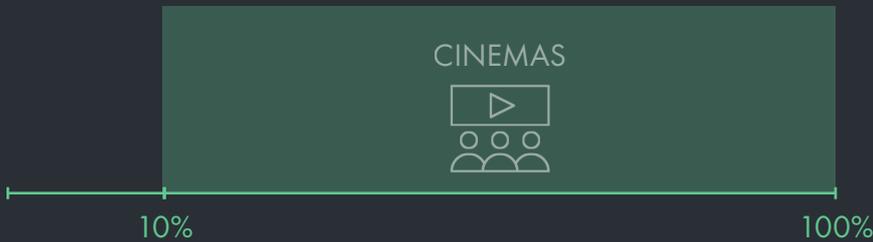


# IMPACT OF ILLEGAL RECORDING IN CINEMAS AND ONLINE PIRACY

DID YOU KNOW THAT **90%** OF NEWLY RELEASED MOVIES APPEARING ILLEGALLY ONLINE ORIGINATE FROM A CINEMA?

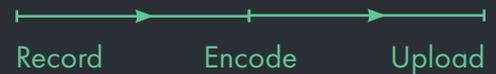


**"589** of the largest piracy sites generated more than **\$200 million** in advertising-driven revenues in 2014."

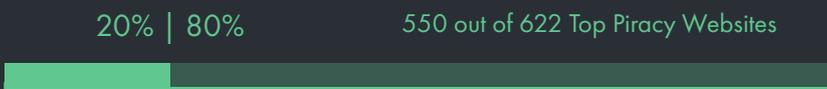
*The Digital Citizen's Alliance's Good Money Still Going Bad: Digital Thieves and the Hijacking of the Online Ad Business Report*

...ONCE A FILM IS ILLEGALLY RECORDED, IT IS **ENCODED** BY A RELEASE GROUP & **UPLOADED** TO PIRATE WEBSITES...

Illegal release groups will encode illegally recorded clips and upload them onto websites such as The Pirate Bay, SolarMovie, Extra Torrents, KickAss Torrents, etc.



...ONCE ILLEGALLY DISTRIBUTED, THOSE INVOLVED IN THE PROCESS OFTEN MAKE SUBSTANTIAL **FINANCIAL GAINS**... ADVERTISING REVENUE IS COMMONLY GENERATED FROM **HIGH-RISK ADVERTISEMENTS** (SEX, GAMBLING, MALWARE)...



**"80%** of the top piracy websites in Europe carried advertising, showing how easy it is for piracy sites to profit from online advertising and how **profit-driven** these sites are. "

The estimated annual revenue made by pirate websites from malware installations alone is **\$70 million**.

*The Revenue Sources for Website Making Available Copyright Content without Consent in the EU, Incopro*

...VIEWERS, YOUNG AND OLD, MAY BE EXPOSED TO MALWARE, VIRUSES, HIGH-RISK ADS, AND EVEN IDENTITY THEFT...

**1 in 3** content theft sites distribute malware and are **28 times** more likely to have malware than legitimate sites.

*The Digital Citizen's Alliance's Digital Bait: Internet Users At High Risk Of Malware From Content Theft; \$70 Million Underground Market report*

Without piracy, box office revenue would have been **14-15% higher** per year.

*The Dual Impact of Movie Piracy on Box Office Revenue: Cannibalization and Promotion, Carnegie Mellon University*