



Q3: July – September 2015

## UK Police Operation Sees Significant Advertising Drop on Pirate Websites

In August, the Police Intellectual Property Crime Unit (PIPCU) published an interim report on its “Operation Creative” online anti-piracy advertising initiative showing a 73% decrease in advertising on pirate websites by well-known brands. Reducing advertising on pirate websites is a key objective for Operation Creative because the appearance of established brands on such websites lends legitimacy and generates profits for site operators. Nintendo will continue to work with UK trade association UKIE to report pirate websites to PIPCU as part of Operation Creative. **Read more:** [www.cityoflondon.police.uk](http://www.cityoflondon.police.uk).

## German Police Shut Down Pirate Website

In late July, German police, supported by anti-piracy association (GVU), raided premises linked to the operators of the n-roms.de website, which resulted in the immediate closure of the website. The website, which specialized in pirated copies of *Game Boy*, *NES* and *SNES* games, previously reported over three million downloads of illegal content.

## Top Infringing ROM Site Disables Nintendo Links

Dutch-operated website Romhustler.net, a leading online distributor of infringing copies of *Nintendo* legacy games, was stopped from continuing its illegal activities. Users downloaded thousands of titles across three subdomains and linked content to various mobile apps, generating an estimated \$438k USD per year in advertising revenue for the site operator. In September, the website owner complied with Nintendo’s takedown notice and removed and/or disabled all infringing links from the site and its subdomains. Nintendo continues to monitor the situation.

## Sales of Unauthorized Infringing *Nintendo* Peripherals Blocked on Amazon.com

Nintendo has collaborated with Amazon.com to remove seller listings of unlicensed peripherals, including *Wii* remotes and *Nunchuk* controllers, and to educate sellers that direct knockoff versions violate Nintendo’s rights. Since April, approximately 250 infringing links have been removed.

## Thousands of Illegal *Wii* Games Seized in Brazil Raid

In July, Brazilian authorities raided a retail shop in São Paulo’s town center and seized thousands of counterfeit video games including 5,400 *Wii* discs and game labels. Although the retail owner escaped on foot, Brazilian officials are pursuing the target for criminal action.

## Mexican Facebook Seller Offering Infringing Games Closed Down

In Mexico, an individual’s Facebook account was terminated as he was operating a business distributing 100 *Nintendo* games with each game copying device sold via his Facebook site. The bundled goods sold for approximately \$18 USD and were delivered to customers in a downtown Veracruz restaurant. Acting upon a notice from Nintendo, the seller stopped his illegal activities and Facebook closed the profile page advertising the infringing products.

## Hong Kong Customs Raids Shops Over Pirated Video Game Sales

In August, following several months of investigation, Hong Kong Customs raided multiple targets in a local mall for purportedly selling pirated *Nintendo* video games and circumvention devices for handheld consoles. Customs seized \$60k USD in infringing products and arrested 11 individuals, resulting in Hong Kong’s most significant video game related enforcement action in recent years. **Read more:** [INFO.GOV.HK](http://INFO.GOV.HK).