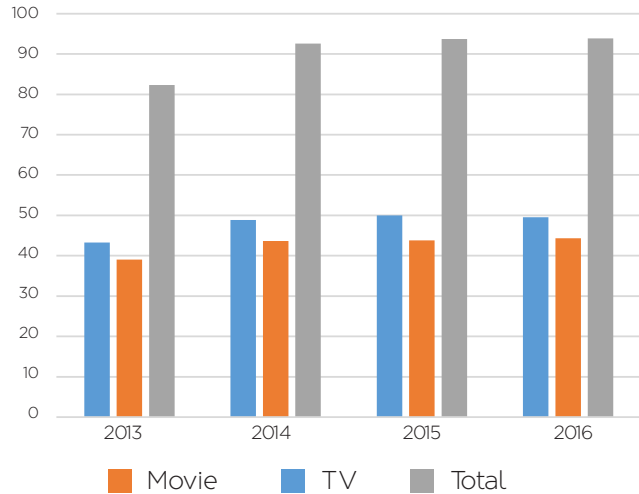


# Singapore's Piracy Landscape

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

Annual BitTorrent Movie & TV Download in millions

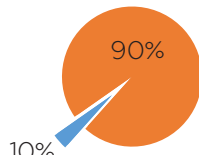


MovieLabs data

**90%** = percentage of high-risk advertisements (sex industry, gambling, malware, scams) appearing on pirate websites

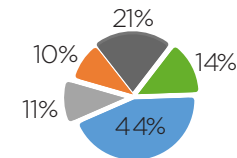
Movie/TV Advertisements

- Mainstream advertising
- High-risk advertising



High Risk Advertising

- Malware
- Gambling
- Scams
- Downloading sites
- Sex Industry



Measuring Online Advertising Transparency in Singapore: An Investigation of Threats to Users, Dr. Paul A. Watters, Massey University, October 2013



In Singapore, page views at pirated sites are **1.42 times higher** than those at legitimate sites

Total page views for top 5 Legitimate Sites: 38,582,364

WEBSITE	GLOBAL ALEXA	TOTAL PAGE VIEWS	LOCAL ALEXA	LOCAL PAGE VIEWS
singtel.com	16,963	14,073,516	88	11,285,552
netflix.com/sg	43	6,311,687,983	91	11,361,038
starhub.com	24,947	7,385,533	129	6,235,606
toggle.sg	24,522	9,661,816	133	7,676,313
viu.com	11,556	10,331,058	326	2,023,854

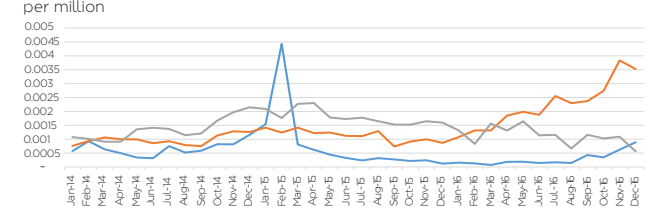
Total page views for top 5 Pirate Sites: 54,839,246

WEBSITE	GLOBAL ALEXA	TOTAL PAGE VIEWS	LOCAL ALEXA	LOCAL PAGE VIEWS
123movies.is	191	720,741,669	34	14,991,427
thepiratebay.org	116	1,450,056,230	46	11,890,461
kissanime.ru	416	483,298,914	62	11,792,493
kissasian.com	1,180	218,471,836	80	11,076,522
kshowonline.com	1,626	57,887,860	84	5,088,343

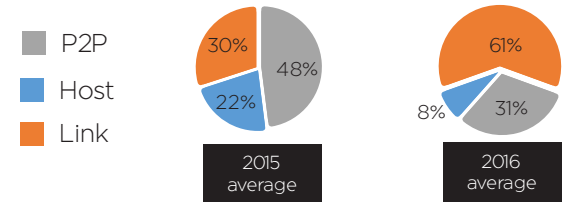
Custom analysis of Alexa data (March 2017)

**69%** of all page views at pirate sites are at host sites, i.e. cyberlockers (8%) and link sites (61%), on average in 2016

Piracy traffic by category

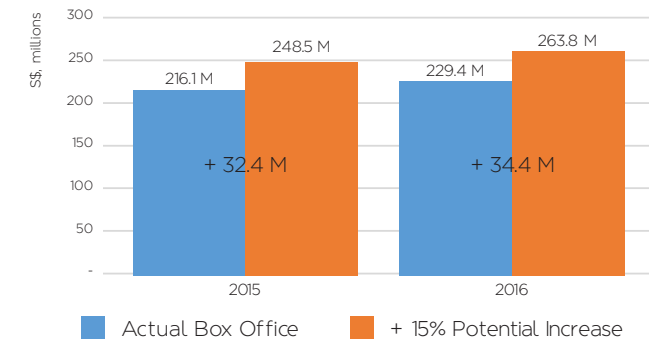


\*The count of pageviews is the total number of times the pages of a website were viewed or refreshed within the selected time period. Page views per million indicates what fraction of all the page views by Alexa Toolbar users go to a particular site.



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