

# Attn: ISPs

Your Customer Is  
Our Customer

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# The Structure of Internet Piracy

- Sources of Pirated Content
  - Camcords
  - Screeners
  - Hospitality
  - DVD Rips
  - Television Rips
- Movement of Content
  - Topsites
  - Peer-to-Peer ("P2P")
  - Hard Goods Websites

# How ISPs Fit Into Our Strategy

- Your Customer is Our Customer
  - Consumers of Media
  - Collaborative Relationship, Not Mere Cooperation
  - We're Not (Generally) in Favor of Terminating Access
- Your Broadband is Important to Us
  - Distribution Channel of the Future is Here, Now
  - Efficiency on Your Network
    - Efficient Use of Bandwidth
    - The Process for Reducing Bandwidth Usage is Itself Efficient

# Key Notification Components

- Verified Infringement Notices
  - Human Reviewed
  - Hash Values
  - Database of Hashes
- Graduated Response
  - Verifiable Customer Notification
  - Browser Re-Directs (e.g.)
  - Educational
  - Recidivists

# And That's a Wrap!

- The Structure of Internet Piracy
  - A Few Criminals are Ruining it for Everyone
  - Education of Peer-to-Peer Downloaders
- Your Customer is Our Customer
  - Collaborative Relationship for New Distribution Models and Problem Solving
- Key Components to a Clean Network
  - Accuracy of Infringement Notification
  - Graduated Response to Recidivists