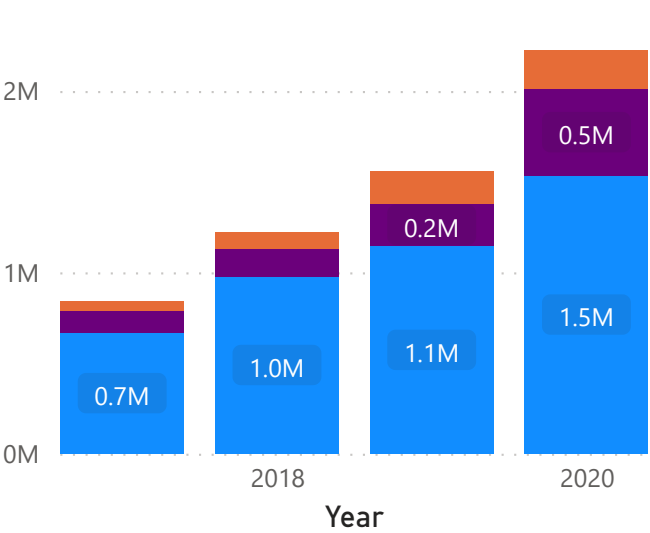


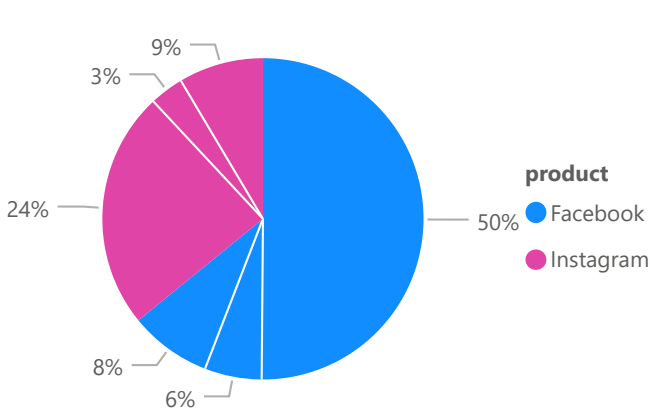
product	copyright_r	trademark_r	counterfeit_r
Instagram	1.40M	499K	200K
Facebook	2.93M	482K	336K
Total	4.33M	981K	535K

Total infringement reported by Year

copyright_r trademark_r counterfeit_r

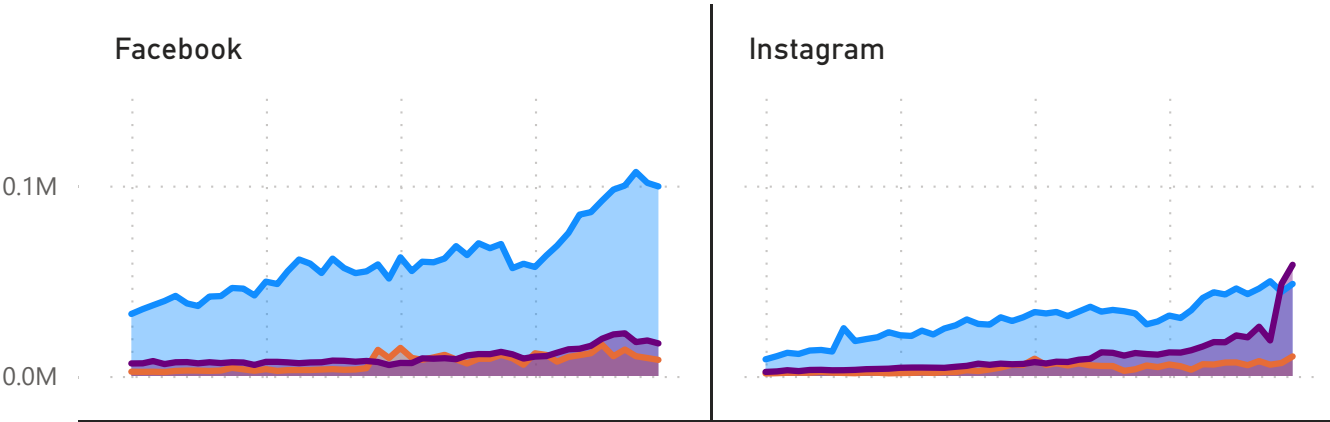


Total infringements reported by product

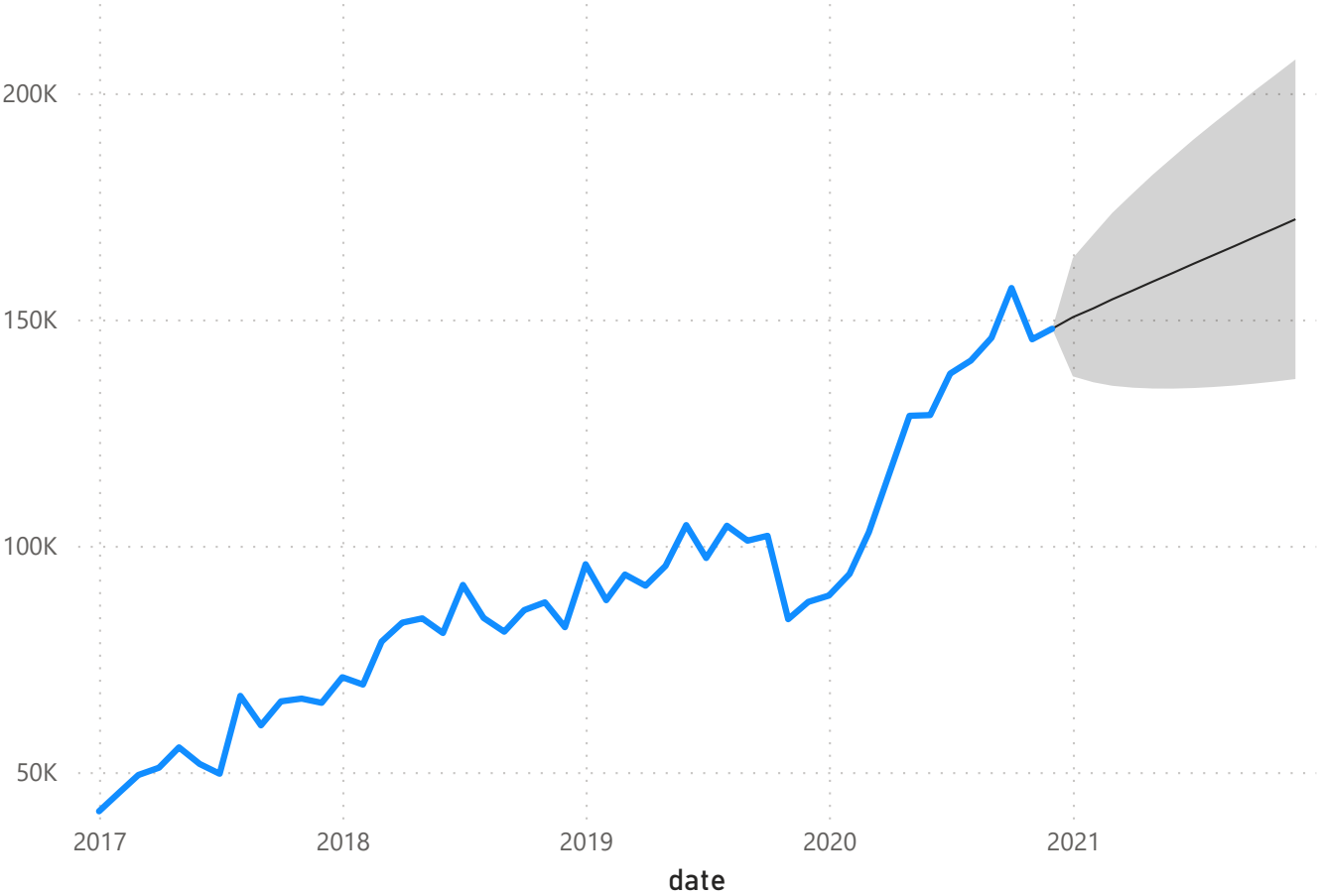


Reports by product

copyright_r counterfeit_r trademark_r



Copyrights reported by month (Facebook and Instagram)



SUMMARY

Facebook is committed to helping people and organizations protect their IP rights and do not allow people to post content that violates someone else's IP rights.

The data contains how many reports of IP violations is received.

The data that I used shows that from 2017 to 2020, the vast majority of content the team of FB received is potential counterfeit or copyright-related violations. Under Terms of Service and Facebook Community Standards, rights holders can submit IP reports identifying content on Facebook and Instagram that they believe violates their rights. If a report is complete and valid, FB will act promptly to remove the reported content.

The data shows that, most of the reported content are:

- Copyrights - 4.33M,
- Trademarks – 1M
- Counterfeit – 535K,

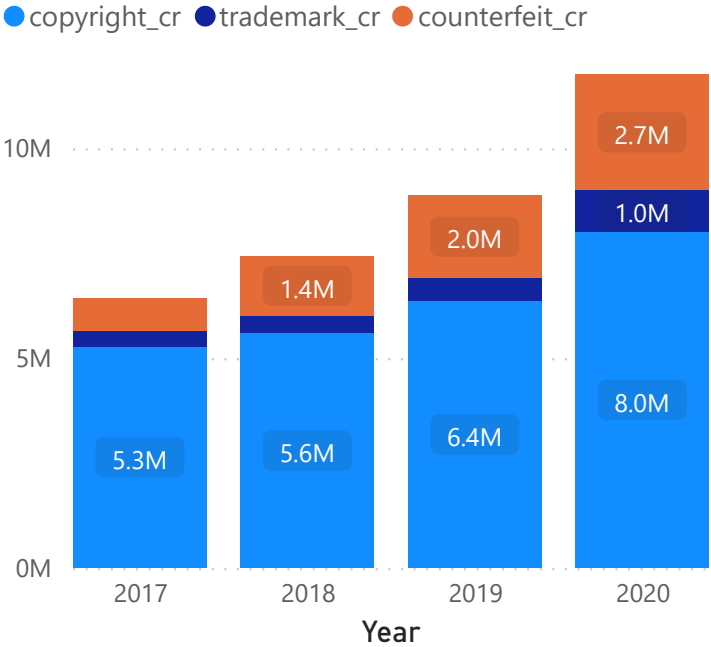
64 % - Facebook

36 % - Instagram

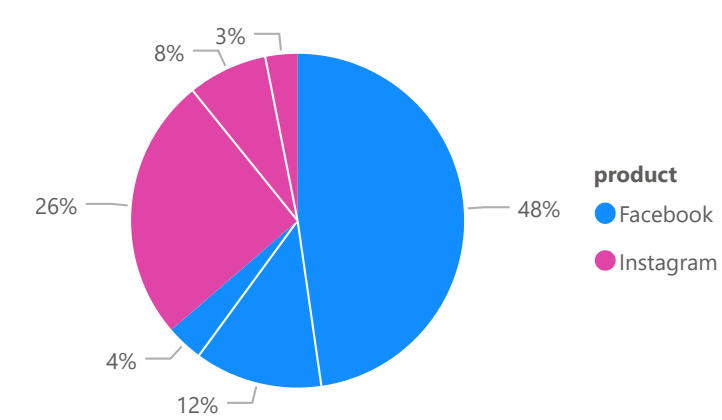
On the graph of Facebook and Instagram copyright reports, we can see that after the pandemic starts the number of reports increased dramatically almost doubled. Based on the predictions for 2021, the number of reports will increase by 16% with the following 95% confidence interval 136K and 207K.

product	copyright_cr	counterfeit_cr	trademark_cr
Instagram	8.80M	2.66M	1.08M
Facebook	16.47M	4.26M	1.24M
Total	25.27M	6.92M	2.32M

Total infringement content removed by Year

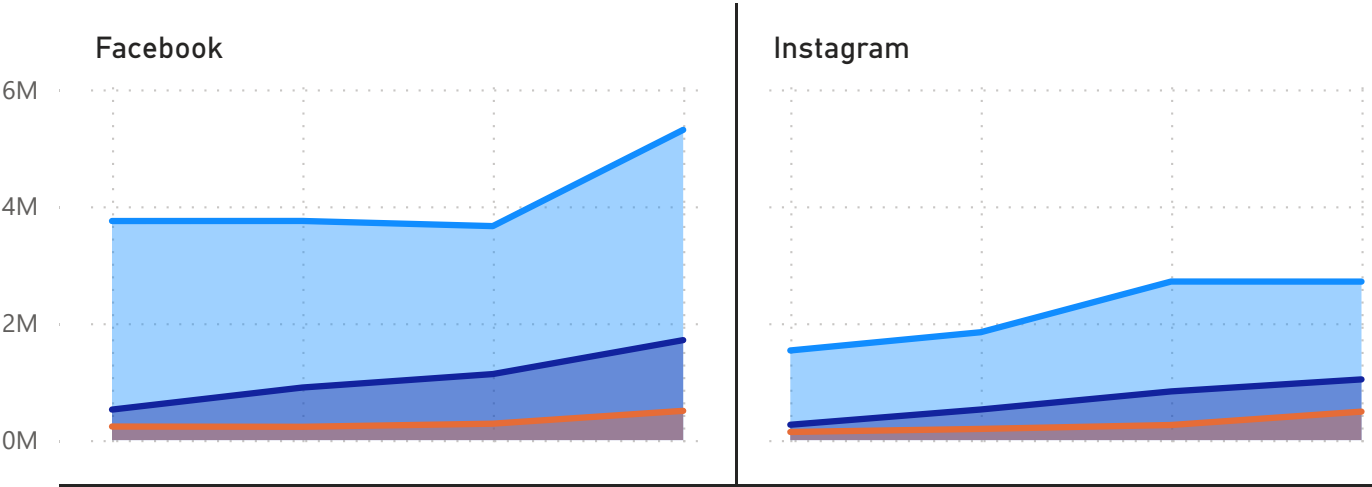


Total infringement content removed by product

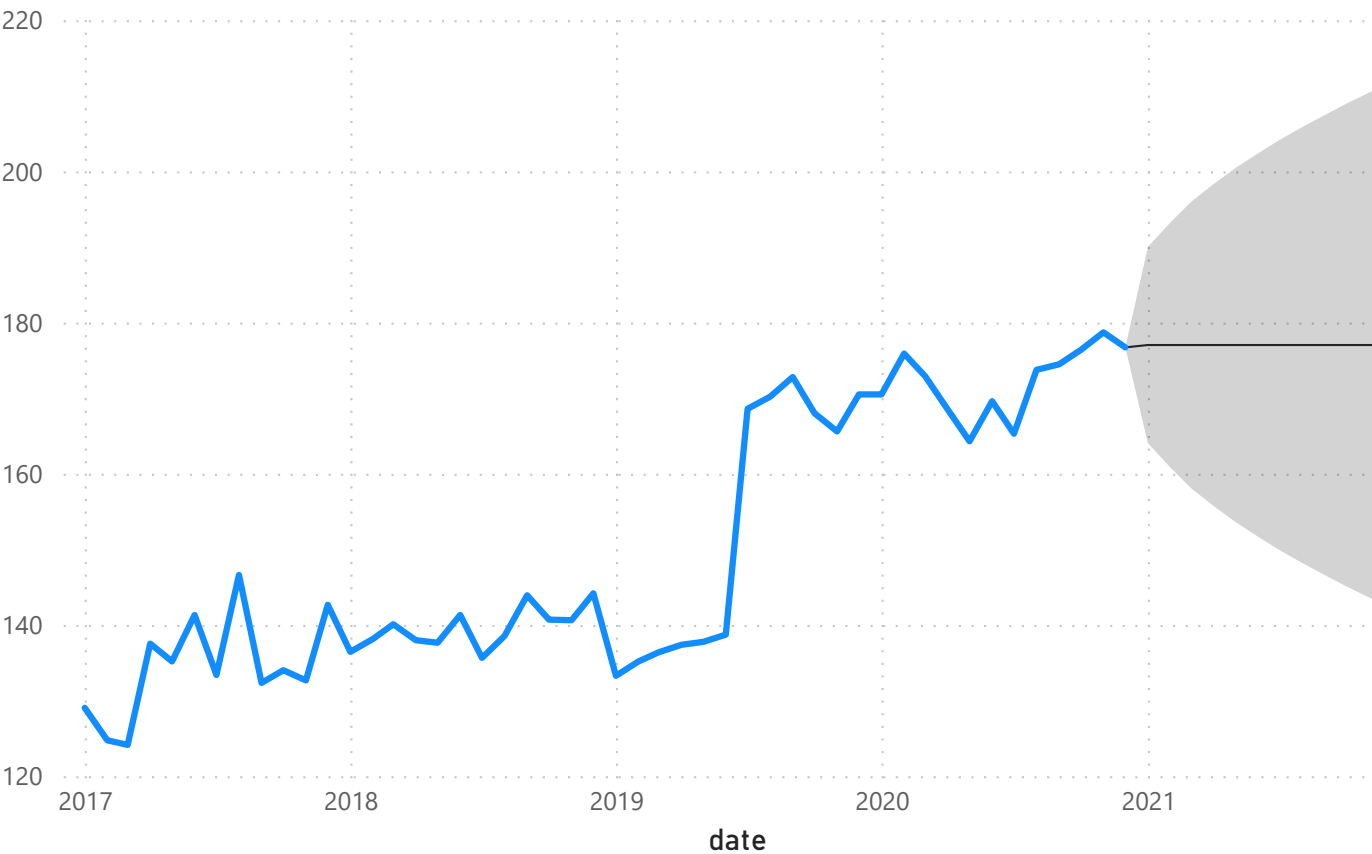


Content Removed by product

copyright_cr counterfeit_cr trademark_cr



Copyrights removed from FB in Insta by month



SUMMARY

On Content Removed report - how much content is taken down on as a result by Facebook team.

The content removed report includes how much content The Facebook team took down proactively for potential counterfeit or copyright-related violations.

As a result, the Operation Team was able to remove from 2017 – 2020 the following numbers of infringements:

- 25.3M – copyrights
- 6.92M – counterfeit
- 2.32M – trademark

The graph ‘Copyrights removed from Facebook and Instagram’ by month (2017-2020) shows an increase in the number of removed copyrights in the summer, 2019 by 25% and since then it stays around 178K per month. This means that pandemic did not affect the number of copyright deletions. The prediction for 2021 shows the same level of numbers of removed copyrights with 95% confidence interval 142K - 211K.