

Singapore – a hub for online piracy?

7 out of 10 youth (16-24 year olds) are active pirates.¹



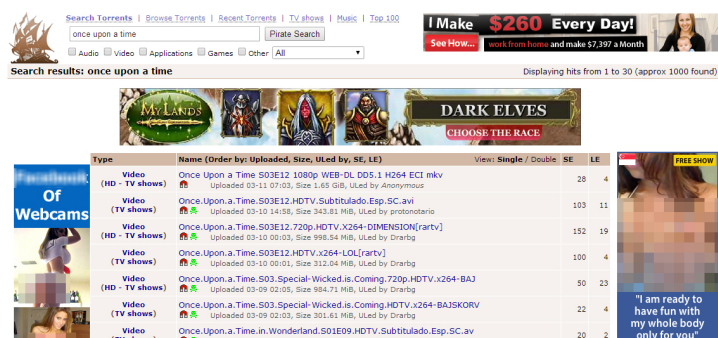
90% of advertisements on piracy websites promote illegal activities.²

Piracy websites available to Singaporeans generate 90% of their advertising revenue from high-risk industries - gambling, sex industry, scams, malware and downloading sites.

When asked what type of advertising they recall seeing on piracy websites...

58% of 16-18 year olds recall seeing sex industry advertisements.³

46% of 19-24 year olds recall seeing advertisements for gambling sites.⁴



Children searching for the pre-teen show *Once Upon a Time* from The Pirate Bay in Singapore are directed to scam and pornography sites.

- Per capita Singapore ranks as the worst out of 15 countries measured in Asia. (MarkMonitor)
- More than half (61%) of the Singaporean adult population (16-64 year old) say they have participated in movie and TV or music piracy.⁵
- The Pirate Bay is particularly popular: more popular in Singapore than any other country in Asia. (Alexa Rankings)

Singapore's Government - to its credit - understands and has plans to address the problem.

"Singapore appears to have one of the highest incidences of online piracy in the Asia-Pacific region...It ranked the worst out of 15 countries in the Asia Pacific with 0.8 per capita incidences of infringement per annum...concerns have been raised that online piracy has contributed to providers of legitimate online content staying away from Singapore."

K Shanmugam, Minister of Law & Minister of Foreign Affairs, March 2012

"The Panel proposes a multi-pronged approach comprising public education, promotion of legitimate digital content sources, and regulatory measures, to address the copyright challenges."

Media Convergence Review Final Report 2012

Singapore's investments & jobs in the M&E industry are directly threatened by online piracy.

Tan Tong Hai, CEO, Starhub

Our greatest challenges in the pay-TV space are escalating content costs and content piracy. (ContentAsia)

Music Industry Association

Music sales here have taken a beating in recent years. Compared to 2010, the physical and digital sale of music in Singapore fell by close to 23 percent last year. (My Paper)

Vivek Cuoto, Executive Director, Media Partners Asia

Current levels of online piracy will hurt future innovation and business models for new services in Singapore...this affects content creation and original production for a wide range of players.

Ministry of Trade and Industry

Investments in entertainment and media have a profound economic impact [for Singapore]. It is estimated that every million dollars [sic] of expenditures on arts and cultural activities creates 18 jobs (5 directly, 13 indirectly) in Singapore. This economic multiplier is substantially higher than that for banking and petrochemical industries.

Singapore's online piracy is severe and growing worse. The issue is urgent.

^{1,3,4,5} Research into the online behaviour and attitudes of Singaporeans in relation to movie, TV and music piracy 2014 (Sycamore Research and Marketing & InsightAsia Research Group)

² Measuring Online Advertising Transparency in Singapore: An Investigation of Threats to Users (Dr. Paul A. Wetters, University of Ballarat, Oct 2013)