

# agorateka

The European online content portal

INFORMATION PACKAGE



Dear colleague,

This information package will introduce you to the basics of **agorateka – The European online content portal**.

In the following pages you will find the details to understand what the agorateka project is meant for, what to expect after becoming a member, and which technical aspects need your special attention.

We have also added the main contacts of other countries and their national portals.

Please contact the team if you have any other questions.

We look forward to welcoming your country to the agorateka network.

The agorateka team

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# 1. Introduction

## agorateka – The European online content portal

### What is it?

[agorateka – The European online content portal](#) allows citizens to search through national-level portals that link to sites for music, film & television, e-books, video games and sports events. It provides fast and easy access to legal offers online. It informs businesses and policy makers on the legal offer landscape in their country. Also, agorateka provides an overview of the online landscape of websites in different European countries offering creative content. It contains useful information, including statistics, for citizens and businesses.

The European portal links into existing national portals of legal offers. Where no national portal exists, participating European countries are provided with easy means of setting one up, using a free-of-charge toolkit developed by EUIPO.

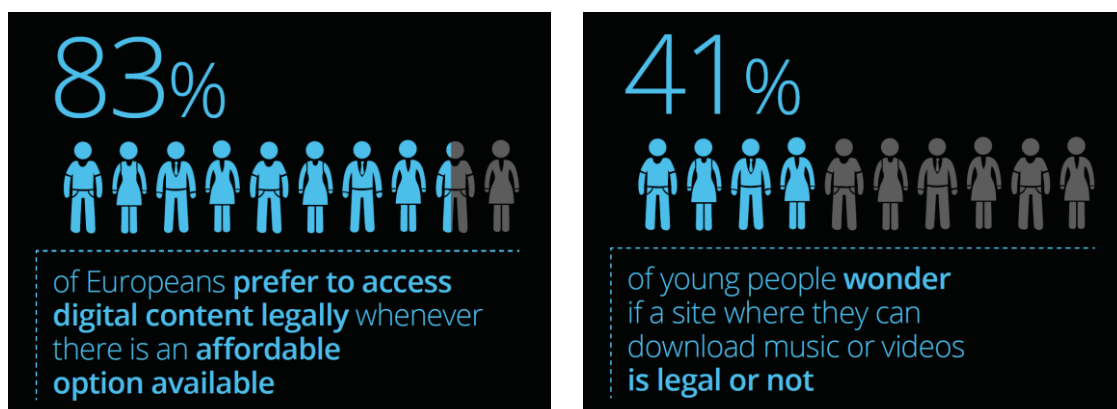
### Whose initiative is this?

agorateka is an initiative of the European Intellectual Property Office (EUIPO) and it was created through the European Observatory on Infringements of Intellectual Property Rights ('Observatory'). The EUIPO, responsible for managing the EU trade mark and the registered Community design, is entrusted with the Observatory since 2012. The Observatory's objectives include, amongst others, the provision of evidence-based contributions for policymakers, tools to fight against IP infringement as well as raising awareness on the value of IP and the negative consequences of counterfeiting and piracy.



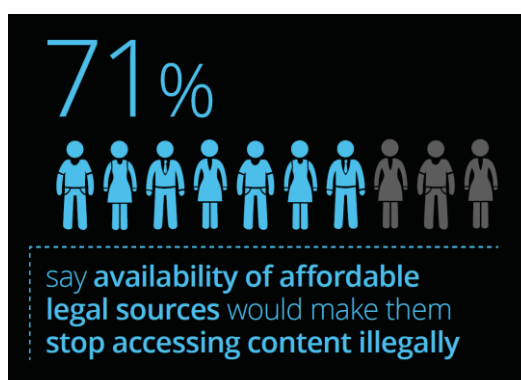
### Why did the Observatory have this initiative?

According to an EUIPO study on *European citizens and intellectual property (2016): perception, awareness and behaviour ('IP Perception Study')*, 83% of Europeans prefer to download or stream digital content legally whenever there is an affordable legal option available. The degree of awareness of legal digital offers varies from country to country and depends on the type of content. The intellectual property and youth [scoreboard](#) of 2016 showed that 41% of young people between 15 and 24 have either accidentally accessed digital content from illegal sources or did not know whether the content they accessed was offered to them legally.



### How will agorateka help? And whom?

To help address this situation, EUIPO created an EU portal that links to national portals collecting legal offer websites for music, Film/TV, books, sport events and videogames. agorateka – The European online content portal ([agorateka.eu](http://agorateka.eu)) went online in September 2016 with the aim to help citizens better identify legal offers for digital content and national policy makers and businesses to better understand the legal offer landscape in their country.



### How does it work?

The European online content portal links to national portals identifying legal offer websites. For countries where no such national portals exist, the initiative provides them with easy means of setting up their own national portal using a free-of-charge toolkit developed by the EUIPO.

A national portal can be a public sector initiative or a private sector one, and can be created from scratch or an already existing one as long as the latter is nominated for this project by a public authority. Also the national portal can cover all or just some of the types of content (music, film/TV, etc.). Of course, countries can also join with more than one national portal for the same type of content, if they wish (for example, if a country identifies several national portals leading to legal offer websites for music, it could nominate several).

### **Who is encouraged to join?**

All EU Member States are encouraged to nominate national portals to join agorateka and, where currently no national initiatives exist, to create new national portals, for example with the help of the EUIPO toolkit.

However agorateka, being an integrating initiative for the interest of the European citizens, is opened to welcome requests to join from other European countries sharing the spirits and the aims the initiative.

## 2. Steps to join

### How to link a national portal to agorateka?

Linking a national portal to agorateka is a quick and simple process of 10-15 minutes, once all the information is at hand. We invite you to follow the steps below in order to gather the needed details beforehand. We will then assist you over the telephone to connect the two platforms and make your company an agorateka member.

#### **Step 1: Choice between an existing portal and the creation of a new one**

Any participating country can choose whether to link existing national portal(s) to the European portal or whether to create a new national portal, for example by using the toolkit provided by EUIPO. The following considerations facilitate this step:

1. Mapping of whether (and, if so, what) national portals for legal offers for any of the content fields exist in the country. Possibility of consulting with private sector representatives, Collective Management Organizations, consumer interest organizations etc. for input in the mapping exercise and possible future cooperation.
2. Considering whether content fields are covered by one overall national portal or several different sectorial national portals (for example, one for music, one for books etc.) (or even a combination of the two approaches).
3. Examining the features of the existing national portal(s) (structure, legal offer websites, statistics) etc. Is the existing national portal sustainable, i.e. is it likely to be continued over the coming years.

**If choosing existing national portal(s)**, informing EUIPO about the selection of the existing national portal(s). EUIPO will create credentials for the public sector representative to add the selected national portal(s) for his country to the European portal. Liaising with selected existing national portal(s) in order to provide statistics to the European portal (number of legal offer websites collected in national portal(s), streaming, downloading etc – shows the landscape of legal offer websites in the respective country).

**If choosing the creation of a new national portal**, decision of whether to use the EUIPO toolkit. Advantages: free-of charge, adaptable (look-and feel, certain features), uses standard technologies based on open source content management solutions, is offered in all official EU languages (website easily created in both national language(s) and English).

#### **Step 2: Approach to a new portal initiative**

1. Deciding how a new portal initiative should be structured (for example, public sector initiative, private sector initiative, public-private partnership etc.).

2. Considering whether to “formalize” the cooperation with national stakeholders, for example private sector representatives, Collective Management Organizations, consumer interest organizations etc. (e.g. Memorandum of Understanding).
3. Defining the scope of content of the new portal: all five types of digital content supported by the European portal, some types, one type?
4. Establishing the roles and responsibilities of members within the chosen structure. Who is responsible for what?
5. Deciding on the languages for the new portal (country language and English?).
6. Identifying the legal offers websites to be added to the new portal (including potentially gathering national stakeholder input).
7. Establishing a validation procedure (for new legal offer websites added) and an incident management procedure.
8. Potentially contacting the owners of the identified legal offer websites to inform them about the initiative and the addition of their website to the new portal.
9. Deciding on a name for the new portal. Securing the necessary domain name(s).
10. Deciding on individual features for the new portal (for example, colour; pictures; different wording; use of optional features, for example news section, etc.). While the toolkit uses the contemporary design of the European portal, if the national portal is created with the help of the toolkit can be easily individualized in many aspects.
11. IT considerations: Ensuring the security of the new portal (for example Web Application Firewall, anti-DDoS service, VLAN segregation, anti-virus etc). Procuring the SSL certificate for the domain name in order to guarantee security between national portal websites and anyone accessing it.
12. Communicating the acceptance of the [European Union Public Licence \(EUPL\)](#), created on the initiative of the European Commission, which regulates the licensing relationship between EUIPO and toolkit using countries.
13. Ensuring communication/coordination between the different teams: content team (addition of legal offer sites, adaptation of the portal, etc.), IT team (website, design, implementation, certificate etc.) and communications team (input on website text, name and logo as well as Go-Live news items and general communications strategy).

### **Step 3: IT steps and timeline for a new portal to Go-Live**

#### **5.1 Prior to the installation (several weeks in advance, depending on the chosen deployment model):**

- ✓ Decide whether to deploy on premises (own hardware and networking facilities) or the cloud (provided by third party ISP cloud service such Microsoft Azure).
- ✓ Ensure that the following skills are covered as part of the participating country’s IT human resources: software (Drupal content & administration, PHP, (Elasticsearch), hardware and middleware provisioning & set-up (servers, OS such Linux, database such MySQL, web & application server such Microsoft IIS, mail server,); and network and security configuration. Hardware, middleware, networking and security skills may not be required for cloud deployment since these are often provided by the ISP cloud company.

- ✓ Buy domain names and SSL certificates right after the decision on the domain name has been taken: bearing in mind that SSL certificates may take some time depending on the domain name ISP provider (some allow fast SSL provision, others require several weeks to provide).
- ✓ Technical Requirements & Installation documentation is provided by EUIPO for participating countries to ensure that all preconditions are met: depending on the chosen solution (own premises / cloud) the technical prerequisites would be different.
- ✓ Agree on a plan & schedule for the installation & rollout with EUIPO and the level of support needed (remote/on site): in some cases, countries may prefer to prepare the content in advance prior to installation of the toolkit. Other countries may require the opposite approach.
- ✓ Share IT contact details with EUIPO: phone numbers, email addresses, etc. Ideally, a single IT point of contact is recommended.

## **5.2 During the installation (1-2 weeks):**

- ✓ Liaise with EUIPO to coordinate IT support activities: EUIPO provides remote/on-site support to the installation and rollout, to help resolve issues.
- ✓ Execute the installation according to the documentation provided with the toolkit (a.k.a. Launch Plan): ensure all IT required skills and the contact person(s) are at hand.
- ✓ Ensure that the network configuration allows for EUIPO European portal (agorateka) to gather your statistics: this needs to be checked as the web services need to be accessed by using HTTPS on the server (or the server in the ISP cloud) and often either the ports are closed or the security too strict to allow connectivity.
- ✓ Contact EUIPO's Observatory to configure your national portal: to gather said statistics.
- ✓ Ensure that the outgoing notifications (email) generated by the system reach destination and that they are not treated as spam.
- ✓ Run a thorough sanity test before changing any configuration and before content adaptations: to ensure the installation has been correctly conducted and that the system runs according to specifications prior to add content and/or make changes.

## **5.3 After the installation (1-2 weeks):**

- ✓ Add content: national aggregators, legal offer sites, contact details, etc.
- ✓ Custom functionalities / languages / look and feel etc.: according to the administration guide of the toolkit countries may want to choose certain functionalities or configure optional features such Google Analytics, change look and feel, add pictures, etc.
- ✓ Test whether your national portal correctly links to EUIPO's agorateka.
- ✓ Test the statistics are correctly propagated to EUIPO's agorateka statistics for the country: liaise with EUIPO's Observatory to ensure the Legal Offer Website figures from the toolkit appear in agorateka.

- ✓ Contact EUIPO's Observatory to link your national portal to agorateka: also to make an overall test before launch.

#### **Step 4: Go-Live**

**Participating with existing national portal(s)**: the respective public sector entity links the site to the European portal (on the 'country page' of the European portal).

**Participating with a new national portal (created with the help of the toolkit)** the Go-Live of the national portal and its link to the European portal ideally coincide. Prior to the roll out of the application, consider a restricted Go-Live (for example, for a period of two weeks) to guarantee that potential issues are solved before actual external Go-Live. Enhanced EUIPO support is available during the Go-Live phase, including, if requested, one day onsite technical consultancy support at the national premises.

#### **Step 5: After Go-Live**

1. Considering the communication plan about of creating a new national portal and of linking (the new or an existing) national portal to the European portal (participation in the agorateka project). Considering the creation of a communication plan (including news items in the portal(s) and elsewhere).
2. Maintaining the respective country page, i.e. updating the national portal(s) linked to the European portal where relevant (for example new legal offer websites). If the inclusion of a news section is chosen for a newly created national portal, it should be considered publishing a news item at least once a month in order to keep the news section "alive".

### 3. Human and technical resources

Each participating European country either selects existing national aggregator(s) or creates a new one. Depending on which avenue is chosen, the work involved will be different.

Linking existing national aggregators to the European portal is straight forward. The only **manpower** involved in this context is **related to identifying existing national aggregator(s)**, choosing which one(s) should be linked to the European portal for the respective country and providing, with the help of the national aggregator(s), the quarterly statistics on the number of Legal Offer Websites covered. A possibility for automating the latter can be explored with the national aggregator(s) and EUIPO.

Creating a new national aggregator, the structure of the initiative (public, private, partnership) needs to be decided on, the **relevant stakeholders need to be contacted** and the Legal Offer Websites identified. This represents the bulk of the **workload** that needs to be covered in terms of resources. The IT solution is taken care of. Using the free EUIPO toolkit, participating countries can build their national aggregator without any man/day effort on designing and developing the application. The toolkit uses standard technologies based on open source content management solutions. In addition and on request, IT experts from EUIPO are available to help with the installation of the toolkit on site.

In terms of maintenance, each participating European country will have limited maintenance work in updating which national aggregators they link to the European portal (for example, adding new, additional national aggregators), where relevant, or updating contact information where necessary. Those countries that chose to run their national aggregator as a public sector initiative will need to devote some resources to the running of the national aggregator, for example, including new Legal Offer Websites as they come into existence.

## 4. Statistics

### for the agorateka portal

The agorateka portal is also a tool to collect and share statistics about the audio-visual sector in Europe. When a national portal is linked to agorateka, it is expected to send statistics regularly. This can be done manually or automatically (with an API).

We request information about all the fields below, which allows us to offer coherent statistics about the number of available Legal Offer Sites, the most common Content Types or Formats, and how the services are paid.

**-Country**

**-National Aggregator (Name and URL)**

**-Legal offer site (Name and URL)**

**-Date Created**

**-Date Updated**

**-Content type**

- TV and films
- Music
- E-Books
- Sport events
- Games

**-Format of the Service**

- Streaming
- Downloading
- Catch-up TV or video on demand
- Catch-up TV event on demand
- Cloud
- Direct to console
- Watch entertainment

**-Payment of the Service**

- Subscription
- Single-purchase
- Free

## 5. Technical Summary

### Installing **EUIPO toolkit** to create a national portal

The following chapter will inform your IT department about the hardware and software required to operate the toolkit that the EUIPO has created. If your country has decided to build a new national aggregator, this toolkit can give you the structure to build around. The EUIPO technicians will be in contact with your team to make this successful.

#### 1. Recommended hardware to deploy the national portal toolkit

- **CPU:** 4 cores
- **Memory:** 6GB
- **Disk:** 50GB

#### 2. Before the installation, following software should be installed

- Operative System: CentOS 7.x 64 bit
- PHP 5.6
- Drupal 9.x
- JRE 8.x
- Apache HTTP Server 2.4
- Elasticsearch 1.7.3
- Maria DB 10.1.x

#### 3. Rollout of national portal toolkit

1. Provision of the **Server**
2. Installation of **Operative System**
3. Installation of required **middleware**
  - PHP
  - Apache
  - Maria DB
  - Java
  - Elastic Search
  - HTTPS Certificates
4. Deployment of national portal **toolkit package**
5. **Creation** and **population** of national toolkit **database**
6. **Apache** configuration
7. **Drupal PHP** settings configuration
8. **Administrative** configuration
9. **Site** configuration
10. **Elastic Search** connector configuration

## 4. Further Details

The installation of the National Aggregator Toolkit has the following pre-requisites:

1. Java 8u60 has been installed on the server node
2. Apache 2.4 has been installed on the server node with the following modules:
  - a. httpd.x86\_64 – 2.4.6-40.0.1.el7
  - b. httpd-tools.x86\_64 – 2.4.6-40.0.1.el7
  - c. httpd-devel.x86\_64 – 2.4.6-40.0.1.el7
3. Maria DB 10.1.9 (at least) has been installed on the server node
4. National Aggregator Toolkit database has been created in MariaDB
5. Drush is installed
6. Elasticsearch 1.7.3 has been installed on the server node
7. PHP 5.6.17 (at least)
8. Certificates for HTTPS traffic created and installed on the server node
9. Server is able to send mails to the external addresses
10. Server should be able to reach external servers

## 6. Incident Management

We have asked the **agorateka** network to share their criteria to distinguish suitable legal offer sites from unsuitable ones. And how they defend their decision to refuse or exclude a website. Their answers are useful and could be categorised into 5 recurrent categories.

1. **Accessibility**
2. **Transparency**
3. **Recommendations**
4. **Content quality**
5. **Security**

You can use the network's experience to create (or update) your own Incident Management Disclaimer.

### 1. Inclusion of a legal offer site

Many countries have elaborated a system that enables them to evaluate websites with a minimal error margin. This is important because it guarantees their credibility as a legal content provider. Mentioning these rules on your website is an additional step to maximum transparency.

#### 1. ACCESSIBILITY

The first criterion for inclusion is **accessibility**. You may want to check if the website is available:

- to ALL internet users in your country
- ALL the time
- WITHOUT conditions

Specific websites for library users, universities may thus not be accepted. Same goes for websites that need registration even to have a look at the page (not the content!).

#### 2. TRANSPARENCY

Some respondents have mentioned criteria related to the transparency of the website:

- Where is the company registered?
- Does it mention its address, stakeholders, contact information, WHOIS details?
- Are general terms & conditions, IP Law and Digital Rights Mentions available for users?

#### 3. RECOMMENDATIONS

Another often cited criterion to judge a website is **recommendation** by users and officials. Two countries told us they systematically check the “Google Transparency Report” and review the number of removal requests. One country systematically asks all the rightholders for their approval. If other official sources in your country reference the website, this can also be a good indicator.

- Recommendation by the users (small number of removal requests)
- Recommendation by the rightholders
- Recommendation by other official organisations
- Recommendation by themselves (claim of own lawfulness, and mention of their values)

#### **4. CONTENT QUALITY**

Quality of available content tells something about a website’s seriousness.

Some of our stakeholders trust a website that contains:

- mainly professionally produced
- licensed content
- the most common formats

Yet, some illegal websites still look very professional, so this criterion should not be used alone.

#### **5. SAFETY**

User safety is key. Three countries have mentioned a secure payment system as an important factor for recognition. Also the absence of viruses, pop-up banners and unsolicited advertising is an indicator.

### **1. Exclusion / refusal of a legal offer site**

A refusal can have important consequences for a website. Therefore, it is vital to have a solid and transparent list of reasons. Here are a few ideas that can help you fine-tuning such list. Some are a negative of the reasons for inclusion, others are new.

#### **1. LACK OF ACCESSIBILITY**

A website can be excluded when its content ceases to be available to the users:

- The service has ceased its activity
- The service has changed its activity and has stopped to provide online cultural services
- Access to website is restricted (mandatory registration to visit site)
- The offer is not available on the WorldWideWeb (eg. Usenet, Darknet)
- The service does not want to be referenced any more

#### **2. LACK OF TRANSPARENCY**

Websites that miss contact details, do not identify themselves or have an anonymized domain registration, can be excluded for lack of transparency.

The same can happen if the contractual relationships are unclear, or terms and conditions do not provide the necessary guarantees.

### 3. COMPLAINTS / LACK OF RECOMMENDATIONS

Obviously, websites with a high volume of takedown requests by rightholders (Google transparency report) make a chance to be removed.

### 4. CONTENT QUALITY

One country excludes websites that provide the following formats for audiovisual content: UGC, nPVR, IPTV, Web-TV, direct distribution, social media.

### 5. SAFETY ISSUES / INFRINGEMENT

Of course, every illegal act by the website forces the aggregator to reconsider its relationship:

- Obviously infringing offer, e.g. newly released films (copyright infringement)
- Questionable advertisement (media service / consumer protection violation)
- The service is the subject of legal proceedings

### DISCLAIMER

There is always a possibility of misjudgement. Therefore, you can use a disclaimer. Such disclaimer reassures that a control has occurred, but at the same time avoids making impossible promises about legality.

- French aggregator Hadopi does not say that it references “legal offers”, but “websites and cultural services **that appear compliant with intellectual property law**”
- The Finnish portal states that websites referenced on the portal are “**cleared by antipiracy**”

In some countries, the legality of a service - in the strict legal sense of the term - can only be confirmed by a court if there was a dispute.

## 7. Public Sector Principal Contacts

	agorateka Members
	Committed to join soon

### EU MEMBER STATES

Country	agorateka Public sector contact	Organization	e-Mail
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<b>Slovakia</b>	Jakub Slovák	Ministry of Culture	<a href="mailto:jakub.slovak@culture.gov.sk">jakub.slovak@culture.gov.sk</a>
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**NON EU MEMBER STATES**

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<b>Norway</b>	Hedvig Bengston	Norwegian Industrial Patent Office	<a href="mailto:hbe@patentstyret.no">hbe@patentstyret.no</a>
<b>Switzerland</b>	Florence Clerc	Swiss Federal Institute of Intellectual Property	<a href="mailto:Florence.Clerc@ipi.ch">Florence.Clerc@ipi.ch</a>

## 8. Direct contact with national portals

### EU MEMBER STATES

Organization	Country	National portals operators contact	e-mail
VAP - Verein für Anti-Piraterie der Film- und Videobranche	Austria	Monique A. Goeschl	<a href="mailto:goeschl@vap.cc">goeschl@vap.cc</a>
BEA Belgian Entertainment Association	Belgium	Bruno Rouget	<a href="mailto:bruno.rouget@belgianentertainment.be">bruno.rouget@belgianentertainment.be</a>
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Share with care	Denmark	Mikala Poulsen	<a href="mailto:mikala@rettighedsalliancen.dk">mikala@rettighedsalliancen.dk</a>
Lailliset Palvelut	Finland	Jaana Pihkala	<a href="mailto:jaana.pihkala@antipiracy.fi">jaana.pihkala@antipiracy.fi</a>
CNC - Centre national du cinéma et de l'image animée	France	Laetitia Facon	<a href="mailto:Laetitia.Facon@cnc.fr">Laetitia.Facon@cnc.fr</a>
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