

Digital piracy across the globe

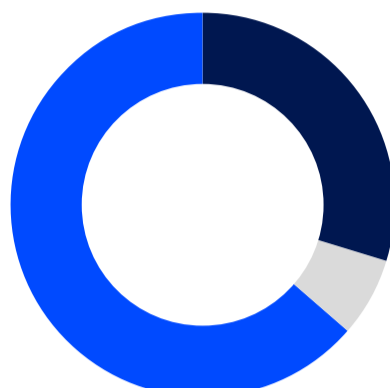
By 2022, global annual internet traffic is expected to reach 4.8 zettabytes.¹ More than 82% of that total will be IP video, growing four-fold from 2017.

Have a closer look at today's landscape of content threats.



Criminals target high-value video content

By 2022, the highest-value content categories driving advanced security will have a total value of \$215B. Ultra High Definition content (\$95B), extends across these and could make up as much as 55% of global IP video traffic by 2022.²



Projected value by 2022

\$55B

Live Sports Rights

\$12B

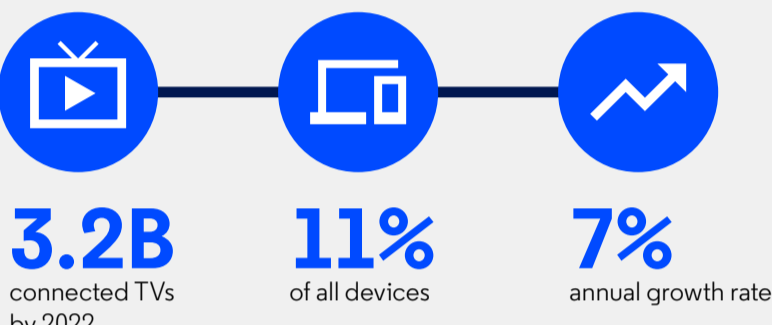
Early Release VOD

\$117B

Exclusive series

Growth across connected TV

The third-fastest growing device category, connected TV, lands just behind machine to machine and smartphones.³



Piracy across devices

400M+

active users

on illegal fully-loaded Kodi boxes⁴

100-300

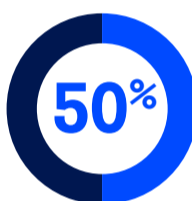
satellite TV channels

Average number of channels available on a pirate set-top box

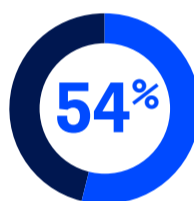
In Europe



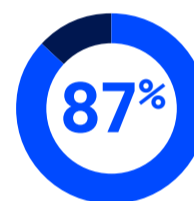
UK



expect to cancel pay TV within 12 months⁵



of millennials conceded to watching live sport streams illegally



of an estimated 2.6M consumers not using pirate streaming platforms in 2017 are expected to access them in the future

France

+50%

piracy over smart phones skyrocketed by 50% in 2017⁶

+15%

increase in illegal streaming pirate websites

In North America



US and Canada

6.5% of 106M households accessed known pirate TV services during peak evening hours in 2017 – that's more than 6% of all downstream internet traffic.⁷

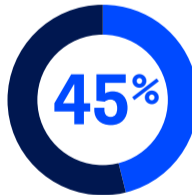
\$840M+

in video service revenue lost to piracy in 2017⁸

In Asia



Thailand



of consumers have used an Illicit Streaming Device⁹

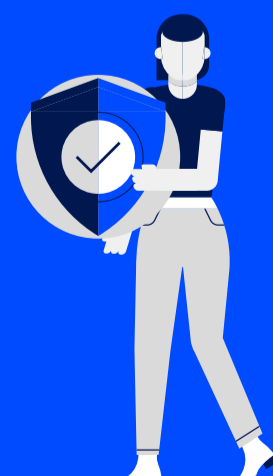
Taiwan



Ratio of legitimate to illegal site content visits¹⁰

How does your anti-piracy program stack up against today's threats?

Discover solutions at markmonitor.com/digitalpiracy



1 2017 Global Internet Phenomena: Spotlight on Television Piracy. Report. Sandvine. October 2018
 2 Content Protection And Watermarking. Report. ABI Research. October 2017
 3 Cisco Visual Networking Index: Forecast and Trends, 2017-2022. Cisco. February 2019
 4 Analyzing the Modern OTT Piracy Video Ecosystem. SCTE-ISBE. October 2018
 5 Almost Five Million Britons Use Pirated TV Streaming Services. Press Release. YouGov. April 2017
 6 Illegal Streaming, Mobile Piracy Surged in France in 2017. Article. Variety. June 6, 2018
 See: <https://variety.com/2018/digital/news/illegal-streaming-mobile-piracy-france-2017-1202833883/>
 7 S&P Global via Cisco. Presentation. January 2018
 8 Pay TV's Piracy Pain. Article. Sandvine. November 2017
 See: <https://www.sandvine.com/inthenews/pay-tvs-piracy-pain-6.5-of-north-american-households-stream-illegal-services-study-finds-variety>
 9 Thailand's Subscription Video Industry Faces New Threat, AVIA, Nov 2018
 10 S&P Global via Cisco. Presentation. January 2018