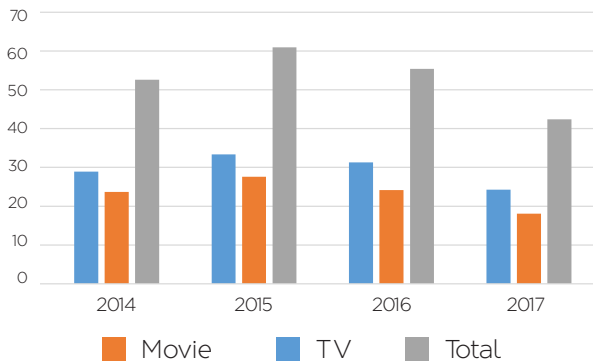


New Zealand's Piracy Landscape

42 million = total number of BitTorrent movie and TV downloads in 2017

Annual BitTorrent Movie & TV Download in millions



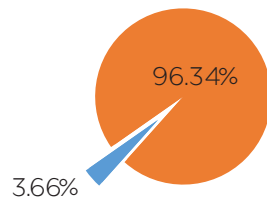
BitTorrent piracy has seen further reduction in 2017, possibly due to a user shift to link sites such as gostream.is and 123movies.

MovieLabs data (December 2017)

96.34% = percentage of high-risk advertisements (sex industry, gambling, malware) appearing on movie/TV pirate websites

Advertisements on Movie/TV pirate sites

- Mainstream advertising
- High-risk advertising

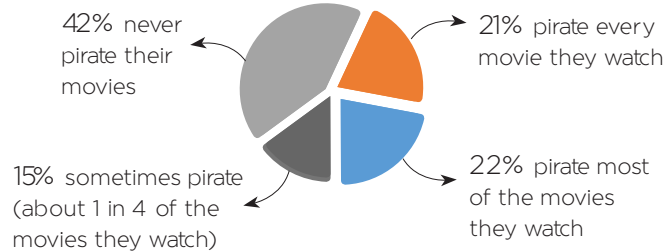


93.26% of ads were High Risk on music pirate sites, while 6.74% were Mainstream. 57.71% of High Risk ads on movie/TV pirate sites and 7.24% of ads on music pirates sites were malware.

Sweet As? Advertising on Rogue Websites in New Zealand. Dr. Paul A. Watters, Massey University (April 2014)



51% of Kiwis regularly watch movies online, of which **43%** usually watch from an illegal source



2015 report by Flicks.co.nz

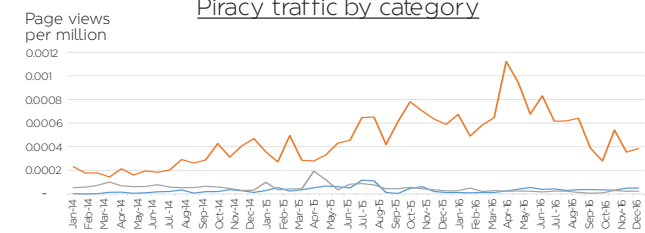
Top 10 sites used for online piracy in New Zealand in 2017

	HOST	ALEXA RANK	LINK	ALEXA RANK	P2P	ALEXA RANK
1	vidzitiv	195	gostream.is	90	thepiratebay.org	21
2	gorillavidin	304	itswatchseries.to	116	rarbg.to	108
3	thevideome	438	primewire.ag	200	eztv.ag	214
4	beta.vidup.me	655	0123movies.com	241	freshseries.net	2346
5	dactlipsin	1225	putlockers.fm	254	avistaz.to	3044
6	longfiles.com	2367	solarmoviez.ru	270	speed.cd	3163
7	vidme	2480	yesmovies.to	293	piratebay.to	3553
8	hightail.com	2582	123movieshub.to	321	forums.mvgroup.org	3716
9	uploadrocket.net	2582	watch-series.is	390	freetpb.co.nr	4109
10	auroravid.to	6167	123moviesfree.ac	454	climeadozen.org	4737

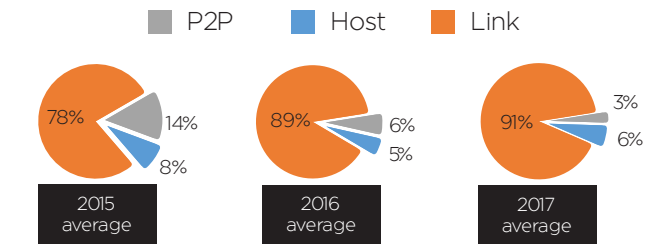
Custom analysis of Alexa data (December 2017)

97% of all page views at pirate sites are at host sites, i.e. cyberlockers (6%) and link sites (91%), on average in 2017

Piracy traffic by category

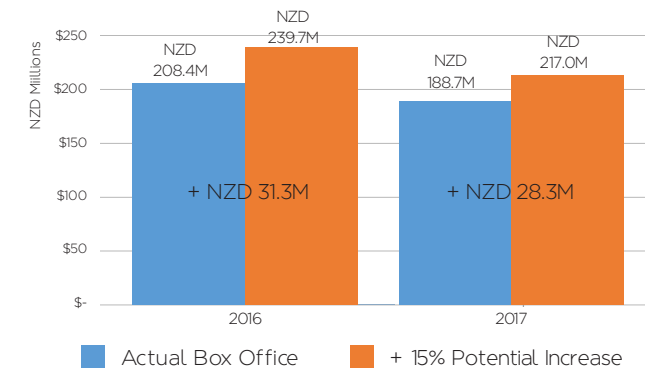


*The count of pageviews is the total number of times the pages of a website were viewed or refreshed within the selected time period. Page views per million indicates what fraction of all the page views by Alexa Toolbar users go to a particular site.



Custom analysis of Alexa data (December 2017)

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)