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Press Release

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Tentative plan

Regarding the Problem of Digital Bootlegs available on Baidu's "Baidu Library"

Clear infringements of copyright are rampant on the Baidu Library, one of the Internet search services provided by Baidu Japan Inc. ("Baidu," hereinafter). The Baidu Library is a document-sharing platform with the catchphrase "Share your works with the world," and the Baidu Library's literature, novels, and books section stocks around manga and comics and novels, the some of which are illegal copies of renowned works.

Authors and publishers have made removal requests to Baidu each time the existence of these "digital bootlegs" is discovered, but there is no end to the illegal uploading of data and the cat-and-mouse-game continues.

The four organizations we represent believe that Baidu bears grave responsibility for this problem.

Baidu says about the copyrights to data uploaded to the Baidu Library that failure to obtain consent from copyright holders for the publication of documents and the uploading of documents that infringe third party copyrights is strictly prohibited (Baidu Library Service Terms & Conditions), and claims that copyright holders can gain redress such as the removal of data by notifying Baidu of copyright infringement. This response may appear appropriate at first glance, but, while actively encouraging contributions by dividing the library into sections and awarding user points, Baidu has merely included a warning against copyright infringement in its Service Terms & Conditions as a formality and has not taken any more effective steps to prevent infringements. Even though the problem of "digital bootlegs" available on the Baidu Library service has persisted since last year, Baidu has just started to provide an explanation of the situation and to hold discussion to address the problem, but no fundamental action has been taken.

Today, with the production and sale of bootlegs made extremely easy by advancements in digital networking technologies, distribution businesses whose services might be used to distribute digital bootlegs have a grave responsibility to establish preventative measures and disclose information. In light of the above circumstances, we demand that Baidu promptly disclose information concerning digital bootlegs and establish preventative measures. If cooperation by the publishers is required, our four organizations would spare no effort in offering support. We prefer to sit at the same table and work together with Baidu on the creation of new rules for the age of digital networking. We again urge Baidu to respond in a responsible manner.

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