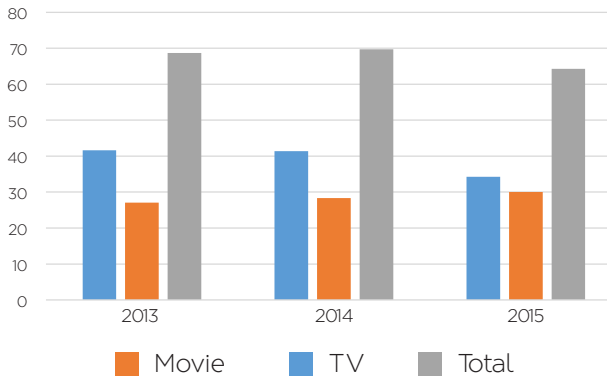


# Hong Kong's Piracy Landscape

**64.3 million** = total number of BitTorrent movie and TV downloads in 2015

Annual BitTorrent Movie & TV Download in millions



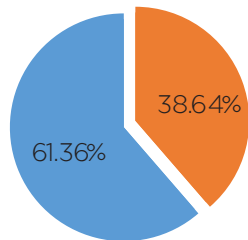
BitTorrent piracy has seen a reduction in 2015, possibly due to a user shift to host sites such as rapidgator.net and link sites such as maplestage.com.

MovieLabs data

**38.64%** = percentage of high-risk movie/TV advertisements (sex industry, gambling, malware) appearing on pirate websites alongside local content

Movie/TV advertisements

- Mainstream advertising
- High-risk advertising



Mainstream Advertising on Rogue Websites in Hong Kong: A Comparison of Chinese and Western Titles  
Dr. Paul A. Watters, Massey University, July 2014



In Hong Kong, page views at pirated sites are **1.2 times higher** than those at legitimate sites

Total page views for top 5 Legitimate Sites: 28,938,723

WEBSITE	GLOBAL ALEXA	TOTAL PAGE VIEWS	LOCAL ALEXA	LOCAL PAGE VIEWS
mytv.tvb.com	4,103	11,759,009	35	10,521,961
programme.rthk.hk	10,646	4,563,151	98	2,982,932
hktvmall.com	20,459	6,694,624	117	6,392,027
netflix.com/hk	42	7,149,206,276	142	5,719,365
viu.com	14,551	8,589,550	149	3,322,438

Total page views for top 5 Pirate Sites: 33,459,074

WEBSITE	GLOBAL ALEXA	TOTAL PAGE VIEWS	LOCAL ALEXA	LOCAL PAGE VIEWS
8drama.com	3,901	43,162,240	119	8,205,142
eyry.com	705	330,250,178	120	12,186,232
thepiratebay.org	98	1,663,165,999	138	5,654,764
maplestage.com	2,593	51,256,567	153	4,664,348
dramaq.biz	2,433	32,956,702	154	2,748,589

Custom analysis of Alexa data, January 2017

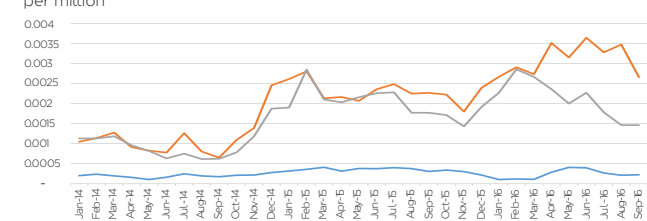
**"Profits streaming away: Why Hong Kong broadcasters are crying foul over set-top boxes"**

-SCMP

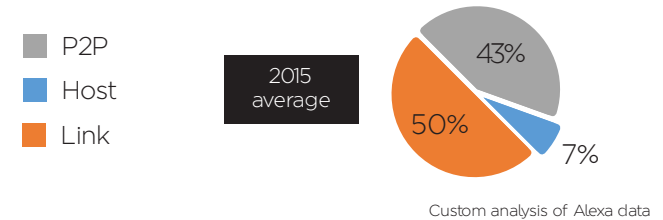
- Internet Streaming Devices (ISDs) - set top boxes loaded with apps, pose a major new piracy threat to the film and television industry
- These devices are easily available in Hong Kong
- The devices enable users to watch thousands of hours of copyrighted film and TV content for no payment
- Local authorities are considering taking enforcement operations against criminal syndicates selling ISDs

**57%** of all page views at pirate sites are at host sites, i.e. cyberlockers (7%) and link sites (50%), on average in 2015

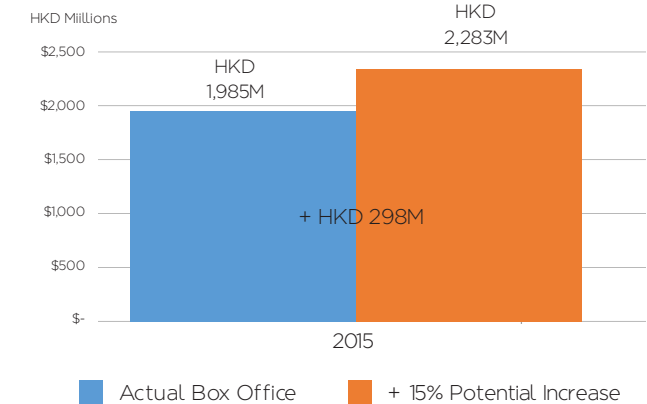
Piracy traffic by category



\*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.



**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