

THE PREVALENCE & TYPES OF PIRACY



156.7B visits to movie and TV piracy sites globally in 2025.

16.9B downloads globally of pirated wide release movies, primetime TV and video-on-demand (VOD) shows in 2025 using peer-to-peer protocols alone, not including other sources like streaming and downloading sites.¹

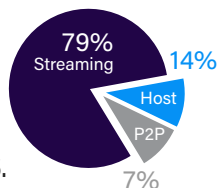
USA



14.6B visits to film and TV piracy sites in 2025.

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

4.3B downloads of pirated wide release movies, primetime TV and VOD shows in 2025 using P2P protocols alone, not including streaming and downloading sites.²



Latin America



46M, or 42.6%, of broadband internet households in Latin America consume online piracy.³

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 16-24.⁴

France



5.2M users viewed pirated films, series and sports content online in France in 2024 on average, down from 6.3M in 2023.⁵

Germany



7.7M Germans watched illegal live TV streams in 2025, roughly double the number in 2018.⁶

Italy



37% of Italian adults watched pirated films (28%); series/drama (23%); programs (19%), and live sports (14%) in 2025, stable compared to 2023.⁷

Nordics

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

Spain



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

UK



27% of individuals in the U.K. watched pirated films, 19% watched pirated TV series, and 38% watched pirated live sports in 2024.¹⁰

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.¹¹

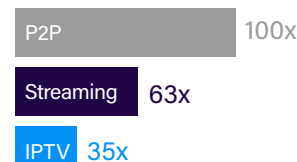
Japan



105M visits to 1,238 online piracy sites in November 2025.¹²

PIRACY SITES: CONSUMER RISKS

Consumers face up to 100x greater cyber-threat risk on P2P piracy sites, up to 63x greater risk on streaming piracy services, and up to 35x greater risk on IPTV retransmission piracy services.¹³



Cyber risks linked to piracy services can result in identity theft, financial fraud, phishing, credential theft, account takeover, malware infection, spyware, botnet recruitment, unauthorized remote access, and data breaches.¹⁴

According to a study by Carnegie Mellon researchers:

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

Major brands accounted for 36% of estimated advertising impressions across 5,671 IPR-infringing websites in 2025, up from 20% in 2024.¹⁶

Roughly **1** in **3** piracy websites and apps have risky advertising that exposes consumers to fraud and malware.¹⁷

57% more likely to infect your device with malware embedded in the app when downloading an illegal IPTV app.¹⁸

Internet users who used a credit card to subscribe to piracy services were 4x more likely to report credit card fraud. 72% reported fraudulent card activity.¹⁹

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

+15%

Box
Office

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

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.²²

\$29.2B is the estimated lost revenue to the U.S. economy each year due to global online piracy, according to a NERA study.²³

PIRACY PROFITS

\$1.34B in estimated annual advertising revenues on piracy websites and illicit streaming apps.²⁴

- **\$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.²⁵

- 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.²⁶

56% estimated profit margins for pirate subscription IPTV service retailers and 85% for wholesalers.²⁷

IMPACT OF PIRACY SITE ACTIONS

Blocking increased legal-site consumption by 8.1% and 3.1% in two Indian blocking waves and 5.2% in Brazil.²⁸

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 and televisionlibre.net after the November 2022 ACE shutdown.²⁹

Shutdown of Diziwatch in Türkiye led to a 54% increase in legal SVOD visits and approximately 121,600 new SVOD users.³⁰

Shutdown of TVWiki in South Korea led to a 150% increase in legal SVOD visits, equivalent to approximately 6 million additional legal visits.³¹

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 2025. 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 38,118 sites were included, based on Similarweb V5 data. MPA placed the sites into custom analysis categories including streaming sites (32,440), P2P sites (3,665) and cyberlocker/host sites (2,013). Host sites include illegal cyberlockers or similar sites. Worldwide, 69,629 sites were included, based on Similarweb V5 data. MPA placed the sites into custom analysis categories including streaming sites (62,290), P2P sites (4,865) and cyberlocker/host sites (2,474). Host sites include illegal cyberlockers or similar sites.

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