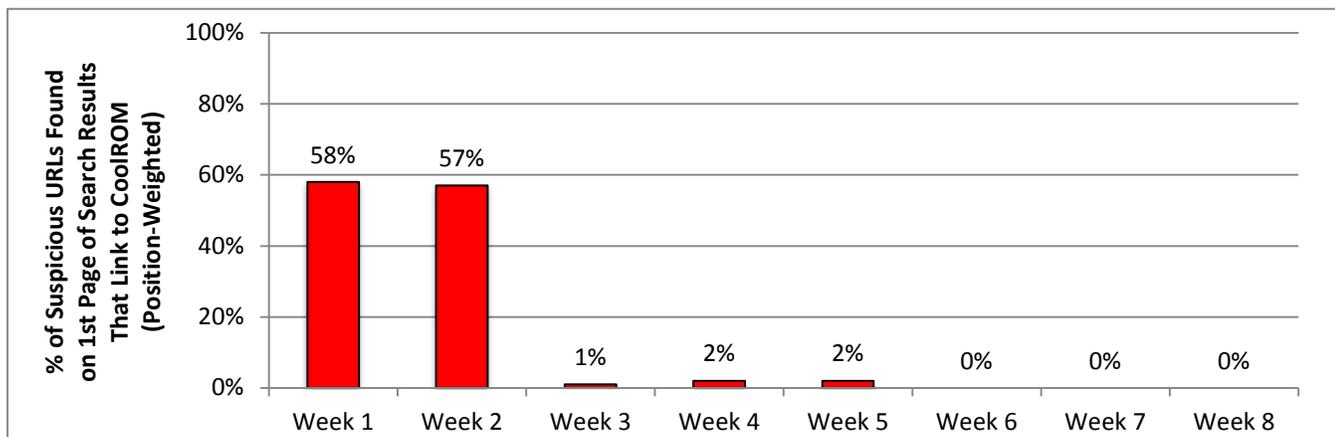




Nintendo Targets Top ROM Site Based in Canada

In 2014, Vancouver, B.C.-based CoolROM.com emerged as a leading global web site distributing free infringing copies of NES, SNES, GBA, GBC, NDS, GCN and N64 legacy games, potentially impacting Nintendo’s eShop sales. After the site operator complied with Nintendo’s takedown notice sent in October, CoolROM swiftly fell from its top ROM site status on Google search. By the end of 2014, no live infringing Nintendo URLs linked to CoolROM appeared on the first 10 pages of Google search results. Nintendo continues to monitor the situation.

The chart below shows CoolROM’s search share position on the 1st page of Google search results. In the first week of November, CoolROM.com was responsible for 58% of the infringing Nintendo ROM links found in the search results. By week 8, other ROM sites have replaced CoolROM.com in the top pages of Google search results:



Game Raid Since 2012

After two years of conflicting priorities across Mexican law enforcement agencies which prevented IP enforcement actions, criminal authorities conducted a raid in Mexico City’s notorious *Tepito* marketplace in October. From 10 warehouses and three disc burning labs, they seized over 280 disc burners and thousands of counterfeit video games, including nearly 2,900 *Nintendo Wii* titles. The Entertainment Software Association (ESA) supported the action, timing it to impact pirate video game sales during the peak holiday season. Mexico City Customs also seized more than 1,500 game copier components arriving from Asia this quarter.



Canada Passes *Combating Counterfeit Products Act*

On December 9, Canada passed Bill C-8, the *Combating Counterfeit Products Act*, to add prohibitions and offenses to the Canadian Trademarks Act and the Canadian Copyright Act. Empowering authorities and rights holders to combat counterfeit product distribution in Canada, the bill adds border measures that help customs officials collaborate with rights holders to identify, detain and block infringing goods from entering Canada. The provisions come into force January 1, 2015. Other provisions already in force include stronger criminal offenses and civil remedies for possessing or dealing in trademark infringing goods and services, including manufacture, import and export.

China Establishes Specialized IP Courts

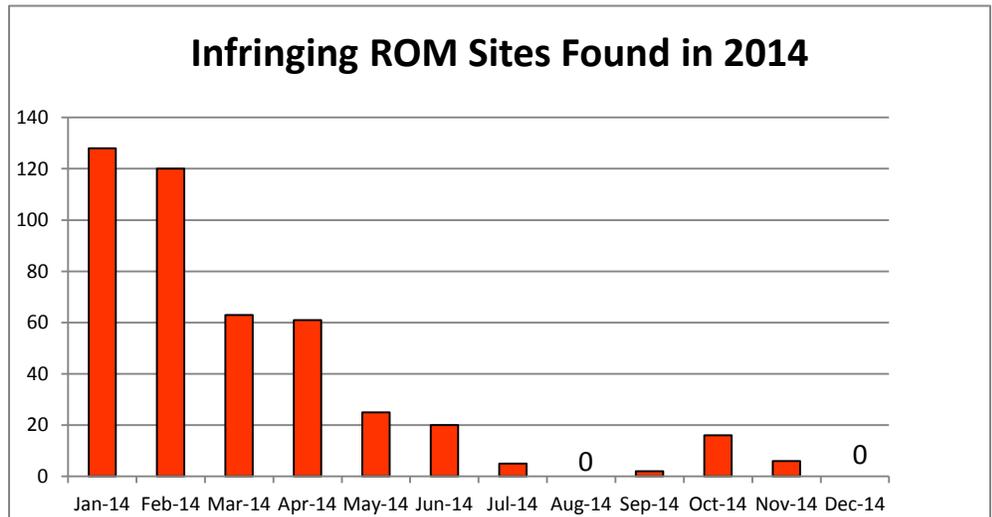
On August 31, the Standing Committee of the National People’s Congress (NPC) established specialized intellectual property (IP) courts in Beijing, Shanghai and Guangzhou. The courts opened in Q4, replacing established specialized IP divisions. IP cases in China have increased from 12,000 in 2004 to more than 100,000 in 2013. Specialized courts should improve court procedures involving IP rights and, as a result, make IP enforcement in China more efficient. The NPC’s decision, which underscores the Chinese government’s interest in improving IP rights enforcement, will aid Nintendo’s regional anti-piracy enforcement efforts. Read more: [LimeGreen IP News](#)

Recent Anti-Piracy Efforts Target Internet Piracy in China

Nintendo’s new Internet Anti-Piracy monitoring program in China, managed through China-based vendor Sphere Logic Partners/Meiya-Pico (SLP), is off to an encouraging start. Key *Nintendo* titles monitored in 2014 include *Pokémon Black & White*, *Pokémon X & Y* and *Pokémon Omega Ruby & Alpha Sapphire*. SLP’s enforcement efforts achieved 98% compliance against piracy of these key game titles.

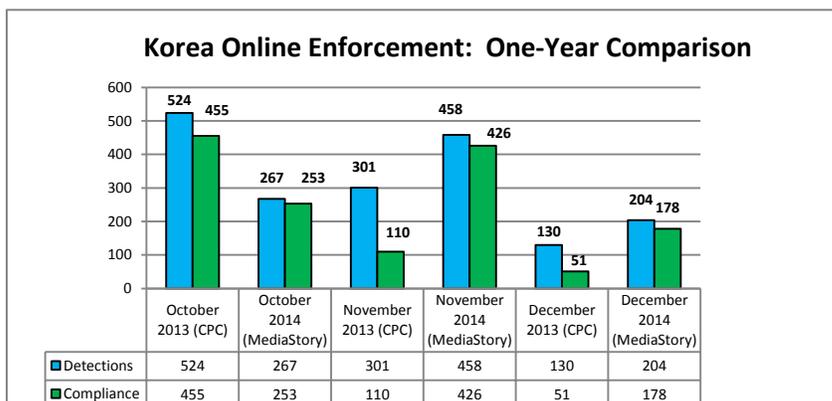
To address piracy of legacy game titles (e.g. NES, SNES, GameBoy, etc.) on PCs, tablets and smartphones in China, Nintendo pursued 231,000 infringing links and achieved a 94% compliance rate with takedown requests. The graph to the right shows the strong reduction in volume and availability of these ROMs (illegal game files) on Chinese websites.

Availability of circumvention devices on Chinese marketplace and classified ad sites has fueled their popularity in China. The program achieved 98% compliance against more than 7,000 listings selling these devices.



Improved Monitoring Continues to Strengthen Enforcement in Korea

Nintendo and fellow Entertainment Software Association members continued to work with MediaStory in Q4 for monitoring and enforcement against infringing Korean websites. MediaStory monitors nearly 300 sites per month, based on trending results, with a focus on titles and websites with the highest detections and compliance rates. Highly detected *Nintendo* titles in Q4 include *Super Smash Bros.* and classic titles from *The Legend of Zelda* series. *Pokémon Black and White*, and *Pokémon X and Y* remain the most sought-after titles in Korea.



The following diagram shows a side-by-side comparison chart of Copyright Protection Center’s (CPC) 2013 results and MediaStory’s 2014 results. MediaStory’s average compliance rate exceeds 90%, compared to CPC’s less than 65% compliance rate for the same period during the previous year. Though October was a ramp-up month for MediaStory, the number of detections of *Nintendo* game titles was over 50% higher in November and December vs. the previous year’s detections by CPC.

French Customs Seize Game Copier Components

Over the holidays, the Lesquin Customs authorities in France stopped infringing products on behalf of Nintendo. On December 26, the Lesquin authorities seized over a thousand pieces of packaging and over 500 game copying devices intended for French consumers. Nintendo is pleased with the work by the French authorities!



German Anti-Piracy Association Clamps Down on Pirate Site Operators

In late October, German anti-piracy association GUV worked with local police authorities to raid hundreds of addresses linked to illegal downloading and streaming service operations, including well-known pirate websites (KinoX, Mygully, Movie4k, Boerze and Gxiso). The more than 30 alleged operators behind these websites also operate cyberlocker platforms such as Shared.sx. Investigations continue. Nintendo is pleased with the work underway by authorities as they battle Internet piracy and the availability of illegal *Nintendo* games to German consumers.

UK High Court Blocks User Access to More Pirate Websites

On November 28, the Motion Picture Association (MPA) obtained a UK High Court order against four major U.K. Internet broadband providers, requiring them to block customers from accessing 32 websites offering pirated content (including movies, TV shows, etc.) Combined with a similar order obtained by the British Phonographic Industry in October, the broadband providers now must block 53 websites. Nintendo directly benefits from these court orders, as thirteen of the blocked sites were top websites distributing illegal *Nintendo* games. U.K. Internet customers will now find it much more difficult to access unauthorized *Nintendo* video games.

Spain Updates Intellectual Property Law to Combat Online Piracy

Spain officially published amendments to the Intellectual Property Act and the Civil Procedure Act on November 5. Broadly, the provisions bring local law in line with European Union laws. More specifically, they strengthen the Spanish government's anti-piracy strategy with respect to tackling websites that provide links to unauthorized copies of copyrighted works. Other amendments include a controversial new scheme to compensate authors of articles that are aggregated and linked to by online intermediaries like Google news. In December, Google announced the closure of its Google News operation in Spain as a direct consequence of this amendment. All provisions come into force in January 2015.