



Education

A Case Study: Elsevier's Global Anti-Piracy Program – elsevier.com/genuine.

Jan Herzhoff (Managing Director, Education, Elsevier)

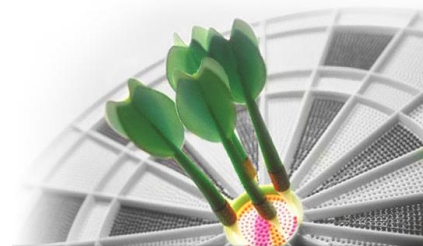
October, 11st, 2017
Frankfurt Book Fair



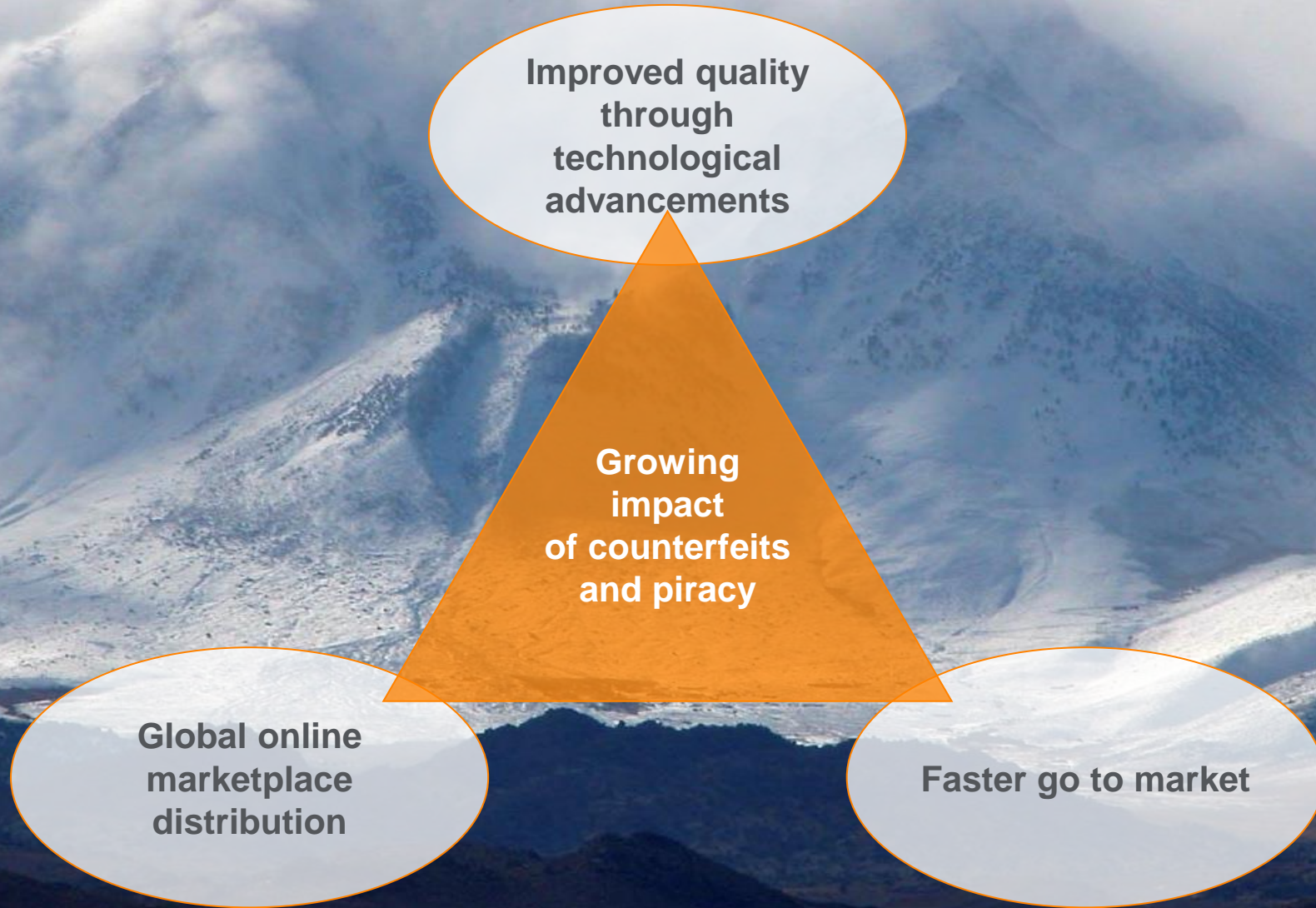
Empowering Knowledge

Three key take-aways from the presentation

- 1** Counterfeits and piracy **growing issue** driven by increased quality, faster go-to-market and global online market places
- 2** Fighting piracy and counterfeits **requires an end to end approach**
- 3** We need an **industry approach** like the Educational Publishers Enforcement Group in the US for markets outside of the US



We have seen an acceleration of counterfeits and piracy in the past few years



Fighting counterfeits and piracy requires a multi-channel approach

**Awareness
Campaign**

**Legal actions /
raids**

Product ID

**Authorized
Retailer
Program**

Elsevier Case Study – 2017 anti-counterfeit campaign

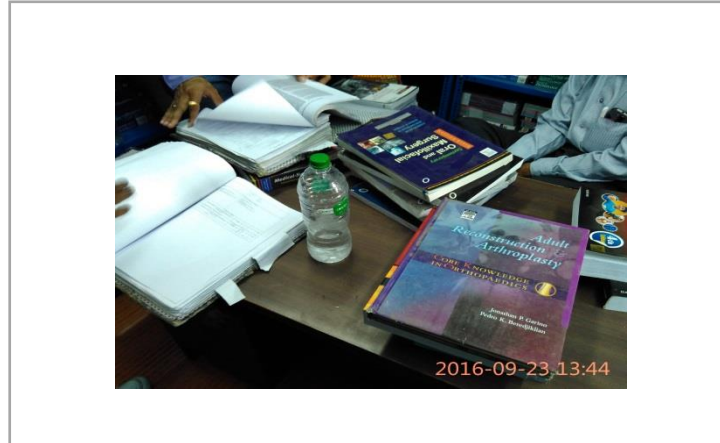
Elsevier
8 June · 🌐

What's the impact of piracy and counterfeiting? <http://bit.ly/2r8WaWM>
#buygenuine

No more discovery.
When it comes to piracy, you need to read between the lines.

Elsevier genuine products | piracy's hidden impact
The impact of piracy & counterfeiting isn't always apparent. Take a moment to read between the lines.
WWW.ELSEVIER.COM

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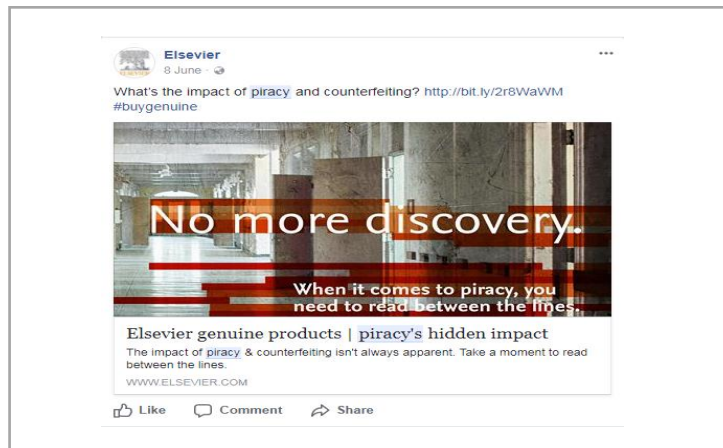


Authenticate your Elsevier purchase

How can you verify that you've purchased a Genuine Elsevier Product, thus supporting the future of science and medicine?

- Step 1** Check that the outside back cover has a Genuine Elsevier Product security seal.
- Step 2** Scan the Data Matrix barcode using a mobile smartphone app (like iSignio). Alternatively type in the code at elsevier.com/genuine
- Step 3** Authenticate your purchase! If your purchase is not authenticated, follow the on-screen instructions.

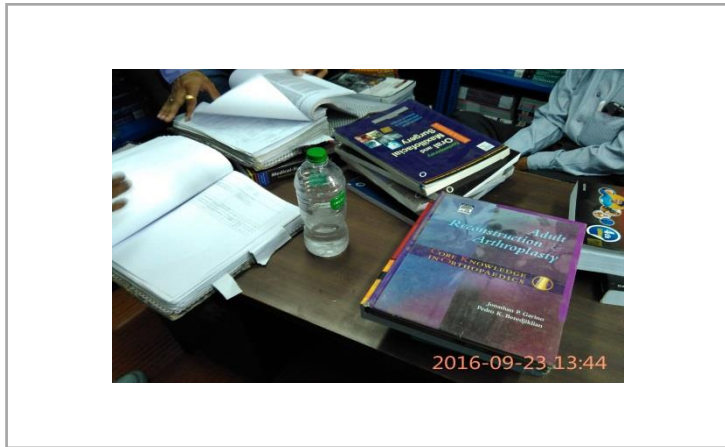
Awareness Campaign – Initial results from global social media campaign



- 30,000 visits at English-language site since launch in June, 1,000 to Brazilian site (Spanish site to launch this month)
- Immediately after launch in Brazil we saw a 10% increase in reporting of pirates
- We polled students again who suggested *“definitely a great job with the illustrations and getting the message across”, “convincing” and “very useful and may have a great impact”*
- One student reached out to confess: *“I'm writing this letter to sincerely apologize for distributing eBooks in the last two weeks... I thought it was fine to use... I'm a good student and I really don't want to screw up my future for this.”*

Legal actions – Initial results from legal actions / raids (example India)

➤ Conducted 18 raids across 8 cities with a success rate of 75%



Thesis – We need an industry approach like the Educational Publishers Enforcement Group in the US for markets outside of the US

Follett Joins Educational Publishers and Distributors in Effort to Fight Counterfeit Textbooks

Follett Adopts Anti-Counterfeit Best Practices of Major Educational Publishers

<http://stopcounterfeitbooks.com/>

WESTCHESTER, ILL., Oct 10, 2017 – Follett Corporation, the leading operator of college stores, announced today that it has agreed to participate, with Barnes & Noble Education, MBS, Chegg and Ingram, in the adoption of the Anti-Counterfeit Best Practices (“Best Practices”) of publishers Cengage, McGraw-Hill Education, Elsevier, and Pearson. The Best Practices were developed by the four Publishers, which form the Educational Publishers Enforcement Group (“EPEG”). The Best Practices have now been endorsed by the largest textbook distributors in the country, and may be viewed as the industry standard in combating counterfeit textbooks.

Using their years of experience, EPEG developed the Best Practices to assist distributors in avoiding and identifying counterfeit textbooks. The Best Practices, available at www.stopcounterfeitbooks.com, outline steps designed to verify suppliers and avoid illegitimate sources, recognize inventory that may be counterfeit, and provides for cooperation with the Publishers to review any suspect inventory. Follett worked cooperatively with the Publishers through EPEG to achieve agreement on the Best Practices.

“Follett has always been committed to combating counterfeiting, and through productive dialogue with the publishers over the last several months, we are pleased to have found common ground with them in the ongoing fight against counterfeit textbooks,” said Clay Wahl, President, Follett Higher Education.

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