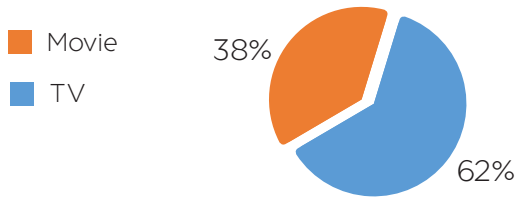


Australia's Piracy Landscape

380 million = total number of BitTorrent movie and TV downloads in 2016

2016 BitTorrent Movie & TV Download in millions

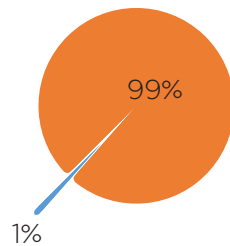


MovieLabs data (December 2016)

99% = percentage of high-risk movie/TV advertisements (i.e. sex industry, gambling, malware, scams) appearing on pirate websites

Movie/TV advertisements

- Mainstream advertising
- High-risk advertising



46% of ads were malware, while 3% were gambling ads. With 20% of advertising on rogue websites being categorised as sex industry, Australian users who access the websites (including pre-teens and teens) are being exposed to graphic, hard core pornographic imagery.

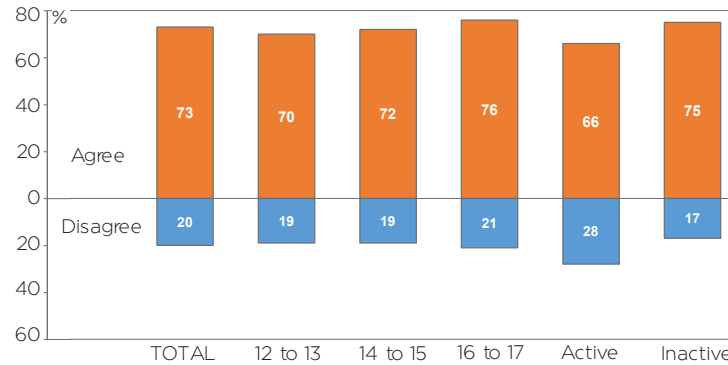
"A systematic approach to measuring advertising transparency online: An Australian case study", University of Ballarat (September 2013)



High levels of agreement that piracy is stealing

Aged 12-17

"Downloading or streaming pirated content is stealing/theft"



Creative Content Australia (August 2016)

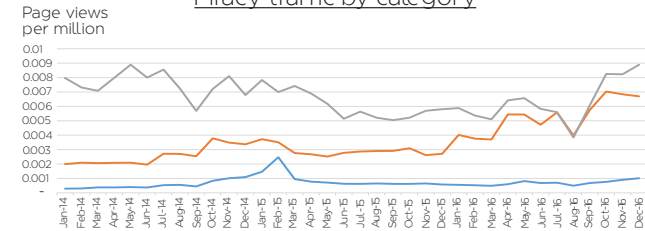
The top five pirate sites received a total of 139.9 million page views from Australians

WEBSITE	GLOBAL ALEXA	TOTAL PAGE VIEWS	LOCAL ALEXA	LOCAL PAGE VIEWS
123movies.is	191	720,741,669	55	32,577,523
thepiratebay.org	116	1,450,056,230	96	28,276,096
rarbg.to	276	1,387,990,403	117	50,384,052
yts.ag	296	423,583,350	131	14,613,626
kissanime.ru	416	483,298,914	132	14,063,998

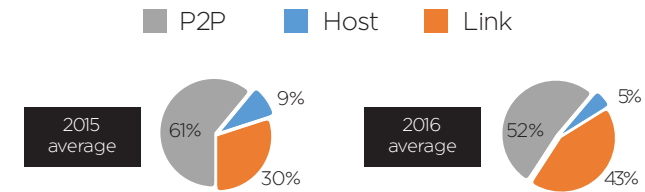
Custom analysis of Alexa data (March 2017)

52% of all page views at pirate sites are at P2P websites on average in 2016

Piracy traffic by category

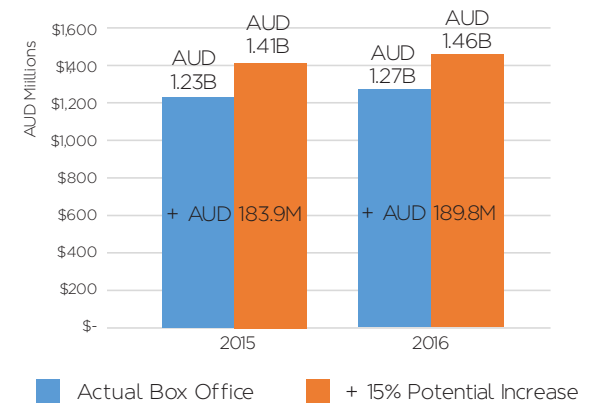


*The count of pageviews is the total number of times the pages of a website were viewed or refreshed within the selected time period. Page views per million indicates what fraction of all the page views by Alexa Toolbar users go to a particular site.



Custom analysis of Alexa data (December 2016)

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 2016)