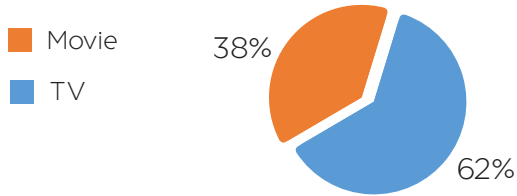# Australia's Piracy Landscape

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

2016 BitTorrent Movie & TV Download in millions
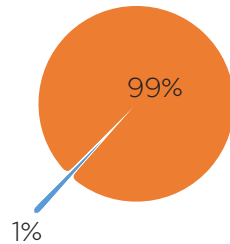

- Movie
- TV

38%

62%

MovieLabs data (December 2016)

99% = percentage of high-risk movie/TV advertisements (i.e. sex industry, gambling, malware, scams) appearing on pirate websites

Movie/TV advertisements

- Mainstream advertising
- High-risk advertising

99%

1%

46% of ads were malware, while 3% were gambling ads. With 20% of advertising on rogue websites being categorised as sex industry, Australian users who access the websites (including pre-teens and teens) are being exposed to graphic, hard core pornographic imagery.
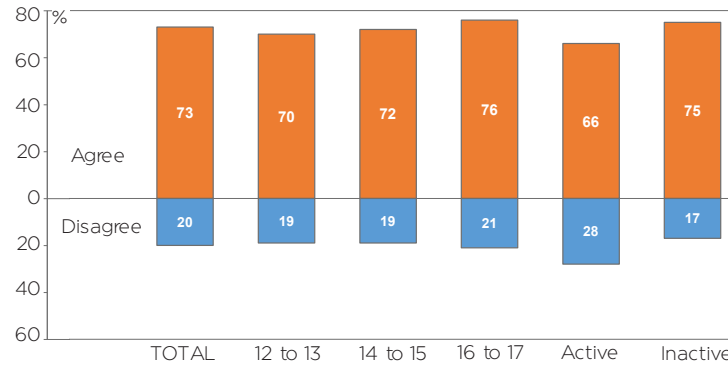
"A systematic approach to measuring advertising transparency online: An Australian case study", University of Ballarat (September 2013)

High levels of agreement that piracy is stealing

Aged 12-17

"Downloading or streaming pirated content is stealing/theft"

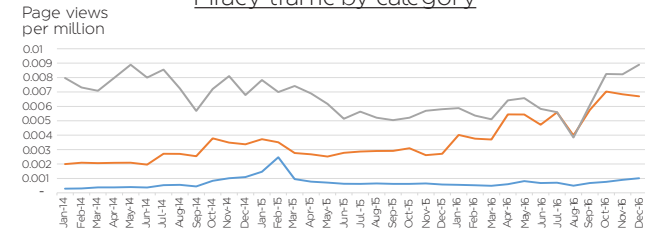|	TOTAL	12 to 13	14 to 15	16 to 17	Active	Inactive
Agree	73	70	72	76	66	75
Disagree	20	19	19	21	28	17

Creative Content Australia (August 2016)

The top five pirate sites received a total of 139.9 million page views from Australians

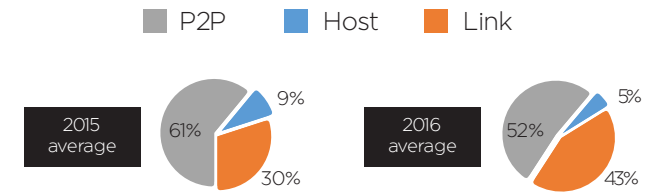| WEBSITE	GLOBAL ALEXA	TOTAL PAGE VIEWS	LOCAL ALEXA	LOCAL PAGE VIEWS
123movies.is	191	720,741,669	55	32,577,523
thepiratebay.org	116	1,450,056,230	96	28,276,096
rarbg.to	276	1,387,990,403	117	50,384,052
yts.ag	296	423,583,350	131	14,613,626
kissanime.ru	416	483,298,914	132	14,063,998

Custom analysis of Alexa data (March 2017)

52% of all page views at pirate sites are at P2P websites on average in 2016
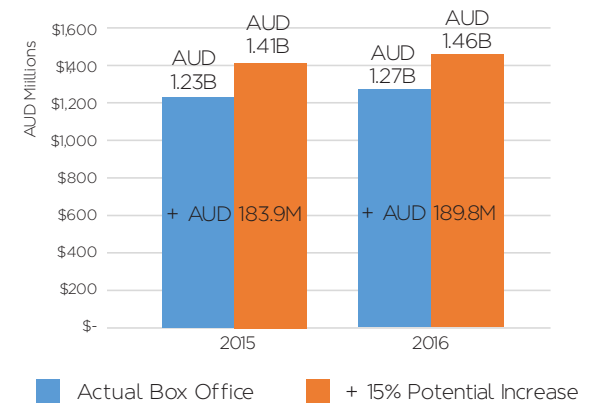
Piracy traffic by category

Page views per million

*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.

- P2P
- Host
- Link

2015 average — 61%, 30%, 9%

2016 average — 52%, 43%, 5%

Custom analysis of Alexa data (December 2016)

15% increase in box office if piracy is completely stamped out

AUD Millions

2015: Actual Box Office AUD 1.23B, + 15% Potential Increase AUD 1.41B (+ AUD 183.9M)

2016: Actual Box Office AUD 1.27B, + 15% Potential Increase AUD 1.46B (+ AUD 189.8M)

- Actual Box Office
- + 15% Potential Increase

"The Dual Impact of Movie Piracy on Box-Office Revenue: Cannibalization and Promotion", Carnegie Mellon University (February 2016)