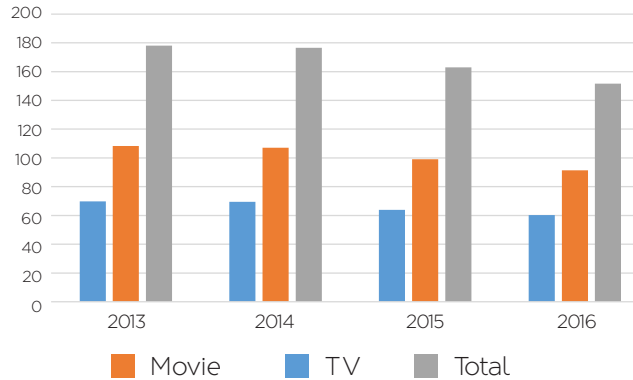


Thailand's Piracy Landscape

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

Annual BitTorrent Movie & TV Download in millions



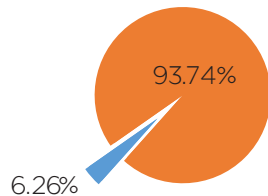
BitTorrent piracy has seen a slight reduction in 2016, possibly due to a user shift to host sites such as 4shared.com and link sites such as movie2free.com.

MovieLabs data

93.74% = percentage of high-risk advertisements (sex industry, gambling, malware, scams) appearing on pirate websites

Movie/TV Advertisements

- Mainstream advertising
- High-risk advertising



In particular, 62.22% of High Risk ads were for the sex industry and 16.05% were for gambling.

The Impact of High Risk Advertising on Thai Social Values: The Role of Piracy Websites
Dr. Paul A. Watters, Massey University, March 2015



In Thailand, page views at pirated sites are **14.7 times higher** than those at legitimate sites

Total page views for top 5 Legitimate Sites: 15,875,449

WEBSITE	GLOBAL ALEXA	TOTAL PAGE VIEWS	LOCAL ALEXA	LOCAL PAGE VIEWS
iflix.com	7,775	24,438,778	308	5,447,404
netflix.com/th	43	6,311,687,983	431	9,467,532
doonee.com	207,353	357,274	2,434	350,736
monomaxx.com	272,303	287,385	2,710	277,556
hollywood-hdtv.com	255,074	341,545	3,099	332,221

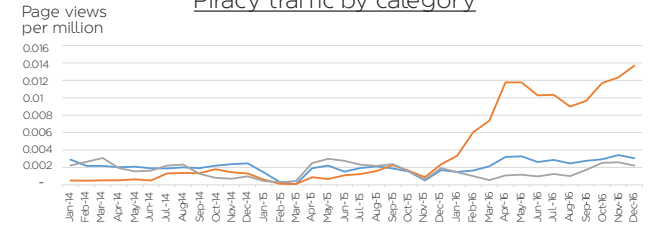
Total page views for top 5 Pirate Sites: 233,805,969

WEBSITE	GLOBAL ALEXA	TOTAL PAGE VIEWS	LOCAL ALEXA	LOCAL PAGE VIEWS
movie2free.com	1,434	95,588,384	9	92,338,379
newmovie-hd.com	2,417	68,324,406	18	66,602,631
O37hd.com	5,182	30,663,611	35	29,755,968
kseries.co	4,918	26,798,456	38	25,688,999
moviehd-master.com	7,787	20,122,259	45	19,419,992

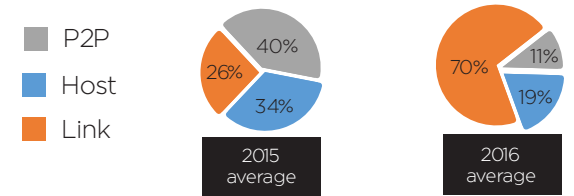
Custom analysis of Alexa data (March 2017)

89% of all page views at pirate sites are at host sites, i.e. cyberlockers (19%) and link sites (70%), on average in 2016

Piracy traffic by category

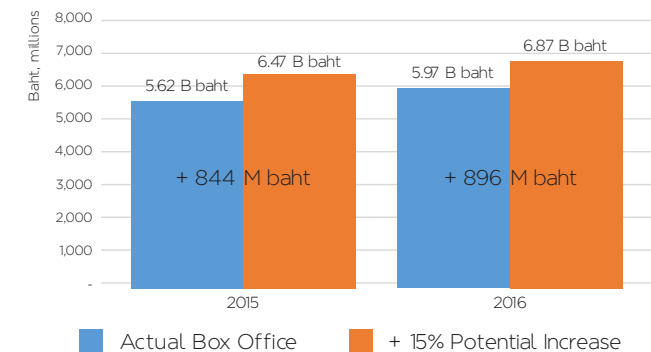


*The count of pageviews is the total number of times the pages of a website were viewed or refreshed within the selected time period. Page views per million indicates what fraction of all the page views by Alexa Toolbar users go to a particular site.



Custom analysis of Alexa data

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