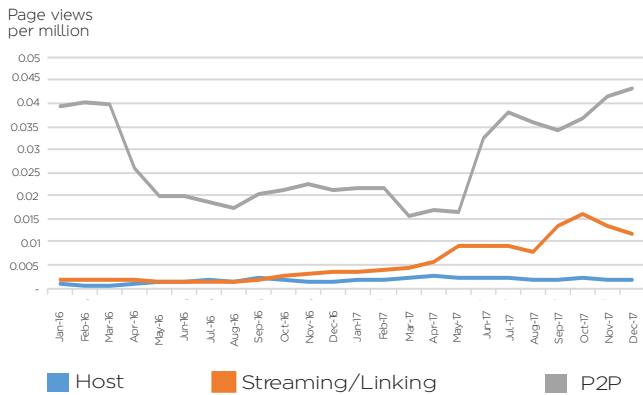


TAIWAN'S PIRACY LANDSCAPE 2018

P2P SIGNIFICANTLY UP

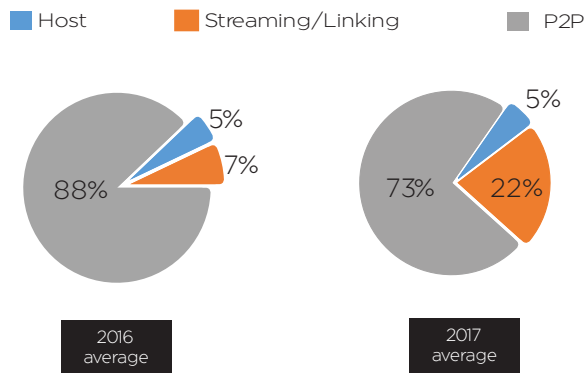
608 % = Increased pageviews of an average user of streaming piracy websites between Jan 2016 & Dec 2017

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

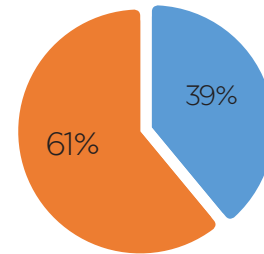


Custom analysis of Alexa data (March 2018)

39 % = percentage of high-risk advertisements (sex industry, gambling, malware, scams) appearing on pirate websites

Movie/TV Advertisements

- Mainstream Advertising
- High-Risk Advertising

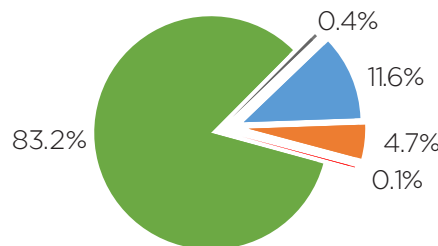


A significant number of household name brands in Taiwan are choosing to advertise on rogue sites, which are facilitating the distribution of infringing content (movies and TV shows).

While it is positive that Taiwanese viewers are being exposed to fewer higher risk ads, it is also extremely concerning that they would see almost 40 times more mainstream ads than Australians visiting a similar number of sites.

Frequency by Ad Category - High-Risk Advertising

- Malware
- Gambling
- Downloading sites
- Scams
- Sex Industry



Mainstream Advertising Support for Online Piracy in Taiwan. Dr. Paul A. Watters, Massey University, March 2018

In Taiwan, local page views at pirate sites are **3.43** times higher than those at legitimate sites

Legitimate Online Video Services

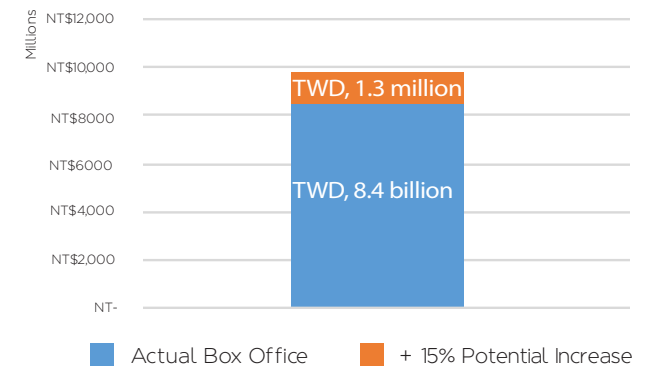


Local Pirate Site Visits: 38,506,823

WEBSITE	TOTAL VISITS	LOCAL VISITS
eyny.com	26,302,400	21,579,168
58b.tv	8,002,671	7,792,768
8maple.ru	10,724,973	5,661,681
maplestage.com	9,282,778	3,473,206
anime1.me	3,201,241	1,825,681

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, (February 2017)