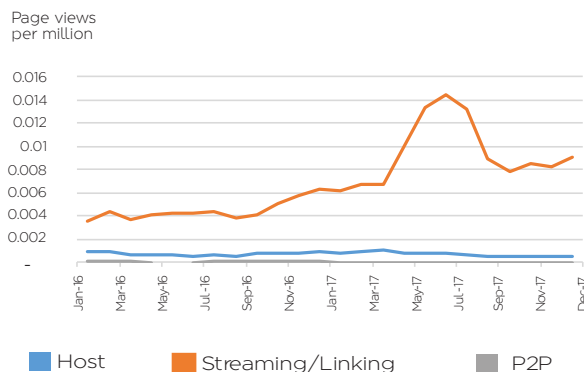


VIETNAM'S PIRACY LANDSCAPE 2018

STREAMING PIRACY SIGNIFICANTLY UP

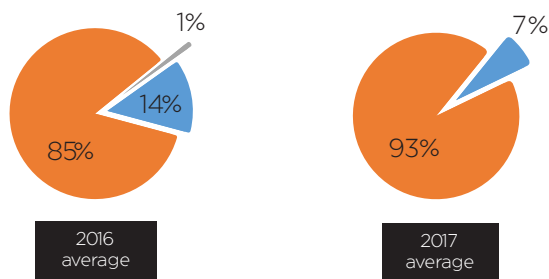
150% = Increased pageviews of an average user of streaming piracy websites between Jan 2016 & Dec 2017

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.

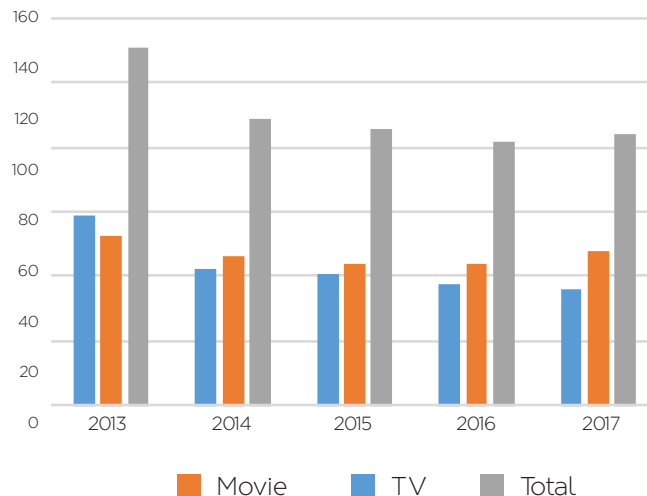
Host Streaming/Linking P2P



Custom analysis of Alexa data

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

Annual BitTorrent Movie & TV Downloads in Millions



MovieLabs data

The world's largest piracy site **123movies** closing down for good; urges people to buy content

- **98 million** visitors a month
- Listed in latest US Trade Representative's **Notorious Markets** report
- **123movies** message to users: "PS: **Please pay** for the movies/shows, that's what we should do to show our respect to people behind the movies/shows."

In Vietnam, local page views at pirate sites are **12.43** times higher than those at legitimate sites

Legitimate Online Video Services

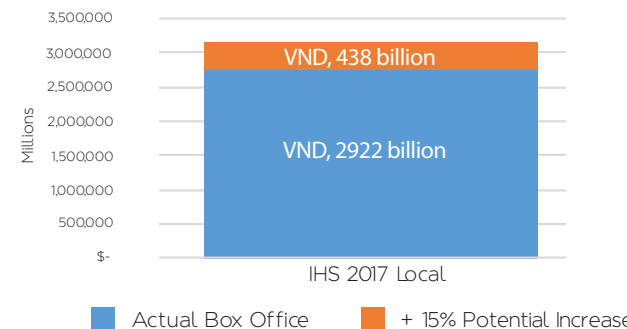


Local Pirate Site Visits: 46,599,412 in March 2018

WEBSITE	TOTAL VISITS	LOCAL VISITS
phimmoinet	23,009,182	22,138,803
banhtv.com	8,642,057	7,578,384
phimbathu.com	7,701,688	6,598,188
bilutv.com	7,429,668	6,150,777
anime47.com	4,391,842	4,133,260

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, (February 2017)