

November 25, 2020

General Incorporated Association ABJ
Safer Internet Association

ABJ and SIA Partner to Combat Manga Piracy Sites

—Promoting cooperation among publishers, telecom providers, and IT firms to rapidly build a private-sector partnership that provides information on and raises awareness of manga piracy Sites—

TOKYO—November 25, 2020—The Safer Internet Association (SIA) today announced an alliance with General Incorporated Association ABJ (ABJ) to combat online manga piracy.

Founded in July 2020, ABJ is a consortium of 66 organizations (as of November 2; includes supporting organizations), including publishers, writers' associations, electronic book stores, content delivery platforms, and telecom and IT service providers. ABJ was formed to promote the Authorized Books of Japan (ABJ) certification for legitimate services, to create and manage a list of manga piracy sites, and to raise awareness of manga piracy.

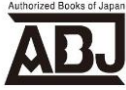
Founded in 2013, SIA is an association of like-minded Internet-based companies that aims to create a safer, more secure Internet for society. It works with national ministries and agencies, local governments, and related organizations and businesses to tackle the various problems associated with the Internet, with initiatives that include a hotline for reporting illegal, harmful, or defamatory information on the Internet.

In 2018, Professor George Shishido (Graduate School of Law and Politics, University of Tokyo) and Kensaku Fukui (attorney at law, Kotto Dori Law Office) joined SIA to organize a workgroup of ABJ-member publishers and telecom/IT service providers. This workgroup would begin a dialogue on how the private sector can combat manga piracy websites. Simultaneously, SIA began building a partnership framework to focus on the same goal, as it works with related businesses and organizations to raise awareness of the issues.

In coordination with SIA, ABJ will provide information on pirate sites to security companies and others to curb access to these sites. This initiative aims to provide information on ABJ-confirmed manga piracy sites to web filtering firms, security companies, and other partners that endorse this initiative. Partner companies will use this information in their products and services, and they will enhance their filtering and security functions to curb user access to pirated manga.

For inquiries on this press release, contact:

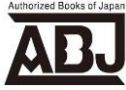
- General Incorporated Association ABJ
Tel/Fax: +81-3-6912-2730 Email: info@abj.or.jp
- Safer Internet Association
Tel: +81-3-6380-9223 Email: info@saferinternet.or.jp



In conducting this initiative, ABJ and SIA will seek a broad spectrum of opinions from publishers, partners, and other relevant organizations, while always respecting freedom of expression. They will also work with publishers, telecom providers, and IT firms to promote the fight against manga piracy through awareness campaigns aimed at search engine operators and the general public.

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Partners in providing information on manga piracy sites (in alphabetical order)

Allot Communications Japan K.K.

Alps System Integration Co., Ltd.

BBSS Corporation

Digital Arts Inc.

McAfee Co., Ltd.

SOURCENEXT Corporation

Trend Micro Incorporated

As of November 25, 2020

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Search engines joining to raise awareness (in alphabetical order)

Google: Through the Google Ad Grants program, ads on Shuppan Koho Center's "Stop Online Piracy!" are shown on search results for queries related to Manga piracy



Yahoo Japan: It is posting ads directing users who search via its search engine service for keywords related to manga piracy to the Shuppan Koho Center's "Stop Manga Piracy!" website.



Partners joining to raise awareness among the general population (in alphabetical order)

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The Japan Internet Safety Promotion Association (JISPA): It is publishing information on this campaign in its "Internet Safety Newsletter," which it distributes at elementary and junior high schools in Tokyo, Nagano, and other prefectures.



The Telecommunications Carriers Association and the Shuppan Koho Center: In a tie-up with the popular manga Detective Conan, these organizations produced an educational video to promote the use of filtering services, to draw attention to the dangers of reading manga on pirate sites, and to ask readers to use legitimate services that display the ABJ mark. The video plays at the mobile phone shops of partner member companies and on the Association's website. Watch the video at the following link:

<https://www.tca.or.jp/mobile/filtering.html?tab=2>

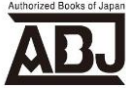
The Foundation for Multimedia Communications: Through its lectures on E-Net Caravan, an educational campaign it runs, the Foundation discusses copyrights and the dangers of piracy, showcases an eight-panel comic strip for "Stop Manga Piracy!" and distributes clear file folders it created for the campaign.

<https://www.fmmc.or.jp/e-netcaravan/>



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一般社団法人セーフインターネット協会
Safer Internet Association

About General Incorporated Association ABJ

ABJ is a general incorporated association founded on Wednesday, July 1, 2020, to lead the fight against Internet-based manga piracy. Though the Mangamura incident is fresh in the minds of those involved in the e-book market, piracy continues to cause havoc and attracts more traffic than Mangamura in its heyday.

In response to the situation, publishers partnered with authors, e-book distributors, and telecom carriers to launch the “Stop Manga Piracy!” campaign. The partnership created the ABJ symbol for authorized e-book sellers and asked these sellers to display the emblem so that readers can confirm their use of authorized services. As of October 22, 2020, 183 operators and 755 services have received ABJ certification.

These anti-piracy activities must be a long-term, sustained effort rather than just a short, one-off campaign. Understanding this need, the partnership established ABJ, a general incorporated association, as a collaboration among the authors, publishers, and e-book distributors that have directly suffered due to piracy, as well as the telecom carriers that play a crucial role in content distribution.

<https://www.abj.or.jp/>

About the Safer Internet Association

The Safer Internet Association was established in 2013 to create a better Internet for society. The Association operates two hotlines: Safe Line, launched in November 2013, is its flagship private initiative, while the Internet Hotline Center, established in April 2016, is a project commissioned by the National Police Agency. The Association comprehensively contributes to creating a safer, more secure Internet-oriented society through its educational projects to promote safe and secure Internet use and its efforts to develop healthy e-commerce practices. In 2020, it also began an initiative related to online slander and defamation.

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