

**market overview, key targets
and prospective directions**



25 марта 2017, Киев

INITIATIVE
«CLEAR SKY»

FOR **LEGAL** VIDEO CONTENT

ЗА **ЛЕГАЛЬНИЙ** ВІДЕОКОНТЕНТ

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Clear Sky Initiative

- Ukrainian initiative for IP rights defense was launched in 2013 by 4 Ukraine's major media groups.
- In 2018 voluntary non-profit non-commercial public association PUBLIC UNION «CLEAR SKY INITIATIVE» was registered.

Our members: rights holders and other participants of audiovisual sphere.

We focus on B2B counterparts and “follow the money” approach, applying to advertisers, hosting, ISP and pay TV providers, banks and payment systems, search engines, app stores etc. And we communicate to consumers.

We conduct analytical, research, organizational, legal, scientific, educational and cultural activities in Ukraine **aimed at protecting intellectual property rights and developing a culture of licensed content consumption** in Ukraine and all over the world.





Follow – the – Pirate

UKRAINE

1. Blocking illegal use of content in the Internet in accordance with the Law

More than 200 claims to violators have been filed

2. Initiating criminal charges under Article 176 of the Criminal Code of Ukraine

More than 30 criminal proceedings have been filed

2 cases have been brought to court

1 conviction received

3. Filing a claim to the Commercial Court

4. Submitting a civil lawsuit

5. Commencing an administrative case under Article 51-2 of the Code of Ukraine on Administrative Offenses

6. Appealing to the National Council of Ukraine on Television and Radio Broadcasting

INSTRUCTION "How to Defend Owner Rights"

<https://legalcontentua.org/en/about/projects/how-to-defend-own-rights/>





Educating

UKRAINE

Educating Audience/Consumers

- Social campaign **#GIVECHANCETODREAM** together with USAID

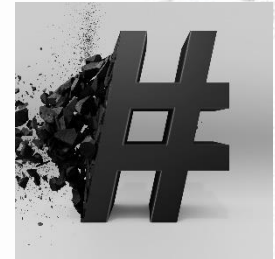
These social videos were aired at 1+1 Media, StarLightMedia (6 TV channels) and Ukraine Media Group TV channels
Total of 745 showings which raised 362 wGRP

- 1st wave of social anti-piracy campaign **#ithurts** (#zachepylo) together with Publicis advertising agency was held.

2d wave is being prepared for autumn 2019
Funds being sourced

Educating Partners

- 2 training sessions on IP rights for Cyber Police conducted
- Educating course for specialized enforcement groups is being prepared. Program to start in autumn 2019.
- Training for banks, payment systems and payment facilitators planned for autumn 2019



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