**WHAT DO WE KNOW ABOUT 2020 MOVIE & TV PIRACY TRENDS WORLDWIDE**

### THE PREVALENCE & TYPES OF PIRACY

- **137.2B** visits to film and TV piracy sites globally in 2020.
- **11.4B** downloads globally of pirated wide release movies, primetime TV and video-on-demand (VOD) shows in 2020 using peer-to-peer protocols alone, not including other sources like streaming and downloading sites.
- **USA**
  - **13.8B** visits to film and TV piracy sites in 2020.
  - **1.5M** monthly visitors to the 10 most popular streaming piracy sites, on average.
- **South America**
  - **943.6M** downloads of pirated wide release movies, primetime TV and video-on-demand (VOD) shows in 2020 using peer-to-peer protocols alone, not including streaming and downloading sites.
- **USA**
  - **10.6%** of households used known subscription TV piracy services in 2020, up from 6.9% in 2019 and 5.5% in 2018.
- **Canada**
  - **12.2%** of households used subscription TV piracy services in 2020, up from 9.3% in 2019 and 8.3% in 2018.

### CONSUMER RISKS FROM PIRACY SITES

According to a study by RiskIQ for MPA-Canada:

- **1 out of 4** content theft sites visited by Canadians expose consumers to malicious content.
- **46%** of the malicious content on content theft sites is phishing, where fake sites defraud users to log their username and password information, often redirecting users to legitimate websites afterwards.
- **30X** times more likely to be exposed to malicious content on a content theft site than on a site in the general web site population.
- **2X** time spent on piracy sites.
- **20% more** malware infections.

During a Digital Citizens probe, investigators observed malware from piracy apps stealing usernames and passwords, probing user networks and surreptitiously uploading data without consent. In addition, the investigation found an illegal scheme to monetize stolen Netflix accounts.
ECONOMIC HARM FROM PIRACY

$160B estimated commercial value of digital piracy of film worldwide in 2015. The displacement of legitimate economic activity by counterfeiting and piracy has a negative effect on economic growth.16

14-15% is the estimated increase in U.S./Canada box office if piracy could be eliminated from the theatrical window (generally equivalent to $1 billion per year). The promotional effect of piracy is far outweighed by the cannibalization effect.17

19% decrease in box office revenue due to pre-release piracy, as compared to what would have occurred if piracy were only available after the movie’s release.18

7-10% increase in online movie units sold, and a 4-7% increase in online movie units rented due to the shutdown of Megaupload and its associated sites.19

Nearly all academic studies on video piracy find evidence that piracy displaces theatrical and home entertainment sales. Estimates for home video losses are, on average, larger than those for the box office, with the exception of one study that suggests that pre-release piracy may be particularly devastating to theatrical revenue.20

PIRACY PROFITS

90% of piracy sites have at least one source of revenue, predominately advertising.21

86-93% profit margins for sites supported solely by advertising.21

$111M digital advertising revenue linked to infringed media estimated in 2016.

$36M from premium advertisers

$75M from non-premium advertisers, such as gaming, dating and virtual private network security services.22

$1B revenue for pirate subscription IPTV annually in the U.S. alone, with an estimated 9 million subscribers.29

Methodology for Analysis of Site Visits

This custom analysis uses SimilarWeb data to report across a group of sites often used for online piracy by category. It measures access to sites, but does not indicate what type of content was accessed (e.g. movies, TV, games, software, etc.).


For the purpose of this analysis, sites used for online piracy included: Sites with over 10,000 copyright removal requests according to the Google Transparency Report (http://www.google.com/transparencyreport/) as of December 2020, including sites with any TV and/or movie content and excluding sites with only adult, music, games, UGC and eBook content; sites blocked in various countries or shut down due to copyright infringement, which have TV and/or movie content, and sites from www.operationcreative.uk and other internal and external sources.

In the United States 28,376 sites were included, based on SimilarWeb data. MPA placed the sites into custom analysis categories including streaming sites (21,959), P2P sites (5,305) and cyberlocker/host sites (1,112).

Worldwide, 36,687 sites were included, based on SimilarWeb data. MPA placed the sites into custom analysis categories including streaming sites (28,428), P2P sites (7,101) and cyberlocker/host sites (1,158).

Sources

1 OpSec Security GDPI data
2 OpSec Security GDPI data
10 Photonic System Solutions Inc. (PSS), Study Benchmarking and Tracking Online Film & TV Piracy in Japan, September 2019.
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20 Incopro, Revenue Sources for Copyright Infringing Sites in the EU, 2015.
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