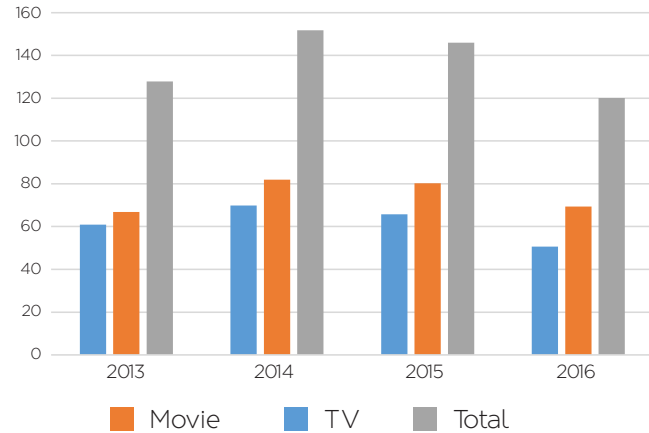


Malaysia's Piracy Landscape

120 million = total number of BitTorrent movie and TV downloads in 2016

Annual BitTorrent Movie & TV Download in millions

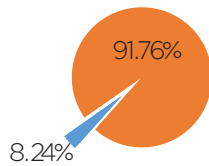


MovieLabs data

91.76% = percentage of high-risk advertisements (sex industry, gambling, malware, scams) appearing on pirate websites for Hollywood content

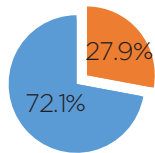
Hollywood content

- Mainstream advertising
- High-risk advertising



Local content

- Mainstream advertising
- High-risk advertising



For Hollywood content, high-risk advertising primarily comprised of malware, while for local content, the greatest risk was from scams.

Mainstream Advertising on Rogue Websites in Malaysia: A Comparison of Local and Foreign Content, Dr. Paul A. Watters, Massey University, July 2014



In Malaysia, page views at pirated sites are **2.07 times higher** than those at legitimate sites

Total page views for top 5 Legitimate Sites: 34,069,314

WEBSITE	GLOBAL ALEXA	TOTAL PAGE VIEWS	LOCAL ALEXA	LOCAL PAGE VIEWS
tm.com.my	18,451	15,002,706	120	14,209,063
astro.com.my	29,034	7,287,267	235	6,112,560
iflix.com	9,327	24,029,930	291	6,045,930
netflix.com/my	36	6,728,578,380	487	5,382,863
tonton.com.my	57,627	2,462,983	622	2,318,898

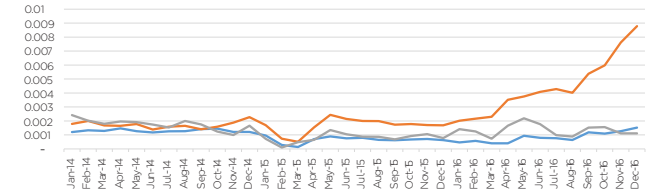
Total page views for top 5 Pirate Sites: 70,454,317

WEBSITE	GLOBAL ALEXA	TOTAL PAGE VIEWS	LOCAL ALEXA	LOCAL PAGE VIEWS
kissasian.com	953	245,578,895	36	22,151,216
kshowonline.com	1,793	61,515,107	42	9,011,963
kissanime.ru	331	541,823,919	43	21,835,504
myasiantv.se	2,757	40,361,007	66	6,005,718
icdrama.se	1,793	39,895,175	70	11,449,915

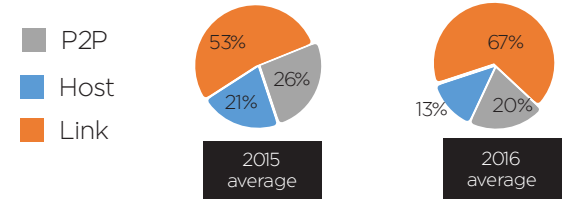
Custom analysis of Alexa data (April 2017)

80% of all page views at pirate sites are at host sites, i.e. cyberlockers (13%) and link sites (67%), on average in 2016

Piracy traffic by category

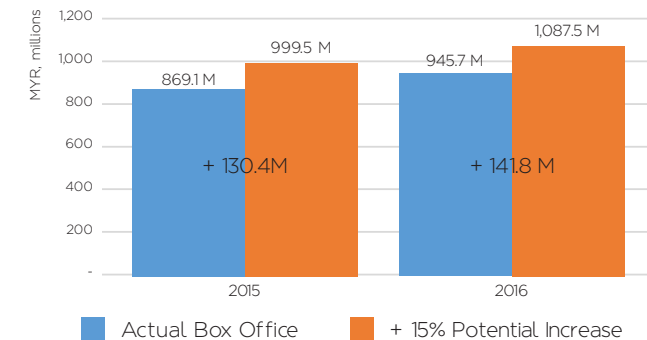


*The count of pageviews is the total number of times the pages of a website were viewed or refreshed within the selected time period. Page views per million indicates what fraction of all the page views by Alexa Toolbar users go to a particular site.



Custom analysis of Alexa data

15% increase in box office if piracy is completely stamped out



"The Dual Impact of Movie Piracy on Box-Office Revenue: Cannibalization and Promotion", Carnegie Mellon University, February 2016