

CreativeFuture

Creativity. Innovation. Tomorrow.

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CreativeFuture Commends Trustworthy Accountability Group (TAG) on Launch of New Anti-Piracy Initiative

‘Project Brand Integrity’ Aims to Bring Success of U.S. Initiative, ‘Follow the Money,’ to Europe

Los Angeles, CA – Since 2016, CreativeFuture has partnered with the [Trustworthy Accountability Group](#) (TAG), an advertising industry effort to fight criminal activity in the digital advertising supply chain, on an anti-piracy initiative called “Follow the Money.” The initiative alerts advertisers when their clients’ brands appear more than minimally on websites that feature stolen movies and television shows and helps the brands implement effective safeguards to prevent the problem from recurring. Since the launch of this initiative, the number of ad impressions on pirate content sites has fallen by more than 90 percent, and advertisements from premium brands no longer appear more than minimally on pirate sites.

Now, we’re pleased to support TAG’s effort to bring this effective approach to Europe with their new initiative “Project Brand Integrity.” TAG will be partnering with anti-piracy technology provider White Bullet to monitor when advertisements from reputable brands appear beside stolen content in Europe, and, just as CreativeFuture does in the U.S., alert the brands to the misplaced ads.

CreativeFuture’s partnership with TAG has helped to take revenue away from pirate sites in the U.S., while protecting brands from incurring the reputational damage of appearing next to stolen content. With the launch of Project Brand Integrity, we trust that these same benefits to content creators and brands alike will extend to Europe.

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ABOUT CREATIVEFUTURE

CreativeFuture is a nonprofit coalition of more than 540 companies and organizations and more than 220,000 individuals – from film, television, music, book publishing,

photography, and other creative industries. We're mobilizing our members to speak up about the value of creativity, the importance of copyright in protecting creativity, and the massive harm caused by the global theft of our creative works. Millions of creatives and thousands of businesses around the world depend on copyright to bring all of us countless moments of inspiration, learning, and joy. Our mission is to advocate for strong but appropriate copyright protections and to empower creatives to speak out against piracy and how it affects their ability to create and to make a living. To learn more, visit www.creativefuture.org.