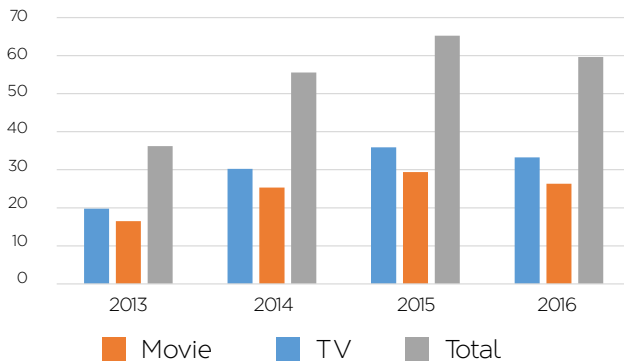


# New Zealand's Piracy Landscape

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

Annual BitTorrent Movie & TV Download in millions



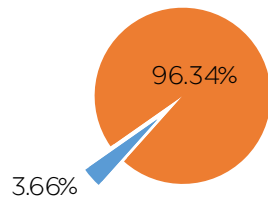
BitTorrent piracy has seen a slight reduction in 2016, possibly due to a user shift to host sites such as vodlocker.com and link sites such as 123movies.

MovieLabs data (December 2016)

**96.34%** = percentage of high-risk movie/TV advertisements (sex industry, gambling, malware) appearing on pirate websites

Movie/TV advertisements

- Mainstream advertising
- High-risk advertising

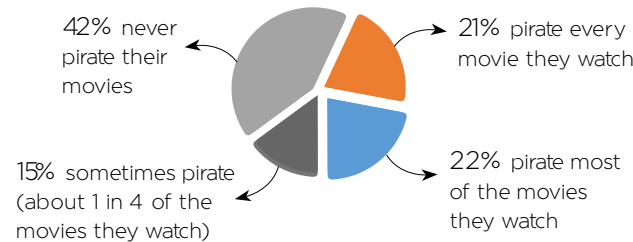


93.26% of music ads were High Risk, while 6.74% were Mainstream. 57.71% of High Risk movie/TV ads and 7.24% of music advertisements were malware.

Sweet As? Advertising on Rogue Websites in New Zealand. Dr. Paul A. Watters, Massey University (April 2014)



**51%** of Kiwis regularly watch movies online, of which **43%** usually watch from an illegal source



2015 report by Flicks.co.nz

**In New Zealand, page views at pirated sites are 1.1 times higher than those at legitimate sites**

Total page views for top 5 Legitimate Sites: 53,722,470

WEBSITE	GLOBAL ALEXA	TOTAL PAGE VIEWS	LOCAL ALEXA	LOCAL PAGE VIEWS
tvnz.co.nz	15,088	17,202,815	25	14,362,630
netflix.com/nz	43	6,311,687,983	21	34,714,284
skygo.co.nz	96,967	2,354,364	156	2,240,412
threenow.co.nz	283,221	412,107	244	387,339
lightbox.co.nz	148,630	2,130,059	307	2,017,804

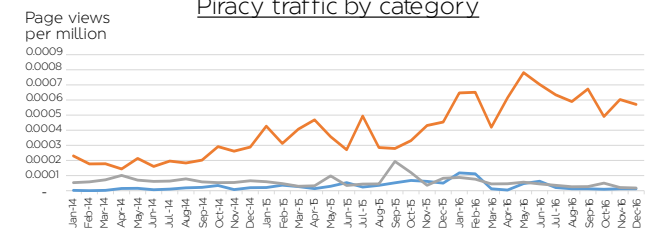
Total page views for top 5 Pirate Sites: 58,608,650

WEBSITE	GLOBAL ALEXA	TOTAL PAGE VIEWS	LOCAL ALEXA	LOCAL PAGE VIEWS
123movies.is	191	720,741,669	27	16,577,058
thepiratebay.org	116	1,450,056,230	32	16,385,635
onwatchseries.to	870	360,168,970	109	7,419,481
putlockers.ch	298	607,601,560	126	13,731,795
kissanime.ru	416	483,298,914	142	4,494,680

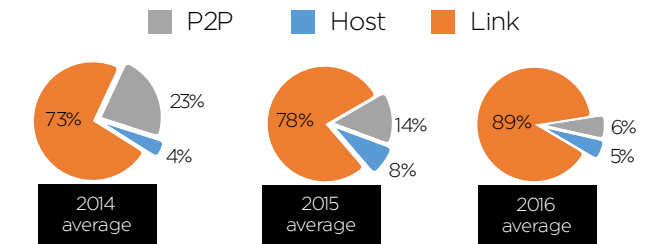
Custom analysis of Alexa data (March 2017)

**94%** of all page views at pirate sites are at host sites, i.e. cyberlockers (5%) and link sites (89%), on average in 2016

Piracy traffic by category

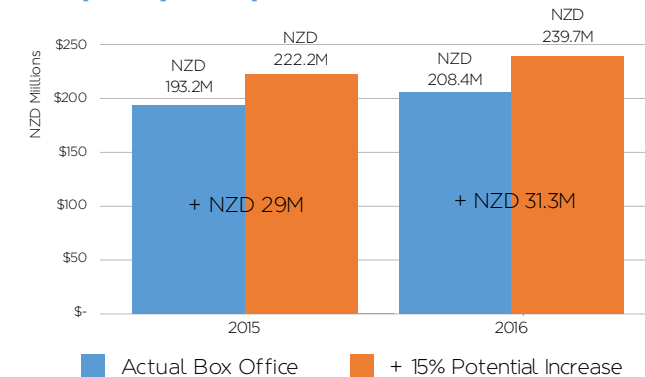


\*The count of pageviews is the total number of times the pages of a website were viewed or refreshed within the selected time period. Page views per million indicates what fraction of all the page views by Alexa Toolbar users go to a particular site.



Custom analysis of Alexa data (December 2016)

**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)