

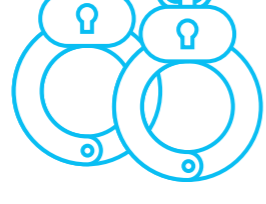
GLOBAL PIRACY NUMBERS

A LOOK AT PEER-TO-PEER DIGITAL MEDIA INFRINGEMENT

Estimates across film, music and software project anywhere from **\$380 billion to \$850 billion in digital piracy offenses** by the year 2022.¹ Breaking down worldwide trends, we see where the most P2P sharing is taking place and what the most infringed upon types of media are. Use these trends to make smarter business decisions that will protect your brand's content.

PIRACY PERSISTS

Peer-to-peer media infringement is a persistent issue worldwide.

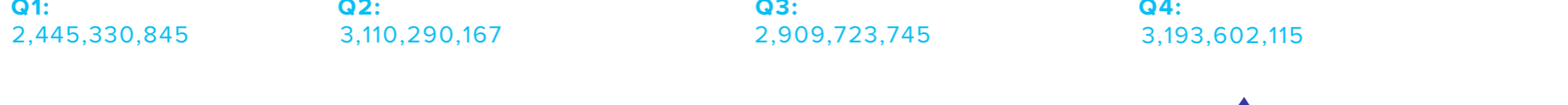


26,207,452,149

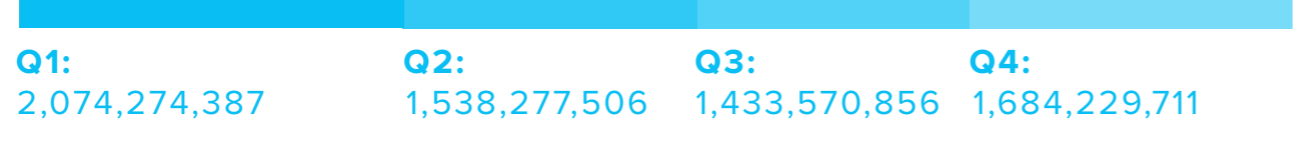
incidents of infringement have occurred worldwide in the last three years.

SUM OF INFRINGEMENT COUNT

2017 **TOTAL: 11,658,946,872**

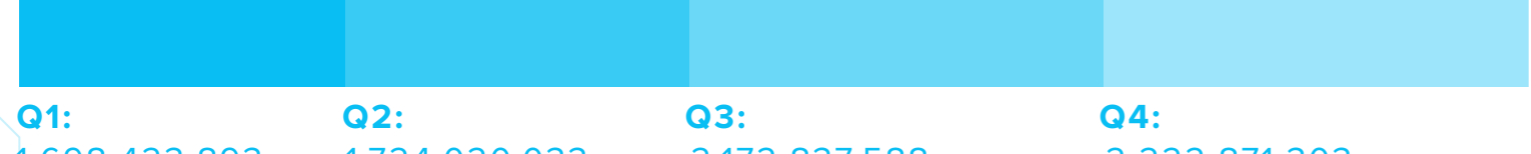


2016 **TOTAL: 6,730,352,460**



In the last three years, the highest number of incidents of infringement occurred during Q4 2017.

2015 **TOTAL: 7,818,152,817**



MOST PIRATED MEDIA TYPES

Overall, the two most illegally downloaded media types are movies and TV shows.

FROM MUSIC TO MOVIES TO TV

Entertainment that once drew consumers to theaters now streams over affordable and easily-accessible platforms. Music, once the most pirated form of content, has been surpassed by a spike in movie theft.



45.18%

of pirated content were movies



44.34%

of pirated content were TV shows

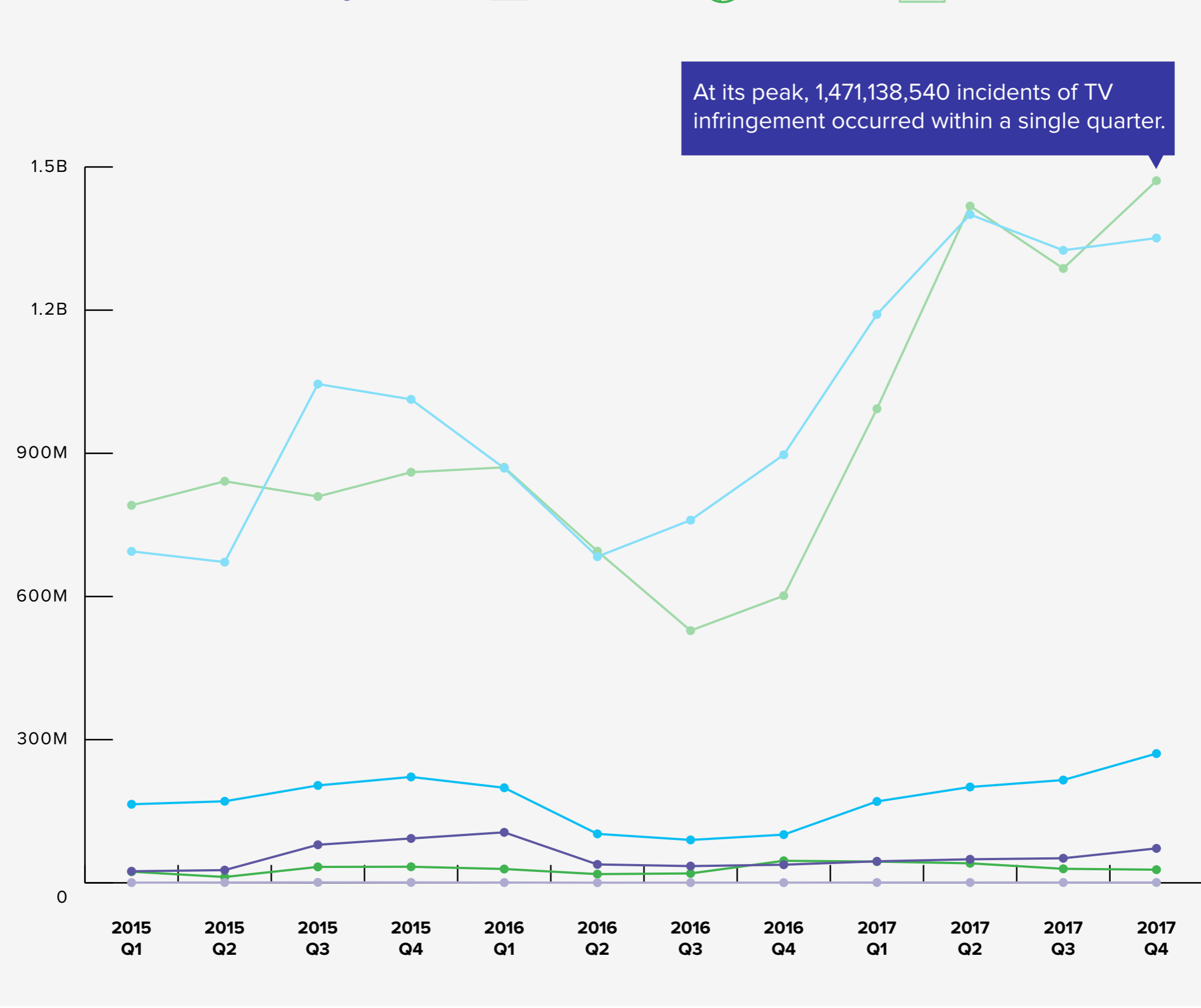


10.47%

of the remaining content included games, music, publishing and software

INFRINGEMENT BY MEDIA TYPE

🎮 GAMES
📺 MOVIES
🎵 MUSIC
📖 PUBLISHING
💻 SOFTWARE
📺 TV



TRENDS ACROSS THE GLOBE

Europe as a whole is responsible for just under half of all the infringement incidents in the last three years. Following close behind is Asia as a whole, which accounts for about one-fifth of all pirated content.

% OF WORLDWIDE INFRINGEMENT WITHIN THE REGION

🇪🇺 Europe
🇦🇸 Asia
🇺🇸 North America
🇨🇦 South America
🇦🇫 Africa
🇦🇺 Oceania
🌐 Other

2017



2016

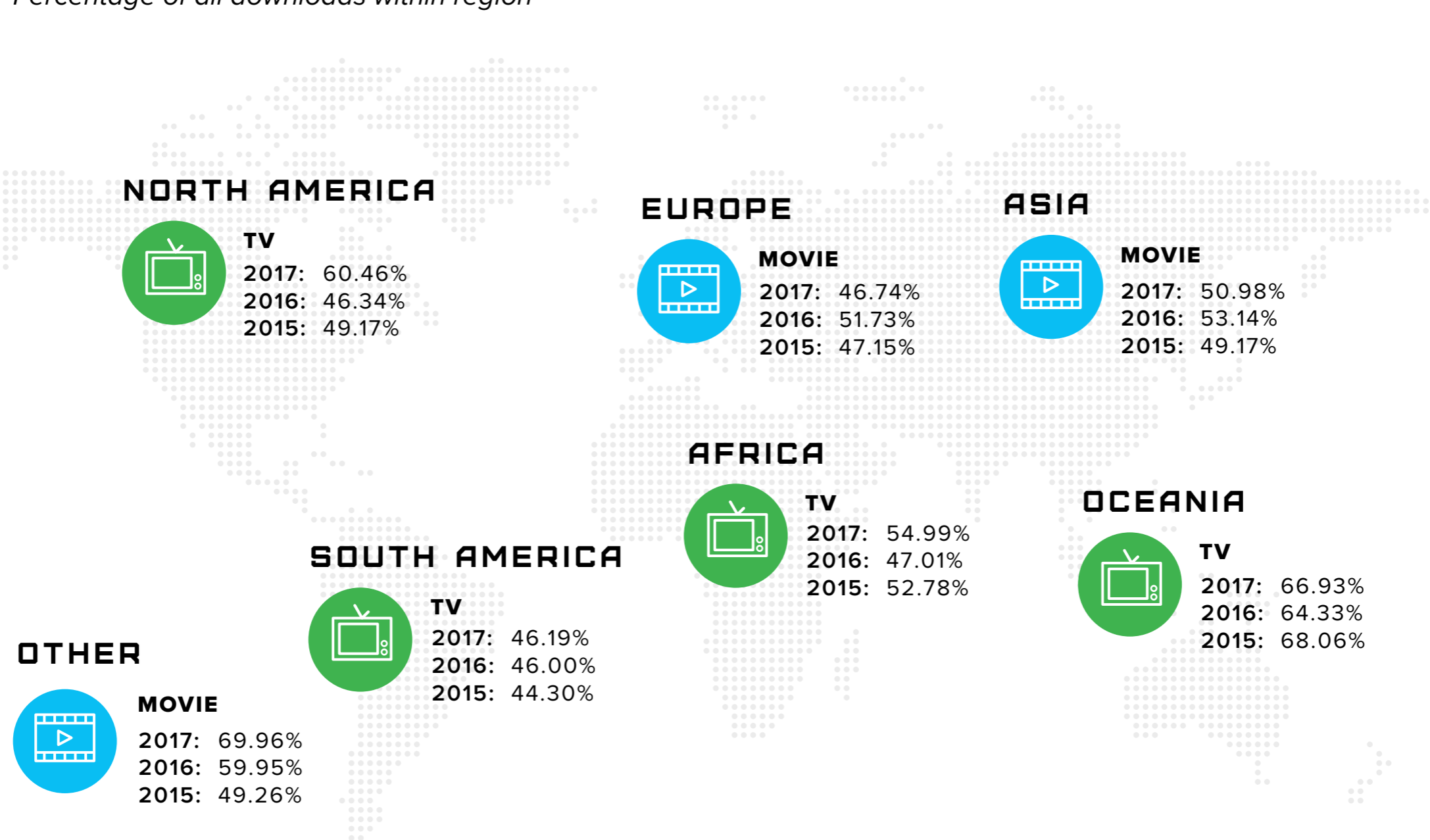


2015



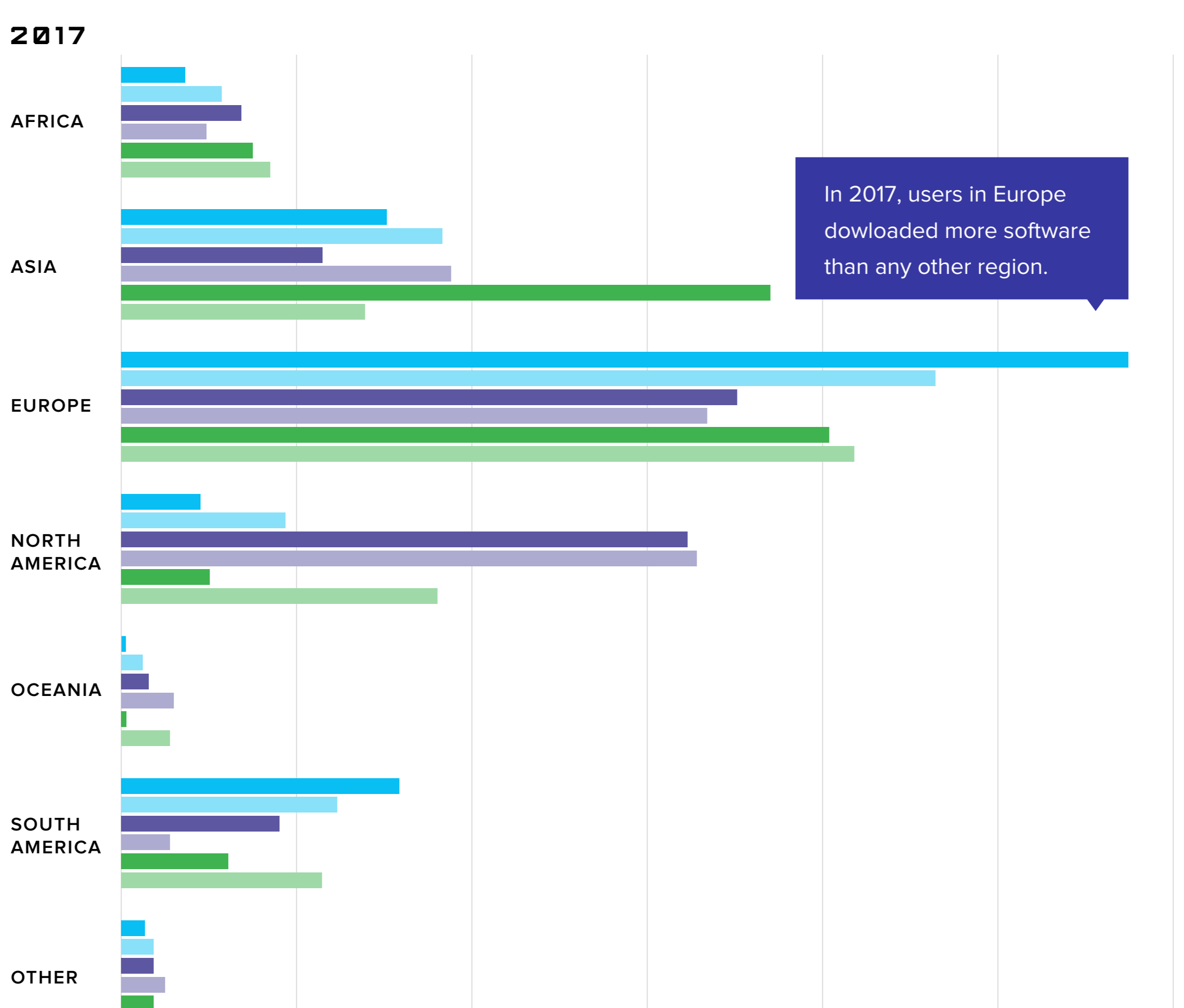
MOST PIRATED CONTENT TYPE PER REGION AND % OF INCIDENTS

Percentage of all downloads within region



BREAKDOWN OF PIRATED MEDIA BY REGION

🎮 GAMES
📺 MOVIES
🎵 MUSIC
📖 PUBLISHING
💻 SOFTWARE
📺 TV



Overall, media piracy skyrockets in Europe, with North America trailing close behind in music and publishing.

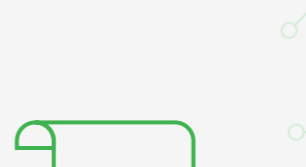
TURN INTELLIGENCE INTO REVENUE

Use piracy business intelligence to make informed decisions for your company.



KNOW WHAT YOUR AUDIENCE IS LOOKING FOR

Understanding where and how your content is being pirated allows you to determine where demand lies.



THEN, CREATE A BETTER ALTERNATIVE

This is an opportunity to create an additional revenue stream. Provide your audience with a legal and paid option to deter them from pirating.

PROTECT YOUR CONTENT

Implement these best practices to prevent your company from losing data.



STAY UP-TO-DATE WITH GLOBAL TRENDS

Keep track of which channels are used to share and pirate data so you can direct your resources where it matters most.



GAIN VISIBILITY

Monitor, then enforce. Leverage tools to find out where your content is on the internet so you can respond swiftly to any infringement.



LEVERAGE BUSINESS INTELLIGENCE

Turn data into insights. Make informed decisions about how to safely distribute your digital content online.

START PUTTING UP YOUR DEFENSES TODAY. LEARN HOW AT WWW.MARKMONITOR.COM/P2P

Clarivate Analytics

MarkMonitor
Protecting brands in the digital world

¹The Economic Impacts Of Counterfeiting And Piracy", Frontier Economics. 2016.
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