

THE PREVALENCE & TYPES OF PIRACY



191.8B visits to movie and TV piracy sites globally in 2022.

18.3B downloads globally of pirated wide release movies, primetime TV and video-on-demand (VOD) shows in 2022 using peer-to-peer protocols alone, not including other sources like streaming and downloading sites.¹



USA
14.7B visits to film and TV piracy sites in 2022.

1.8M monthly visitors to the 10 most popular streaming piracy sites, on average.

1.9B downloads of pirated wide release movies, primetime TV and video-on-demand (VOD) shows in 2022 using peer-to-peer protocols alone, not including streaming and downloading sites.²

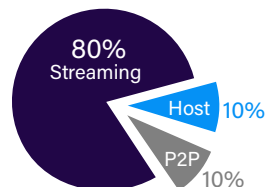
10.6% of households used known subscription TV piracy services in 2020, up from 6.9% in 2019 and 5.5% in 2018.³



Canada
12% of households used subscription TV piracy services in 2020, up from 9% in 2019 and 8% in 2018.⁴



Latin America
More than **347M** visits made to the top 25 streaming piracy websites in Latin America from February 2021 to July 2021.⁵



Data by Similarweb



Europe
17.1M Europeans used illicit IPTV services, or 4.5% of the EU27 + UK population. Among the population aged 16-24, this share is even higher – 11.8%, amounting to 5.9 million young individuals who use illicit IPTV in Europe.⁶



France
6.8M users viewed pirated content online in France in Q1 2023 on average, down from 7.2M in 2022 and a high of 15.4M in 2018.⁷



Germany
5.9M Germans watched illegal live TV streams in 2022, roughly double the number who watched illegal live streams in 2018.⁸



Italy
42% of Italian consumers aged 15 or over watched pirated films, series, and live sports in 2022, similar to the level in 2021.⁹



Spain
25% of individuals viewed pirated films and 21% of consumers view pirated TV series in 2021. Including other content types, 5.3 billion total pirated files were accessed.¹⁰



Sweden
Over **1.9M** users in Sweden reported pirating films or TV episodes in 2023, accounting for almost half of all pirates in the Nordics.¹¹

UK
24% of individuals watched pirated films, 19% watched pirated TV series, and 36% watched pirated live sports in 2022.¹²



Australia
26% of online consumers surveyed watched/downloaded illegal movies/TV shows in 2022, up from 23% in 2021.¹³

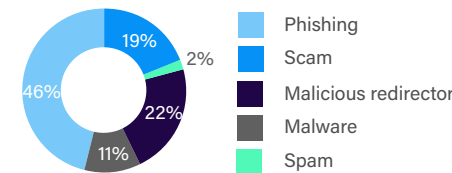


Japan
471M visits per month to 1,090 online piracy sites from July 2021 to July 2022.¹⁴

CONSUMER RISKS FROM PIRACY SITES

1 in 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.¹⁵

2x time spent on piracy sites = 20% more malware infections.¹⁶

57% more likely to have malware when downloading an illegal IPTV app.¹⁷

4x more likely to report credit card fraud if a credit card is used to sign-up for an online piracy subscription.¹⁸

Malware from piracy apps steals usernames and passwords, probes user networks and surreptitiously uploads data without consent.⁹

ECONOMIC HARM FROM PIRACY

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.²⁰



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.²¹

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.²²

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.²³

\$29.2B is the estimated lost revenue to the U.S. economy each year due to global online piracy, according to a NERA study.²⁴

PIRACY PROFITS

\$1.34B in estimated annual revenues through advertising on websites and illicit streaming apps in 2020.²⁵

An average of **\$18.3M** annual revenue on the top five piracy websites.

\$259M in global annual ad revenue on the top piracy apps.

1 in 4 ads on piracy apps are from well-known, Fortune 500 companies, paying piracy operators \$100M in 2020.

12% of the total ads on piracy sites are malicious advertising (malvertising), generating a minimum of \$121 million annually in revenue, with more than half of that, \$68.3 million, coming from U.S. visits.

Malvertising accounts for roughly \$1 out of every \$4 in illicit advertising revenue.²⁶

\$1B revenue for pirate subscription IPTV annually in the U.S. alone, with an estimated 9 million subscribers.²⁷

Pirate subscription IPTV services operate with estimated profit margins that range from 56% for retailers to 85% for wholesalers.²⁸



Methodology

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.).

Similarweb data used in this report represents visits to websites by the United States and Global desktop and mobile users from January 2022 - December 2022. Similarweb is a market intelligence company that uses a combination of panel, crawler, ISP and other data for its data estimations. For more information see:

<https://support.similarweb.com/hc/en-us/articles/360001631538-Similarweb-Data-Methodology>

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 2022.
 - Including sites with any TV and/or movie content.
 - Excluding sites with only adult, music, games, UGC and eBook content.
- Sites blocked in various countries or shut down, which have TV and/or movie content.
- Sites from <http://www.operationcreative.uk>, <https://piracybank.org/> and other internal and external sources.

In the United States 37,346 sites were included, based on Similarweb data. MPA placed the sites into custom analysis categories including streaming sites (30,790), P2P sites (5,062) and cyberlocker/host sites (1,494). Host sites include illegal cyberlockers or similar sites.

Worldwide, 66,029 sites were included, based on Similarweb data. MPA placed the sites into custom analysis categories including streaming sites (55,616), P2P sites (8,486) and cyberlocker/host sites (1,927). Host sites include illegal cyberlockers or similar sites.

Sources

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