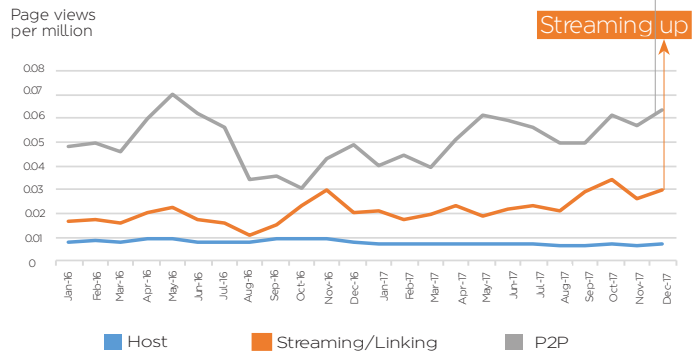


INDIA'S PIRACY LANDSCAPE 2018

Streaming and P2P piracy CONTINUE TO RISE

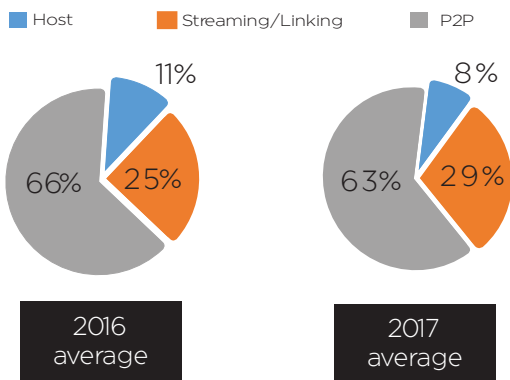
32.1% = Increased pageviews of an average user of streaming piracy websites between Jan 2016 & Dec 2017

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.

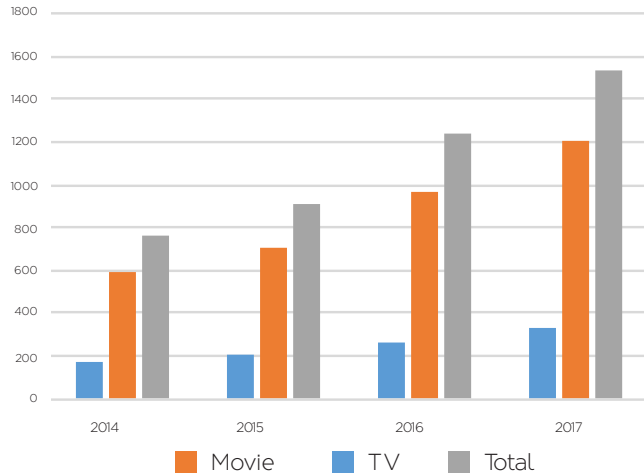
More Streaming/Linking Piracy



Custom analysis of Alexa data (March 2018)

1.5 billion = total number of BitTorrent movie and TV downloads in 2017

Annual BitTorrent Movie & TV Downloads in Millions



MovieLabs data (March 2018)

WHAT'S AT STAKE?

In 2017:

USD 33.3 billion (INR 216,667 cr.) = film & television industry contribution to the Indian Economy

2.36 million = number of jobs supported by film & television industry

Economic Contribution of the Film and Television Industry in India, 2017. www.CreativeFirst.film

In India, local visits at legitimate sites are **3** times higher than those at pirate sites

Legitimate Online Video Services

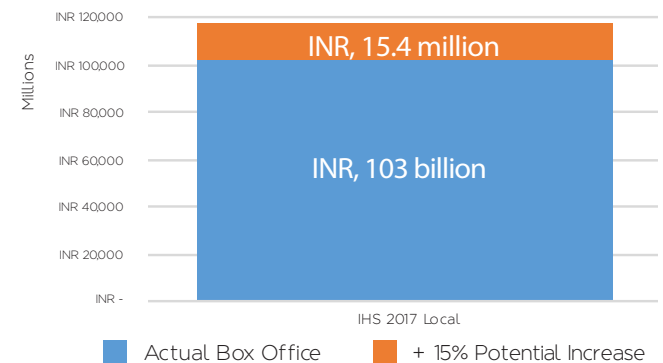


Local Pirate Site Visits: 23,911,851

WEBSITE (TOP 5)	TOTAL VISITS	LOCAL VISITS
rarbg.is	24,962,718	5,687,326
thepiratebay.org	158,832,121	5,383,391
1337x.to	53,900,021	5,178,818
torrentz2.eu	25,385v,681	3,945,763
fmovies.pe	10,606,947	3,716,554

Custom analysis of Alexa data (March 2018)

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, (December 2015)