

## Report on the media impact of the joint publication by the Institute IMDEA networks, the Universidad Carlos III de Madrid, technische universität darmstadt and the University of Oregon

The media repercussion of the publication [Is Content Publishing in BitTorrent Altruistic or Profit Driven](#) ("Is Content Publishing in BitTorrent Altruistic or Profit Driven?") recently presented at one of the leading international conferences on network research - the ACM CoNEXT 2010 held in San Diego, California (USA) from the 30 November to 3 December last - has been dramatically enhanced at both a national and international level due to two news items: the first sent out by the Press and Public Relations Service at the Institute IMDEA Networks and posted on our website to coincide with the conference kick-off, and the second sent out by the Universidad Carlos III de Madrid (UC3M) last week, which appeared in *madrimasd's "notiweb"*.

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### *Study indicates BitTorrent publishers dominated by profit motive*

Institute IMDEA Networks

26/11/2010

<http://www.networks.imdea.org/Whatsnew/Newsarchive/New/study/indicates/bittorrent/publishers/dominated/by/profit/motive/tabid/1277/itemid/1857/type/noticia/Default.aspxU>

### *A new study identifying the parties responsible for uploading most of the content available from P2P piracy networks*

Madrimasd

24/01/2011

<http://www.networks.imdea.org/Whatsnew/Newsarchive/New/study/identifying/parties/responsible/uploading/content/available/p2p/piracy/networks/tabid/1277/itemid/1924/type/noticia/Default.aspx>

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Due to the publication of both news items and the work carried out by the Institute IMDEA Networks and the UC3M to maximize their take up, foremost national and international media echoed the results of this joint study led by the UC3M, the Institute IMDEA Networks, Technische Universität Darmstadt (TUD) and the University of Oregon. The news was carried online (in news boards, articles and blogs), in print (magazines) and the audiovisual media (in news reports and interviews that appeared on various national television channels).

### 1.1 The authors of the study

Ruben Cuevas (Univ. Carlos III de Madrid), Michal Kryczka (Institute IMDEA Networks and Univ. Carlos III de Madrid), Angel Cuevas (Univ. Carlos III de Madrid), Sebastian Kaune (TU Darmstadt), Carmen Guerrero (Univ. Carlos III de Madrid), Reza Rejaie (University of Oregon).

## 1.2 The collaboration with national and international research bodies that has made such excellent research results possible

Institute IMDEA Networks strives to bring together scientists, researchers, institutions, governing bodies and companies that share our interest in carrying out and promoting top level, cutting-edge research in the field of network technologies. We seek to provide a consistent meeting point where individuals and institutions can foster collaboration and go on to design new lines of work, through specific research-related activities.

Collaboration is established on both a formal and informal basis, either in an ad hoc fashion or, in the case of more formalized association, through agreements and collaboration covenants signed with Research Bodies (including research groups inside certain Universities). The levels of collaboration already achieved in specific cases are as follows:

- NEC Laboratories Europe (Heidelberg, Germany) and Technische Universität Darmstadt (TUD) (Darmstadt, Germany) - Memorandum of Understanding paves the way for the creation of a new German office founded by the Institute IMDEA Networks, NEC and TUD, under the name "Institute IMDEA Networks in Darmstadt". It will bring together researchers from the three institutions to undertake joint research projects, address fields such as Green ICT and the advanced multimedia Internet, and to reap the benefits of being able to move between the three institutions whilst maintaining their contractual relationship with their home organization at all times. The joint venture will operate from offices located in TUD and be directly managed by the Institute IMDEA Networks in Spain.
- Universidad Carlos III de Madrid (UC3M) - a wide-reaching collaboration agreement that lays down the basis for various forms of collaboration listed above.
- University of Oregon - a temporary contract (September 2009 - August 2010) that has enabled Dr. Reza Rejaie to work at the Institute IMDEA Networks as a Visiting Researcher, where she played an active role in the NETCOM research group at the UC3M's Telematics department.

The media impact of this publication only serves to consolidate Institute IMDEA Networks' mission to promote international collaboration throughout Europe. Collaboration with other research bodies is, and will continue to be, vital if we are to address and resolve the most pressing challenges facing the technological development of communication networks. This is one specific example of how scientific research can be of great social, political and economic relevance; this relevance can even be immediate and clearly recognized as such, when research adds scientific arguments to a discussion that affects numerous interest groups. In this particular instance, the research proved relevant to the controversial additional stipulation of the Spanish "Ley de Economía Sostenible" (Law for a Sustainable Economy or LES), otherwise known as the "Ley SINDE", which represented the first "anti-download" legislation introduced in Spain, i.e. the first rules proposed by the Government to shut down websites that link to content subject to copyright.

The recognition generated can only serve to strengthen the bonds that unite the organizations involved in this research project still further, and to incentivize the international community to pay an interest in getting to know and collaborating with this research institution which, in spite of its youth, is already more than able to make a significant socio-economic impact.

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*In the words of Dr. Albert Banchs, Deputy Director of the Institute IMDEA Networks: IMDEA Networks operates in a field of knowledge that is key to today's society: that of information technologies. IT plays a vital role in our day-to-day activities, whether they are of an economic, political or cultural nature. Information in all its forms and expressions serves to generate wealth and society's capacity to understand, communicate and thereby tap knowledge determines its economic development.*

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### 1.3 Summary of the research results on network piracy

The study found that the distribution of largely copyright files on major BitTorrent portals, such as The Pirate Bay, is dominated by about 100 publishers.

Around 40 profit-making content publishers are responsible for 40 percent of BitTorrent downloads of content largely subject to copyright, such as TV series or Hollywood movies. Furthermore, 25% of downloads are associated to fake content published by either antipiracy agencies or malicious users.

The authors concluded that "Content publishing in BitTorrent is largely driven by companies with financial incentive. Therefore, if these companies lose their interest or are unable to publish content, BitTorrent traffic/portals may disappear or at least their associated traffic will significantly reduce".

### 1.4 Media impact

A selection of the most relevant media impact follows, together with PDF files of textual write-ups where applicable.

- ✓ Newsguide (online news)  
01/24/2011  
[A research study identifies who uploads the majority of the content to the P2P piracy networks](#)
- ✓ Redorbit.com (online news)  
01/24/2011  
[A Research Study Identifies Who Uploads The Majority Of The Content To The P2P Piracy Networks](#)
- ✓ ars technica (one of the top technology oriented blogs at international level, together with Slashdot)  
01/25/2011  
[25% of files downloaded from The Pirate Bay are fakes](#)
- ✓ CadenaSer Madrid Sur (Radio)  
01/25/2011  
[Una investigación de la Universidad Carlos III identifica quién sube la mayoría del contenido a las redes de pirateo P2P ¿Quién sube los contenidos a internet?](#)
- ✓ Cope-Madrid (Radio)  
01/25/2011
- ✓ elEconomista.es (ecoaula) - Section: Universidades (online news)  
01/25/2011

- [Una investigación de la UC3M identifica quién sube la mayoría del contenido a las redes de pirateo P2P](#)

✓ Blogs-elpais.com -Trending Topics (online news - Blog)  
01/25/2011  
[Un estudio español confirma la 'guerra sucia' contra el p2p](#)
- ✓ ISPreview (online news)  
01/25/2011  
[100 Internet Users Responsible for Most Unlawful Copyright P2P File Sharing Content](#)
- ✓ meneame (reputed national blog)  
01/25/2011  
[Un estudio español confirma la 'guerra sucia' contra el p2p](#)
- ✓ Siliconnews.es (online news)  
01/25/2011  
[Retrato robot del "pirata" cibernético](#)
- ✓ TGDaily (online news)  
01/25/2011  
[Just 100 users responsible for two-thirds of illegal file sharing](#)
- ✓ ABC (online and print news)  
01/26/2011  
[Cien grades piratas manejan la red](#)
- ✓ Diario crítico de la Sociedad, Cultura y Ocio (online news)  
01/26/2011  
[Investigadores de la UC3M identifican quién sube los archivos P2P](#)
- ✓ El País digital (online news)  
01/26/2011  
[¿Quién sube las películas al BitTorrent?](#)
- ✓ Publico (online and print news)  
01/26/2011  
[Cien siembran lo que recogen millones](#)
- ✓ región digital.com (online news)  
01/26/2011  
[Una investigación identifica quién sube la mayoría del contenido a las redes de pirateo P2P](#)
- ✓ Slashdot (one of the top technology oriented blogs at international level, together with ars technica)  
01/26/2011  
[100 P2P Users Upload 75% of Content 269](#)  
[100 P2P users do 75 percent of all downloads](#)
- ✓ Techradar.com (online news)  
01/26/2011  
[100 P2P users responsible for '66% of illegal uploads'](#)
- ✓ The Wire Report - Canadá (online news)  
01/26/2011  
[BitTorrent peer-to-peer content sharing profit-driven, report says](#)
- ✓ Thinq.co.uk (online news)  
01/26/2011  
[100 P2P pirates do 75 per cent of all downloading](#)

- ✓ TVE (Television)  
01/26/2011  
[Las asociaciones de internautas estudian llevar al Constitucional la ley Sinde](#)  
[Asociaciones de internautas proponen que se aparque la Ley Sinde y que se elimine el canon digital](#)
- ✓ ALT1040 La Guía del Geek (online news)  
01/27/2011  
[Estudio revela como la industria intoxica redes P2P con "fakes"](#)
- ✓ Information Week (online news)  
01/27/2011  
[100 P2P Users Produce 75% Of Files Downloaded](#)
- ✓ ZDNet Australia Live (online news)  
01/27/2011  
[100 pirates spread two-thirds of illegal P2P](#)
- ✓ La Voz de Galicia (online news)  
01/29/2011  
[Cien piratas suben la mayoría de contenidos ilegales a la Red](#)
- ✓ Antena3 (Television)  
01/30/2011  
[¿Quién está detrás de los contenidos subidos a internet?](#)
- ✓ 8 Madrid Sur (Television)  
01/02/2011  
[Available in web portal of Cadena Ser-Madrid Sur](#)  
[Un estudio de la Carlos III descubre el perfil de los que suben contenidos a las redes de pirateo P2P](#)
- ✓ Forskning.no (online news)  
01/02/2011  
[Fildelerne tjener fett](#)
- ✓ Cadena Ser-Madrid (Radio)  
02/02/2011  
Program: Hoy por Hoy
- ✓ Cadena Extremadura (Radio)  
10/02/2011  
[Program: El sol sale por el oeste](#)  
[¿Quién gana con la piratería?](#)  
[Entrevista a Rubén Cuevas](#)
- ✓ diario.jurídico.com (legal online news)  
02/15/2011  
[Debatiendo la Ley Sinde y sus interrogantes](#)
- ✓ bit-tech (British blog)  
05/16/2011  
Entry: [BitTorrent Seeders: Driven By Profit?](#)  
Comments: [BitTorrent Seeders: Driven By Profit?](#)
- ✓ BLOGGING laSalle: Technova Barcelona BLOG (National blog)  
02/24/2011  
[DEBATIENDO LA 'LEY SINDE'](#)