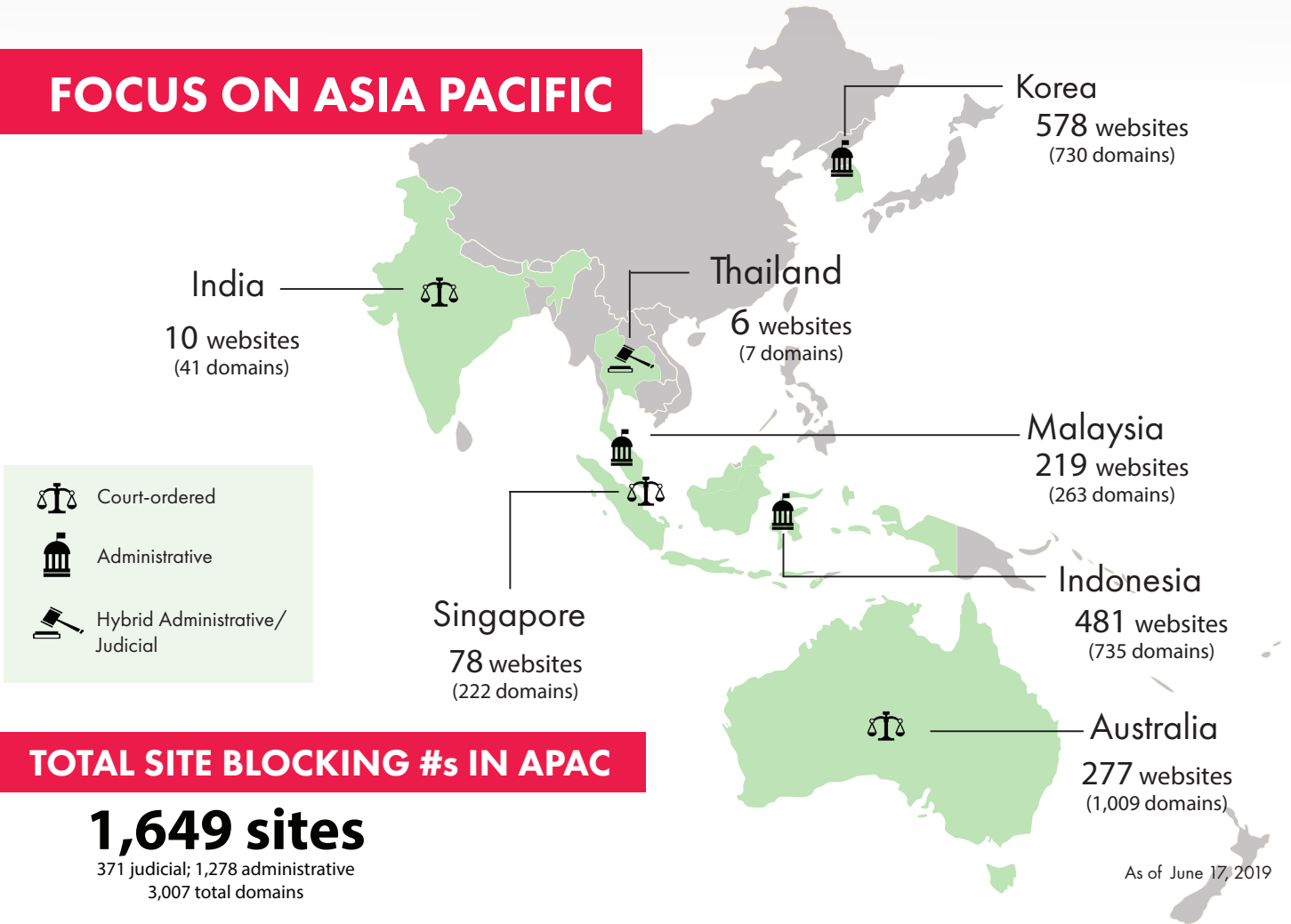


# SITE BLOCKING IN THE WORLD



## FOCUS ON ASIA PACIFIC



## KOREA CASE STUDY



**90%** average decrease in visits to blocked sites as of three months after a block



**51%** decline in visits to P2P sites as of three months after the third wave of blocks in June 2015 compared to one month before

# SITE BLOCKING CASE STUDIES

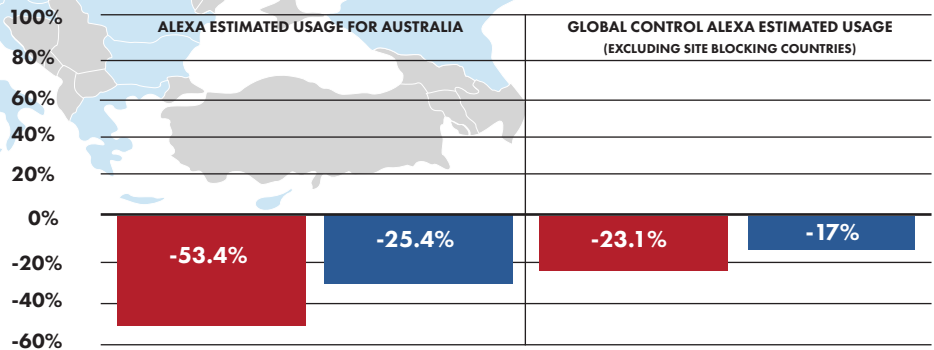
## AUSTRALIA CASE STUDY: TOP 250 UNAUTHORISED SITES

CHANGE IN ALEXA ESTIMATED USAGE FOR AUSTRALIA TOP 250 UNAUTHORISED SITES

COMPARISON OF AUSTRALIA TO GLOBAL CONTROL

OCTOBER 2016 vs NOVEMBER 2017

- SITES BLOCKED IN AUSTRALIA
- TOP 250 UNAUTHORISED SITES IN AUSTRALIA



**53.4%**

- Site blocking in Australia has resulted in a usage reduction of 53.4% to sites blocked in August 2017, when compared to before blocking was implemented.
- Usage has decreased for each blocking wave implemented in the country.

**23.1%**  
GLOBALLY

- Blocks have therefore decreased usage of those sites in the target region of Australia by 30.3% more than they have decreased in the global control.

**↓ 25.4% IN**   
**17% GLOBALLY**  
(EXCLUDING AUSTRALIA)

**35.1%**

- The usage of the top 50 sites in Australia has decreased by 35.1% since October 2016.
- This is 25.5% further than the 10.6% in the previous report.
- The impact of the two August 2017 blocking injunctions is the driving force behind these changes;

[Incopro, December 2017](#)

## UK CASE STUDY:

### INJUNCTIONS INCREASE TRAFFIC TO LEGAL SOURCES OF CONTENT

↑ **12%** average increase in usage of legal streaming sites like Netflix for all users of the major piracy sites blocked in the UK in 2013

↑ **6%** increase in visits to paid legal streaming sites like Netflix<sup>^</sup>

↓ **22%** decrease in total piracy for all users affected by the blocks

↑ **23.6%** increase in usage of legal streaming sites among the heaviest users of those major piracy sites

↑ **10%** increase in videos viewed on legal ad-supported streaming sites like BBC and Channel 5

<sup>^</sup>The latest figure may be lower due to increased price sensitivity of the remaining pirates in 2014 or due to the lower popularity of the 53 sites in 2014 compared with the 19 sites blocked in 2013.

[The Effect of Piracy Website Blocking on Consumer Behavior, Carnegie Mellon University, November 2015](#)

[Website Blocking Revisited: The Effect Of The UK November 2014 Blocks On Consumer Behavior, Carnegie Mellon University, April 2016](#)

**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, February 2016](#)