MOTION PICTURE ASSOCIATION

Intermediary involvement in site blocking: a multifaceted approach

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Disney NETFLIX Paramount prime | AMAZON MGM STUDIOS SONY PICTURES UNIVERSAL WARNER BROS. DISCOVERY

AGENDA

- About MPA & ACE
- Updated facts & figures on site blocking effectiveness
- Existing legal framework
- Data on practical implementation:
  - Domain suspension
  - CDN blocking
  - Timely delisting
- Importance of automation and the use of Agentic AI to facilitate piracy
- Closing remarks

MOTION PICTURE ASSOCIATION

MPA is the leading advocate of the film, television, and streaming industry around the world. We are an international presence with offices in Washington D.C, Los Angeles, Brussels, Toronto and Singapore.

Our members include

Disney · NETFLIX · Paramount · prime | AMAZON MGM STUDIOS · SONY PICTURES · UNIVERSAL · WB

MPA aims to reduce content theft through:

(1) Targeting the operators of illegal sites,
(2) Developing legal and legislative frameworks enabling effective enforcement strategies, and
(3) Voluntary collaboration with online intermediaries whose services are used for infringement.

ALLIANCE FOR CREATIVITY AND ENTERTAINMENT

MPA

ACE is the world's leading online anti-piracy organization, protecting the creativity and innovation that drive the growth of core copyright and entertainment industries. It was founded in 2017 at the initiative of the MPA and today brings together over 50 content creators and on-demand entertainment companies from around the world.

ACE members include:

amazon · apple tv · astro · BBC STUDIOS · beIN MEDIA GROUP · CANAL+ GROUPE · 5 · ChileVisión · CME · COMCAST · Constantin Film · DAZN · Disney · FOXTEL

france•tv · GRUPO GLOBO · HBO · hulu · mbc GROUP · MEGA · MGM · MHL · MILLICOM THE DIGITAL LIFESTYLE · tigo · NBCUniversal · NETFLIX

Ole / DISTRIBUTION · osn · Paramount Pictures · Paramount · polsat box go · RTL · RTL Belgium · rtve · STUDIOS · sky · SONY PICTURES · Star

STUDIO BABELSBERG · STX ENTERTAINMENT · TELEMUNDO · Televisa · TIS · true visions · UEFA · UNITED MEDIA · UNIVISION · VILLAGE ROADSHOW · WARNER BROS. DISCOVERY · WEB TOON

MPA & ACE: 360° anti-piracy approach in SB

Policy:
monitoring and developing legal framework

Access: Global Site blocking Strategy (ISPs blocking, CDN blocking, delisting, domain suspension)

Education: communication campaigns with partners

Intermediaries: outreach & collaborations

Effect: automatic tools & studies on effectiveness

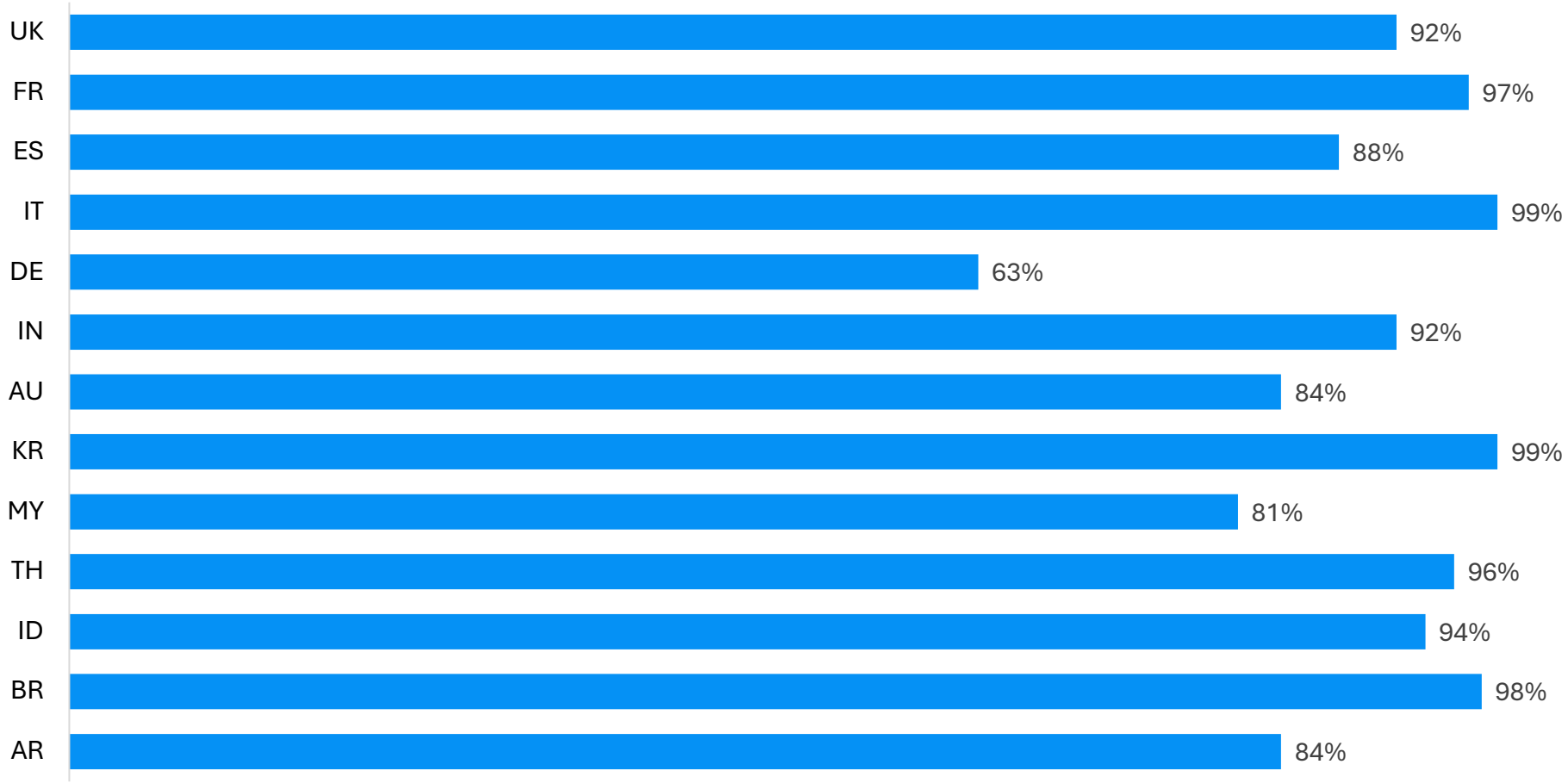
Source: ACE investigations, ROI & enforcement (shut down the site & info on operators)

Site Blocking Global Reach

SB procedures are now available in more than 60 countries

MPA has SB experience in more than 30 countries

SB Effectiveness



89.7% Average reduction in visits to targeted piracy websites following an ISP-level block (MPA internal data, 2025).

SB contributes increasing legal consumption

8.1% & 3.1%
Legal consumption increase caused by SB in India in 2019 and 2020

5.2%
Legal consumption increase caused by SB in Brazil in 2021

5%
Legal consumption increase caused by SB in Australia in 2018/2019

7-12%
Legal consumption increase caused by SB in the UK in 2014

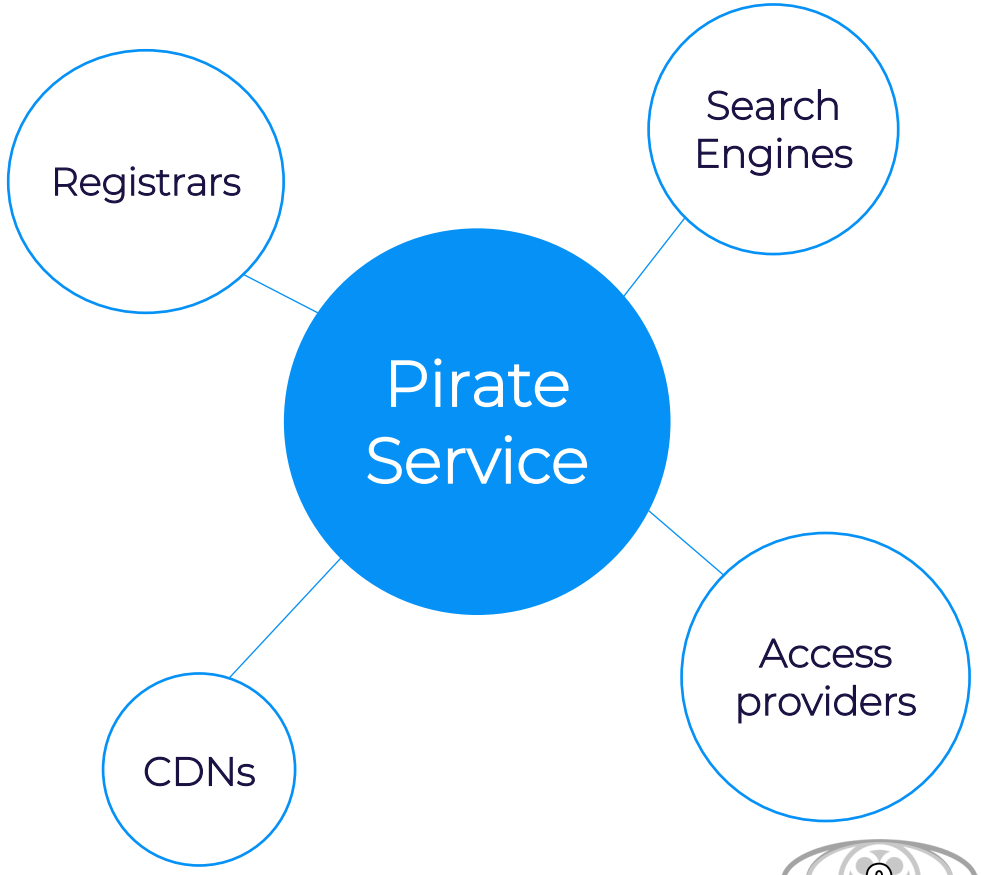
Data are based on 2020-2024 reports: Danaher et al., The Impact of Online Piracy Website Blocking on Legal Media Consumption, 2024, here; Motion Picture Association, Measuring the Effect of Piracy Website Blocking in Australia on Consumer Behavior: December 2018, here; Danaher et al., The Effect of Piracy Website Blocking on Consumer Behavior, MIS Quarterly, 631, June 2020, here.

To increase effectiveness Site Blocking should evolve beyond a single point of enforcement

An advanced content protection strategy requires the collaboration of all relevant intermediaries: from ISPs to search engines, CDNs, registrars/registries, Alt. DNS, VPN, etc.

While traditional ISP-level blocking is a powerful tool, piracy operators increasingly use circumvention tactics.

A multi-layered approach, grounded in established legal frameworks, is the necessary evolution to disrupt the piracy supply chain effectively and protect the creative sector.



The Legal Basis for Broader Intermediary Involvement

WIPO Copyright Treaty (1996), Art. 14(2), mandates "effective action against any act of infringement," including "expeditious remedies to prevent infringements."

EU InfoSoc Directive (2001), Art. 8(3), ensures rights holders can apply for injunctions against intermediaries whose services are used for infringement on a "no-fault" basis.

EU Digital Services Act (2022) builds directly on this foundation, clarifying and expanding the roles and responsibilities for a wider range of intermediary services in no-fault injunction regimes.

The EU's Digital Services Act Provides a Clear Framework for More Collaboration

Enabling Action

"... injunctions could, in particular, consist of orders by courts or administrative authorities ... requiring the termination or prevention of any infringement, including the removal of illegal content... or the disabling of access to it."

- DSA Recital 25

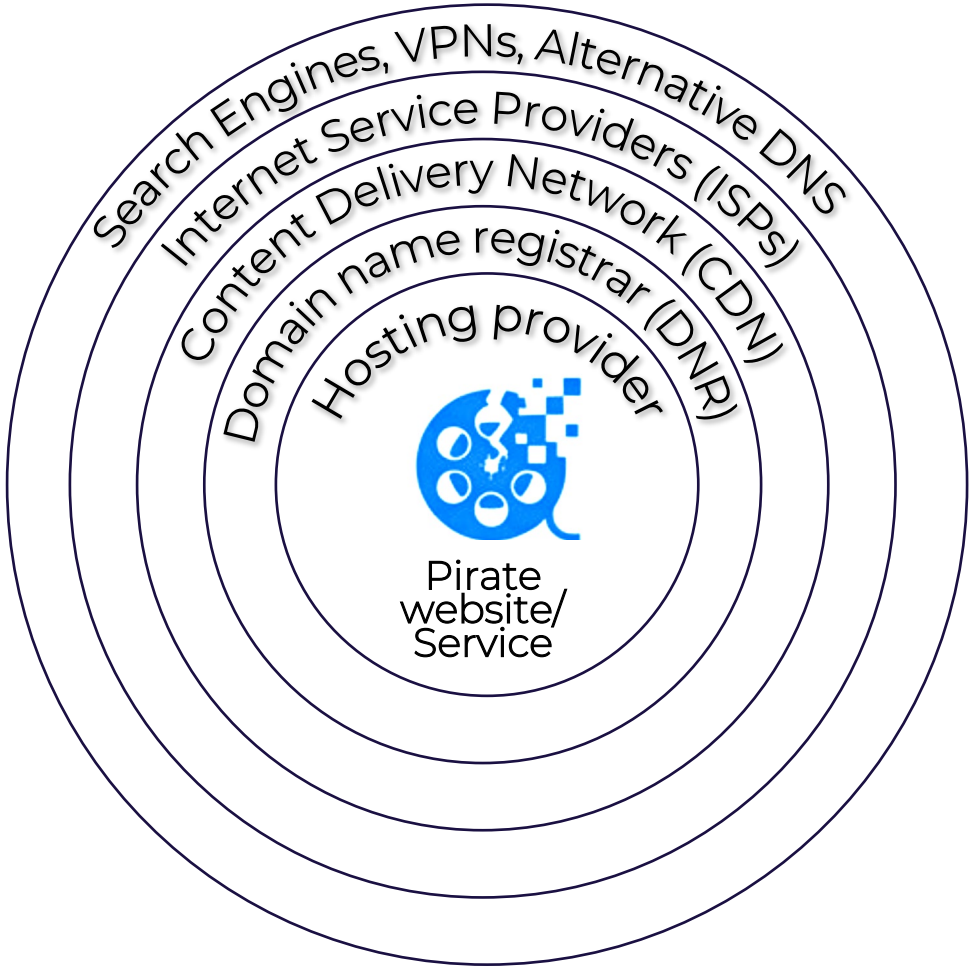
Defining categories

- Mere Conduit: includes ISPs, VPNs, DNS services & resolvers, and top-level domain name registries/ registrars.
- Caching: includes Content Delivery Networks (CDNs) and reverse proxies.
- Hosting: includes cloud computing, web hosting, file storage and sharing.

- DSA Recital 29

Piracy Relies on a Complex Ecosystem; So Must Our Enforcement

Pirate operators do not rely on a single service. They leverage the concurrent use of several different intermediaries to deliver content, hide their identity, and circumvent blocks. An effective enforcement strategy must consider each relevant link in this chain.



Domain Suspension by Registrars makes Pirate Sites Unreachable on a Global Scale

Registrars manage the registration of domain names (“DN”). Compliance with court-ordered suspension makes a DN inactive at the source, preventing access regardless of location or circumventing tools.

Legal precedents:

- High Court of Delhi, India (2023-2026)
- Court of Milan, Italy (2026)

Impact

99%

Overall worldwide decline in visits to sites that were both ISP-blocked in India and globally suspended by their registrar (July 2024 - July 2025).

+44%

Worldwide average decline in visits for suspended-and-blocked domains compared to those only blocked by ISPs.

(MPA internal data, Jul. 2024-Jul. 2025).

Timely Delisting by Search Engines Cuts Off the Primary Path to Piracy

Search engines are main tools and gateways users employ to find websites. Delisting allows for the removal of infringing web pages and links from search results, making them “invisible” to users’ queries.

Legal precedents:

- Copyright Act of Australia (2018)
- French Supreme Court’s Allostreaming decision (2017)

Impact

+25%

Timely delisting, carried out alongside ISP blocking, contributes an average bonus of 25 percentage points to the total traffic decline, compared to blocking alone.

94%

Websites that achieved a high impact from SB (avg. 87% traffic decrease) reached a 94% total decrease with timely delisting.

(MPA internal data, 2019-2022).

Involving CDNs Disrupts the Core Delivery of Pirated Content

CDNs and reverse proxies are part of a distribution network that accelerate content delivery to users but can also be a tool in pirates' hands to hide the true location of their hosting servers. Blocking at the CDN level means preventing CDN from serving content for infringing domains.

Legal precedents:

- Voluntary agreements (UK, Spain)
- Judicial orders (France, Italy)

Impact

60%

CDN blocking leads to a decrease of 60 percentage points in the residual traffic to previously blocked sites (ISPs block ≥2 mo. before).

92%

In the UK, visits to CDN-blocked domains declined by an average of 92%, compared to 85% for ISP-only blocked domains.

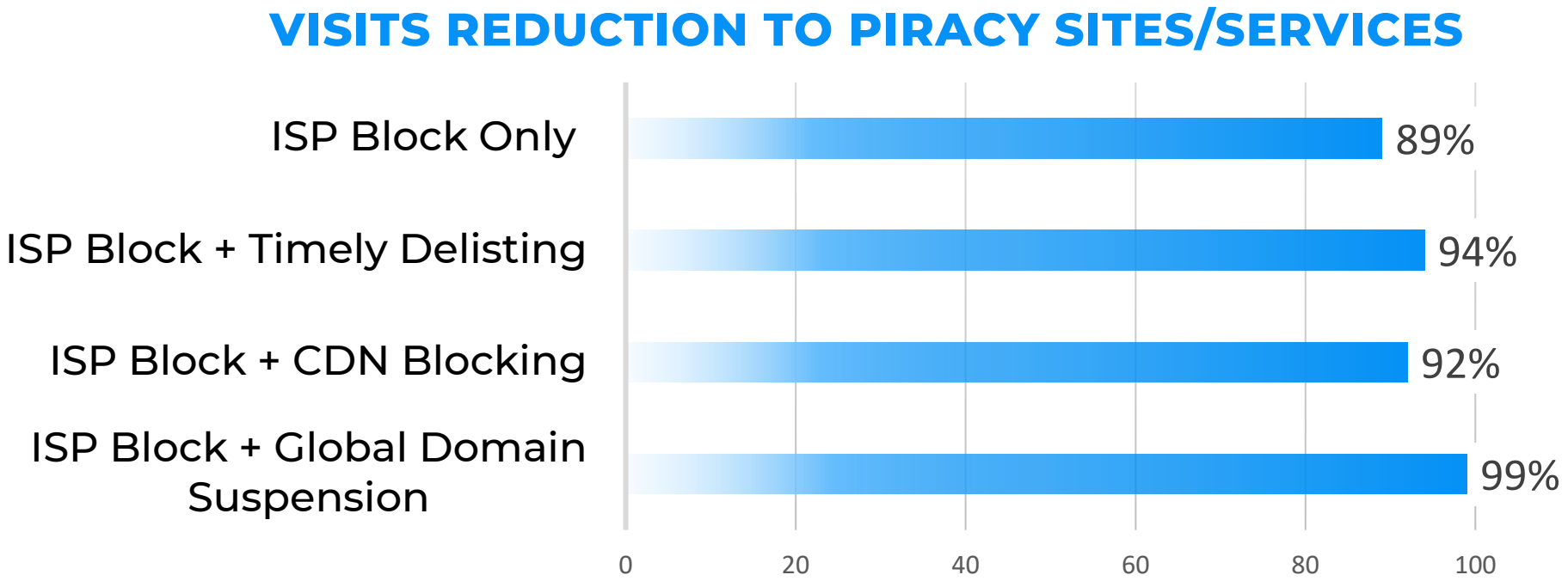
(MPA internal data, 2025).

Flexible SB orders to address evolving piracy structures

In May 2026, the UK High Court issued its first **“OMNIBUS”** order in favor of MPA members

- Built on the experience of traditional SB and Pirate Brand Orders obtained in the past (no-fault).
- Allows SB of structurally infringing piracy websites, when specific criteria defined by the Court are met.
- Ex-post reporting obligation to the Court, preserving judicial oversight and accountability.

A Multi-Layered Strategy Delivers Exponentially Greater Impact



Each additional intermediary involved in the blocking process not only increases the reduction in traffic but also builds resilience against circumvention, creating a more robust and lasting effect.

The Future of Enforcement is Automated, Coordinated, and Efficient

The Challenge:

Managing blocking requests across dozens of intermediaries in real-time using manual methods (e.g., email) is slow and inefficient. This is especially true for live content like sports.

The Solution: Automated Platform

- Direct, streamlined communications
- Rapid, real-time blocking & unblocking
- Reduction of costs and administrative burden for all parties
- Ensure adherence to due process, transparency, and proportionality

Automated Enforcement Platforms Are Already Being Deployed by Public and Private Actors

Private Sector Innovations

Organizations like the **MPA** are developing their own instruments to facilitate infringement detection, evidence gathering, and communication with intermediaries.

Administrative Authorities Tools

- **AGCOM** (IT): utilizes an automated platform for rapid SB orders.
- **ANATEL** (BR): employs a system for swift communication and enforcement.
- Also: **EDDPI** (GR), **IGAC** (PT)

Judicial Encouragement

- **Argentinian courts**: encourage the use of automated notification systems between parties.

Evolving Our Strategy Protects The Entire Digital Ecosystem

Effective, multi-layered anti-piracy enforcement is about:

- **Safeguarding the Creative Economy:**
  Ensuring continued investment in the film, television, and streaming content audiences love.
- **Enhancing User Safety:**
  Protecting consumers from malware, identity theft, and other security risks prevalent on pirate sites.
- **Building a Sustainable Future:**
  Creating a digital environment where innovation and creativity can thrive.

As pirates' methods evolve, our collaborative enforcement strategies must evolve with them. A coordinated, multi-intermediary approach is the most effective path forward.

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THANK YOU

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