
P.CoK Anti-Piracy Whitepaper Vol.4

Jun~Dec 2023

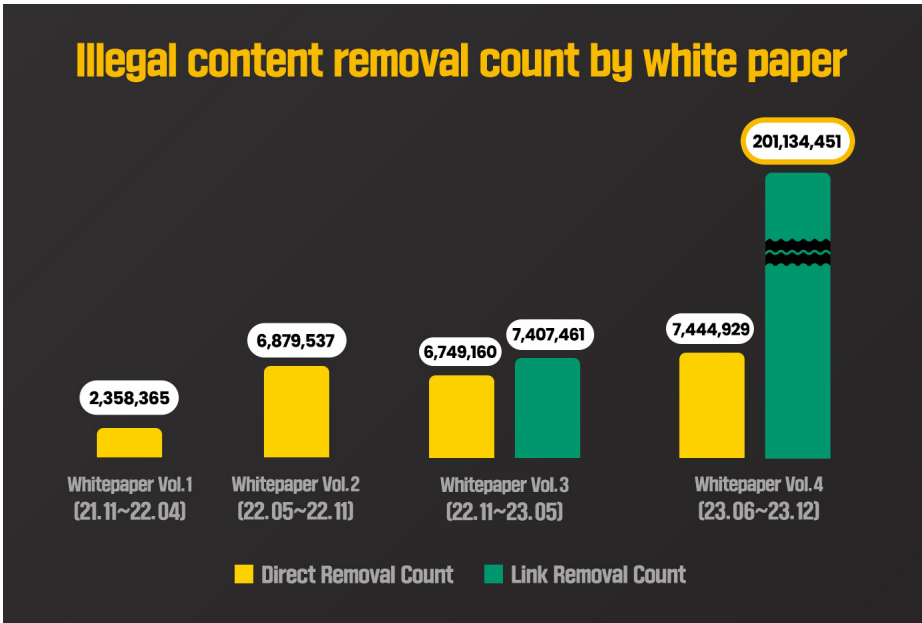
Kakao Entertainment’s Illegal Distribution Response Team(P.CoK) today releases its fourth whitepaper on its efforts to curb content piracy, building on the third whitepaper released on July 11, 2023. This latest report shares industry insights and analysis gathered over the second half of 2023 and outlines the team’s dedicated efforts to **identify illegal site operators and stamp them out through independent legal recourse.**

Over a span of seven months between June and December 2023, **P.CoK blocked approximately 208 million instances of illegal content.** In that time, P.CoK also implemented a structured process of **issuing copyright protection letters to content providers and creators on a quarterly basis.** The platform has also reduced blind spots in monitoring and promoted a symbiotic relationship between creators, users, and the platform itself, **encouraging users to work undercover and voluntarily report illegal content.**

Volumes 1 through 3 can be viewed on the [COA](#)(Copyright Overseas Promotion Association) website.
[🔗 Whitepaper Vol.1](#)(2021.11~2022.04)
[🔗 Whitepaper Vol.2](#)(2022.04~2022.11)
[🔗 Whitepaper Vol.3](#)(2022.11~2023.05)

1. P.CoK Performance Achievements

Period	Total Removals	Direct Removals	Link Removals
June to December 2023 (7 months)	208,579,380	7,444,929	201,134,451



* Direct Removals refers to the total number of illegal contents taken down following direct warnings issued by P.CoK.
 * Link Removals refers to the total number of illegal contents taken down as a result of tracking and addressing changed domains or deleted sites.

2. Successfully developing new methods to independently identify illegal site operators and implement systematic responses

P.CoK continues its targeted and systematic approach to tackling illegal website operators through **robust legal action** and the **establishment of a comprehensive regulatory framework**.

Category	Content
Strong legal response	<p>Legal actions taken against illegal site operators and translation groups</p> <ul style="list-style-type: none"> ● Civil and criminal legal actions through local subsidiaries and overseas affiliates ● Establishing response strategies in accordance with local copyright laws and administrative actions in each country ● Direct legal action by Kakao Entertainment against illegal site operators
Establishing comprehensive legal responses	<ul style="list-style-type: none"> ● Proposed joint response to webtoon industry piracy between Korea-Japan, and Korea-China ● Activated new reporting channels ● Infringement response status and methods <ul style="list-style-type: none"> ○ Guidelines for types of responses ○ Technical response ○ Country-specific infringement response

3. Structured the process of sending copyright protection letters to creators and encouraged users to report illegal content actively and voluntarily in each language region

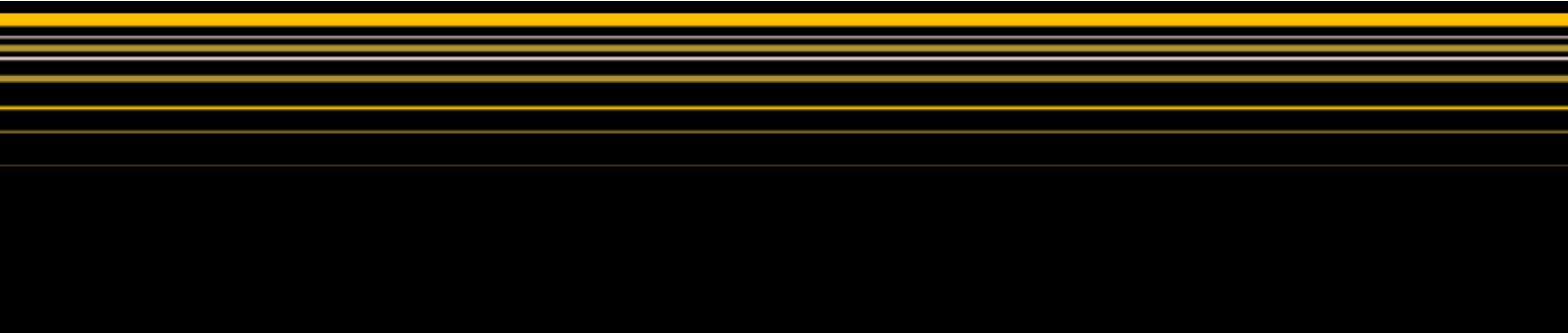
P.CoK regularly shares information with content providers and creators regarding its efforts to protect their intellectual property with the quarterly results of infringement responses. This initiative is further enhanced by the emergence of users who work “undercover” by reporting illegal content voluntarily across various language regions. By helping to coordinate their efforts, P.CoK effectively reduces blind spots in monitoring efforts and enables comprehensive actions to be taken against the distribution of illegal content.

Category	Content
<p>Regularizing P.CoK’s copyright protection letters</p>	<p>Since July 2023, P.CoK has been sharing a Copyright Protection Notification Letter with content providers and creators to outline the quarterly results of the team’s crackdown on the illegal distribution of Kakao Entertainment’s intellectual property. This initiative is aimed at minimizing the material and emotional hardship suffered by creators caused by illegal distribution of their content.</p> <p>The Copyright Protection Letter contains a variety of information:</p> <ul style="list-style-type: none"> ● Quarterly results on illegal distribution webtoons and web novels distribution crackdowns <ul style="list-style-type: none"> ○ Quantitative Enforcement Outcomes(removal of illegal content links and files) ○ Qualitative Enforcement Outcomes(self-declaration by illegal translation communities to stop their activities, closure of donation channels to illegal translators and their communities) ● Publish the Content Piracy White Paper twice yearly ● Provide guidance on channels and methods to report illegal content
<p>Voluntary “undercover” user reporting of illegal content in each language region</p>	<ul style="list-style-type: none"> ● P.CoK has increased global user awareness by activating channels for users to report illegal content and by publicizing the results of enforcement actions, such as the takedowns of illegal sites. ● Volunteers are emerging as key players in the effort to stamp out content piracy, working “undercover” across each language region to monitor and report illegal content distribution and promote user awareness and correction of illegal translations and copyright infringements. This has effectively reduced blind spots in illegal content monitoring.

P.CoK Anti-Piracy Whitepaper Vol.4

Writer Hani, Jeno
Supervisor Evan, Xeno
Director Ho-jun Lee (General Counsel at Kakao Entertainment)
Publisher Kakao Entertainment IP Legal Team

This white paper is copyrighted by Kakao Entertainment Corp.
Unauthorized reproduction is strictly prohibited.



P.CoK Anti-Piracy Whitepaper Vol.4

Kakao Entertainment IP Legal Team

kakao
ENTERTAINMENT