

Intellectual Property Theft by Samsung Nigeria:

Galaxy Notes 8 campaign Digital Campaign Ad

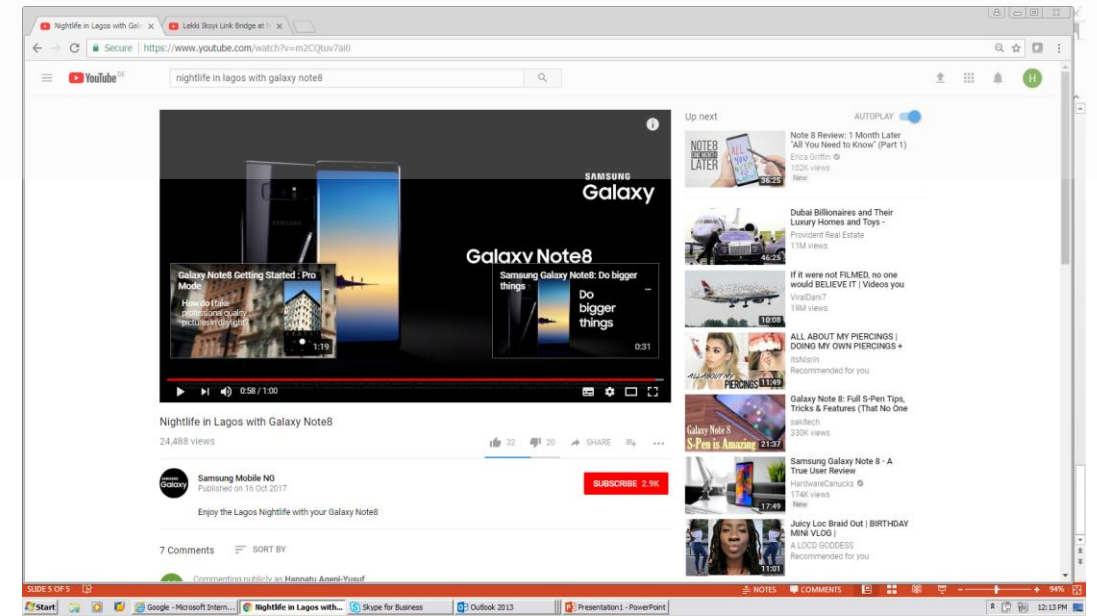
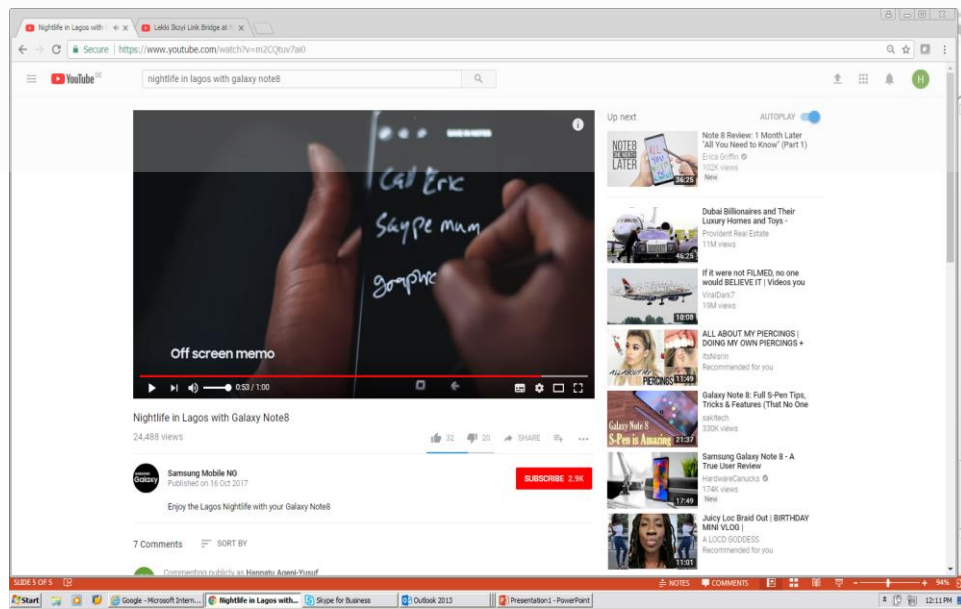
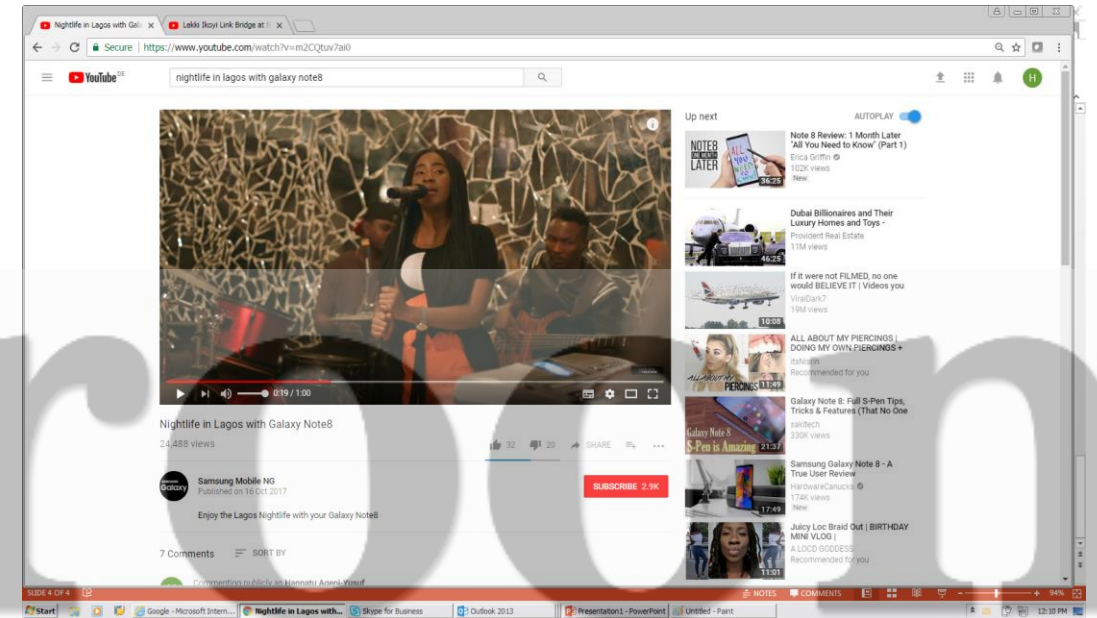
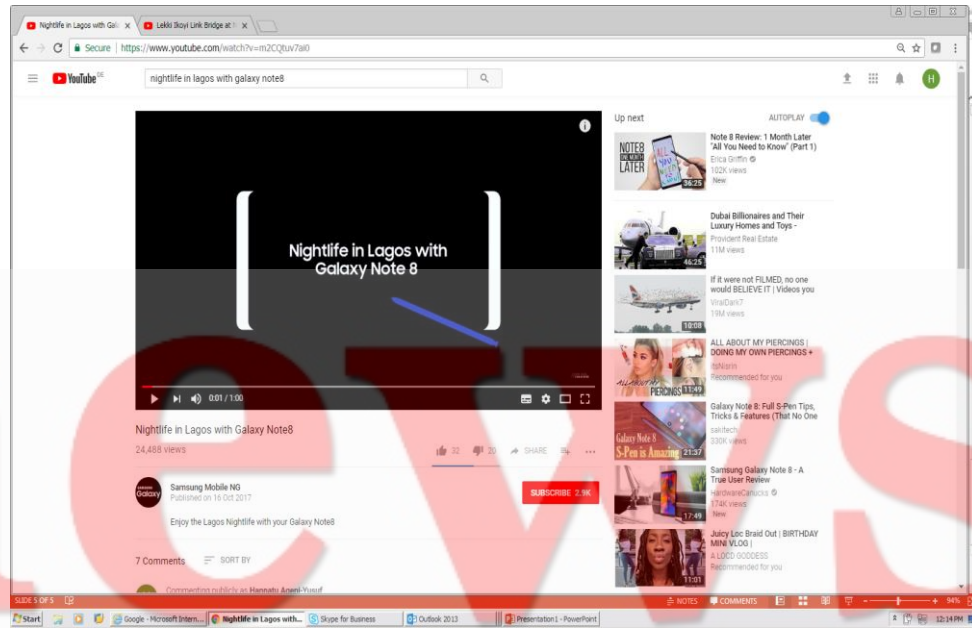
18th October 2017

SUMMARY

- **Samsung Mobile Nigeria released a YouTube digital campaign for Galaxy Note 8, published on the 16th of October 2017**
- **Current campaign view status as at 12.06pm on 18th October 2017 (Highlighted in subsequent screen shots):**
 - 24,488 views
 - 32 likes, 20 dislikes
 - 7 comments
 - 2.9k Subscribers
- **Opening shots of video directly copied from YouTube Channels of Intellectual Property owner- Eagle Eye Production /Akoji Ageni-Yusuf. Details below, also highlighted in subsequent slides:**
 - **1st shot:**
 - **Samsung Nigeria: 0.02 secs: 16th October 2017**
 - **Akoji Ageni-Yusuf: 0.29 secs: 11th April 2015**
 - **Eagle Eye: 0.19 secs: 16th April 2016**
 - **2nd shot:**
 - **Samsung Nigeria: 0.03 secs: 16th October 2017**
 - **Akoji Ageni-Yusuf: 1.03 secs: 11th April 2015**
 - **Eagle Eye: 0.59 secs: 16th April 2016**
- **This Ad was launched illegally based on its unauthorized use of video clips from Eagle Eye/ Akoji Ageni-Yusuf**

* Akoji Ageni-Yusuf is the founder/CEO of Eagle Eye Productions, a Company duly registered and Incorporated in 2015 under the Corporate Laws of Nigeria

Screen Shots Summarizing the Ad in Question



Screen Shots of search results for Lekki Ikoyi Link Bridge at Night

Search results for **lekki ikoyi link bridge at night**

Showing results for **lekki ikoyi link bridge at night**
Search instead for **lekki ijoyi link bridge at night**

Images for lekki ikoyi link bridge at night

More images for lekki ikoyi link bridge at night

Report images

Lekki Ikoyi Link Bridge at Night - YouTube
<https://www.youtube.com/watch?v=A1OCt7CDmeU>
Apr 11, 2015 - Uploaded by Akoji Ageni-Yusuf
Lekki Ikoyi Link Bridge at Night ... New Lekki Ikoyi Bridge: 1st suspended Bridge IN NIGERIA ...

Lekki Ikoyi Link Bridge at Night - YouTube
<https://www.youtube.com/watch?v=St3I4OWI3ik>
Apr 16, 2016 - Uploaded by Eagle Eye
Aerial flyby of the Lekki-Ikoyi link bridge & tollgate. ... Lekki Ikoyi Link Bridge at Night. Eagle Eye ...

Aerial view of Lekki Ikoyi link bridge at night - YouTube
<https://www.youtube.com/watch?v=suD59rior-8>
Oct 19, 2015 - Uploaded by SEYI BODY LAWSON
The beauty of Lagos may not be seen as we commute every day...but with an extra height and the right timing ...

Lekki-Ikoyi Link Bridge, Lagos. - Photos - Hotels.ng Places
<https://hotels.ng> > Home > Nigeria > Lagos

SLIDE 5 OF 5

NOTES COMMENTS

94%

Start Google - Microsoft Intern... lekki ikoyi link bridge ... Skype for Business Outlook 2013 Presentation1 - PowerPoint 12:16 PM

Nightlife in Lagos with Galaxy Note8

24,488 views

32 likes 20 dislikes

SHARE

Samsung Mobile NG
Published on 16 Oct 2017

Enjoy the Lagos Nightlife with your Galaxy Note8

7 Comments SORT BY

Commenting publicly as Hannatu Ajeni-Yusuf

Up next

AUTOPLAY

Note 8 Review: 1 Month Later "All You Need to Know" (Part 1)
Erica Griffin
102K views
New

Dubai Billionaires and Their Luxury Homes and Toys -
Provident Real Estate
11M views

If it were not FILMED, no one would BELIEVE IT | Videos you
ViralDark7
19M views

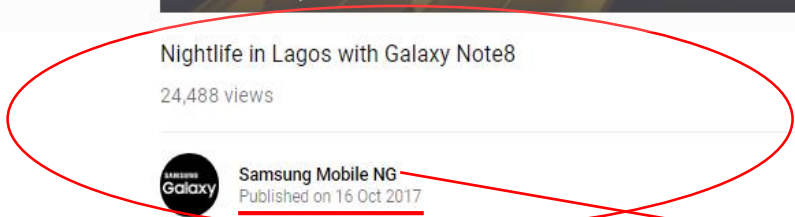
ALL ABOUT MY PIERCINGS | DOING MY OWN PIERCINGS +
itsNisrin
Recommended for you

Galaxy Note 8: Full S-Pen Tips, Tricks & Features (That No One
sakitech
330K views

Samsung Galaxy Note 8 - A True User Review
HardwareCanucks
174K views
New

Juicy Loc Braid Out | BIRTHDAY MINI VLOG | A LOCD GODDESS
Recommended for you

newsroom




Video By Samsung NG

Browser tabs: Nightlife in Lagos with Gale, Lekki Ikoyi Link Bridge at N, Lekki Ikoyi Link Bridge at N

Address bar: <https://www.youtube.com/watch?v=A1OCT7CDmeU>

Search bar: lagos night life lekki bridge



Up next (AUTOPLAY):

- Driving Series - Lekki Phase-1 to Parkview via New Suspended (Femi Animashaun, 4.1K views, 8:21)
- Eko Atlantic General Progress - November 2014 (Eko Atlantic, 162K views, 7:44)
- Top 10 Most Beautiful Cities in Nigeria (Elabor BizTV, 95K views, 6:42)
- Ikoyi bridge (Daniel John, 997 views, 2:24)
- Urbanscape Lagos | Ikoyi 1 (NextHome Builders, 4K views, 5:08)
- The Bridge Gym of Lagos (adebayo onanuga, 2.8K views, 6:03)
- Lekki Ikoyi Link Bridge - 20 Dec 15 (Aeroberry Tv, 9.5K views, 3:45)

Video Title: **Lekki Ikoyi Link Bridge at Night** (6,554 views)

Author: **Akoji Ageni-Yusuf** (Published on 11 Apr 2015) [SUBSCRIBE 20]

Video Description: Lekki Ikoyi Link Bridge at Night


8 Comments | SORT BY

Video By Akoji Ageni-Yusuf

Browser tabs: Nightlife in Lagos with Gale, Lekki Ikoyi Link Bridge at N, Lekki Ikoyi Link Bridge at N

Address bar: <https://www.youtube.com/watch?v=St3I4OWI3ik>

YouTube logo and search bar



Lekki Ikoyi Link Bridge at Night
867 views

Eagle Eye
Published on 16 Apr 2016

Aerial flyby of the Lekki-Ikoyi link bridge & tollgate

1 Comment SORT BY

Commenting publicly as Hannatu Ageni-Yusuf

Like 8, Comment 0, Share, More options

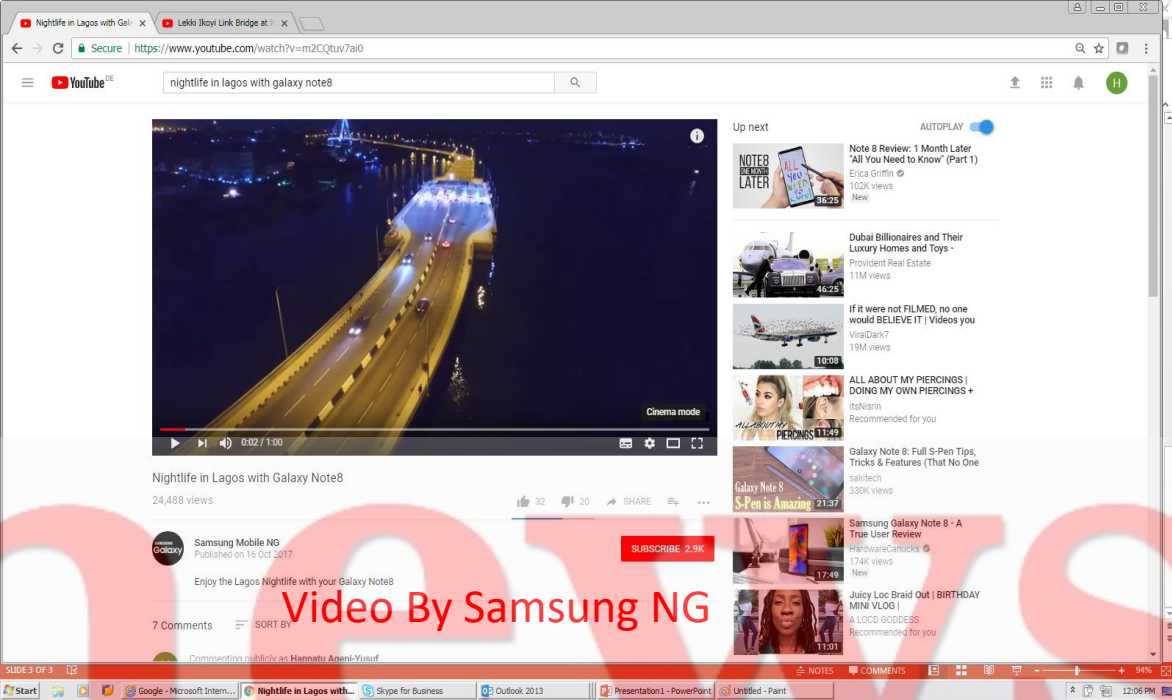
SUBSCRIBE 1

Up next:

- The Bridge Gym of Lagos - adebayo onanuga (2.8K views, 6:03)
- Driving Series - Lekki Phase-1 to Parkview via New Suspended - Femi Animashaun (4.1K views, 8:21)
- Lekki Ikoyi Link Bridge at Night - Akoji Ageni-Yusuf (6.4K views, 2:22)
- Katy Perry - Chained To The Rhythm (Official) ft. Skip Marley (4:01)
- Welcome to Lagos: Lagos3rd Mainland Bridge Lagos Nigeria - Yemi Edun (23K views, 3:00)
- Ikoyi bridge - Daniel John (997 views, 2:24)
- 1 Year with Locs || VEDA 2017 || Day 20 - Hallease (4:31)
- New Lekki Ikoyi Bridge: 1st suspended Bridge IN NIGERIA

newsroom

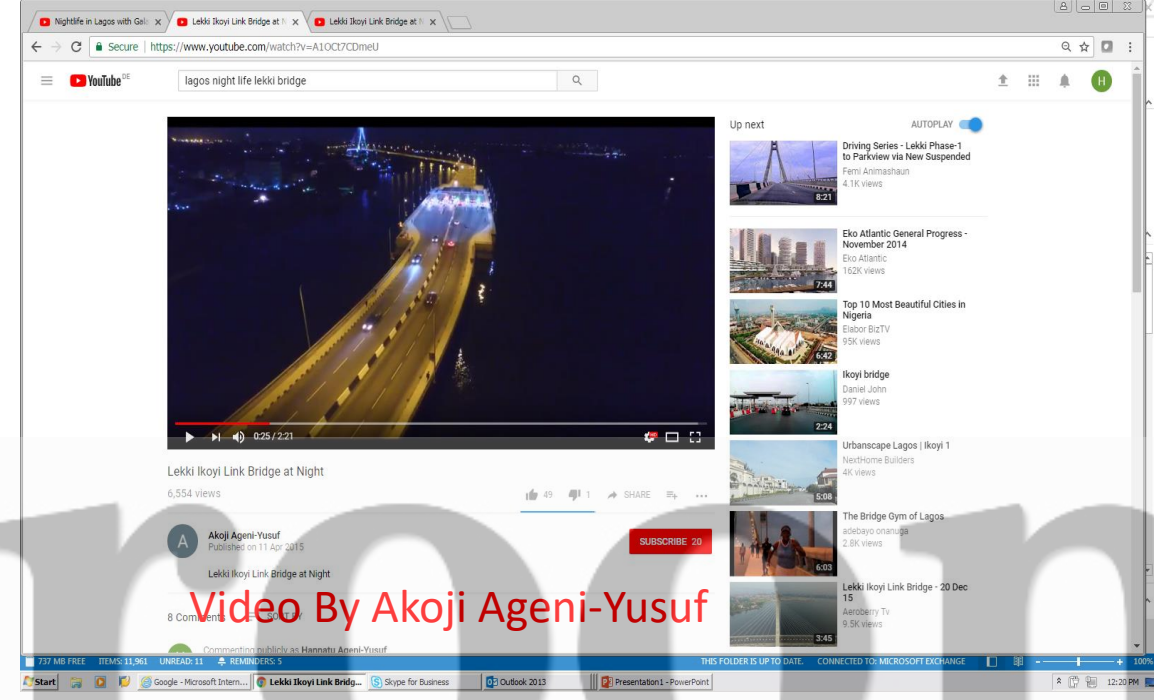
Video By Eagle Eye Production



Video By Samsung NG



Video By Eagle Eye Production



Video By Akoji Ageni-Yusuf

Clearly no difference between the 3 videos

Browser tabs: Nightlife in Lagos with Gale, Lekki Ikoyi Link Bridge at N, Lekki Ikoyi Link Bridge at N

Address bar: <https://www.youtube.com/watch?v=m2CQtuv7ai0>

Search bar: nightlife in lagos with galaxy note8

Video player: Nightlife in Lagos with Galaxy Note8 (0:03 / 1:00)

Video title: **Nightlife in Lagos with Galaxy Note8**

Views: 24,488 views

Engagement: 32 likes, 20 comments

Channel: Samsung Mobile NG (Published on 16 Oct 2017)

Channel description: Enjoy the Lagos Nightlife with your Galaxy Note8

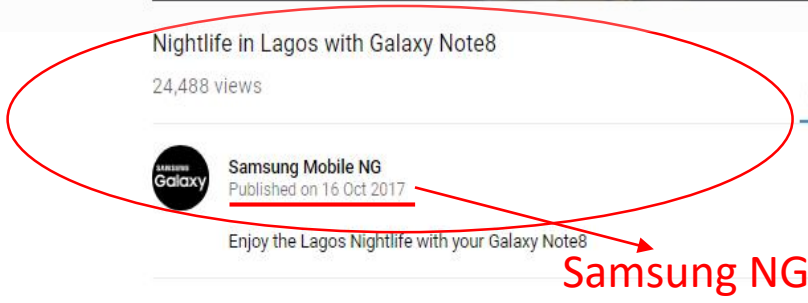
Channel button: SUBSCRIBE 2.9K

Comments: 7 Comments

Up next:

- Note 8 Review: 1 Month Later "All You Need to Know" (Part 1) - Erica Griffin (102K views)
- Dubai Billionaires and Their Luxury Homes and Toys - Provident Real Estate (11M views)
- If it were not FILMED, no one would BELIEVE IT | Videos you - ViralDark7 (19M views)
- ALL ABOUT MY PIERCINGS | DOING MY OWN PIERCINGS + - itsNisrin (Recommended for you)
- Galaxy Note 8: Full S-Pen Tips, Tricks & Features (That No One - sakitech (330K views)
- Samsung Galaxy Note 8 - A True User Review - Hardware Canucks (174K views)
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newswire



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Search bar: lagos night life lekki bridge



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Lekki Ikoyi Link Bridge at Night

6,554 views

49 likes, 1 comment, SHARE, ...



Akoji Ageni-Yusuf

Published on 11 Apr 2015

SUBSCRIBE 20

Lekki Ikoyi Link Bridge at Night

Video By Akoji Ageni-Yusuf


8 Comments SORT BY

Commenting publicly as Hannatu Ageni-Yusuf

Browser tabs: Nightlife in Lagos with Gale... | Lekki Ikoyi Link Bridge at N... | Lekki Ikoyi Link Bridge at N...

Address bar: <https://www.youtube.com/watch?v=St3I4OWI3ik>

YouTube DE Search



Video title: Lekki Ikoyi Link Bridge at Night

Views: 867 views

Channel: Eagle Eye
Published on 16 Apr 2016

Video description: Aerial flyby of the Lekki-Ikoyi link bridge & tollgate

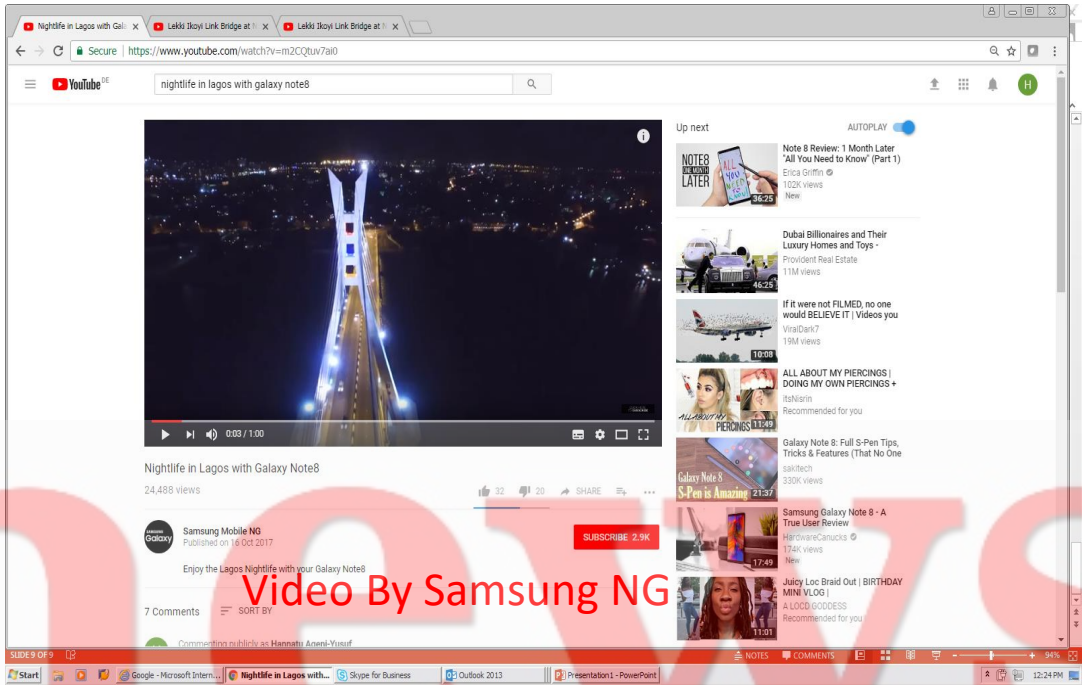
1 Comment | SORT BY

Commenting publicly as Hannatu Ageni-Yusuf

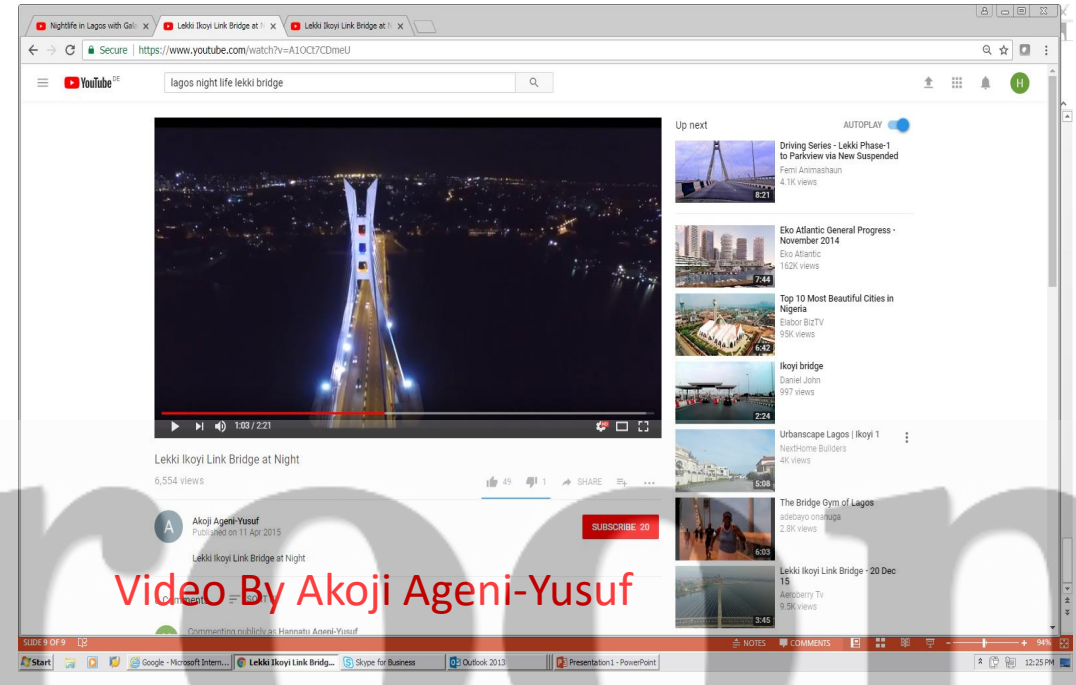
Video By Eagle Eye Production

Up next:

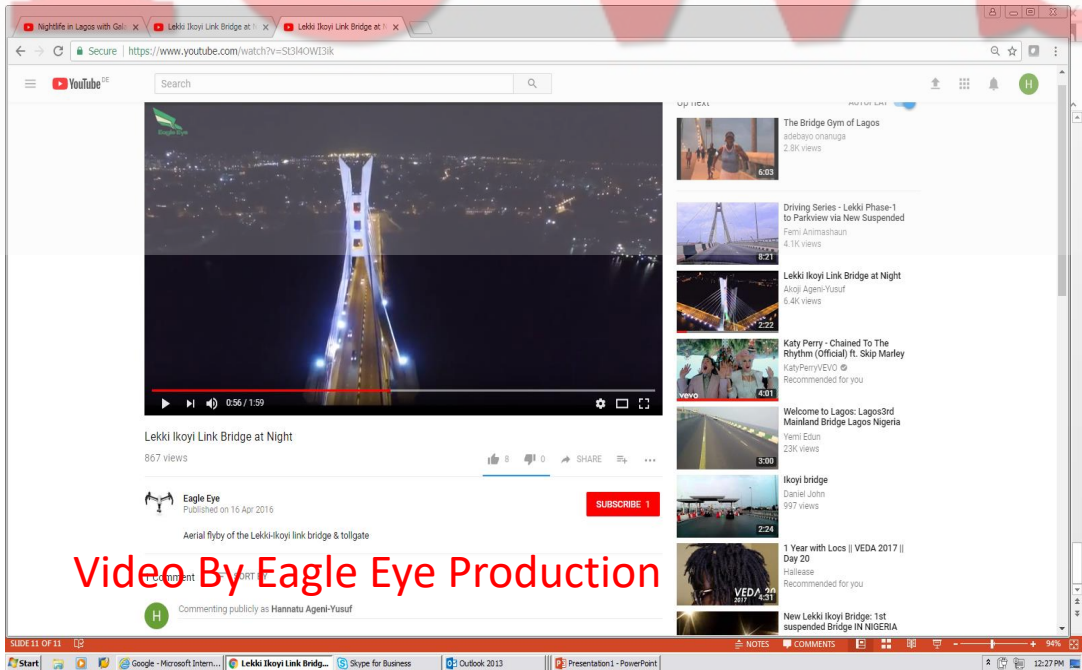
- The Bridge Gym of Lagos - adebayo onanuga (2.8K views, 6:03)
- Driving Series - Lekki Phase-1 to Parkview via New Suspended - Femi Animashaun (4.1K views, 8:21)
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Video By Samsung NG



Video By Akoji Ageni-Yusuf



Video By Eagle Eye Production

Clearly no difference between the 3 videos

APPENDIX

- <https://www.youtube.com/watch?v=m2CQtuv7ai0>: Samsung Mobile NG
- <https://www.youtube.com/watch?v=A10Ct7CDmeU>: Akoji Ageni-Yusuf
- <https://www.youtube.com/watch?v=St3l4OWl3ik>: Eagle Eye Productions

ADDENDUM

- Willful intent to infringe by Samsung:
 - After gaining social media traction and advert popularity, Samsung took down the advert within 2 days which proves knowledge of the infringement.
 - Advert generated over 24k views on social media in 2 days.
- Drone shots used as opening montage:
 - This is the most important part of the advert because viewers on YouTube have the option of skipping ads after the first 5 seconds, which consists mostly of the drone shots.
- Loss of authenticity of drone shots, leading to inability to use shots for other commercial purposes (costs attached) hence future revenue loss:
 - Over 60 Man hours used to produce drone shots (pre-planning, flying & shooting, periodic monitoring, high resolution detail, safety considerations, editing, special effects, post production). Infringer used the high quality finished product exactly as is, benefitting from all the work done without paying or seeking owner permission.

COST ESTIMATE FOR A TYPICAL TVC SHOOT IN LAGOS, NIGERIA

PRODUCTION

Equipments

	Unit	Cost/Unit	Qty	Total (NGN)
Blackmagic 4.6k Cameras	1	150,000	2	300,000
Rig & accessories	1	80,000	2	160,000
Sound Equipment & accessories	1	40,000	2	80,000
Accessories (Drone Rental)	1	200,000	1	200,000

Crew

Cameraman	1	150,000	2	300,000
Assistance Camera	1	50,000	2	100,000
Sound Manager	2	25,000		100,000
Engineers	2	20,000	2	80,000
Production assistant	2	15,000	2	60,000
Director	1	200,000	2	400,000
Producer	1	250,000	2	500,000
Models	4	150,000	1	600,000

Logistics

Transportation	1	20,000	3	60,000
Communication	6	10,000	3	180,000
Welfare	15	9,000	3	405,000
Accomodation	7	15,000	3	315,000

POST PRODUCTION

Studio session	1	60,000	5	300,000
Digitizers	1	20,000	1	20,000
Editors	2	150,000	5	1,500,000
Animation / Motion graphics	1	500,000	1	500,000
Grading	1	150,000	2	300,000
Music scores	1	200,000	1	200,000
Sound mix down	1	50,000	2	100,000
Grading	2	30,000	5	300,000

7,060,000

Professional fees @ 15%

1,059,000