

May 25, 2018

Commissioner Michael O'Rielly Federal Communications Commission 445 12th Street, SW Washington, DC 20554

Commissioner O'Rielly,

Thank you for your letter on May 25, 2018 regarding Illicit Streaming Devices (ISDs).

Amazon strives to be Earth's most customer-centric company where people can find and discover virtually anything they want to buy, with an emphasis on providing low prices, vast selection, and convenience—but we draw the line at items that are unsafe or infringing.

Each day, millions of consumers use Amazon's website to purchase a wide range of products across dozens of product categories from Amazon and third-party sellers. More than one million U.S.-based small and medium-sized businesses from every state in the country now sell on Amazon, and more than half of the items sold on Amazon worldwide are from small and medium-sized businesses that offer their products through the Amazon Marketplace.

Amazon works hard to earn and maintain customer trust, and we strictly prohibit the sale of IP-infringing and non-compliant products. We understand that customer trust is hard to win and easy to lose, and a single inauthentic purchase can turn a customer off of Amazon for life. To maintain this trust, we constantly innovate to improve the way we detect and prevent infringing products from reaching our customers, which is why Amazon joined other motion picture studios in founding the Alliance for Creativity and Entertainment (ACE), the leading coalition in the fight against online piracy, including the sale of ISDs. We also appreciate the opportunity to engage with international, federal, state, and local enforcement agencies, including the Department of Homeland Security, Customs and Border Protection, and the FCC to explore opportunities to collaborate on shared, customer-centric goals.

Our goal is to prevent the sale of ISDs anywhere, as we seek to protect our customers from the risks posed by these devices, in addition to our interest in protecting Amazon Studios content. In 2017, Amazon became the first online marketplace to prohibit the sale of streaming media players that promote or facilitate piracy. To prevent the sale of these devices, we proactively scan product listings for signs of potentially infringing products, and we also invest heavily in sophisticated, automated real-time tools to review a variety of data sources and signals to identify inauthentic goods. These automated tools are supplemented by human reviewers that conduct manual investigations. When we suspect infringement, we take immediate action to remove suspected listings, and we also take enforcement action against sellers' entire accounts when appropriate.

Since enacting our proactive policy against these devices, we have blocked tens of thousands of ISD listings from being available on Amazon. We have supplemented these efforts by making criminal referrals on sellers of these devices to law enforcement and pursuing civil litigation through ACE against online ISD sellers. As noted in your letter, we would also appreciate the opportunity to collaborate further with the

601 New Jersey Ave., NW Washington, DC 20001 FCC to remove non-compliant devices that improperly use the FCC logo or falsely claim FCC certification. If any FCC non-compliant devices are identified, we seek to work with you to ensure they are not offered for sale.

Customer trust is of utmost concern, and we remain committed to ensuring that sellers offer legitimate, non-infringing products on Amazon. Thank you for your attention, and we look forward to working with you on this important consumer issue. If you have additional questions, please do not hesitate to contact me.

Sincerely,

here

Brian Huseman Vice President, Public Policy