

Guidelines Committee Report for Fiscal Year 2023

The Guidelines Committee discussed how the “Guidelines for the Prevention of Distribution of Intellectual Property Rights-Infringing Goods on the Internet” (from here referred to as the “Guidelines”) were implemented and also the latest cases of infringement. As a result, we concluded that the addition of the then-new information to the Guidelines would be difficult due to the nature of the information. However, we will continue to observe the future distribution of goods in question. We therefore decided to adopt the provisional version of the Guidelines’ accompanying document. Following these decisions, we were able to achieve expected results in the effectiveness verification for the fiscal year 2023.

1. Participants

Platformers

Yahoo Japan Corporation (Current LY Corporation) (Organizer, Chief of the Third Committee)

Rakuten Group, Inc. (Rakuten Rakuma) (Chief of the Effective Verification Committee)

Mercari, Inc. (Chief of the Guidelines Subcommittee)

DeNA Co., Ltd.

Recruit Co., Ltd.

au Commerce & Life, Inc.

Stardust Communications Inc.

Rights Holders

Union des Fabricants (Organizer, Chief of the Effective Verification Committee)

Chanel K.K. (Chief of the Guidelines Committee)

Association of Copyright for Computer Software (Chief of the Third Committee)

The Association of Japanese Animations

The Recording Industry Association of Japan

Shiseido Co., Ltd.

Louis Vuitton Japan

Burberry Japan K.K.
Kering Japan

(Honorifics omitted; listed in random order)

2. Date of Meeting

First meeting: Wednesday, May 31, 2023 (A meeting room at Yahoo Japan ([Current LY Corporation](#))/Online)

3. Details of Discussions and the Results

- Discussion about agendas at the Guidelines Committee this fiscal year
- Listened to opinions from organizations which proposed adding new information and platformers. Decided to postpone the additions
- Bringing ideas for revisions regarding the Guidelines accompanying document for next fiscal year and discussions whether to adopt them

- The Guidelines for fiscal 20222023? ([原文も2022になっている](#))

As the good results were produced by implementing the verification framework set out by the present Guidelines, the participants agreed that it would be desirable that these Guidelines be used for verification for this fiscal year.

- Continuing issues

About the issue of adding information, proposed by Rights Holders in around August 2022, the provisional edition of the Guidelines was created in November, after the agreement with our full members at a Guidelines Committee meeting in October. This version was used for effectiveness verification for both fiscal 2022 and 2023 (conducted between January to February in 2023 as well as between January and February in 2024).

Meanwhile, in fiscal 2023, the participants continued to discuss the adding of information. Some of the participants pointed out that, because the additions include not only “expressions” which were set out in the current Guidelines but also the elements that require judgement by seeing the relevant images, different judgements may happen depending on

the quality of the images.

As a result, the participants decided that it would be difficult to add this information to the Guidelines. In the future, we will monitor illegal goods that have characteristics related to this information and take necessary steps and discussions when the time comes.

The participants agreed that moving up the revised version to the renewed status, which was suggested in the past, will be considered, taking into the future direction and new trends.