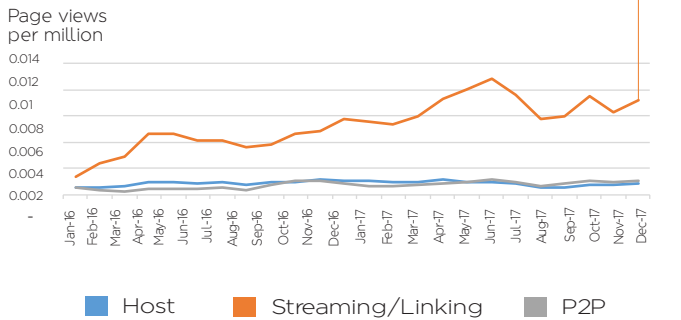# THAILAND'S PIRACY LANDSCAPE 2018
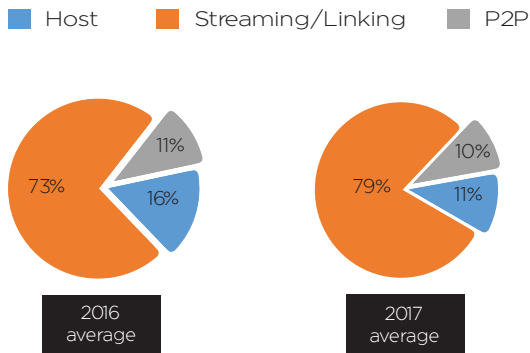
STREAMING PIRACY SIGNIFICANTLY UP WHILE P2P DECLINES

81.35 % = Increased pageviews of an average user of streaming piracy websites between 2016 & 2017

Piracy Traffic by Category

Page views per million
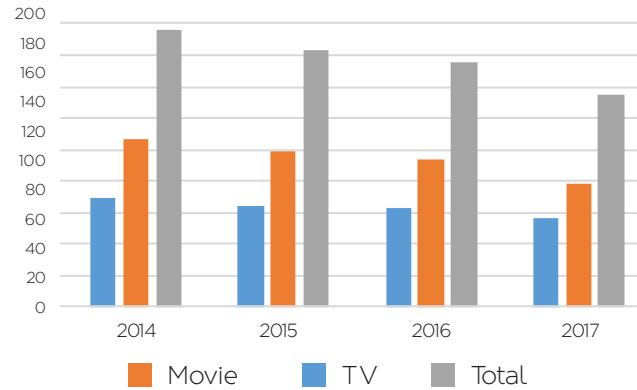

Streaming up

Legend: 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

2016 average: 73% / 16% / 11%

2017 average: 79% / 11% / 10%

Custom analysis of Alexa data

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

Annual BitTorrent Movie & TV Downloads in Millions
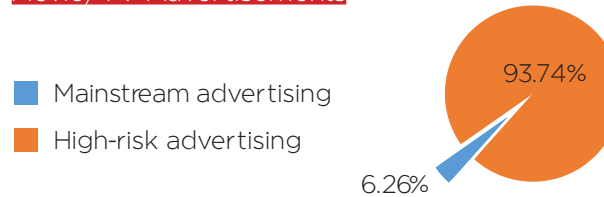

Movie — TV — Total

BitTorrent piracy has seen a slight reduction in 2017, possibly due to a user shift to host sites such as 4shared.com and link sites such as movie2free.com.

MovieLabs data

93.74 % = percentage of high-risk advertisements (sex industry, gambling, malware, scams) appearing on pirate websites

Movie/TV Advertisements

- Mainstream advertising
- High-risk advertising

93.74%

6.26%

In particular, 62.22% of High Risk ads were for the sex industry and 16.05% were for gambling.

The Impact of High Risk Advertising on Thai Social Values: The Role of Piracy Websites
Dr. Paul A. Watters, Massey University, March 2015

In Thailand, local views at pirated sites are **3.85** times higher than those at legitimate sites
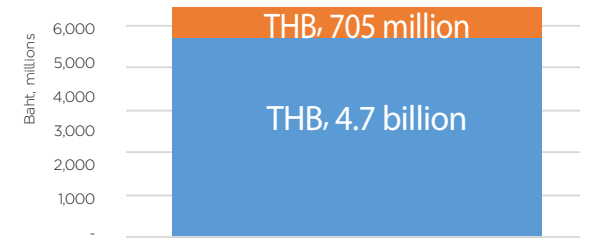
Legitimate Online Video Services

HOLLYWOOD TV · DOONEE · NETFLIX · iflix · MONOMAXXX ANDROID TV

Local Pirate Site Visits: 27,949,253

WEBSITE (TOP 5)	TOTAL VISITS	LOCAL VISITS
movie2free.com	13,185,465	12,485,019
siambit.me	4,971,434	4,795,748
037hd.com	4,362,665	4,206,832
subthai.co	3,421,159	3,271,203
kseries.co	3,332,312	3,190,450

Custom analysis of Alexa data (March 2018)

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

THB 705 million

THB 4.7 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)