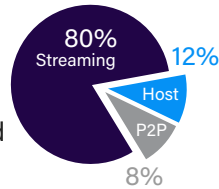


## THE PREVALENCE & TYPES OF PIRACY



**218.8B** visits to movie and TV piracy sites globally in 2024.

**12.9B** downloads globally of pirated wide release movies, primetime TV and video-on-demand (VOD) shows in 2024 using peer-to-peer protocols alone, not including other sources like streaming and downloading sites.<sup>1</sup>



### USA



**16.1B** visits to film and TV piracy sites in 2024.

**2.2M** average monthly visitors to the 10 most popular streaming piracy sites.

**2.9B** downloads of pirated wide release movies, primetime TV and VOD shows in 2024 using P2P protocols alone, not including streaming and downloading sites.<sup>2</sup>

### Latin America



**40.3M**, or 38.2%, of broadband internet households in Latin America consume online piracy.<sup>3</sup>

### Europe

**17.1M** Europeans use illicit IPTV services, or 4.5% of the EU27 + UK population. This share is even higher – 11.8% – among the population aged 16-24.<sup>4</sup>

### France



**5.2M** users viewed pirated films, series and sports content online in France in 2024 on average, down from 6.3M in 2023.<sup>5</sup>

### Germany



**5.9M** Germans watched illegal live TV streams in 2022, roughly double the number in 2018.<sup>6</sup>

### Italy



**38%** of Italian adults watched pirated films (29%); series/drama (23%); programs (22%), and live sports (15%) in 2024, stable compared to 2023.<sup>7</sup>

### Nordics

**25%** of 15-74-year-olds in the Nordics, or roughly 5 million people, download or illegally stream films, series or live sports.<sup>8</sup>

### Spain



**38%** of consumers viewed pirated films & series in 2024. 7.3 billion pirated files were accessed in total, including other content.<sup>9</sup>

### UK



**27%** of individuals in the U.K. watched pirated films, 19% watched pirated TV series, and 38% watched pirated live sports in 2024.<sup>10</sup>

### Australia



**23-28%** of Australia's recent online movie and TV consumers viewed at least some content online in ways that were likely to be unlawful.<sup>11</sup>

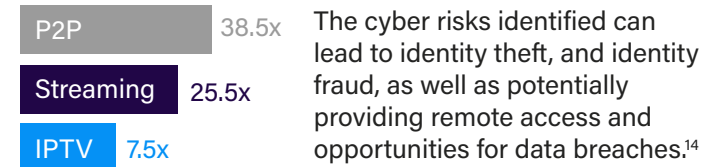
### Japan



**527M** visits per month to 1,886 online piracy sites from Nov. 2021 to Nov. 2024.<sup>12</sup>

## PIRACY SITES: CONSUMER RISKS

Consumers face 38.5 times greater risks of cyber threats when visiting P2P piracy sites, 25.5x greater risks on streaming piracy sites, and 7.5x greater risks on IPTV piracy sites than when visiting mainstream websites.<sup>13</sup>



According to a study by Carnegie Mellon researchers:

**2x** time spent on piracy sites = **20%** more malware infections.<sup>15</sup>

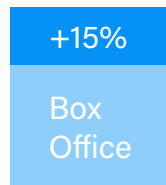
Roughly **1** in **3** piracy websites and apps have risky advertising that exposes consumers to fraud and malware.<sup>16</sup>

**57%** more likely to infect your device with malware embedded in the app when downloading an illegal IPTV app.<sup>17</sup>

A survey of U.S. Internet users found that those who used a credit card to sign-up for an online piracy subscription were 4x as likely to report credit card fraud.<sup>18</sup>

## 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.<sup>19</sup>



**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.<sup>20</sup>

**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.<sup>21</sup>

**\$29.2B** is the estimated lost revenue to the U.S. economy each year due to global online piracy, according to a NERA study.<sup>22</sup>

## PIRACY PROFITS

**\$1.34B** in estimated annual advertising revenues on piracy websites and illicit streaming apps.<sup>23</sup>

- **\$18.3M** average annual revenue on the top five piracy websites.
- **\$27.6M** average annual ad revenue on the top five piracy apps.

**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.<sup>24</sup>

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

**\$1B** revenue for pirate subscription IPTV annually in the U.S. alone, with an estimated 9 million subscribers.<sup>25</sup>

**56%** estimated profit margins for pirate subscription IPTV service retailers and 85% for wholesalers.<sup>26</sup>

## IMPACT OF PIRACY SITE SHUTDOWNS

**66%** decrease in piracy site/app visits and 12% increase in legal content site visits by former users of popular sports piracy sites [futbolibre.net](http://futbolibre.net) and [televisionlibre.net](http://televisionlibre.net) after the November 2022 ACE shutdown.<sup>27</sup>

**10%** increase in legal content site visits and 38% decrease in piracy site/app visits by former users of 11 popular Spanish infringing sites and associated domains shut down by ACE in late November 2020 through January 2021. This resulted in roughly 20,000 new SVOD users.<sup>28</sup>

**32,000** new SVOD users estimated in Argentina, Chile, Colombia, and Mexico, based on an analysis of the shutdown of piracy websites [Pelispedia.tv](http://Pelispedia.tv), [Pelispedia.org](http://Pelispedia.org) and [Pelisplus.tv](http://Pelisplus.tv) in May 2019.<sup>29</sup>

## 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.).

Similarweb data used in this report represents visits to websites by the United States and Global desktop and mobile users from January 2024 - December 2024. Similarweb is a market intelligence company that uses a combination of panel, crawler, ISP and other data for its data estimations. See: <https://www.similarweb.com/ourdata> and <https://support.similarweb.com/hc/en-us/articles/360001631538-Similarweb-Data-Methodology> for more information.

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 2024.
  - 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, and
- Sites from <http://www.operationcreative.uk>, <https://piracybank.org/> and other internal and external sources.

In the United States 60,049 sites were included, based on Similarweb V4 data. MPA placed the sites into custom analysis categories including streaming sites (53,168), P2P sites (4,516) and cyberlocker/host sites (2,365). Host sites include illegal cyberlockers or similar sites. Worldwide, 68,535 sites were included, based on Similarweb V5 data. MPA placed the sites into custom analysis categories including streaming sites (59,139), P2P sites (6,863) and cyberlocker/host sites (2,533). Host sites include illegal cyberlockers or similar sites.

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