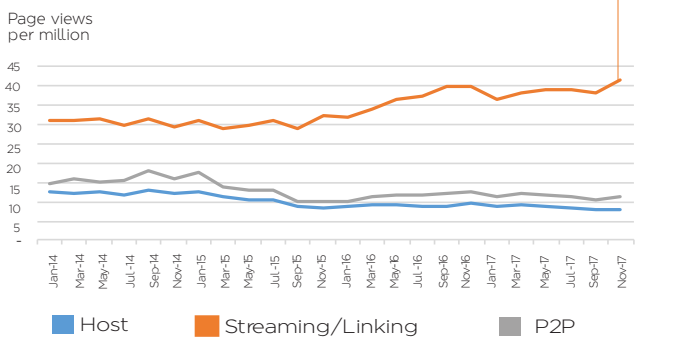# MALAYSIA'S PIRACY LANDSCAPE 2018
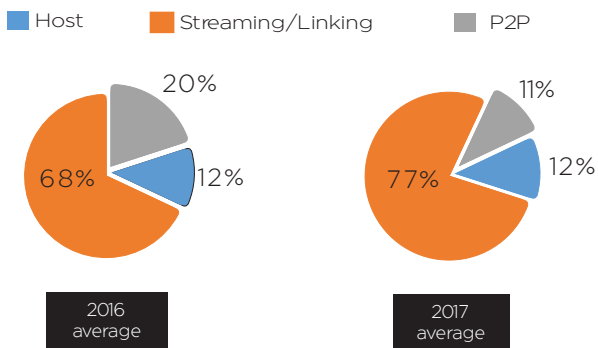
STREAMING PIRACY SIGNIFICANTLY UP WHILE P2P DECLINES

34 % = Increased pageviews of an average user of streaming piracy websites between Jan 2016 & Dec 2017

Piracy Traffic by Category

Streaming up

Page views per million

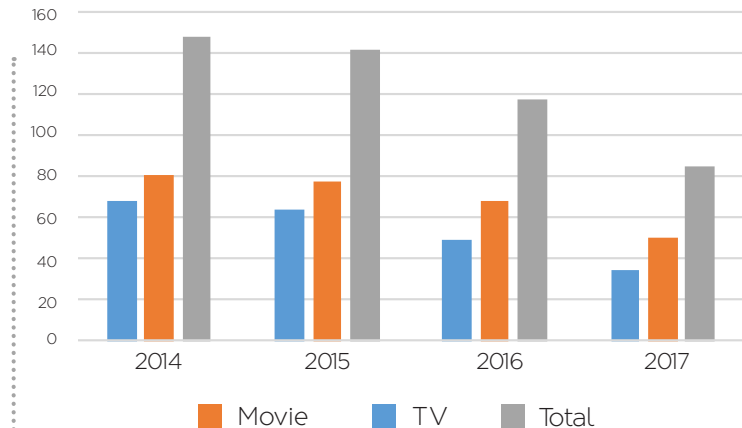

Host   Streaming/Linking   P2P

*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.

Host   Streaming/Linking   P2P

20%   12%   68%

2016 average

11%   12%   77%

2017 average

Custom analysis of Alexa data

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

Annual BitTorrent Movie & TV Downloads in Millions
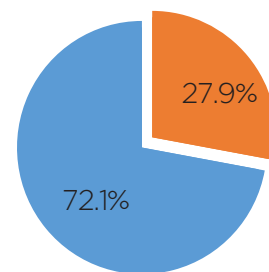

Movie   TV   Total

MovieLabs data

91.76 % = percentage of high-risk advertisements (sex industry, gambling, scams) appearing on pirate websites for Hollywood content

Local Content

Mainstream advertising

High-risk advertising

27.9%

72.1%

For Hollywood content, high-risk advertising primarily comprised of malware, while for local content, the greatest risk was from scams.

Mainstream Advertising on Rogue Websites in Malaysia: A Comparison of Local and Foreign Content, Dr. Paul A. Watters, Massey University, July 2014

In Malaysia, local views at pirate sites are **2.10** times higher than those at legitimate sites
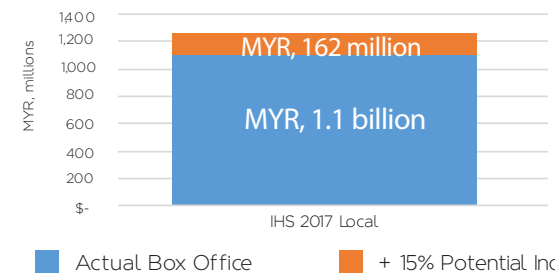
Legitimate Online Video Services

iflix   NETFLIX   TM   viu   astro

Local Pirate Site Visits: 9,932,484

WEBSITE (TOP 5)	TOTAL VISITS	LOCAL VISITS
kissasian.ch	25,012,429	2,965,378
kissanime.ru	57,796,900	2,326,991
icdrama.se	4,873,106	1,717,100
kshowonline.com	10,036,112	1,623,384
myasiantv.se	17,960,193	1,299,631

Custom analysis of Alexa data (March 2018)

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

MYR, millions

MYR, 162 million

MYR, 1.1 billion

IHS 2017 Local

Actual Box Office   + 15% Potential Increase

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