

THE FACTS ONE-PAGER

Creative industries have embraced new digital models to expand audience access to creative works.

- Currently, there are 480 legitimate online sources for film and TV content globally, with 120 in the United States alone.

The creative industries contribute substantially to the U.S. economy.

- In 2015, core copyright industries (film, television, music, radio, books, photography, newspapers, and software in all formats) added more than \$1.2 trillion of value to the U.S. GDP, and accounted for 6.88% of the U.S. economy -- exceeding aerospace, agriculture, and pharmaceuticals.
- Core copyright industries employed over 5.5 million people, while total copyright industries employed nearly 11.4 million workers (2015).
- The national average annual salary for core copyright workers was \$93,221 (2015).
- The national average annual salary for production employees is well above the national private-sector average at \$82,117 (2016).

The piracy ecosystem is enormous in scope and has global financial repercussions for all creative industries.

- Pirate sites have increasingly moved to streaming video, with the number of streaming pirate sites increasing by 40% from 2013-2014.
- The top 30 cyberlockers make nearly \$100 million per year from stolen creative works (2014).
- In several instances, cyberlockers generate more internet traffic than major commercial websites. For example, two of the most popular cyberlockers, 4Shared and Putlocker, have a higher Alexa Ranking than WSJ.com, USAToday.com, Target.com, or Nike.com (2016).

Piracy affects every creative industry. Here are statistics for film, television, music, and book publishing.

- Film:
 - All eight Best Picture contenders from the Oscars® 2016 were available on file-sharing sites by the time of the Academy Awards®, according to the pirate-tracking firm Tecxipio, with downloads of these films up 59% from 2015.
 - The celebrated 2013 film *Dallas Buyers Club* grossed over \$50 million worldwide theatrically, which translates to approximately 7 million tickets sold. But since the film's release, there have been roughly 22 million piracy transactions – 300% more than paid ticket sales. If 5% of the pirated transactions had been paid theatrical ticket sales, the film would have earned an additional \$7.7 million (it actually earned \$27.2 million).
- Television:
 - For the past five years, HBO's *Game of Thrones* has topped the list of most-downloaded TV shows using BitTorrent. The greatest number of people actively sharing an episode across several torrents was 350,000 at its peak... which happened directly after the season finale became available online legally!
- Music:
 - In 2014, economics consultancy Frontier Economics estimated that U.S. internet users annually consume between \$7 and \$20 billion worth of digitally pirated recorded music.
 - According to the Nashville Songwriters Association International, the number of full-time songwriters in Nashville has dropped 80% since 2000 (2015).
- Book Publishing:
 - According to the Association of American Publishers, the publishing industry as a whole has lost \$80-100 million to online piracy annually.

Pirate websites spread malware, spyware, and viruses.

- A study commissioned by Digital Citizens Alliance and conducted by RiskIQ found that one out of every three pirate sites contained malware. RiskIQ estimated that on a monthly basis, 12 million U.S. internet users are exposed to malware from pirate sites.

Advertisers, ad agencies, and online ad networks play a role in supporting and enabling online piracy.

- In 2014, nearly 600 pirate sites generated an estimated \$209 million in revenue from advertising alone – a significant portion of those revenues came from ads for major U.S. and global brands.
- Megaupload earned over \$25 million from selling online advertising around pirated video and music during its operation.

Search engines play a role in supporting and enabling online piracy.

- Each month, Google receives around 75 million DMCA takedown requests. This amounts to 900 million DMCA requests per year.