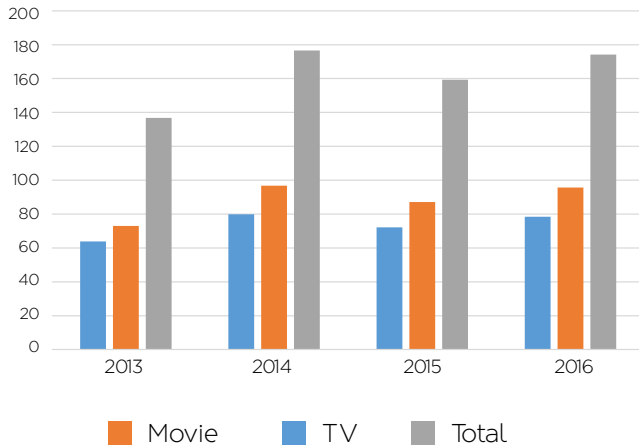


# Indonesia's Piracy Landscape

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

Annual BitTorrent Movie & TV Download in millions

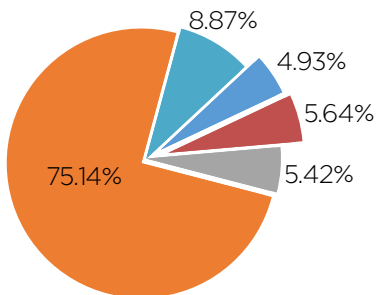


MovieLabs data

**83.95%** = percentage of high-risk advertisements (sex industry, gambling, malware, downloads, scams) appearing on pirate websites

Breakdown

- Gambling
- Scams
- Sex
- Malware
- Download



How Risky Are Piracy Websites For Indonesians? The Role of Search, Dr. Paul A. Watters, Massey University, July 2014



In Indonesia, page views at pirated sites are **8.92 times higher** than those at legitimate sites

Total page views for top 5 Legitimate Sites: 33,745,387

| WEBSITE      | GLOBAL ALEXA | TOTAL PAGE VIEWS | LOCAL ALEXA | LOCAL PAGE VIEWS |
|--------------|--------------|------------------|-------------|------------------|
| viva.co.id   | 871          | 32,162,962       | 28          | 29,866,527       |
| sctv.co.id   | 46,889       | 1,728,051        | 911         | 1,462,450        |
| rcti.tv      | 78,915       | 1,534,879        | 1,079       | 1,387,530        |
| indosiar.com | 78,312       | 1,100,293        | 1,752       | 927,327          |
| mnctv.com    | 487,243      | 112,862          | 8,439       | 101,554          |

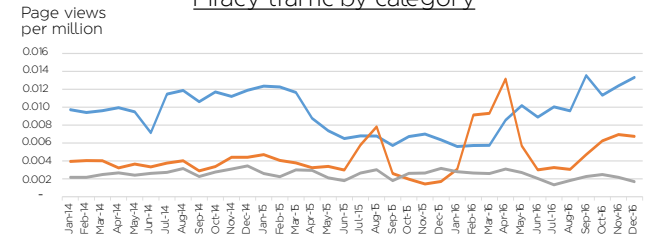
Total page views for top 5 Pirate Sites: 301,150,068

| WEBSITE        | GLOBAL ALEXA | TOTAL PAGE VIEWS | LOCAL ALEXA | LOCAL PAGE VIEWS |
|----------------|--------------|------------------|-------------|------------------|
| lk21.org       | 949          | 152,113,891      | 21          | 144,127,912      |
| vidio.com      | 1,152        | 17,582,829       | 33          | 13,317,234       |
| nonton.movie   | 1,548        | 68,510,376       | 36          | 63,885,926       |
| indexmovie.me  | 2,441        | 65,499,198       | 51          | 61,582,346       |
| samehadaku.net | 3,791        | 20,509,053       | 83          | 18,236,650       |

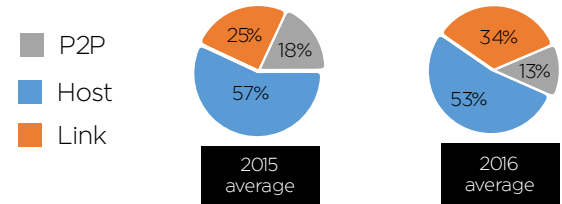
Custom analysis of Alexa data (April 2017)

**87%** of all page views at pirate sites are at host sites, i.e. cyberlockers (53%) and link sites (34%), on average in 2016

Piracy traffic by category

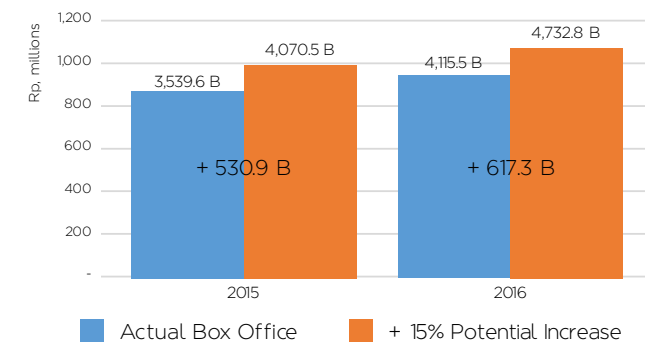


\*The count of pageviews is the total number of times the pages of a website were viewed or refreshed within the selected time period. Page views per million indicates what fraction of all the page views by Alexa Toolbar users go to a particular site.



Custom analysis of Alexa data

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



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