

# CONFIDENTIAL

## Site Blocking

### AGENDA

October 8, 2014, 8am (Breakfast), 8:30am – 12:30pm  
MPAA Sherman Oaks Office

#### **OVERVIEW** (15 minutes)

#### **TECHNICAL ISSUES AND RELATED POLICY ISSUES** (2 hours)

- Principal methods of site blocking: DNS blocking; IP blocking; URL/Domain level blocking.
  - Background and related policy issues implicated by each.
- The “SOPA/PIPA” arguments and our responses:
  - DNSSEC/“break” the internet.
  - Over-blocking.
- Lessons from the field: Have there been issues in site blocking to date that should inform our thinking (*e.g.*, over-blocking, system performance issues, or circumvention efforts)?
- Circumvention methods:
  - Methods and ease of circumvention.
  - Prevalence of circumvention.
  - Whether larger scale site blocking is likely to lead to the development of user-friendly circumvention tools, and the impact that might have on site blocking and other studio interests.
- Mobile:
  - Migration of online activities (including piracy) to mobile services and apps.
  - Impact, if any, on site blocking methods and efficacy.
- Scalability and cost of site blocking.

#### **BREAK** (10 minutes)

#### **EFFICACY DATA** (50 minutes)

- The existing data and analyses:
  - What we reliably know about the impact and efficacy of site blocking.
  - What is fairly suggested by the existing data.
  - What is still unknown or remains speculative.
- Planned future analyses and timelines.

#### **ALTERNATIVE CONTENT PROTECTION OPTIONS** (30 minutes)

- Alternative antipiracy measures – existing and reasonably possible – to mitigate online infringement by US users.

#### **NEXT STEPS** (15 minutes)