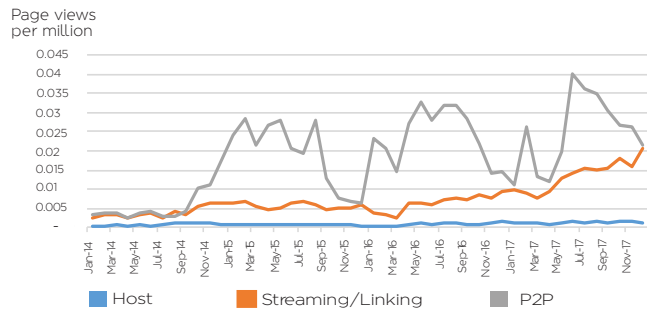


SOUTH KOREA'S PIRACY LANDSCAPE 2018

STREAMING PIRACY SIGNIFICANTLY UP WHILE P2P DECLINES

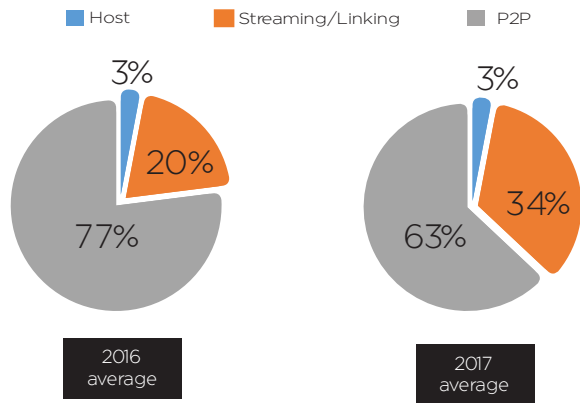
81.5% = Increased pageviews of an average user of streaming piracy websites between Jan 2016 & Dec 2017

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.

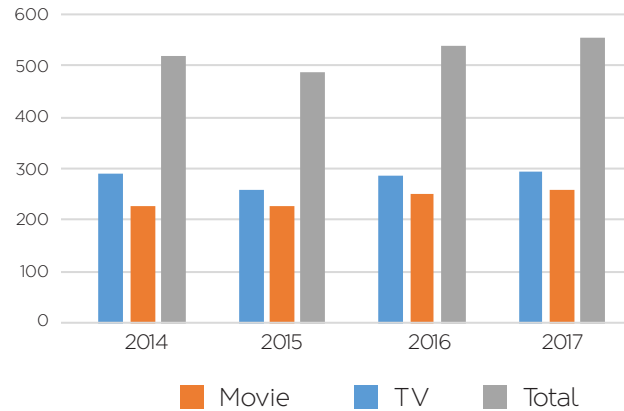
More Streaming/Linking Piracy



Custom analysis of Alexa data (March 2018)

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

Annual BitTorrent Movie & TV Downloads in Millions



MovieLabs data (December 2017)

Reducing Online Piracy

462 = No. of piracy websites blocked in Korea to June 2018



In South Korea, local views at pirate sites are **2.10** times higher than those at legitimate sites

Legitimate Online Video Services

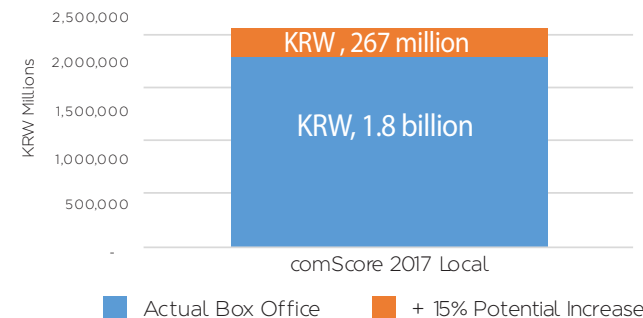


Local Pirate Site Visits: 7653,821

WEBSITE (TOP 5)	TOTAL VISITS	LOCAL VISITS
tzoame	2,618,764	2,235,900
torrent.cam	2,283,431	1,774,087
torrenthaja.com	1,854,181	1,584,524
linktv.pro	2,661,160	1,064,144
tcorea.com	1,309,035	995,166

Custom analysis of Alexa data (March 2018)

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



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