

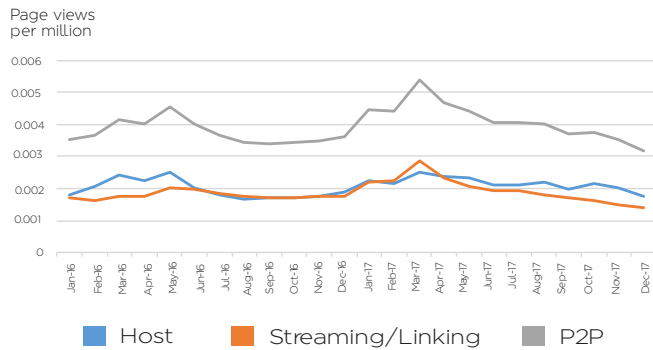
SINGAPORE'S PIRACY LANDSCAPE 2018

GRADUAL DECREASE OF STREAMING PIRACY & P2P

55.1% =

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

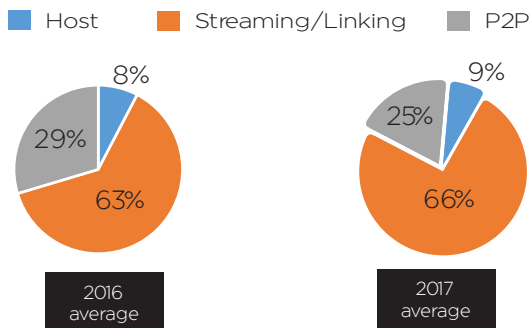
Piracy Traffic by Category



*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.

Custom analysis of Alexa data (March 2018)

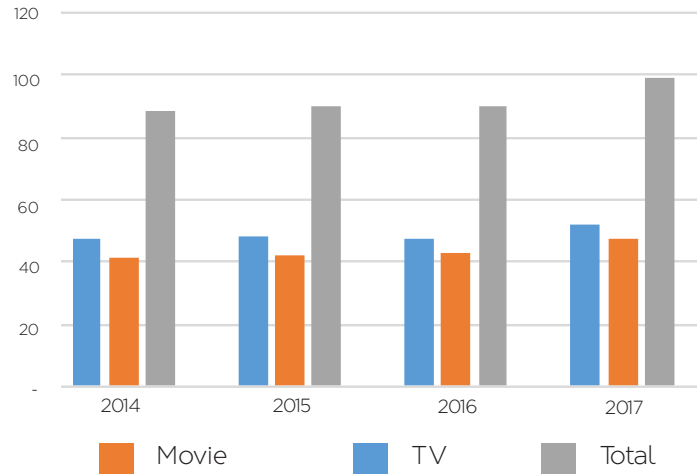
More Streaming/Linking Piracy



Custom analysis of Alexa data (March 2018)

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

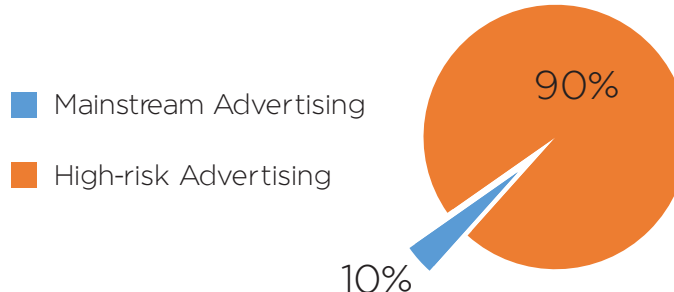
Annual BitTorrent Movie & TV Downloads in Millions



MovieLabs data (March 2018)

90% = percentage of high-risk movie/TV advertisements (i.e. sex industry, gambling, malware, scams) appearing on pirate websites

Movie/TV Advertisements



Measuring Online Advertising Transparency in Singapore: An Investigation of Threats to Users, Dr. Paul A. Watters, Massey University, March 2018

Local visits at pirate sites are 1.14 times higher than those at legitimate sites.

Legitimate Online Video Services

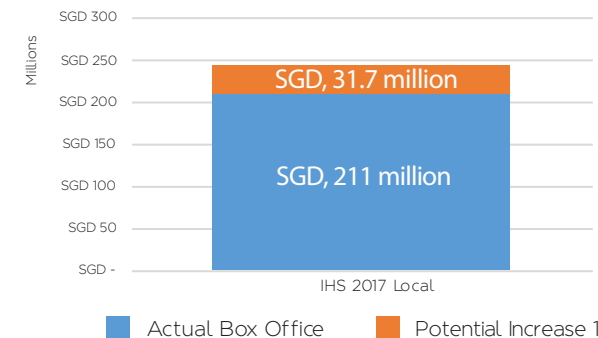


Local Pirate Site Visits: 7,225,349

WEBSITE (TOP 5)	TOTAL VISITS	LOCAL VISITS
kissanimeru	5,779,690	1,712,560
thepiratebay.org	15,832,121	1,364,532
kissasian.ch	25,012,429	1,318,244
kshowonline.com	10,036,112	952,801
rarbproxy.org	12,160,464	635,626

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)