

An assault on politics – chronicled blow by blow

The EU Directive on Copyright in the Digital Single Market has engendered fierce debate. In some cases, parliamentarians were bombarded with unprecedented barrages of emails. This report recapitulates the chronology of how the protests unfolded and sheds light on the actors behind the supposedly grassroots protests against the directive.

July 11, 2017

The European Parliament's Committees on Culture and Education (CULT) and on Industry, Research and Energy (ITRE) adopt their reports on the new copyright directive.

September 28, 2017

The website Openmedia.org releases an initial statement commenting on the opinion adopted by CULT. The phrases “link tax” and “censorship machine” are both deployed.

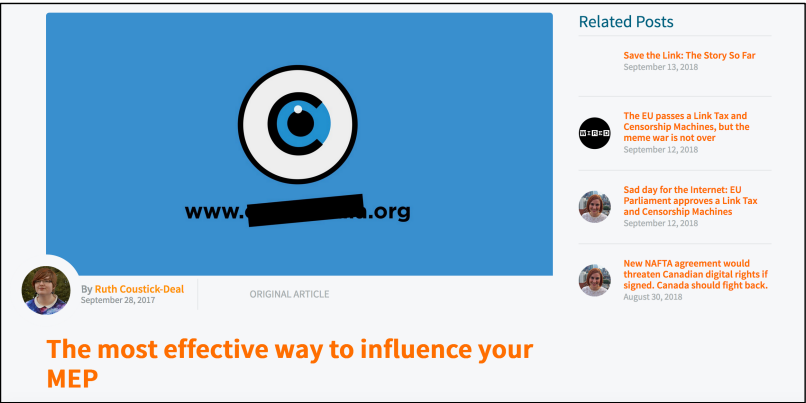


Illustration: Ruth Coustick-Deal from OpenMedia explaining how to exert influence on MEPs on 28 September 2017

MEPs are poised to take their most important votes yet on whether or not to approve the Link Tax and mass content filtering.

Proposals in the EU could censor our Internet by abusing copyright regulations

Backed by powerful publishing lobbyists and unelected European Commissioners, they include sweeping powers for media giants to charge fees for links, and requirements that websites build censorship machines to monitor and block your content.

At every stage of the EU copyright rules we've been empowering tens of thousands of people to have a voice in a process that is otherwise dominated by insider-game politics.

Just last week **Germany** joined six other nations that are now officially doubting that the law can be even be legal, given its harms to the right to privacy and to free expression.

With your help we've been relentlessly fighting to put a stop to this disastrous duo of copyright policy: a tax on links, and mass content filters on what we can make and share online. **This is what all that pressure and hard work comes down to.**

Can you call your MEP right now and tell them to vote against these proposals?

Illustration: OpenMedia promoting the slogans "Link Tax" and "censorship machines."

Article 13: Content filtering means that every single website that allows users to interact with it will have to build robots that scan your images, text, videos and other content for potential copyrighted content before it is posted. If mandatory content filtering is introduced it will lead to many of your favourite sites closing if they cannot afford to install costly programs to scan and block content before it is uploaded.^[6]

Content filtering puts free speech in the hands of bots and algorithms, which will be set to detect for copyright infringing content — and block your content before you even have a chance to post it. Bots like this are never able to understand context or make fair judgments.

Your creative expression will be blocked from the web — all because a censorship robot has decided that you don't get to share it.

I'm ready to call ↑

[RESOURCES](#) | [DONATE](#) | [PRIVACY POLICY](#)



Illustration: In cooperation with Liberties.eu and EDRi, OpenMedia provides a "service" in the form of a tool for making phone calls to MEPs.

OpenMedia is a Canadian company in receipt of funding from tech giants like Google. It provides campaigning tools through its subsidiary New/Media. (See Appendix 1 for further details on OpenMedia and New/Media)

4 October 2017

The Pirate Party MEP Julia Reda mentions “**censorship machines**”.

ZENSUR-MASCHINE: SCHLIMM ODER SCHLIMMER?



Die Pläne Estlands für den zweiten Stein des Anstoßes in der Urheberrechtsrichtlinie sind geradezu alarmierend: Artikel 13, auch bekannt als Zensur-Maschine, würde **Internet-Plattformen zwingen, alle User-Uploads zu überwachen und urheberrechtlich geschützte Inhalte automatisch zu entfernen**. Zwar schlagen die Estländer auch hier zwei alternative Formulierungen vor, sie unterscheiden sich aber nur im Ausmaß der Katastrophe:

Illustration: Screenshot from the website Juliareda.eu from 04 October, 2017

<https://juliareda.eu/2017/10/fatale-filter-fehlentscheidungen/>

May 2018:

The domain Saveyourinternet.eu is registered on 3 May 2018.

The website Saveyourinternet.eu goes on to play a central role in events over the summer of 2018 as the main hub of opposition to the EU directive.

The site does not give the details of the operator as it is obliged to under the e-Commerce Directive. Only through a Whois domain lookup is it possible to ascertain that the domain was registered by cdc@n-square.eu. This most likely suggests the involvement of Caroline de Cock, the Managing Director of N-Square, a Belgian lobbying firm acting on behalf of Google and others.

The campaign against the directive was organised by the Copyright for Creativity (C4C) coalition, and the coalition's secretariat is run by N-Square. "Copyright for Creativity" (C4C) has 42 members including enterprises and various other organisations. It is funded largely by George Soros' Open Society Foundation (OSF) and by the Computer and Communications Industry Association (CCIA), an American organisation; Soros is, of course, one of the owners of Alphabet (and hence also of Google). Several members of this coalition, among them IGEL and EDRi, are in receipt of funding from Google.

(See Appendix 2 for further details on N-Square and C4C)

The screenshot shows a .eu Whois search interface. At the top, there's a search bar with 'saveyourinternet.eu' entered and a 'Search' button. The results are divided into three main sections: WHOIS DATA, REGISTRANT AND CONTACTS, and SIMILAR DOMAIN NAMES.

WHOIS DATA: Domain name: saveyourinternet.eu, Status: In Use, Registered: 3 May 2018, Registrar: GoDaddy.com, LLC. A note says 'Not available for registration'.

REGISTRANT AND CONTACTS: Contact type: Registrant, Organisation: Copyright for Creativity, Language: English, Address: Dilbeek, Viaams Brabant, BE, Email: cdc@n-square.eu. There's a 'Tools' section with a 'Choose your action' dropdown.

SIMILAR DOMAIN NAMES: Below, you will find a short list of registered domain names that are possibly similar to saveyourinternet.eu, ranked by visual resemblance. A dropdown shows '.eu & .eio domain names'. A list shows '1 saveyourinternet.eu' with a 'Get the full list' button and a link 'What does that mean?'.

Illustration: Whois lookup results for the page saveyourinternet.eu

June 2018

On 20 June, the European Parliament's Committee on Legal Affairs (JURI) votes on the proposal for the Copyright Directive drafted by committee rapporteur Axel Voss. His proposal is adopted by the committee with 15 members in favour and ten against.

Several members of the committee report having been bombarded with a barrage of emails. These emails were generated on the saveyourinternet.eu campaign site.

At this time, saveyourinternet.eu is providing users with access to the New/Media tools mentioned above, but also with links to other organisations (Mozilla.org, Liberties.eu) that either also make use of the New/Media tools or provide other services offering the same functions: connecting phone calls at no charge and allowing users to send pre-written emails and tweets.

Much of the campaign's effort has been focused on Poland. An analysis of visitors to the Saveyourinternet.eu website is telling in this regard: 20% of all site visitors, the largest proportion from any country, called up the site from Poland.

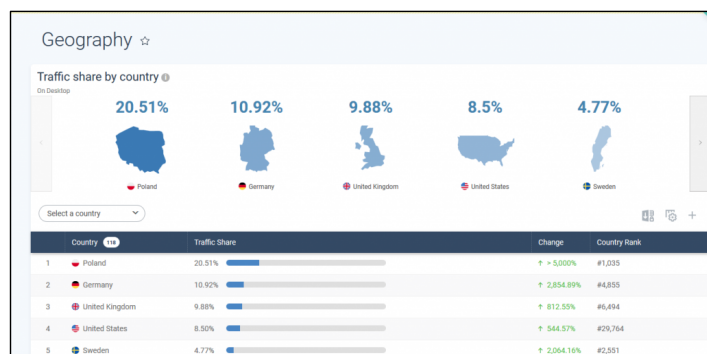


Illustration: Results of a Similarweb site analysis of Saveyourinternet.eu

This was possibly explained by the banner advertising placed by Savoyourinternet.eu: almost 100,000 visitors were drawn to the site by such advertising banners. Close to 90% of this advertising was placed through Propeller Ads, a company encountered with depressing regularity in various studies of advertising on rights-infringing websites.

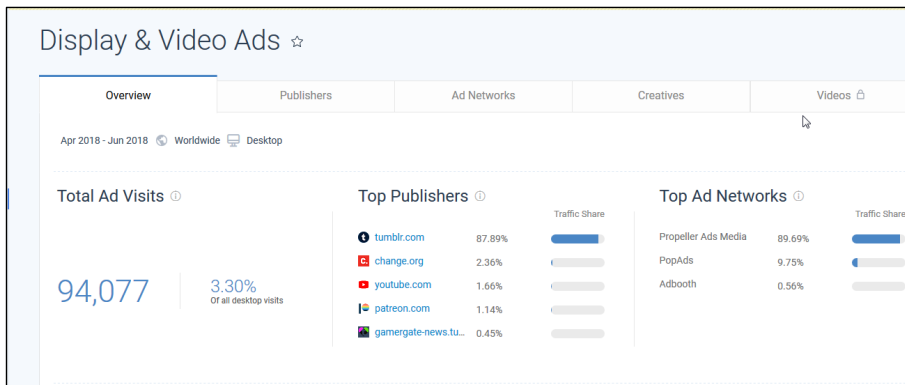


Illustration: Results of a Similarweb analysis of Saveyourinternet.eu's advertising

An initial protest against the resolution held at the Brandenburg Gate in Berlin in June 2018 attracted 150 participants.



Illustrations: Photos of the demonstration on 22 June 2018 in Berlin Source: Golem.de

July 2018

The EU Parliament is due to vote on the text adopted by the legal affairs committee on 5 July. MEPs are being bombarded with masses of emails. Some parliamentarians asked about this bombardment report having received between 40,000 and 70,000 emails in the week preceding the vote. Many of these emails have been created using the New/Mode tool. They all have almost exactly the same content. Most of them are being sent either from the domain Openmedia.org or from Liberties.eu, an alliance of various civil liberties groups from around Europe.

In the run-up to the vote, Saveyourinternet.eu has assigned EU parliamentarians to two categories, “heros” (opposed to the directive) and “zeros” (MEPs in favour of its adoption).



Illustration: “Zeros” listed on Saveyourinternet.eu

Visitors to the Saveyourinternet.eu website are now able to send pre-written emails to 20 MEPs known to be in favour of the directive.

These emails are dispatched without any verification of their senders. No checks are run to establish that the senders are EU citizens or, indeed, that they are humans at all rather than automated scripts filling out forms. Senders are also free to use any email address, regardless of whether it exists and regardless of whether it has already been used to send emails using the tool. Users merely need to click on the “Back” button in their browsers to reload the form and instantly send emails to 20 recipients again.

The Parliament rejects the draft in a close-run vote. It quickly becomes clear that another vote will take place in September.

Please find below a random selection of MEPs. If you want to see others please refresh the page.

<input checked="" type="checkbox"/> Christian Ehler, CDU	<input checked="" type="checkbox"/> Martin Sonneborn, Die PARTEI
<input checked="" type="checkbox"/> Werner Kuhn, CDU	<input checked="" type="checkbox"/> Godelieve Quisthoudt-Rowohl, CDU
<input checked="" type="checkbox"/> Reinhard Büttikofer, B'90/Grüne	<input checked="" type="checkbox"/> Knut Fleckenstein, SPD
<input checked="" type="checkbox"/> Angelika Niebler, CSU	<input checked="" type="checkbox"/> Dietmar Köster, SPD
<input checked="" type="checkbox"/> Martina Werner, SPD	<input checked="" type="checkbox"/> Kerstin Westphal, SPD
<input checked="" type="checkbox"/> Ska Keller, B'90/Grüne	<input checked="" type="checkbox"/> Monika Hohlmeier, CSU
<input checked="" type="checkbox"/> Sabine Lösing, DIE LINKE.	<input checked="" type="checkbox"/> Jens Gieseke, CDU
<input checked="" type="checkbox"/> Arne Gericke, FW	<input checked="" type="checkbox"/> Udo Voigt, NPD
<input checked="" type="checkbox"/> Daniel Caspary, CDU	<input checked="" type="checkbox"/> Klaus Buchner, ODP
<input checked="" type="checkbox"/> Constanze Krehl, SPD	<input checked="" type="checkbox"/> Sven Schulze, CDU

Dieses Mail ist ein Spammail

Dieses ist ein Test, um zu belegen, dass man mit einem Klick zahlreiche EU Abgeordnete zusammen kann. Meine Mailanschrift wurde nicht verifiziert. Ich kann diese Nachricht als Bürger außerhalb der EU versenden. Ich kann sie mehrfach versenden. Ich kann Einfluss auf die EU nehmen, ohne Bürger der EU zu sein. Das ist ein Demokratie-Hack.

SUBMIT

Screenshot from the Saveyourinternet.eu tool By this point, “heros” and “zeros” have already been identified. Users can only email the “zeros” in the run-up to the vote.

August 2018

US blogger David Lowery demonstrates that the one-click phone call tool provided allows a US citizen to reach EU parliamentarians easily. These free phone calls are offered at no charge by Mozilla, and callers are provided with talking points – scripts to guide them through what they should tell MEPs.

Tell your MEP: Stop Copyright Censorship

MEPs on the European Parliament's Committee on Legal Affairs (JURI) are about to cast crucial votes on rules attacking the very foundation of the web.

Powerful publishing lobbyists are piling on the pressure to convince MEPs to adopt an extreme new copyright censorship plan.¹ A proposed law includes unprecedented new powers for media giants to charge fees for linking to their content and requirements for web sites to build censorship robots that monitor and block your content.²

Phone calls are the most effective method of getting attention from decision makers — if they hear from enough people, they will have a strong mandate to vote against Internet censorship in this proposed new law.³

CALL YOUR MEP NOW AND ASK THEM TO VOTE AGAINST ARTICLES 11 AND 13: THE LINK TAX AND CONTENT FILTERING.

PLEASE HAVE YOUR PHONE READY.

When you click the CALL NOW button, the system will call your phone and patch you through to with your country's representative(s) on the Legal Affairs committee. If your country is not represented on this committee, we will connect you with committee chair Pavel Svoboda MEP. When you finish calling one MEP, the tool will automatically patch you through to the next one.

Hugh

Jass

hughjass@gmail.cc

MEP Constituency

United Kingdom

East Midlands Region

Phone Number *

1800555555

Call your representative

Illustration: Lowery can reach an MEP in the United Kingdom from his US phone number

One hashtag has been particularly prominent in the campaign against the EU Directive so far: #saveyourinternet.

Twitter data showing how this hashtag has been used can be aggregated using services like Talkwalker. Talkwalker allows tweets from both sides of the debate to be grouped by country and by city. An evaluation of the hashtag by the Content Creators Coalition (C3), an American association, has shown that #saveyourinternet was mentioned 195,000 times between 1 June 2018 and 1 August 2018. Of this total of 195,000 mentions, 72,000 originated from within the EU and 116,000, a considerably larger number, from within the US. A staggering 88,000 tweets were sent from Washington DC alone, more than from the entire EU.

Kommentiert : Rechtschreibung dt. Text Hastag/Hashtag

Kommentiert : Rechtschreibung dt. Text Coalition/Coalition

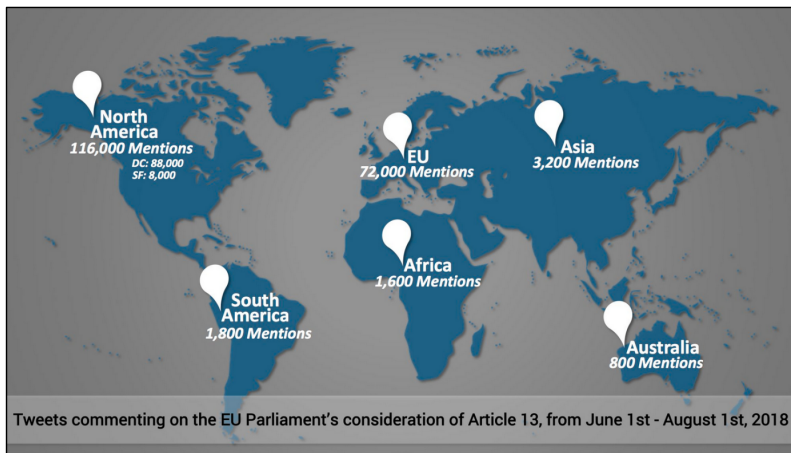


Illustration: The deployment of the hashtag #saveyourinternet between 1 June 2018 and 1 August 2018.
Tweet data aggregated using Talkwalker.

The possibility that these tweets were sent by EU citizens in Washington can be excluded on purely logical grounds. It is more plausible that they were sent via bots operated from Washington. A closer look at an unrepresentative random sample of Twitter accounts tweeting in favour of and in opposition to the Directive nourishes suspicions that these tweets cannot possibly all have been sent by humans. Anti-accounts were, on average, 4 months old and had an average of 37 followers. This contrasted sharply with the pro accounts, which were 6 years and 3 months old and had 487 followers on average.

On 18 August 2018, the article “Die Anatomie eines Politik-Hacks” (“Anatomy of a Political Hacking”) appears in the Frankfurter Allgemeine Zeitung (FAZ). This article is based on two blog posts that have already appeared in German and English on the blog Webschauder.de on 27 July and 3 August.

It expresses serious doubts concerning the true number of supporters the movement against the directive has attracted.

These doubts are justified with reference to the inconsistent picture presented by the tweets, but also to the complete lack of any security measures on the forms for sending pre-written emails. These forms can be called up by the most primitive of programs and allow emails to be sent any number of times.

Shortly after the publication of this article in the FAZ,



Kommentiert : Rechtschreibung dt. fast/fasst

Illustration: Examples of identical tweets in various languages with the #Saveyourinternet hashtag

the Liberties.eu website removes the function allowing mass emails to be sent to EU parliamentarians from its campaign page.

Campaigners against the directive call for a wave of in-person protests across Europe on 25/26 August. The petition against the directive on Change.org has already been signed one million times by this point, and the protesters gather under the motto "1of1Million".

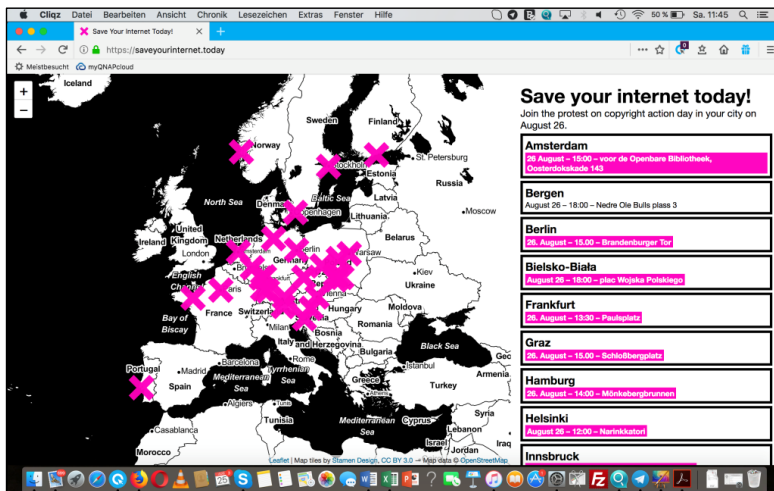


Illustration: Saveyourinternet.today website calling on people to join demonstrations. The operators of the site are anonymous and the page is protected by a Whois protection service in Panama.

The demonstrations in 27 cities around Europe draw an estimated 800 participants in total.

Berlin	120
Hamburg	44
Vienna	38
Cracow	35
Karlsruhe	32
Stuttgart	30
Warsaw	30
Munich	30
Katowice	25
Helsinki	18
Stockholm	18
Prague	16
Amsterdam	15
Paris	15
Łódź	6
Total	472
Average	30



Hamburg



Munich

The smallest demonstration, with only 6 protesters, takes place in Łódź, Poland. The largest protest is the one in Berlin. In spite of the fact that numerous parties, associations and organisations had called on people to turn out, only 120 people show up.



Stockholm



Berlin

Participants in the protests have confirmed these figures. The poor turnouts are all the more astonishing in light of the large number of websites publicising the protests. In Poland, the demonstrations use the slogan ACTA2 as their rallying cry. The free trade agreement ACTA had sparked huge controversy in Poland in 2012. (As mentioned above, the Saveyourinternet campaign targeted Poland intensively.)

On 27 August, the news agency AFP published a short interview with N-Square's Managing Director Caroline De Cock. In response to a question about mass emails, she answered that no other way to reach EU parliamentarians existed; sending post-it notes was hardly an option.

September 2018

The FAZ publishes a further article on the topic on 5 September 2018 with more information on the mass emailing campaign.

On 11 September 2018, the very last day before the vote, EU parliamentarians report that barrages of spam emails are once again filling their inboxes.

A parliamentarian's office confirms to us that the new wave of emails arrived at an interesting time of day: the flood of incoming mails peaked between midnight and 1:00 AM. Most Europeans around the EU are asleep then.

Tweets were also sent at odd hours.

An analysis using the service Keyhole to see when most tweets were sent shows that the high-water mark was reached at 2:00 am Brussels time.

Respond		Quick Steps	Search Deleted Items (Ctrl+E)
SUBJECT	RECEIVED		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:40		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:40		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:39		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:38		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:38		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:38		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:36		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:36		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:35		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:35		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:35		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:34		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:34		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:33		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:33		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:33		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:31		
Das Internet zu filtern ist NICHT die Lösung	Tue 11/09/2018 16:28		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:27		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:26		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:25		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:25		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:25		
Nein zum Artikel 13-Internetfilter	Tue 11/09/2018 16:24		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:23		
Das Internet zu filtern ist NICHT die Lösung	Tue 11/09/2018 16:22		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:19		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:18		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:17		
Nein zum Artikel 13-Internetfilter	Tue 11/09/2018 16:17		
Das Internet zu filtern ist NICHT die Lösung	Tue 11/09/2018 16:16		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:16		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:16		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:15		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:14		
Schützen Sie mein Internet und die freie Meinungsäußerung	Tue 11/09/2018 16:08		
URA... Tägliche News aus Europa	Tue 11/09/2018 16:06		

Illustration: the inbox of EU MEP Andreas Schwab, Source: Twitter

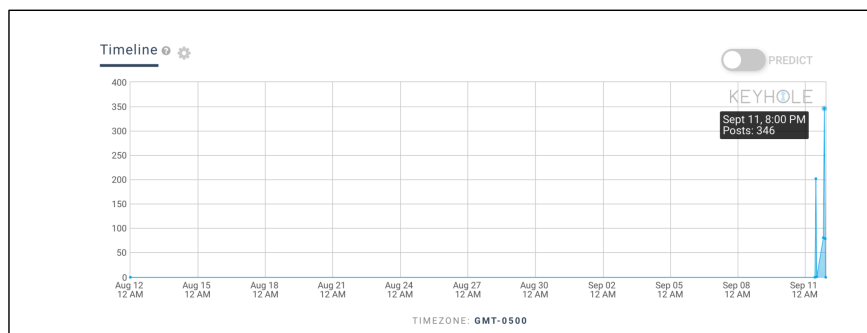


Illustration: A Keyhole analysis of the hashtag #saveyourinternet just before the vote

On 12 September 2018, the plenary vote on whether the current draft of the directive should be sent forward to the trilogue negotiations phase takes place in the EU parliament. 438 votes are cast in favour and 226 against.

In a press conference with Axel Voss and Helga Trüpel after the vote has been taken, Trüpel remarked that many parliamentarians were incensed that their staff had been compelled to delete masses of identical emails over weeks.



Illustration: Press conference after the vote

Immediately after the vote, Canadian company OpenMedia announces its intention to exert increasing pressure on EU member states in order to influence the ongoing process of shaping the directive.

But the good news is that the EU Council gets its say, and we're going to make sure these devastating policies are rejected.
[OpenMedia is pressuring EU member states to stand up to corporate interests and vote down the Link Tax and Censorship Machines for good. Will you donate to help our efforts?](#)

Illustration: Statement issued by OpenMedia after the vote.

October 2018

YouTube releases a video aimed primarily at its community, the “creators” of videos and operators of YouTube channels.

Susan Wojcicki, YouTube’s CEO, states in the video that YouTube will be forced to shut down numerous channels once the directive comes into force. She does not, however, explain why YouTube channels would have to be shut down. The #saveyourinternet hashtag is promoted intensively by YouTube.

Even news services like “Heise online” that are close to the Internet community criticise Wojcicki’s failure to mention license purchases by YouTube as the solution to the conflict.



OpenMedia removes its financial reports from its website. Trying to call them up now yields an error message. Some sponsors are also removed from the list of sponsors displayed on the company’s website.



Illustration: Calling up the page with the 2015 financial statement.

Platinum/20,000+

Canadian Internet Registration Authority (CIRA), Distributel, Google, Private Internet Access, Teksav

Illustration: OpenMedia platinum sponsors in October 2018. Mozilla and the Office of the Privacy Commissioner of Canada are now missing – both were still listed as sponsors in the summer of 2018.

November 2018

Numerous videos by creators predicting that YouTube will disappear in 2019 are released in Germany. 3 of the top 5 trending videos at the beginning of November deal with the topic. The process by which videos are ranked as “trending” is not transparent, but it is clear that trending videos have an enormous reach.

A video on the channel “Wissenswert” (“worth knowing”) was clicked on almost four million times even though the channel has only 300,000 subscribers.

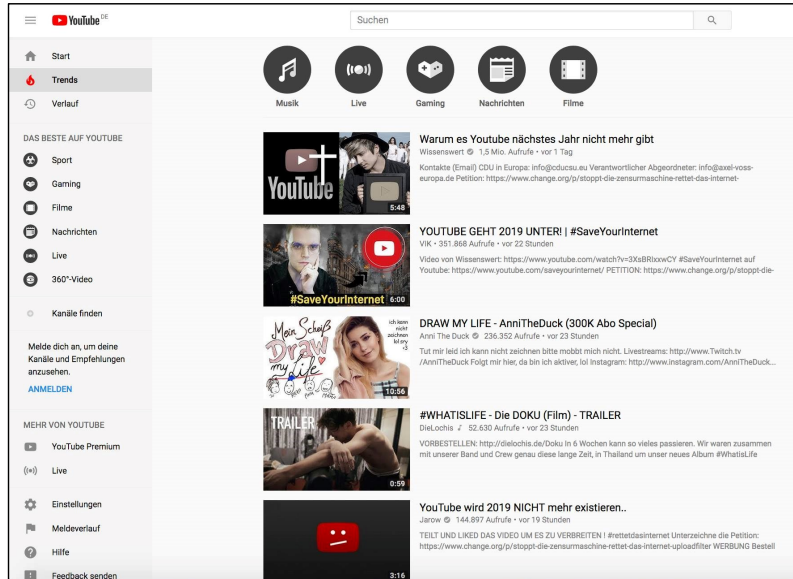


Illustration: The “Top 5” Trending Videos on YouTube in Germany

A leaked document demonstrates that YouTube provided creators with ready-made graphics that could be used as overlays in videos. The graphics are localised and intended for use on Facebook, Instagram, Twitter and YouTube.

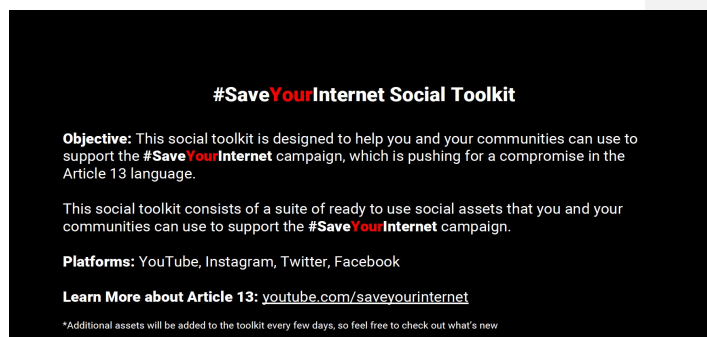


Illustration: The home page of the toolkit provided by YouTube for working with the overlays

Custom Overlays Facebook and Twitter

These assets are ready to add to your cover photos on Facebook or Twitter!

Download everything [here](#).



FB / Twitter
Custom Cover Photo



Illustration: Overlays for Facebook and Twitter from the toolkit

By this point, even children were being drawn into the lobbying process:



Illustration: Tweet by Julia Reda from 29 November 2018

December 2018

The website saveyourinternet.eu still does not give proper contact information as legally mandated, but it does now link to EDRI.

Website managed by European Digital Rights - **EDRI**

For issues related to the campaign, contact us at

Illustration: the new saveyourinternet.eu contact page as seen on 5 December 2018

Conclusion

Actors from North America (both the US and Canada) have demonstrably sought to exert influence on the European legislative process through associations or by engaging lobbying firms directly. The tactic of exerting pressure by generating floods of emails and tweets is not a new one; it was already exploited two years ago during the debate on net neutrality (see Appendix 3).

Identical arguments were made back then, and they were put forward by almost identical actors.

Within the [saveyourinternet](http://saveyourinternet.eu) campaign Parliamentarian's offices were severely hampered in their ability to perform their work, and emails to parliamentarians that people had taken the trouble to draft personally went unread.

This report is created by Volker Rieck and Jörg Weinrich in December 2018.
For any further question pls. contact us. Contact details on page 25.

Download versions can be found here:

Link to English version

<https://bit.ly/2E8Qw1b>

Link to German version

<https://bit.ly/2QkVkrv>

Open Media and New/Mode

Open Media is a Canadian company. It was founded in 2014, and Jacob Glick was one of its founders. Glick had previously worked for Google in Canada and the USA in the areas of public policy and government relations. He is still a member of OpenMedia's board today.

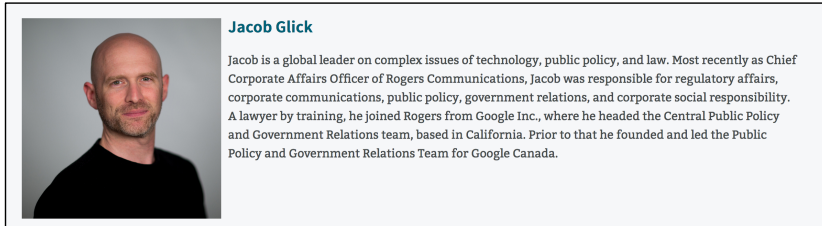


Illustration: Jacob Glick's profile on the OpenMedia website

OpenMedia is partially financed through donations, but the enterprise also has "sponsors". The company's "platinum sponsors" include Google, Mozilla and the Office of the Privacy Commissioner of Canada.

Sponsors in the platinum category have paid more than 20,000 Canadian dollars, but it is not clear whether these were one-off or repeated payments. Nor are the exact figures donated known.

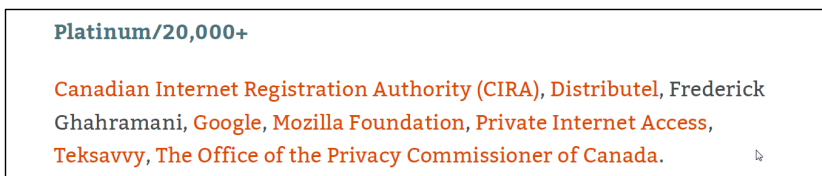


Illustration: Platinum sponsors of Open Media as listed on the company website in August 2018

Open Media published its most recent financial statement in 2016. No financial statements for subsequent years are available.

The company describes itself as a non-profit organisation, but under Canadian law, that does not make it a charity; strict rules apply to registered charities in Canada. While there are various rules governing organisations in the non-profit sector that are not charities, what the word essentially boils down to is that the company does not set out to make a profit.

Open Media has a subsidiary, New/Mode Inc, that provides "engagement tools" to campaign operators. These tools make it possible to influence political decision makers by sending pre-written emails using automated processes, posting pre-written tweets or even dispatching pre-written letters to, for example, local newspapers. They also make it easy to contact decision-makers by telephone.

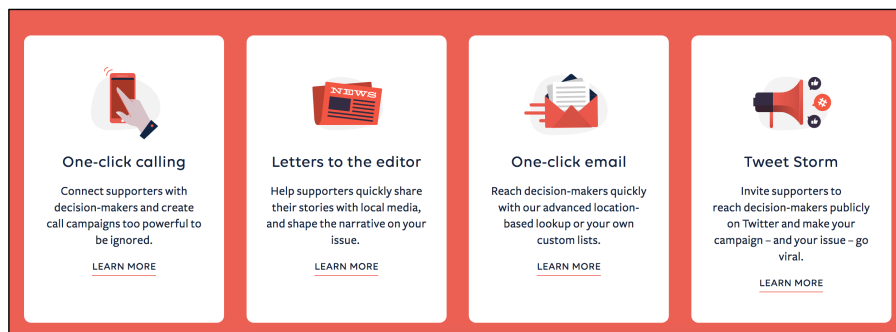


Illustration: New/Mode Inc. has a business model focused on renting out tools like these

One-Click Email	One-click Calling	Letters to the Editor
\$119 /Month	\$379 /Month	\$329 /Month
50,000 emails to targets*	1,000 calls*	50,000 letter submissions*
Automatic CRM sync + data exports	Membership in New/Mode's Experts Network	Membership in New/Mode's Experts Network
Membership in New/Mode's Experts Network	Automatic CRM sync + data exports	Automatic CRM sync + data exports
Customizable action forms	Customizable action forms	Customizable action forms
Strategic training + webinar access	Strategic training + webinar access	Strategic training + webinar access
How-tos + Slack / email support	How-tos + Slack / email support	How-tos + Slack / email support
Book Your Demo Now	Book Your Demo Now	Book Your Demo Now

Illustration: Open Media's price list

After information about the role of OpenMedia in this campaign had been published, steps were taken to obfuscate OpenMedia's funding sources and the relationship between OpenMedia and New/Media.

N-Square, Copyright for Creativity (C4C)

42 companies or other organisations are members of the C4C (Copyright for Creativity) coalition. Several of them, including IGEL and EDRI, are in receipt of financial support from Google. No creators (in the sense of originators of music, books, films or games) are listed as members.

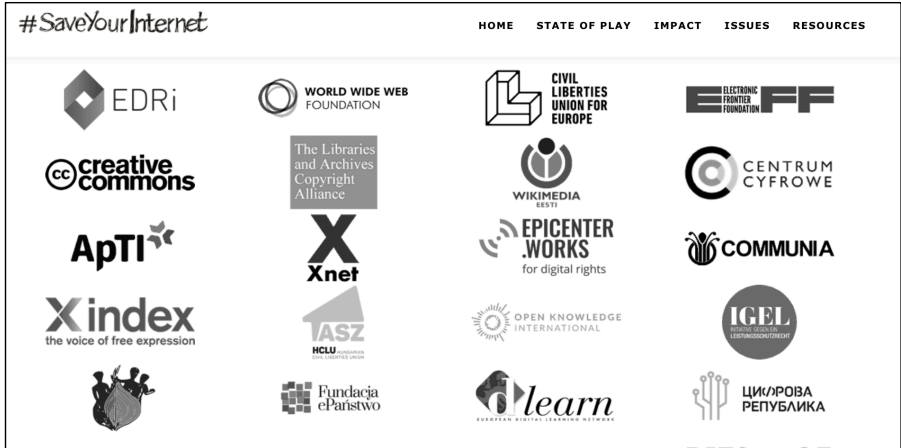


Illustration: Screenshot showing C4C members as displayed on Saveyourinternet.eu

The C4C secretariat is run by the Belgian lobbying firm N-Square. N-Square is a member of KDC Group, a lobbying firm based in Brussels/Belgium that also works on behalf of Google. C4C is, by its own account, funded principally by the Open Society Foundation (OSF) founded and chaired by George Soros (one of the owners of Alphabet, and hence of Google) and by the Computer and Communications Industry Association (CCIA) in the US.

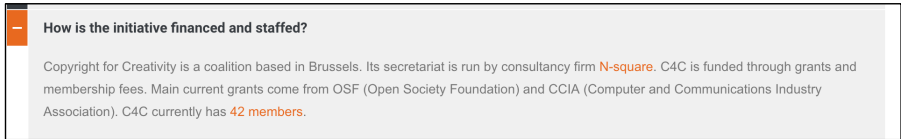
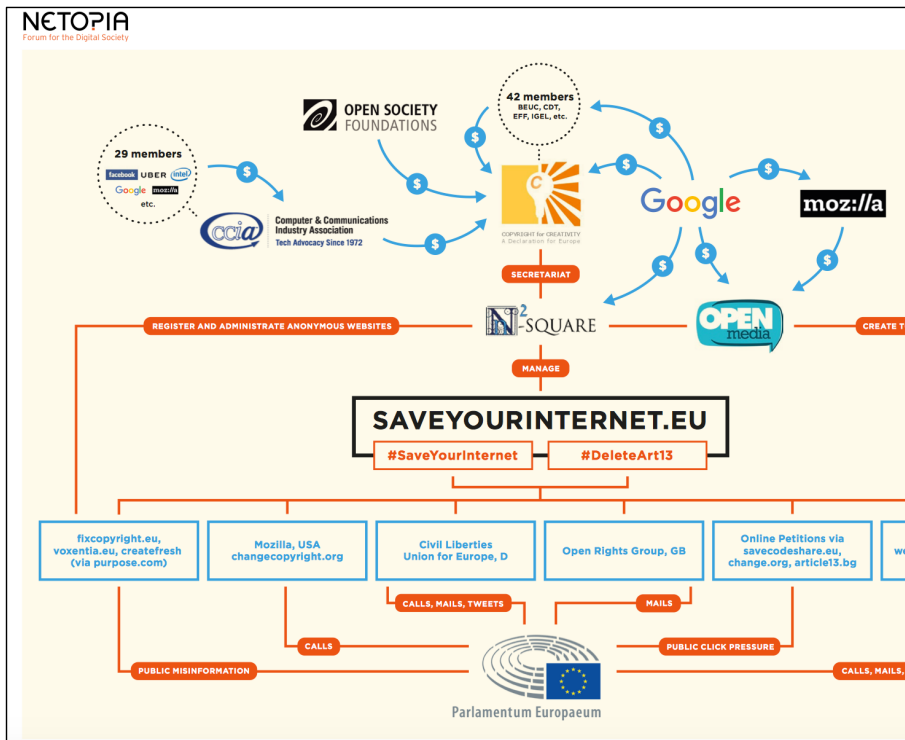


Illustration: The funding of saveyourinternet.eu as shown by the site itself

Saveyourinternet.eu, the most important website opposing the directive, is backed by the websites and actors listed below; all are either listed as cooperation partners on the website or linked to from the website.



In alphabetical order, they are:

- Article13.bg, Bulgaria
- C4C – Belgium (with a secretariat run by N-Square)
- Change.org, USA
- Changelog.org, USA (operated by Mozilla)
- Civil Liberties for Europe (Liberties.eu), Germany (an alliance of European civil liberties groups)
- Create.refresh – USA, operated by Purpose.com Inc. (a firm that lobbies for Google, among other clients)
- FixCopyright.eu– Belgium (registered by KDC Group, N-Square’s parent company)
- Mozilla.org, USA (Mozilla takes in 500 million dollars annually through an arrangement with Google that makes Google the default search engine in Mozilla’s browser Firefox)
- N-Square, Belgium (a lobbying firm active on behalf of Google as well as other clients)
- Open Media, Canada and its Canadian subsidiary New/Mode Inc.
- Open Rights Group, UKSavecodeshare.eu
- Voxscientia.eu – Belgium (registered by KDC Group, N-Square’s parent company)

A comparison of campaigns

The current campaign against the directive bears a distinctive resemblance to the controversy over the introduction of a legal framework governing net neutrality that was the subject of an excellent study by Danish consultant John Strand back in 2016 ("The Moment of Truth – A Portrait of the Fight For Hard Net Neutrality Regulation by Save the Internet and Other Internet Activists"). This study sheds light on the business interests of stakeholders and also investigates US and Indian campaigns.

The Webschauder blog post "**Save Your Income – Lobbying Carried Out By Google, Netflix, Soros & Co.**" identifies commonalities and differences between these campaigns presenting themselves as a the work of grassroots civil liberties groups.

It can be found under: <http://webschauder.de/safeyourincome-lobbying-carried-out-by-google-netflix-soros-co/>

The chronology presented here is based largely on a series of articles published throughout the summer and autumn of 2018 on the blog WebSchauder.de and in some cases also in the Frankfurter Allgemeine Zeitung (FAZ). The six "Webschauder" blog posts are:

- Anatomie eines Politik-Hacks, 27.7.2018; <http://webschauder.de/anatomie-eines-politik-hacks/>

English version:

The anatomy of an assault on politics; <http://webschauder.de/the-anatomy-of-an-assault-on-politics/>

- Anatomie eines Politik-Hacks Teil 2 – Die Organisation des Hacks, 3.8.2018;

<http://webschauder.de/politik-hack-2-organisation/>

English version:

The anatomy of an assault on politics, Part 2; <http://webschauder.de/assault-on-politics-2-organization/>

- Kunstrasen statt Graswurzel: Wenn Clicktivismus auf harte Realität trifft, 28.8.2018;

<http://webschauder.de/kunstrasen-statt-graswurzel-wenn-clicktivismus-auf-harte-realitaet-trifft/>

English version:

Astroturf instead of grass roots: when clicktivism meets hard reality;

<http://webschauder.de/astroturf-instead-of-grass-roots-when-clicktivism-meets-hard-reality/>

- Vorhang auf zur nächsten Runde, 3.9.2018; <http://webschauder.de/vorhang-auf-zur-naechsten-runde/>

English version:

Curtain up for the next round; <http://webschauder.de/curtain-up-for-the-next-round/>

Kommentiert : URL korrigiert (ein Strich hat gefehlt)

- Nach der Manipulation ist vor der Manipulation, 22.10.2018; <http://webschauder.de/nach-der-manipulation-ist-vor-der-manipulation/>

English version:

After the manipulation is before the manipulation; <http://webschauder.de/after-the-manipulation-is-before-the-manipulation>

- Youtubes neue Medienordnung, 15.11.2018; <http://webschauder.de/youtubes-neue-medienordnung/>

English version:

YouTube's new media order; <http://webschauder.de/youtubes-new-media-order/>

Some of the FAZ articles are behind a paywall, but they can be reached via the link:

<https://www.faz.net/suche/?query=Volker+Rieck&resultsPerPage=20>

FDS File Defense Service UG (haftungsbeschränkt), [REDACTED]

IVD – Interessenverband des Video- und Medienfachhandels in Deutschland e.V, the German trade association for video and media distributors, [REDACTED]