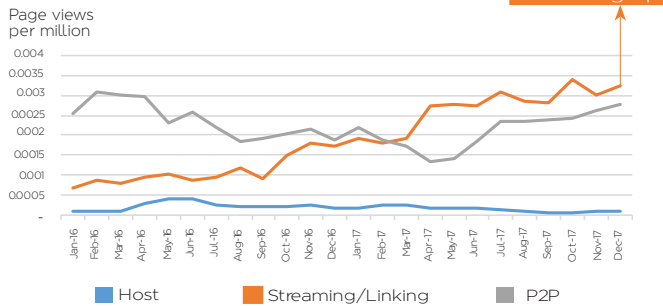# HONG KONG'S PIRACY LANDSCAPE 2018

## STREAMING PIRACY SIGNIFICANTLY UP
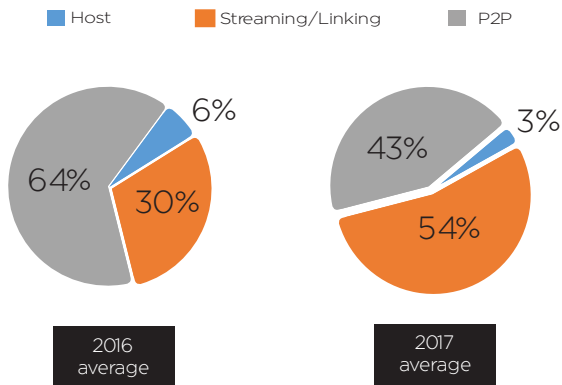
**376%** = Increased pageviews of an average user of streaming piracy websites between Jan 2016 & Dec 2017

### Piracy Traffic by Category



Page views per million

Streaming up

Legend: Host | Streaming/Linking | P2P

*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.
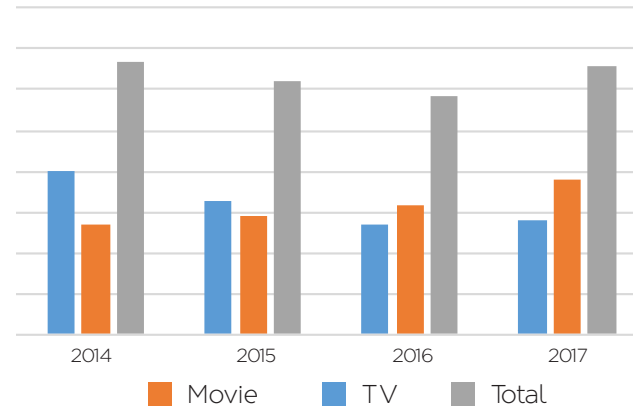
### More Streaming/Linking Piracy

Legend: Host | Streaming/Linking | P2P



6% / 30% / 64% — 2016 average

3% / 54% / 43% — 2017 average

Custom analysis of Alexa data

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

### Annual BitTorrent Movie & TV Downloads in Millions



2014 | 2015 | 2016 | 2017

Legend: Movie | TV | Total

BitTorrent piracy has seen a reduction in 2015, possibly due to a user shift to host sites such as rapidgator.net and streaming/linking sites such as maplestage.com.

MovieLabs data

### "Profits streaming away: Why Hong Kong broadcasters are crying foul over set-top boxes"

-SCMP

- Internet Streaming Devices (ISDs) - set top boxes loaded with apps, pose a major new piracy threat to the film and television industry
- These devices are easily available in Hong Kong
- The devices enable users to watch thousands of hours of copyrighted film and TV content for no payment
- Local authorities are considering taking enforcement operations against criminal syndicates selling ISDs

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In Hong Kong, local visits at legitimate sites are **1.46** times higher than those at pirate sites
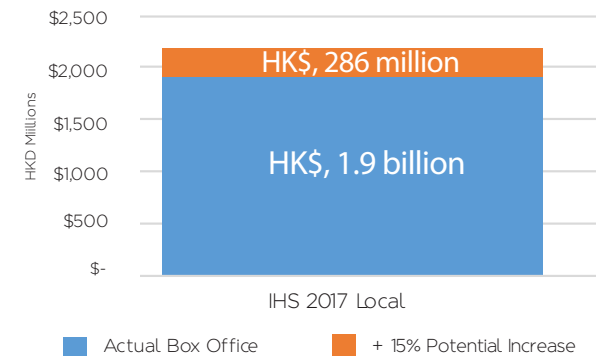
### Legitimate Online Video Services



NETFLIX | HKTV mall | MYTV SUPER | viu | viuTV

### Local Pirate Site Visits: 4,407,925

| WEBSITE (TOP 5) | TOTAL VISITS | LOCAL VISITS |
|---|---|---|
| 8maple.ru | 10,724,973 | 1,793,426 |
| eyny.com | 26,302,400 | 844,319 |
| maplestage.com | 9,282,778 | 655,839 |
| thepiratebay.org | 158,832,121 | 561,568 |
| rarbgproxy.org | 12,160,464 | 552,773 |

Custom analysis of Alexa data, March 2018

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



HKD Millions

HK$, 286 million

HK$, 1.9 billion

IHS 2017 Local

Legend: Actual Box Office | + 15% Potential Increase

"The Dual Impact of Movie Piracy on Box-Office Revenue: Cannibalization and Promotion", Carnegie Mellon University, (December 2015)