



Counterfeit Vinyl Enforcement in the eCommerce Age

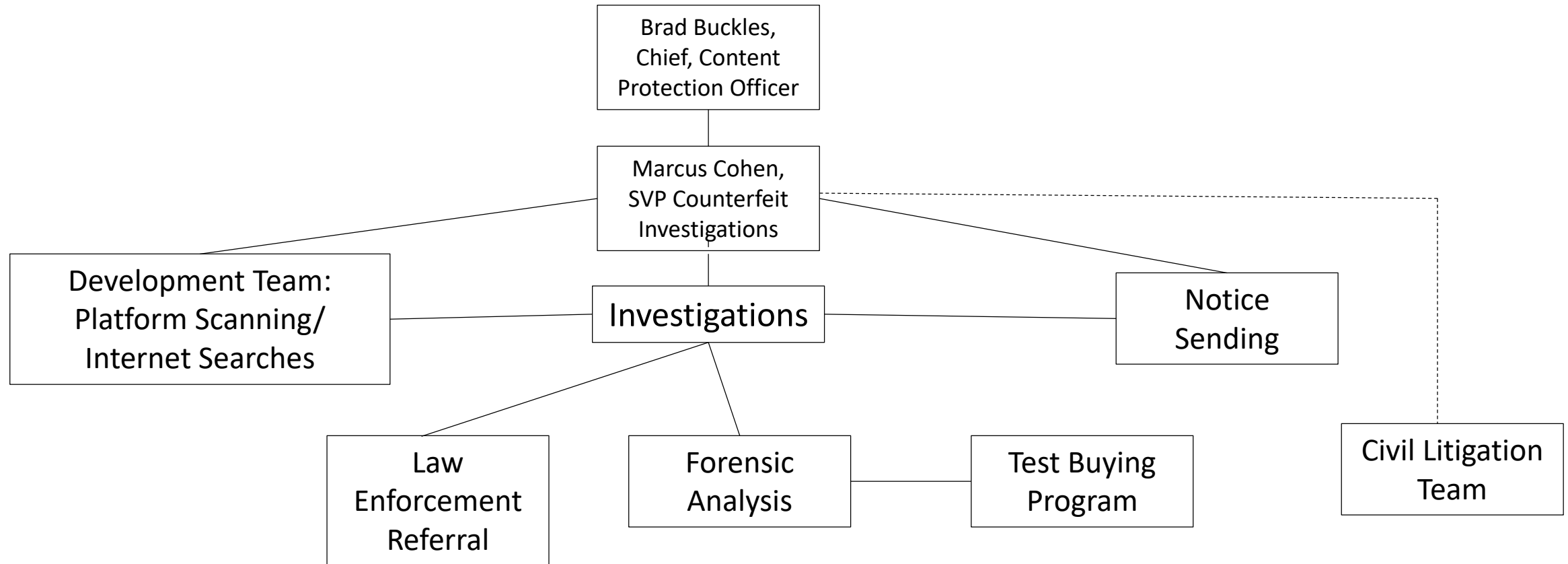
June 24, 2022



WHO WE ARE AND WHAT WE DO

- The Recording Industry Association of America (RIAA) is the trade organization that supports and promotes the creative and financial vitality of the major music companies. Its members are the music labels that comprise the most vibrant record industry in the world. RIAA® members create, manufacture and/or distribute approximately 85% of all legitimate recorded music produced and sold in the United States.
- In support of this mission, the RIAA works to protect the intellectual property and First Amendment rights of artists and music labels; conduct consumer, industry and technical research; and monitor and review state and federal laws, regulations and policies.
- The work includes lobbying activities at the state and federal level, media relations, Music label relations, education and anti piracy activities.

Counterfeit Investigations Team



LIFECYCLE OF UNAUTHORIZED PHYSICAL MUSIC PRODUCT

Factory

- Vinyl
- Packaging

Distributor

- Pic House
- B2B eCommerce Platform

Retail Seller

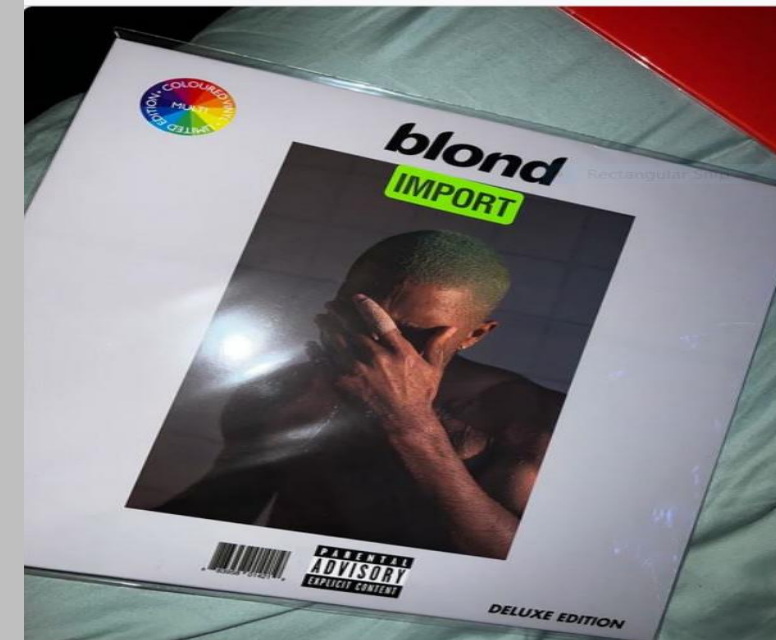
- Retail Location
- B2C eCommerce Platform

Consumer

Enforcement Tactics: What Works?

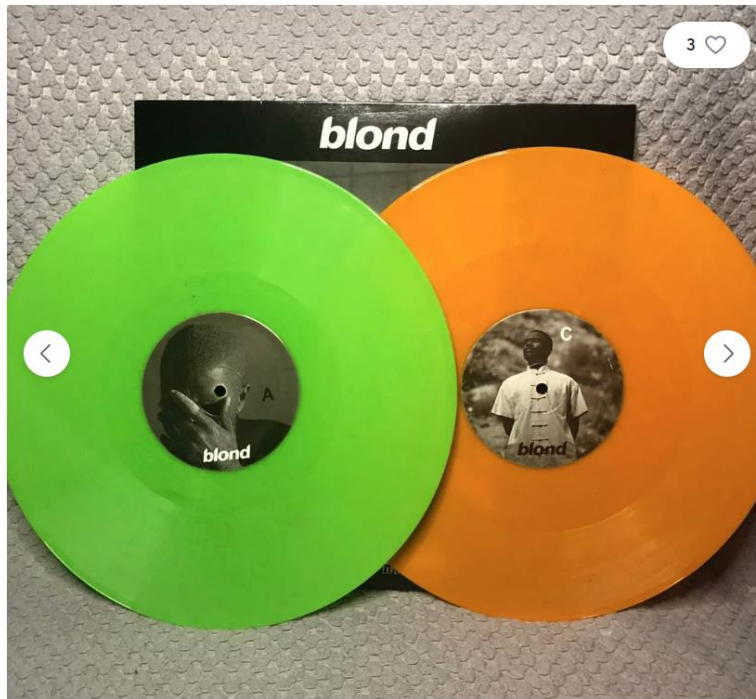
- ✓ DMCA Notices
- ✓ Cease and Desist Letters
- ✓ Intermediaries Strategies
- ✓ Litigation
- ✓ Criminal Referrals
- ✓ Direct Engagement
- ✓ Legislative Action

What's the Problem



What's Out There?

UNAUTHORIZED COLOR



UNAUTHORIZED FORMAT

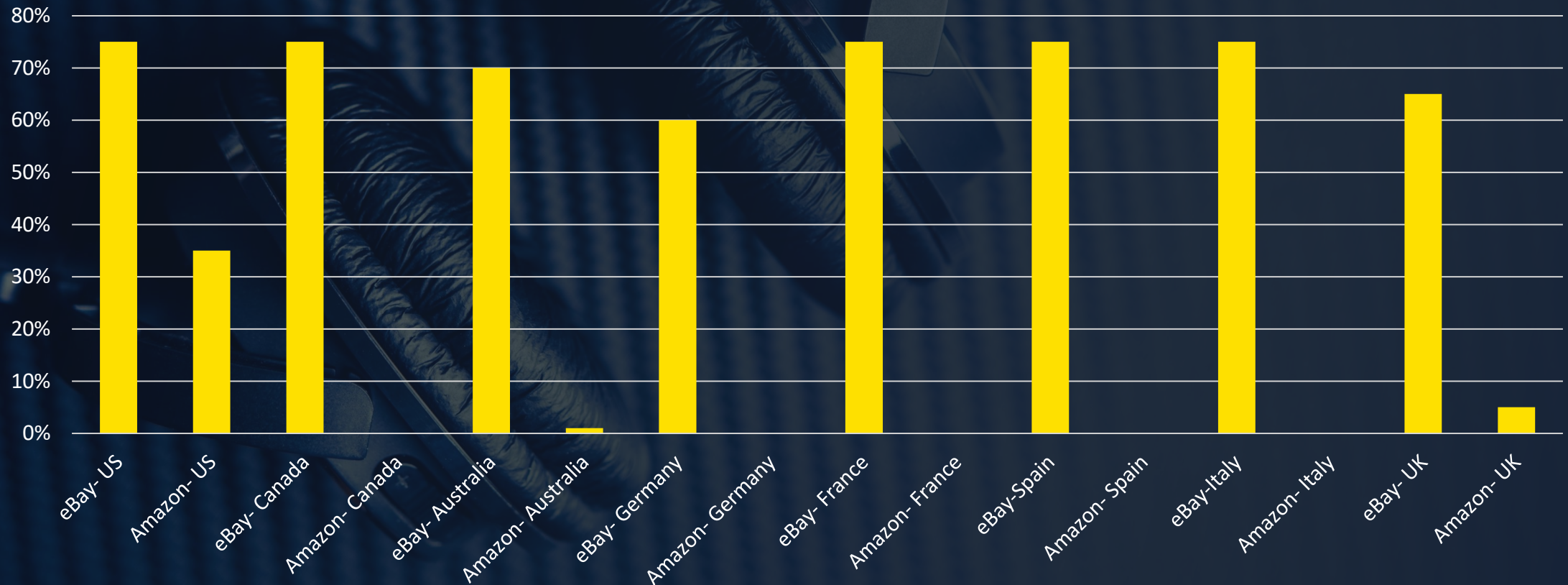


UNAUTHORIZED PICTURE DISC



UNAUTHORIZED VINYL SURVEY RESULTS- BY PLATFORM


Of the 20 unauthorized vinyl titles how many were available on each platform?



What Are We Doing About It?



1. Working with eCommerce platforms to get them to block the listing of known unauthorized titles
 - Worked with Amazon to get them to initiate seller validation program
 - AliExpress restricted the sale of music content
2. Sending notices to remove the illicit vinyl from eCommerce platforms globally.
 - Since January 1st, 2021, we have sent over 10,000 takedown notices to eCommerce platforms
3. Referred multiple sellers and factories to law enforcement agencies who have (or are actively) conducting criminal investigations.
 - Austin Police Department in coordination with the Travis County District Attorney's Office arrested and convicted eBay seller offering thousands of unauthorized vinyl albums

The background of the slide features a blue, textured surface, possibly a fabric or a wall, with a black headset visible in the lower-left corner. The headset has a coiled cable and a microphone arm.

Need to Understand the Scope
and Scale of the Problem

It's Global

Platforms Receiving Multiple Notices

Allegro.pl	Poland	Ebay.it	Italy	Sekaimon.com	Japan
Amazon.com	United States	Ebay.ph	Philippines	Sg.carousell.com	Singapore
Auction.co.kr	South Korea	Etsy.com	United States	Shopee.co.id	Indonesia
Auction-jp.com	Japan	Facebook.com	United States	Shopee.co.th	Thailand
Auctions.yahoo.co.jp	Japan	Fado.vn	Vietnam	Shopee.com.br	Brazil
BigCommerce.com	Australia	Fril.jp	Japan	Shopee.com.my	Malaysia
Bonanza.com	United States	Global.gmarket.co.kr	South Korea	Shopee.ph	Philippines
Buyee.jp	Japan	Hk.carousell.com	Hong Kong	Shopee.tw	Taiwan
Carousell.com.my	Malaysia	Id.carousell.com	Indonesia	Shopify.com	United States
Coupang.com	South Korea	Instagram.com	United States	Shopping.naver.com	South Korea
Discogs.com	United States	Jauce.com	Japan	Tokopedia	Indonesia
Earcandymusic.biz	United States	Jd.com	China	Yoycart.com	China
Ebay.au	Australia	Mercadolibre.ar	Argentina		
Ebay.ca	Canada	Mercadolibre.com.mx	Mexico		
EBay.co.uk	United Kingdom	Mercari.com	United States		
Ebay.com	United States	Mercari.com/jp/	Japan		
Ebay.com.hk	Hong Kong	Olx.co.id	Indonesia		
Ebay.de	Germany	Paypayfleamarket.yahoo.co.	Japan		
Ebay.es	Spain	Ph.carousell.com	Philippines		

Where Do We Go From Here



1. Commitment from the vinyl industry to address the problem collectively– WE CAN'T LOOK THE OTHER WAY
 - this can't be something we only talk about once a year during Making Vinyl
2. Continue to engage with eCommerce platforms to get them on board and get them to block the sale of unauthorized vinyl.
3. Self-Monitoring Industry-- Send me the Bad Actors
 - mcohen@riaa.com or riaa.com/report-piracy