (first survey), November 2021 (second survey) and March 2022 (third survey). The questionnaire survey was conducted in November 2021 (second survey) and March 2022 (third survey). The results of the survey are as follows.

The results of the survey are as follows.

- Regarding the level of awareness of the revision of the Copyright Act (making downloading illegal), the percentage of respondents who answered that they knew the details was about 10% in all the surveys, indicating that the level of awareness of the illegal downloading was not high.(1st Survey: 10.3%, 2nd Survey: 7.2%, 3rd Survey: 7.2%)
- The total percentage of respondents who did not want to access pirated sites under the assumption that downloading was made illegal exceeded 90% in all the surveys, indicating that most users did not want to access pirated sites. (1st survey: 91.9%, 2nd survey: 93.4%, 3rd survey: 93.0%)
- The total percentage of the respondents who answered that they would not access pirated sites was over 90% in all the surveys regarding the deterrent effect of the warning screen display, and most users would not access pirated sites if the access deterrent function was introduced.(1st survey: 94.4%, 2nd survey: 98.1%, 3rd survey: 97.7%)
- Regarding the usefulness of warning screen displays on security software, the total number of respondents who answered that they were useful was about 90% in all surveys, indicating that most users consider the access deterrent function to be useful. (1st Survey: 88.0%, 2nd Survey: 90.4%, 3rd Survey: 90.4%)
- The total number of respondents who wanted the warning screen display function to be included as a standard feature of

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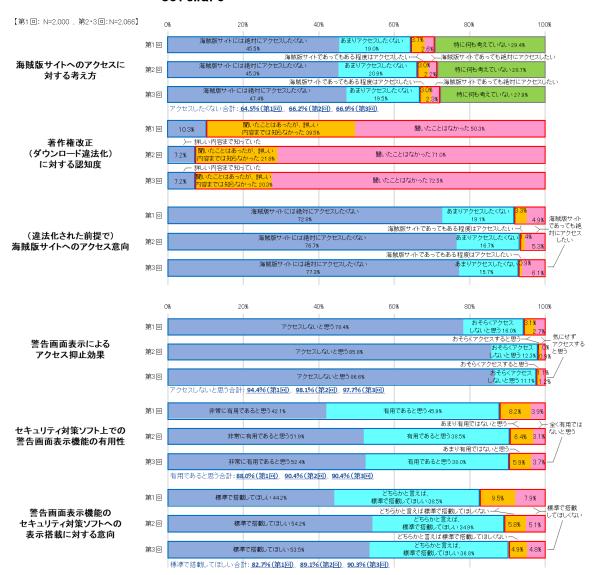
security software exceeded 80% in both surveys, indicating that most users think it is desirable for security software to have an access deterrent function as a standard feature. Most users think it is desirable for security software to have an access deterrent function as a standard feature. (1st Survey: 82.7%, 2nd Survey: 89.1%, 3rd Survey: 90.3%)

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¹⁸ Internet questionnaire survey (survey targets: men and women aged 15 to 69 in Japan; 2,000 respondents (1st round) 2,066 respondents (2nd and 3rd rounds)



Summary of the Results of a Questionnaire Survey on Access Prevention Functions of Security Software



(2) Promote measures to deter access to security software Promote measures to deter access to security software

Working-level study meetings with security service providers ¹⁹ Since August 2020, we have been holding the Working-level Study Meetings with security software providers and mobile phone service providers on an ongoing basis.

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¹⁹ As of March 2022, Trend Micro Inc., McAfee Inc., Source Next, Norton Lifelock, Kaspersky, BB Soft Services, eSet Japan, Inc. Canon Marketing Japan Inc., NTT DoCoMo, Inc., KDDI Corporation, Softbank Corporation, Rakuten Mobile, Computer Software Association of Japan,

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and Japan Network Security Association.

We are encouraging vendors to introduce access deterrent functions for all ages in the security software they provide.

As of March 2022, the ABJ will provide the pirated software providers (Trend Micro Inc., McAfee Inc. Ltd. and four mobile phone carriers (NTT DoCoMo, Inc., KDDI Corporation, SoftBank Corporation, Rakuten Mobile, Inc.) have introduced a function to prevent access to pirate sites based on a list of pirate sites provided by the ABJ. (NTT DoCoMo, KDDI, SoftBank, Rakuten Mobile, and Rakuten, Inc. 20 (NTT DoCoMo, Inc., KDDI Corporation, Softbank Corporation, Rakuten Mobile, Inc.

(3) Results of the verification of the effectiveness of access deterrence measures Results of verification of effectiveness of access deterrence measures

The results of the effectiveness verification of the access deterrent function were examined at the 7th Meeting of the Study Group by Trend Micro Incorporated (hereinafter referred to as "Trend Micro"), which introduced the access deterrent function. Ltd. ("Trend Micro"), which has introduced the access deterrent function.

Trend Micro Inc. has introduced an anti-access feature to its VirusBuster (Win/Mac/Android/iOS)service starting June 24, 2021. When a user accesses a pirated site on the list provided by ABJ, a warning screen will be displayed by default according to the "Illegal or Detected Content" category.

A comparison of May 2020, before the introduction of the access deterrent function, and July 2020, after the introduction of the function, shows that the number of warnings (number of unique IPs) in the "illegal or prohibited content" category increased approximately 5.8 times, and has remained high since then. It has remained at a high level since then. ²¹ The number of warnings (unique IPs) in the "Illegal or prohibited content" category has remained high since then.

In addition, the monthly number of warnings by piracy site shows that the number of warnings to the top two access sites is at a high level, with approximately 500,000 to 750,000 warnings per month.

However, the distribution of the number of accesses per user shows that the top 10% of the users accessed the site more often than the bottom 10%. 22 the distribution of the number of accesses per user shows that the top 10% of the accesses

The most accessed user accessed the site about 60% of the time with a median of 705 accesses and a median of 1, indicating that most users accessed the site only once or a few times.

As a result of the above effect verification, we found that the access deterrent function is effective for light users and

According to the BCNAWARD2022 Awards Winners by Section (Security Software), the above five installed security software providers have a domestic sales share of around 80% (Source: https://www.bcnaward.jp/). award/section/detail/contents_type=307)
The number has been on a downward trend since then, partly due to the closure of Manga BANK in November 2021.

²² Data for October 2021 (2021) for the top two accessed pirate sites.



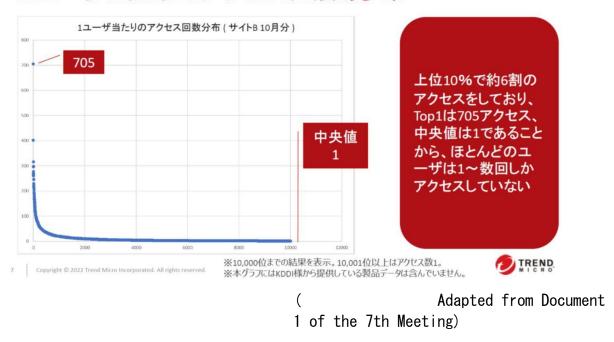
Turns out there is. ²³ I'm sorry, I'm sorry.

Verification of the effectiveness of access deterrence measures

違法または禁止されたコンテンツカテゴリ 警告数推移(ユニークIP)



1ユーザ当たりのアクセス回数分布



²³ Mr. Tamura, a member of the Committee, pointed out that, "Strictly speaking, it cannot be said that all of this is thanks to the warning, because I think there are some people who did not know much about what kind of site it was from the beginning, blended in, and noticed it independently of the warning.

(3) Efforts for disclosure of sender's information

At the 6th Meeting of the Study Group, an expert involved in antipiracy measures pointed out that, under the current Japanese system, it takes at least several months for international service of process when filing a request for disclosure of sender information against a foreign company that provides a server to a pirated site over which Japan has jurisdiction. It was pointed out that, under the current Japanese system, it takes at least several months for international service of process when filing a request for disclosure of subscriber information such as name and address. ²⁴ The Japanese system is not so flexible.

In April 2021. the Law for Partial Amendment to the Law Concerning the Limitation of Liability for Damages of Specified Telecommunications Service Providers and the Disclosure of Identification Information of the Senders was enacted and promulgated.

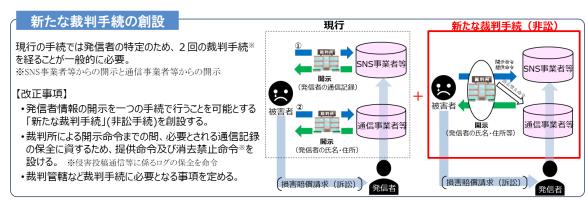
The Amendment Act has revised the system by establishing a new court procedure (non-contentious procedure) for the disclosure of sender's information in order to provide relief to victims of rights infringement caused by slander and defamation on the Internet more smoothly. In the past, a request for disclosure of sender's information to an overseas company took a long time to be served through an embassy, etc. However, the newly established non-contentious procedure enables a simpler petition to be filed against an overseas company, such as sending a petition by EMS, etc. Therefore, it is expected to be easier to file a petition for disclosure of sender's information against overseas companies for copyright infringement by pirate sites. Therefore, it is expected that cases of copyright infringement by pirated websites will be handled promptly by simplifying the petition for disclosure of sender information against foreign companies.

On May 27, 2022, a Cabinet Order was promulgated to set the effective date of the Amendment Act.

The amendment was enacted by the Diet and came into effect on October 1 of the same year.

Outline of the Amended Provider Liability Limitation Act





施行日:2022年10月1日

(4) Promotion of international cooperation to combat piracy

²⁴ The 6th Meeting of this Study Group Document 2: "Difficulties in Countermeasures against Pirated Websites and their Practical Procedures".

Appendix 1

(1) Promote discussion in international forums (ICANN, etc.) 25 (1) Promote discussion in international forums (ICANN, etc.)

At each of the ICANN 70-73 meetings (March 2021 to March 2022), the Ministry of Internal Affairs and Communications (MIC) will request registrars that are not in compliance with their agreements

cases and the methods used by those who continue to operate pirate sites. "registrar hopping"²⁷ and "domain hopping". ²⁸ He also proposed measures to ensure that registries and registrars comply with their agreements with ICANN, and to consider measures in cooperation with other organizations within ICANN to address domain name abuse. ²⁹ He also proposed measures to ensure that registries and registrars comply with their agreements with ICANN, and to consider measures in cooperation with other organizations within ICANN, as countermeasures against domain name abuse.

In ICANN74 (June 2022), we introduced the concept of "DFFT (Distributable Free and Trusted)", the frequent transfer of abusive domain names. and the concentration of registrations of abusive domain names at several registrars. 30 The report introduced the concept of "DFFT" (Distributable Free and Trusted), the frequent transfer of abused domain names, and the fact that registrations of abused domain names are concentrated in the hands of a few registrars, and proposed measures to ensure the accuracy of registrant information collected by registrars (applicants for domain name registration), and the way ICANN registrar audits and follow-up after the audits by ICANN. 31 The following is a summary of the proposals.

In September 2021, MIC exchanged opinions with Mr. Goran Marby, CEO of ICANN, on how to deal with registrars used by pirate sites, and it is appropriate to continue such approach to ICANN.

In addition to the above, the G7 Digital Ministerial Meeting was held from May 10 to 11, 2022, to discuss the promotion of DFFT, and a Ministerial Declaration was adopted. In the Ministerial Declaration, in relation to the DFFT, "Recognizing our diverse approaches to data governance, we will take advantage of opportunities, particularly in relation to security, privacy, data protection and the protection of

intellectual property rights.

25 ICANN (The Internet Corporation for Assigned Names and Numbers) is a non-profit organization that provides a framework for the management of domain names and IP

An organization that manages and coordinates critical Internet resources such as addresses. 26 An entity that accepts applications and procedures from domain name applicants and owners, and communicates directly with the registry.

27 Every time a report of fraudulent use of a domain name is filed with a registrar, the

registration of the domain name is changed to another registrar.

28 Cases where registrants who appear to be the same person acquire different domain names

from the same registrar.

29 An entity that accepts domain name registration applications, manages the database, and

maintains the means of access.

30 Abbreviation of Data Free Flow with Trust. This concept was proposed by Japan at the Davos Forum in January 2019 and the G20 Osaka Summit in June of the same year. The concept was proposed by Japan at the Davos Summit in January 2019 and the G20 Osaka Summit in June of the same year. (Source: https://www.digital.go.jp/policies/dfft/)

31 At the ICANN 70-74 meeting, MIC's proposal was included in the outcome document (communiqué) of the meeting.

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We will continue to work together to address challenges that arise." It is stated that $^{\rm 32}$.

Bilateral Promotion of bilateral discussions

The 12th EU-Japan ICT Strategy Workshop was held on 17 November 2021 and the 27th EU-Japan ICT Policy Dialogue was held on 3 February 2022. The Japanese side introduced the "Policy Menu of the Ministry of Internal Affairs and Communications on Measures against Piracy on the Internet" and other topics.

In addition, the 6th Japan-Germany ICT Policy Dialogue was held on March 23, 2022, and the Japanese side introduced "the policy menu of the Ministry of Internal Affairs and Communications concerning measures against piracy on the Internet" and other issues.

in December 2021, at the Japan-Vietnam ICT Joint Furthermore. Working Group, we communicated the details of Japan's anti-piracy efforts, the sender information disclosure system and its revisions. and proposed the development of a similar system to identify senders as part of the anti-piracy measures. The Subcommittee also proposed the development of a similar system to identify senders as part of the measures against piracy. The Sub-Committee requested that any information on the identity of the operator of the in Vietnam pirated website be shared with the Vietnamese investigative authorities, if any, by the information communication authorities and the community of network engineers. The Vietnamese side responded that they would like to share detailed information on the sender information disclosure system, and the Sub-Committee decided to continue cooperation such as information sharing on the identity of website operators.

- 2-2. Current status and issues related to initiatives other than those on the policy menu
- Current status, issues, etc. related to advertising

Posting of advertisements that serve as a source of income for pirate sites 33 With regard to the issue of the posting of

advertisements that are a source of income for pirate websites. we conducted hearings with the relevant trade associations on the status of measures against pirate websites taken by the trade associations.

(1) Results of Hearings with Related Organizations

³² Results of the G7 Digital Ministerial Meeting (May 12, 2022) (Ministry of Internal Affairs and Communications press release)

https://www.soumu.go.jp/main_content/000813435.pdf

33 In this case, the court found that the appellants' acts of providing advertisements to a pirate website and paying advertising fees constituted aiding and abetting acts of infringement of the right of public transmission on the website, and that the appellants were at least negligent in such acts, and then judged the damages under Article 1 The court found that the appellants were at least negligent in their acts of aiding and abetting the infringement of the public transmission right on the website. (See the IP High Court decision of June 29, 2022 on the court's website (2022). (No. (ne) 10005 of 2004)

The following is a summary of the presentations made by each organization at the related organizations' hearings.

(i) ABJ (6th meeting)

The Company submits a list of pirated sites to the Content Distribution and Promotion Organization of Japan (hereinafter referred to as "CODA") on aquarterly basis. (hereinafter referred to as "CODA") on a quarterly basis, and the organization is taking steps to stop the placement of advertisements on these pirate sites. As a result, advertisements of clients who are members of trade associations in the advertising industry are almost no longer displayed on such pirate sites, but advertisements of overseas advertising businesses that are willing to commit illegal acts are displayed.

(ii) Japan Interactive Advertising Association (JIAA) (8th Meeting)

At the time of 2018 (2018), there were two problems related to advertising that became apparent when pirate sites, including Manga Village, became a major problem. The first was the issue of ad placement and distribution on pirate sites, and the second was the issue of adfraud. The background to these problems is that the ad distribution channels are complicated by the automatic and instantaneous ad transaction mechanism and the coordination among a large number of businesses.

The measures that have been taken to address these issues are as follows

(a) Efforts to deter advertisement placement and distribution

From February 2018, CODA has compiled a list of highly malicious copyright-infringing websites, which will be published by three advertising-related organizations (Japan Advertisers Association (JAA), Japan Association of Advertising Agencies (JAAA), and Japan Interactive Advertising Association (JIAA)). Japan Interactive Advertising Association ("JIAA")). (hereinafter referred to as "JIAA"), and based on this information, each company implements measures to deter the

Appen dix 1

placement and distribution of advertisements. ³⁴ In addition, the JIAA has been working on the following measures Furthermore, in September 2019, a joint conference on the suppression of advertisement placement on pirated sites was established, consisting of members of the relevant committees of each organization, to discuss measures against outsiders who are not members of the organizations, which cannot be resolved through the operation of the list provided by the members, and the joint conference has been holding meetings on the suppression of advertisement placement on pirated sites. The Joint Meeting has also taken measures such as written encouragement to the outsiders.

34 Initially, this was once a quarter, but in order to be able to take countermeasures more quickly, the updated list is now provided and utilized about once every two months. If it is confirmed that a pirate site is using technology to bypass the countermeasures, the relevant members are contacted individually within the framework of cooperation with CODA, and measures are taken to immediately suspend advertisements. In addition, since July of the same year, regular quarterly consultations have been held between the three advertising-related organizations and CODA to discuss the effectiveness of countermeasures and improvement measures based on the provided list.

With regard to the results of the initiatives using the provision list confirmed by CODA's fixed-point monitoring, the results of the monitoring of one pirate site showed that six months after the list went live (as of December 2018 (2018)), the site was no longer distributed via members' advertising platforms and non-members sites were no longer available after only one company was available. In another example of a reach site, as a result of the measures taken, a trend of an increase in the number of affiliates directly affixing advertisements to the site was observed, and therefore, in September 2019 and July 2020, the Joint Council issued a written request for cooperation to the advertisers and advertisers of affiliates who are not members of the organizations, and in December of the same year, it was confirmed that the sites had been closed.

(b) Formulation of voluntary guidelines

The Guidelines for Ensuring the Quality of Advertisement Places (Brand Safety Guidelines)⁵, which stipulate standard principles for preventing the outflow of advertising fees to illegal and unfair sites, etc., protecting advertisers' brands, and ensuring safety, and present specific measures to be implemented, were established in April 2019 (2019). It was established in April. In addition, in April 2021, the Guidelines for Ensuring the Quality of Advertising Traffic (Guidelines for Countermeasures against Invalid Traffic)⁶ were established to define principles for ensuring the quality of transactions to eliminate invalid traffic in ad serving and to prevent the outflow of advertising fees to unauthorized third parties, and to present major types and measures. The Guidelines for Ensuring the Quality of Advertising Traffic (Guidelines for Measures against Invalid Traffic) 36 were established in April 2021.

(c) Voluntary certification system for compliance with the Guidelines

The three advertising-related organizations established the Japan Institute of Certification for Digital Advertising

Quality (hereinafter referred to as "JICDAQ") in March 2021. The advertising-related organizations established the Institute for Certification of Digital Advertising Quality (hereinafter referred to as "JICDAQ") in March 2021, and began certification operations in April of the same year. JICDAQ aims to improve market confidence by certifying and disclosing business operators that are appropriately operating in accordance with certification standards for business processes related to countermeasures against invalid traffic and brand safety. JICDAQ has established brand safety certification standards and invalid traffic countermeasure certification standards based on the JIAA guidelines, and has appointed the Japan ABC Association as a third-party organization to verify and confirm the business processes of advertising businesses for certification.

³⁵ https://www.jiaa.org/katudo/gdl/brandsafe_gdl/36 https://www.jiaa.org/katudo/gdl/ivt_gdl/

³⁷ Businesses that have been granted certification have been disclosed since November 1, 2021, and as of May 2022, 89 companies have obtained certification.



The company makes fair and objective judgments regarding quality assurance in the process.

(d) Future issues related to advertising

Regarding the posting and distribution of advertisements on pirate sites, etc., legal measures such as regulations on reach sites, convictions of operators, and lawsuits for damages, thorough measures and awareness-raising by rights holders, increased awareness of advertisers to avoid brand damage, and technical and human measures taken by advertising businesses have had a comprehensive deterrent effect. Currently, advertisements for pirate sites on the list provided by CODA are only those that are distributed from overseas and contain underground content such as online casinos and adult content, making it difficult to generate sufficient revenue through regular advertisements, and this has had a certain effect. However, there are limits to the measures that can be taken by industry associations and member companies alone, as most of the ads are directly placed by site operators or are distributed by non-member overseas distribution services. In addition. it is necessary to patiently and continuously work on measures to deter advertisements, as there is a constant battle with malicious sites and applications that cleverly try to circumvent the countermeasures.

Essentially, the problem of pirate sites is one of damage caused by copyright infringement in the content industry, but for the advertising industry, it is a problem of loss of market confidence. It is also a problem of brand damage to advertisers, and furthermore, from a social perspective, it is a problem of advertisements becoming a source of funding for illegal sites, and advertising money that legitimate media companies and advertising businesses should be getting goes to pirate sites. Direct and fundamental solutions, such as detection and law enforcement against pirate sites, are desirable.

(2) Current status, issues, etc. concerning CDN services

With regard to services that are illegally used to facilitate the

distribution of copyright infringing contents, it is considered that it may be effective to suppress such unauthorized use, such as deleting caches under certain requirements, etc. Therefore, hearings were conducted with relevant business operators, etc. on their efforts against pirated sites in CDN services. We conducted hearings with related service providers on their efforts against pirated sites in their CDN services.

Prior to the hearing to CDN providers, a hearing was held on the role of CDNs in content distribution from Japan Network Enabler Corporation at the 6th meeting of this study group.

(i) Role of CDNs in the Internet space in general

CDN is a mechanism provided by global operators, mainly in the U.S., to handle a large number of accesses to content from a large number of end users, by temporarily copying the content to a large number of servers called "cache servers" and distributing the accesses from end users.

The use of CDNs is expected to improve the efficiency of handling large numbers of accesses and content delivery, shorten response times (low latency), enhance availability, reduce the load on origin servers and backbones, conceal origin servers, and reduce the effects of DDoS attacks that render content unavailable.

The characteristics of CDNs are that (1) the unit of data handled is the file unit, (2) the content is retained for a certain period of time, and (3) the access destination from end users is the cache server (communication endpoint) of the CDN provider.

Essentially, CDN is a service that benefits content owners, end users, and ISPs respectively, and the current Internet would not be possible without CDN. On the other hand, if CDNs are used to deliver malicious content, their influence will be enormous, and it was pointed out that CDNs have the ability to increase the damage by several thousand times in delivering malicious content.

2) Usage of CDN services by pirate sites

We interviewed experts involved in anti-piracy measures about the contribution of CDN services to pirated sites and the current status and issues of actions taken by CDNs against pirated sites.

There are three advantages of using a CDN for pirated sites: (1) the amount of data sent by the origin server can be reduced, (2) the access speed of viewers can be increased, and (3) the IP address of the origin server can be hidden from the outside world. These advantages enable operators of pirated sites to operate pirated sites with cost reductions and other benefits ³⁸ The Court pointed out that the pirated site operator can operate the pirated site by obtaining cost reductions and other benefits. In addition, the monthly access rate for December 2021 (the third year of the 2021

calendar year) was estimated to be 1.8%

³⁸ According to the estimation, for the pirate site with the highest number of accesses, the data transfer volume per month is 15,862TB if CDN is not used, and if a server with this data transfer volume is placed on Amazon AWS, the server fee is 157 million yen/month according to the simple estimation tool. The server fee would be 157 million yen/month based on a simple estimation tool, which is an unrealistic amount of money. On the other hand, if a CDN is used under the same conditions and the cache hit ratio is 99%, the monthly data transfer volume is 158.6TB, which is 1.66 million yen/month, which is a realistic amount (Reference 4 "Manga pirate sites for CDN services" of the 6th meeting of this study group)

Nine out of the top 10 sites in terms of number of visits are using the CDN service of Cloudflare, Inc. (hereinafter referred to as "Cloudflare"), which may be because Cloudflare's CDN service is very easy to use for pirate sites due to the following four features: large scale, full range of free services, loose identification, and loose after-the-fact support. It was pointed out ³⁹⁴⁰ The CDN service is very easy to use for pirate sites.

In addition, when the prescribed information is entered into the Abuse Report, which is the only official contact point provided by Cloudflare, the name of the hosting provider's business, country, and contact email address are sent via email at a relatively early stage (usually within a day or two), but the content is insufficient and inaccurate, and furthermore It was pointed out that the failure to take actions such as cache deletion or service suspension as a response is a problem. Furthermore, in June 2019, four publishers

⁴¹and Cloudflare have agreed on a scheme to delete caches recorded on Cloudflare's servers. ⁴² However, there is a problem that the scheme is ineffective against domain hopping because it requires a warning to the hosting company and a provisional injunction decision by a court as a preliminary measure to invoke the scheme, and some publishers have pointed out that there has been no improvement despite requests to Cloudflare to improve the scheme. Some publishers have requested Cloudflare to improve this scheme, but there has been no improvement. ⁴³ The publishers have asked Cloudflare to improve the scheme, but there has been no improvement.

(3) Results of CDN operator hearings

The following is an overview of the presentations made by each company at the CDN Operator Hearing.

(i) Akamai Technologies, Inc. (7th Meeting)

Akamai Technologies, Inc. Akamai Technologies, Inc.

contribution to").

39 Document 4 "Contribution of CDN Services to Manga Piracy Sites" at the 6th meeting of this study

group

40 At the 6th Meeting of this study group, Mr. Uenuma, a member, commented "Considering that 9 out of 10 sites in question are specific CDN providers, it seems that the problem is not that CDN operation in general needs to be improved, but that there is a problem with a specific CDN provider. For example, it may be that there is a need to address issues such as not strictly verifying the identity of users. For example, it may be possible to evaluate that responses such as not conducting identity verification strictly are attracting people who are trying to do illegal business. (omitted) In addition, as far as specific CDN providers are concerned, they are taking the same measures not only for copyright infringement but also for slander, etc., and we have heard that they return JPNIC's address when we inquire about them, so they are taking such measures in general".

41 KADOKAWA, Kodansha, Shueisha and Shogakukan (https://shuppankoho.jp/doc/20200220.pdf)

42 If a court determines that a copyright infringement is committed on a pirate site pointed out by the publisher

(hereinafter referred to as "Cloudflare"), an agreement under which Cloudflare will cease caching to Cloudflare's servers located in Japan.

43

Document 5Current status and issues of actions against

pirate sites (CDNs and search engines)

Akamai also has a Terms of Use policy that states the company can remove a user's site from its network in the event of intellectual property infringement. Akamai also makes sure that when it signs a contract with a user, the company is a legitimate, legitimate business entity.

If a user does not delete an illegal site or unauthorized content, the site or content is removed from the company's network. Its process is to remove content for which a removal request has been made from the company's network, then send a removal notice to the user who owns the content and investigate whether the removal request is legitimate or not. If it is determined that the deletion request is not valid, the deleted content is restored. This process is the best way to protect the rights of users and content rights holders, as the two rights must be well balanced.

(ii) Cloudflare, Inc. (7th Meeting)⁴⁴

Cloudflare, Inc. ("Cloudflare") has a belief and philosophy that tools to help protect against cyber attacks should be available to everyone, regardless of size, not just large, well-funded companies. For those reasons, Cloudflare offers free and low-cost services. Ending these services does not remove content from the Internet. It simply makes websites more vulnerable to cyber attacks.

To assist copyright holders, tools are developed and provided to make the complaint process easier and more efficient for right holders, and to ensure that their claims of infringement are forwarded to those who can remove the content in question.

Privacy is a core value of Cloudflare. We only use users' personal information for the purposes for which it was collected and require that due legal process be followed before providing users' personal information to third parties. Requests for action regarding service availability are best heard and adjudicated through an independent legal process that provides an opportunity to respond.

We are also developing our own dispute resolution framework to enable Japanese publishers to promptly stop caching, and are continuing dialogue with the MIC and Japanese rights holders.



(4) Comparison of CDN service providers' responses in terms of terms of use

⁴⁴ The content of the statements and Q&A session at the Cloudflare hearing were not disclosed.

(hereinafter referred to as "AWS") were compared based on information published on the websites of each company, such as the responses to the terms of service of each company. (hereinafter referred to as "AWS") were compared based on the information disclosed on the websites of each company. Each company has a statement in its terms of use that prohibits copyright infringement and a statement regarding responses in the event of a violation of the terms of use. ⁴⁵ The companies also have a policy of not allowing infringement of copyrights. In addition, each company has a policy to prohibit copyright infringement and to take measures in case of violation of the terms of use.

The company is equipped to accept counterclaims.

On the other hand, Akamai and AWS require identification verification procedures at the start of use, but the difference is that CloudFlare can be used only with an email address for free services.

Comparison of CDN providers' responses in terms of terms of

	クラウドフレア	アカマイ	AWS
CDNサービスの 利用料金	無料 有償オプションはセキュリティ等の追加サービス	非公開	従量制料金 1TB以上有料 (1TBまでのデータ転送は無料)
利用開始時の 本人確認手続の 有無	× 無料サービスの場合、メールアドレスのみで利 用可能	○ 氏名、メールアドレス、会社名、電話番号等 が必須	○ AWSアカウント作成において、氏名、住所、電話番号、クレジットカード情報の入力及びSMS認証が必須
利用規約における著作権侵害を禁止する 旨の記載の有無	Cloudflare Self-Serve Subscription Agreement https://www.cloudflare.com/terms/	利用規定 https://www.akamai.com/ja/legal/p rivacy-and-policies/acceptable-use- policy	O AWS利用規約 https://aws.amazon.com/jp/aup/
利用規約違反があった場合の対応に関する記載	・ユーザーアカウントの停止または終了 ・アクセスの一時停止もしくは終了 ※ 利用規約上クラウドフレアは上記の権利 を有するが、いつどのように当該権利を行使 するかは個別の事案ごとに判断。	・当該コンテンツへのアクセスをブロック ・影響を受けた同社のサービスを一時停止ま たは終了 ・適切と判断するその他のあらゆる措置を取 る場合がある。	・コンテンツやリソースの削除 ・アクセス無効化
違反申告受付態勢	○ 通報フォームにより報告可能	○ オンラインフォームにより報告可能	○ 「Amazon AWS 不正使用レポートフォー ム」により報告可能。

各社のHPで公開されている情報をもとに事務局において作成し、各社において確認、追記。

service

(3) Current status and issues related to search services

With regard to the display of search results on search sites that serve as a foothold for access to pirate sites, it is considered

that it may be effective for search operators to take measures such as removal under certain requirements. 46 Therefore, we request that the relevant operators be required to provide the search service with a

⁴⁵ Cloudflare has the right to "suspend or terminate user accounts" and "suspend or terminate access" under the terms of service in the event of a violation of the terms of service, but how and when to exercise such rights is determined on a case-by-case basis.

46 With respect to the judicial request for removal from search results by search operators, at the 6th Meeting of the Study Group, Mr. Mori, a member of the Study Group, stated that "there were various changes in the display of illegal information as search results as well, but finally, with respect to the case of invasion of privacy, the Supreme Court in 2017 decision was issued. It was decided on the basis of the "obvious" standard, and this was the decision that copyright infringement is not considered to be a case in which the

In addition, prior to the hearings with search service providers, we held hearings with experts involved in anti-piracy measures on the efforts of right holders against search engines. In addition, prior to the hearings with search service providers, hearings were held with experts involved in anti-piracy measures on the efforts of right holders against search engines.

(1) Status of inflow from search sites to pirate sites

The percentage of inflows from search varies depending on the size of the pirate sites, but comparing sites that have a similar relationship with mirror sites, the major pirate sites with around 100 million hits per month receive less than 10% of their traffic from search, whereas the growing pirate sites with around 3 million hits per month receive less than 25%. It was pointed out that search engines contribute significantly to pirate sites at the growth stage, although the percentage of inflows from search decreases when the sites have many repeat visitors, since the percentage of inflows from search is about 25% for pirate sites ⁴⁷ (See Figure 1.) In addition, although one specific publisher alone is submitting 50,000 removal requests per month to Google and Bing respectively, it was pointed out that the target of removal requests is not per domain but per URL, so the number of URLs to be removed is huge, and that it is easily subverted by resetting the URL. There are problems such as the fact that the target of removal requests is not per domain but per URL, which makes it easy to circumvent the system, and that pages that do not contain illegal content, such as category pages, cannot be removed. In addition, when a page is deleted from the search results, a message stating that the page was deleted based on a petition from the right holder is displayed at the end of the search results, and if the user clicks on the relevant section and enters his/her e-mail address, a link to a page containing information such as the deleted URL is sent, allowing access to the relevant site. The problem is also pointed out. Furthermore, it was pointed out that Google has prepared a mechanism to suppress the display of search results for websites that have received a large number of requests for deletion on a domain-by-domain basis, but the requirements for this have not been clarified, and the effect is limited. 48 The following is a brief overview of the system.

Although it is not clear whether it can be used as it is or not, there is a possibility that it will be judged under a framework that is close to a certain degree, which may provide an opportunity to pursue legal responsibility. (omission) To what extent is it illegal to display illegal information as search results, and under what standards is it illegal?

There are various ways of thinking in relation to slander and invasion of privacy, and in the end, regardless of the snippet, it is possible that the display of search results is also illegal if the website displayed as a result of the search is illegal. There is absolutely no guarantee that the standards on the part of search operators are the same as the standards adopted by the court.'

47 However, it was pointed out that the sites that have already grown significantly have many repeat visitors, and the percentage of inflows from search engines seems to have decreased overall, but

pirate sites (CDNs and search engines)

visitors, and the percentage of inflows from search engines seems to have decreased overall, but even 5% to less than 10% of the 100 million accesses is a very large number, so even at that stage it can be said to be contributing to growth. However, it was pointed out that even at that stage, it can be said that the site is still contributing to growth.

Bocument 5Current status and issues of actions against



(ii) Results of Hearing with Search Businesses

The following is a summary of the presentations made by each company at the search operator hearings.

(i) Yahoo Japan Corporation (7th Meeting, 8th Meeting)

As part of the measures against manga piracy, the Search Expert Committee, with legal experts as members, held a meeting to examine the criteria for non-display of suspected copyright infringement in search results. A report summarizing the results of the study was published on March 14, 2022.

⁴⁹. In line with the criteria set out in that report, the major piracy sites

The measures are implemented on a domain-by-domain basis with respect to the three

Since there is a risk that a non-display measure taken on a domain-by-domain basis may result in the deletion of pages that do not contain infringing information, in principle, non-display measures are taken on a URL-by-URL basis. However, we are considering taking a measure of non-display by domain on an exceptional basis based on certain criteria.

With respect to the framework of non-display standards, if the content of the search results itself contains infringing information, non-display measures shall be taken if it is clear from the content of the search results themselves that there is infringement of rights. In addition, when a link to an infringing website is included in the search results (even if the search results themselves do not include infringing information), the search results shall be non-displayed if the supplemental nature is satisfied, such as when a provisional disposition requesting the deletion of the original page has been obtained in principle. However, even in exceptional cases where the supplemental nature is not satisfied, the search results shall be non-displayed if the infringement is obvious from the display of the linked page itself and if the infringement is deemed to be serious or urgent or malicious enough to warrant non-display.

The seriousness and urgency (maliciousness) shall be determined by comprehensively considering the number of accesses to the

relevant site, the amount of Infringing Content posted, the rate of accelerated accesses, the number of inflows to the relevant site from search services, and other factors.

In addition, at the 8th meeting of this review group, the following actions were taken since the 7th meeting

(Additional information was provided on (a) responses to new types of pirated sites (b) consideration of the scheme for declaring non-display measures, as follows

(a) Response to new types of pirate sites

49 https://about.yahoo.co.jp/common/expertcommittee/

For pirate sites with repeated domain hopping and newly emerged pirate sites with radical access growth, we have established criteria with the opinions of search experts, and are removing sites that meet the criteria.

(b) Examination of the scheme for declaration of non-disclosure measures

In order to achieve a smoother response to non-display measures while being cautious and reliable, we presented necessary materials, information and declaration templates, and established a dedicated contact point, and held explanatory meetings for right holders.

(ii) Google LLC (7th and 8th meetings)

We remove content from search results only in limited circumstances, such as compliance with local laws, including copyright laws, or at the request of the site owner. For example, if a court determines that an entire website should be closed or blocked to anyone other than Google, we typically respond to that request voluntarily and remove the site from search results in that jurisdiction to effectuate the court order. For example, if there is a court order directing an ISP to block a particular domain in a case where the domain operator has had at least an opportunity to appear before the court against a Japanese ISP, it removes that domain from its search results in Japan as soon as it receives the court order via web form to implement that order. The ISP is doing so.

Developed an online web form that copyright holders can use to submit takedown notices for nearly all of Google's services. Further streamlined the submission process by providing a solution (Trusted Copyright Removal Program) for copyright holders who have a proven track record of submitting proper notices and are required to continually submit removal requests for thousands of pages daily. The solution is available to copyright owners and enforcement agents. This allows copyright owners and enforcement agents to submit large numbers of removal

requests on an ongoing basis.

Google Search processes a large number of web page removal notifications each year, but it also receives notifications for web pages that are not indexed, the vast majority of which never appear in Google search results. Nevertheless, Google actively blocks those web pages from appearing in search results.

Removing pages from search results upon notice from the copyright holder

In addition to the Google search engine, Google also factors the number of active infringement takedown notices it receives for a given site into one of the hundreds of signals it considers for ranking in its search results. As a result, sites that receive a large number of valid copyright infringement takedown notices will appear lower in the search results (a demotion signal)

In addition, at the 8th Meeting of the Study Group, Google LLC reported on the status of individual discussions with publishing right holders as follows.

- ... Agreement between the parties to conduct a demonstration implementation to remove the site from search on a domain-by-domain basis. ⁵⁰ The parties have agreed to conduct a demonstration implementation to remove the site from searches on a per domain basis.
- . Within this framework, discussions are underway on how to deal with successor and emerging sites.
- ... The details of implementation and effectiveness still remain an issue and need to be discussed further.
- We will do our utmost to cooperate with you in establishing an effective framework for both parties. We are willing to cooperate as much as possible to establish a framework that is effective for both parties.
- We would like to ask for your continued cooperation in the existing scheme for the removal of individual URsbyDMCA notification. ⁵¹ We would appreciate your continued cooperation in applying for the deletion of individual URLs through the DMCA notification, which is an existing scheme.

(4) Other issues

(1) (2) Promotion of distribution of official versions

At the 5th Meeting of the Study Group, the Japan Cartoonists Association pointed out that some publishers are making efforts to publish the latest stories in multiple languages at the same time as in Japan for free for overseas users, and that it is important to promote the distribution of such legitimate digital content

because there is no need to bother to read pirated copies. It was pointed out that the promotion of such distribution of legitimate digital content is important in the fight against piracy.

(ii) site blocking

At the 5th meeting of this review group, the Japan Cartoonists Association stated that since there are no effective countermeasures against streaming sites, it is tempting to think of site blocking.

⁵⁰ Details of the agreement were not disclosed.

⁵¹ Digital Millennium Copyright Act in the United States.

The announcement said that they are very uncomfortable with the introduction of site blocking for the reason of protecting the rights of cartoonists, as it has the potential to directly affect the lives of the public, and that they are concerned that blocking could become a double-edged sword.

Direction of future initiatives

The efforts of publishing right holders, private businesses, and business associations have had some success in deterring access to pirated sites, as some of the pirated sites that had attracted a particularly large number of access have been closed. On the other hand, however, there are still many successor sites and counterfeit sites, and there is a risk that pirated sites that attract a large number of accesses will appear again and flourish.

In order to more effectively control access to pirated sites, it is important to analyze and examine copyright infringement by pirated sites from various perspectives, including the purpose of operating pirated sites, the means used, and the content distribution channels, as well as the entire ecosystem related to the operation of pirated sites.

In addition, it is necessary to regularly follow up the damage situation of pirated websites and the progress of measures against pirated websites as described below, and to verify the effectiveness of the measures taken by each entity against pirated websites.

In implementing measures against pirated websites, it is necessary to continue to pay attention to the provisions on freedom of expression, protection of the secrecy of communications, and prohibition of censorship.

3-1. Future Direction of Efforts Concerning the Policy Menu

In order to deter access to pirated sites, the Ministry of Internal Affairs and Communications (MIC) needs to continue and improve the cross-industry consultations, dissemination and awareness-raising efforts, and terminal-side warning display efforts described in the Policy Menu, as described below.

 Educational activities for users to improve information morality and ICT literacy

Given that access to pirated sites may lead to copyright infringement and, ultimately, to the destruction of culture, the Ministry of Internal Affairs and Communications, in cooperation with relevant ministries, agencies and organizations, should continue to

promote and raise awareness so that more users will be discouraged from accessing pirated sites. In doing so, it would be effective to inform the public, for example, that browsing illegally uploaded sites may lead to encouraging criminal acts and depriving authors of their earnings.

In addition, it is necessary to spread awareness from the perspective of not only preventing access to specific sites but also discouraging access to pirate sites that infringe copyrights as a whole.

(2) Promotion of measures to deter access using security software

From the viewpoint of preventing mainly light users from accessing pirated sites without being aware that they are pirated sites, it is necessary to continue efforts to create and share lists by relevant parties and to display warnings using security software.

In addition, in order to discourage more users from accessing pirated sites, it is important for MIC, in cooperation with relevant operators, to promote the introduction of the access deterrent function to security software operators that have not yet introduced such a function. In doing so, it is necessary, for example, to encourage free security software providers to introduce the function, in addition to encouraging paid security software providers to do so.

In making the above-mentioned efforts, it is necessary to continue the effectiveness verification of the awareness survey on the level of acceptance of users regarding warnings when accessing pirated sites by security software, and the extent to which the warning display contributed to discourage users from accessing pirated sites.

(3) Efforts for disclosure of sender's information

With regard to the revised Provider Liability Limitation Act, which aims to simplify and expedite requests for disclosure of sender's information to infringers, especially from the viewpoint of expediting requests to foreign entities, the Ministry of Internal Affairs and Communications, in cooperation with relevant ministries and agencies, relevant organizations, and relevant entities, should cooperate with relevant organizations and publicize the Act in preparation for its enforcement on October 1, 2022. In preparation for the enforcement of the revised Provider Liability Limitation Act on October 1, 2022, it is necessary for MIC to cooperate with relevant ministries and agencies, relevant organizations, and relevant businesses, and to publicize the revised Act.

(4) Promotion of international cooperation to combat piracy

Operators of pirated sites continue to operate their sites by deleting existing pirated sites and acquiring new domain names and

transferring their sites by domain hopping, thereby evading non-display in searches, etc. In order to consider measures against such unauthorized use of domains, the Ministry of Internal Affairs and Communications, in cooperation with relevant ministries, agencies, organizations, and businesses concerned, should continue to approach international fora (such as ICANN).

In promoting discussions in international fora (ICANN, etc.), while taking care to avoid excessive state intervention in the Internet space, it should be noted that, with regard to the problem of pirated sites, it should be noted that the operators of certain sites are abusing Internet resources by domain hopping, etc. and that the operators of certain sites are not being promoted. Registration of site operators

It is important to actively disseminate information and share awareness of the need for registrars to have an accurate grasp of domain name registration information, and to encourage effective countermeasures through ICANN's discussions on countermeasures against domain name misuse. 52 It is important to encourage effective countermeasures through the ICANN's discussions on measures against domain name abuse. 53 The following is a brief summary of the discussion.

In light of the fact that many of the servers of pirated sites are believed to be located outside of Japan, the Ministry of Internal Affairs and Communications, in cooperation with relevant ministries and agencies, relevant organizations, and relevant business operators, should continue to engage in bilateral consultations and international meetings such as the IGF in order to promote cooperation among relevant providers to prevent the operation of pirated sites and to detect them. The Ministry of Internal Affairs and Communications (MIC) should continue to hold consultations in cooperation with relevant ministries and agencies, relevant organizations, and relevant providers, taking advantage of bilateral consultations and international meetings such as IGF.

3-2. Future direction of initiatives other than those on the policy menu

In addition to the efforts in the above policy menu, from the perspective of preventing the emergence and prosperity of new and successor pirate sites, it is also necessary to strengthen approaches to the entire ecosystem related to the operation of pirate sites, including preventing the influx of new pirate sites through search results, reducing capital investment in pirate sites through CDN services and preventing them from contributing to their rapid growth, and preventing the abuse of Internet resources such as domains. resources from being misused by pirate sites, and to strengthen the overall ecosystem approach related to the operation of pirate sites.

To this end, right holders, search operators, CDN providers and other private entities involved in measures against pirated sites should continue cross-industry consultations, and the MIC, in cooperation with the Secretariat for Intellectual Property Strategy Promotion of the Cabinet Office, the Agency for Cultural Affairs and other government-wide

organizations, should promote effective measures by strengthening consultations and approaches by foreign governments, international organizations, international fora (ICANN, IGF, etc.) In addition, MIC needs to promote effective efforts by strengthening consultations and approaches by multi-stakeholder groups such as foreign governments, international organizations, and international fora (ICANN, IGF, etc.). as well as by providing support to them.

(1) Direction of future efforts regarding advertising

With regard to advertisements, which are a source of revenue for pirated sites, it is important to continue to create a list, share the list through industry associations, and take measures to stop the posting and distribution of advertisements from the perspective of making pirated sites lose their purpose of operation.

⁵² At the ICANN74 GAC meeting (June 2022), there will be a discussion on "DNS Abuse" and issues such as the nature of contracts between ICANN and registrars will be raised. https://gac.icann.org/presentations/ICANN74 - DNS Abuse Mitigation.pdf
53 At the 8th meeting of the Review Group, Mr. Uenuma, a member of the Committee, commented that when gTLDs were established, a procedure called Uniform Rapid Suspension was introduced to prevent transfer between registrars as a measure against trademark infringement. This is a different case from the one where the domain itself is infringed, so I am not sure if this procedure can be applied as it is, but technically, it can be applied, and in short, I think there is a technical basis to prevent registrar hopping. So, I think there is a way to refer to ICANN and other organizations. The Minister pointed out that the system of ICANN, etc., could be used as a reference. used as a reference.

In addition to the above, the Ministry of Internal Affairs and Communications (MIC), in cooperation with relevant ministries and agencies, relevant organizations, and relevant businesses, should ascertain the actual conditions of so-called underground advertisements that continue to be displayed on pirate websites, in order to consider necessary measures such as encouraging overseas operators to submit them.

(2) Future direction of CDN service initiatives

While CDN services themselves are essential for the stable operation of the Internet, it has been pointed out that CDN services that enable centralized access to pirate sites allow successor and emerging sites to grow rapidly without capital investment after the closure of huge pirate sites.

From the perspective of making it difficult to operate pirate sites, the Ministry of Internal Affairs and Communications, in cooperation with relevant ministries, agencies and organizations, should encourage CDN service providers to steadily implement measures to prevent their services from being abused by pirate sites, such as prohibition of use for copyright infringement purposes in terms of use, prior actions such as confirmation of the purpose of service use, and post-actions such as implementation of mechanisms to delete caches and suspend services when a violation of terms of use is revealed. ⁵⁴ It is necessary to encourage CDN service providers to steadily take measures to prevent their services from being abused by copyright infringing sites.

For example, in light of the fact that nine of the top ten pirate sites in terms of monthly accesses in December 2021 were using Cloudflare's services, the MIC, in cooperation with relevant ministries, agencies, and organizations, should encourage the company to It is necessary to encourage the company to take measures such as a mechanism for deleting cache and suspending accounts when it becomes clear that the services provided by the company are being misused by pirate sites, and appropriate disclosure of information on the infringers.

In addition, in light of the suggestion that the company's response to unauthorized use by pirate sites is insufficient, the company needs to provide appropriate explanations on whether it is taking appropriate measures based on its terms of use, for example, on its

system for accepting violation reports such as requests for removal from right holders and third parties, its operation and its results. However, in promoting the prevention of abuse of CDN services by pirate sites, the

⁵⁴ At the 8th Meeting of the Study Group, Mr. Tamura, a member of the Study Group, stated, "In view of the current situation, I think it is undeniable that Cloudflare itself may not be able to enjoy the benefit of the limitation provision of the Copyright Act in the first place. What I mean is that the Copyright Act contains an article in the proviso in the first pillar of Article 47-4, paragraph 1, which simply says that if the copyright holder's interests are unreasonably impaired, they cannot receive this exemption provision, and it is possible that we have reached that stage! JEFFREY: Yes, it's possible. Of course, there is room for interpretation, and we don't have a clear understanding of the current situation, so we can't make a definite decision. However, if a business operator like Cloudflare is not taking measures to prevent copyright infringement even though it is possible to take measures to efficiently prevent copyright infringement, it is possible that the proviso in the first column of Article 47-4 would not exempt it from the responsibility for copyright infringement. I feel that something more could be done than urging them to take measures, such as taking measures based on the fact that they are not exempted from liability for copyright infringement." The court pointed out that

It is necessary to proceed with attention to the provisions on the protection of the secrecy of communications and the prohibition of censorship.

(3) Direction of future efforts regarding search services

With regard to the inflow of pirated sites from search services, in light of the fact that emerging pirated sites in particular are likely to inflow from search services, from the viewpoint of deterring such inflow, search operators and publishing rights holders should hide pirated sites from search results in accordance with procedures established in advance through consultations between the two parties, etc. Continuous and improved efforts should be made.

In addition, it is important to continue consultations between the two parties regarding non-display from search results, and to continue verifying the effectiveness of efforts to remove entire domains of pirated sites from search results when certain conditions are met, in particular, whether such efforts are sufficiently effective in dealing with successor sites and emerging sites established as a result of domain hopping by specific pirated sites. In particular, it is important to continuously verify the effectiveness of the measures against successor sites and new sites established as a result of domain hopping by certain pirated sites.

However, it is necessary to proceed with attention to the aspects of search services as a foundation for information distribution, protection of freedom of expression, and prohibition of censorship.

(4) Direction of future actions on other issues

In terms of disincentivising users from accessing pirate sites, and in view of the fact that users of pirate sites are potential users of legitimate versions, it would be useful for publishing rights holders to encourage the industry as a whole to distribute more legitimate versions of their works. ⁵⁵ The following is a brief overview of the situation.

In taking measures against pirated websites, it is necessary to continue to pay close attention to the provisions on the protection of freedom of expression and secrecy of communications and the

prohibition of censorship, based on the point that site blocking 56 In taking measures against pirated websites, it is necessary to continue to pay due attention to the provisions on the protection of freedom of expression and secrecy of communications and the prohibition of censorship, in light of the point that site blocking may threaten the secrecy of communications and freedom of expression.

55 At the 8th Meeting of the Advisory Panel, Mr. Nagata, a member of the Advisory Panel, commented, "It is regrettable that the ABJ marks a site as a pirate site or a legitimate site, but you have to go to the bottom of the site to see the mark. I think it is a pity that you have to go to the bottom of the site to see the ABJ mark. I think it is important to make the ABJ mark more well-known so that people can see the ABJ mark as soon as they open the site, and to market the official version of the site more, even though you might think it is obvious. The ABJ mark should become more well-known to that extent," he pointed out.

56 In the "Comprehensive Countermeasure Menu against Internet Piracy (Updated Version) (April 2021)", site blocking is positioned as something to be "considered while observing the effects of other measures and the damage situation".

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List of members of the Study Group on Measures to Deter Access to Pirate Websites on the Internet

(Titles omitted) fire brigade chief (in Edo) picture scroll Professor, Graduate School (Acting of great Chairperson) Information Science and Technology, The (i.e. Ezaki University of Tokyo great grand son, great grand mothe r) above the ground four Attorney at Law, Toranomon Minami Law purple upper field Office 0 reach es of а swamp Masahiro Sogabe (Chairperson) Professor, Graduate School of Law, Kyoto Masahiro Sogabe University Professor, Graduate Schools for count rysid goodne Law and Politics. The SS е University of Tokyo Nagata strange ICT consumer network long three rice periods field of a year leakage (e.g. prince's of rain) message Attorney at Law, Eichi Law Offices shrin Ryoji. grove

(OBSERVER)

(Telecom Service Association of Japan (Telecommunications Carriers Association

(Japan Internet Providers Association
(Japan Cable and Telecommunications Association
(ABJ
(Japan Cartoonists Association
Secretariat for Intellectual
Property Strategy Promotion,
Cabinet Office, Government
of Japan Agency for Cultural
Affairs

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Status of the "Study Group on Measures to Deter Access to Pirated Internet Websites" (Japanese only)

	Event	agen	
	Schedule	da	
5th	2021 (2021)	(1) Progress on the policy menu of the	
	November 29	Ministry of Internal Affairs and	
	110 10 11110 11 20	Communications	
		(2) Hearings with related organizations	
		(ABJSafer Internet Association, Japan	
		Cartoonists Association)	
The 6th	January 24, 2022	(1) Hearings with relevant parties	
		(ABJ, Mr. Nakajima, JPNE, Mr. Ishida, Mr.	
		Maruta, Mr. Hirai)	
The Sevent	March 16, 2022	(1) Results of verification of the	
		effectiveness of access deterrence	
h		measures	
		(2) Hearings with stakeholders (Yahoo Japan,	
		Google LLC, Akamai Technologies,	
		Inc., Cloudflare, Inc.*)	
		Cloudflare, Inc.'s remarks and Q&A session are	
		not available.	
		Published.	
8th.	May 31, 2022	(1) Business Hearing (Google LLC)	
		(2) Hearings with business associations	
		(IAA, Inc., JIAA, Inc., JIAA, Inc.)	
		(ABJ)	
		(3) Explanation by the secretariat	
The	2022 (2022)	(1) Draft summary of the current situation	
9th	July 13		