

## Hitting them where it hurts: Collaborating with intermediaries to take down Internet pirates

**Although the Internet has provided economic growth**, new forms of social exchange and political revolution, it has also been the **field for new types of fraud and rights infringements**. If the financing used by people who illegally upload or otherwise exploit content were **cut off**, it might be possible to **combat the spread of their activities**.

In a position paper entitled "*Attacking the Money Supply to Fight Against Online Illegal Content?*," Cédric Manara, professor of law at EDHEC Business School, examines the extent to which the **collaboration of intermediaries has put an end to illegal activity on the Internet**. This study looks at **two main types of revenue made from online activity**—money earned directly and that earned through the monetization (through advertising, for example) of a site—and provides a **framework** for implementing a proposal to cut off the lifeline that allows counterfeiters to flourish.

The aim of this study is **to spark debate** about preventive mechanisms targeting financial flows; on November 13, 2012 (on the EDHEC campus in Paris) **it was presented to and discussed** by representatives of UNIFAB (Union des Fabricants: French Anti-Counterfeiting Association), Google, PayPal and ASIC (Association des Services Internet Communautaires: French Association of Internet Community Services).

You can download the study by clicking on the following link [Ctrl+clik]:

["Attacking the Money Supply to Fight Against Online Illegal Content?"](#)



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EDHEC Business School equips students and executives with the skills required to manage projects and lead people in a multicultural environment. The School offers a variety of education and training courses covering the full spectrum of business needs.

A broad range of international degree programmes attracts students the world over. Close to 6,000 students and 10,000 executives currently participate in EDHEC seminars and education programmes on the five sites in Lille, London, Nice, Paris, and Singapore. EDHEC Business School's international strategy comprises an innovative business-focused research policy organized around specialist research centres. EDHEC holds AACSB, AMBA and EQUIS accreditations and is regularly ranked among Europe's leading business schools. More information is available on the EDHEC website: [www.edhec.edu](http://www.edhec.edu).

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The goal of the LegalEdhec Research Centre is to make a great contribution to the identification of the place and role of law in corporate strategy.

The research done by LegalEdhec, which leads to publication in academic and professional journals, conferences, and studies, revolves around several themes: law as a resource with a propensity to influence corporate strategy; the management of legal risks and the legal management of risks; regulatory compliance; corporate legal culture.

For their research, the members of LegalEdhec draw primarily on the fields of competition law, corporate law, and intellectual property law.

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