Press Release

NATPE 2016:

ALIANZA PUBLISHES REPORT ON ONLINE PIRACY IN SOUTH AMERICA

A study prepared by UK consultancy NetNames quantifies illegal online video piracy in nine countries in the region

Miami, January 21st, 2016. At NATPE 2016, Alianza, the anti-piracy association of the leading companies in the Latin American pay-TV industry, published today the most complete study to date of on-line video piracy in South America. The report was prepared by UK consulting group NetNames.

The study covers nine countries (Argentina, Brazil, Chile, Colombia, Ecuador, Peru, Paraguay, Uruguay and Venezuela) and analyzes Internet usage data in the countries during a single month, with a focus on the three principal audiovisual piracy ecosystems:

- Cyberlockers: file hosting services using one or more servers to distribute video to persons given access to the servers. Examples include Uptobox and Uploaded.net.

- Peer-to-Peer: a computer network in which each computer acts as a server for other computers, allowing shared access to files without need for a central server. Examples include BitTorrent, Ares, Pirate Bay and Cuevana.

- Illegal IPTV Streaming: Services featuring live TV content such as sporting events, premium content channels and popular broadcast channels that are distributed without authorization. Examples include Roja Directa.

The study reveals important findings and shows the behaviors of the infringing users and the different methods used to illegally capture and distribute audiovisual content online.

This study, the first of its kind in South America, quantifies the significant amount of online video piracy specifically in South America.

- Of the approximately 222.3 million Internet users in South America, nearly 50%, or 110 million, accessed a site that distributed pirated audiovisual content by means of either a cyberlocker, peer-to-peer network or illegal IPTV streaming site.

- The number of unique users[1] of each of the three pirate ecosystems during a single month period is as follows:

    - Cyberlockers: 62.7 million unique users, representing 28.2% of all South American Internet users
    - Peer-to-Peer: 46.1 million unique users, representing 20.7% of all South American Internet users

[1] The number of users for the three individual ecosystems exceeds the total number of infringing users because some users access more than one ecosystem.

- Illegal IPTV Streaming: 8.8 million unique users, representing 4% of all South American Internet users

In a further finding, NetNames has analyzed the total amount of infringing bandwidth used in South America and found that 789 petabytes[2] (PBs) of bandwidth usage in Latin America were attributable to users of cyberlockers, peer-to-peer video and illegal IPTV, representing an estimated 1.5 billion hours of viewing annually.

- Cyberlockers: 442 million PBs, or approximately 632 million hours annually (14 hours per cyberlocker user)
- Peer-to-Peer: 265 million PBs, or approximately 379 million hours annually (8 hours per peer-to-peer user)
- Illegal IPTV Streaming: 82 million PBs, or approximately 366 million hours annually (29 hours per user).

"Online piracy represents a significant threat to the protection of intellectual property rights. We all know it exists, but this study is the first time that the industry in South America has made an effort to describe and quantify the threat. This is the first step necessary to raise awareness of the problem. It will enable Alianza members to educate others about the problem and develop strategies to combat this form of piracy. Audiences in South America deserve to enjoy the great variety of audiovisual content that is available for consumption, both in traditional formats and online, but adequate protection of intellectual property has to be absolute," shares Michael Hartman, Senior Vice President and General Counsel of DIRECTV Latin America.

About Alianza
Alianza Contra la Piratería de Televisión Paga, launched in January 2013, is an industry association that aims to fight FTA (free-to-air) piracy in Latin America. Current members include the leading companies of the pay-TV industry in the region. Pay-TV operators: DIRECTV PanAmericana, Telefonica, Claro HDTV, Claro Peru, Claro Ecuador, Claro Colombia, Claro Chile, and Claro Brazil, SKY Brazil, and VTR. Programmers: CDF, DISCOVERY, ESPN, FOX International Channels Latin America, GLOBOSAT, HBO Latin America Group, TELECINE, TELEVISA, TURNER BROADCASTING SYSTEM LATIN AMERICA, and Win Sports. Additional members include: ABTA, CISCO, Media Networks Latin America, NAGRA and Technicolor. For more information, visit www.alianza.tv

About NetNames
NetNames is one of the world's leading online brand protection and domain name management specialists, helping organizations be present, protected and prosperous on the internet. Through its industry leading brand protection, domain name management, online security, anti-piracy and acquisitions services, the company is responsible for keeping organizations and brands one step ahead of online threats across the globe. The company is headquartered in London (UK) with offices in Australia, Denmark, France, Germany, Singapore, Sweden, Switzerland and USA. NetNames can be found at ww.netnames.com and on Twitter @NetNamesDomains.

[2] 1PB = 1024 Terabytes 1 TB + 1024 GBs.

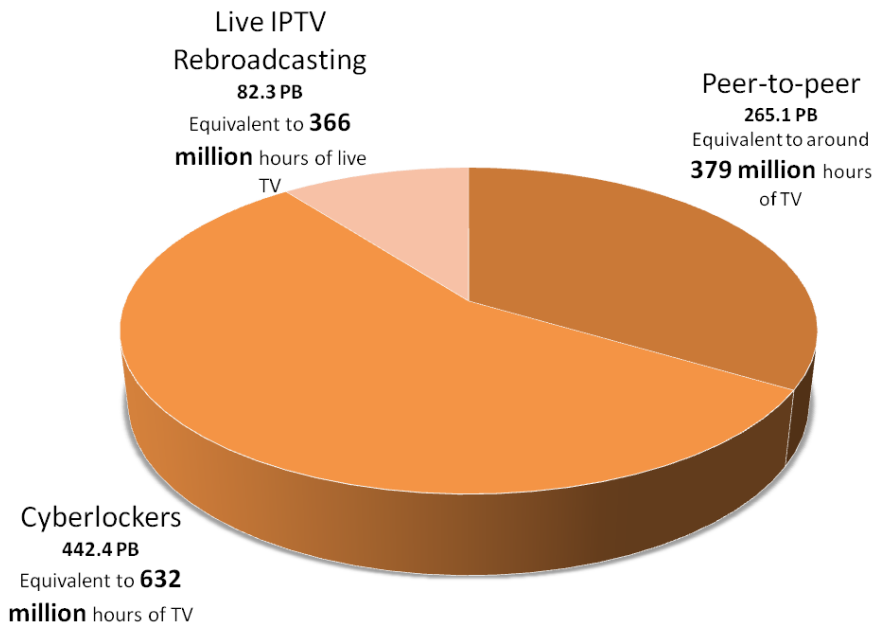
ANNEX

On-Line Video Piracy in Latin America
Number of Unduplicated Users During a Single Month

	Population (MM)	Internet Usage (MM)(1)	Peer-to-Peer (2) MM	Peer-to-Peer (2) %	Cyberlocker (2) MM	Cyberlocker (2) %	Illegal IPTV (2) MM	Illegal IPTV (2) %
Argentina	43	32.3	4.2	13.1%	5.1	15.7%	0.4	1.2%
Brazil	202.7	109.8	32.9	30.0%	40.7	44.6%	6.8	6.2%
Chile	17.4	11.5	3.6	30.9%	4.6	40.2%	0.7	6.5%
Colombia	46.2	28.5	3.8	3.5%	5	17.5%	0.4	1.4%
Ecuador	15.7	6.3	0.7	11.2%	1.1	18.1%	0.1	1.7%
Paraguay	6.7	2.5	0.2	6.7%	0.2	9.7%	0.02	1.0%
Peru	30.1	11.8	1.1	9.6%	1.6	13.6%	0.2	1.4%
Uruguay	3.3	1.9	0.7	35.8%	1	49.6%	0.05	2.4%
Venezuela	28.9	13	0.5	4.0%	0.6	5.0%	0.1	0.4%
Total for Region	394	217.6	47.7	21.9%	59.9	27.5%	8.77	4.0%

(1) Source: Internetworldstats
(2) Findings represent unduplicated users, so that individuals visiting multiple sites withing the ecosystem are not counted multiple times.

Estimated Annual Bandwith dedicated to content infringement, South America



Press Contacts:

Selma Astudillo Boggie
DIRECTV PanAmericana
(56) 2 23374006
sastudillo@directv.cl

Carolina Copello
Consultora de comunicaciones para DIRECTV PanAmericana
+1 (305) 878.2517
carolina@ccopello.com

NAGRA
Ivan Schnider
Marketing Communications
+41 21 732 09 40
ivan.schnider@nagra.com

Christine Oury
Marketing Communications
+1 415 962 5433
christine.oury@nagra.com

NetNames (via Rostrum PR)
Jo Cresswell
Senior Account Manager
Rostrum
e: j.cresswell@rostrum.agency
t: +44 (0)207 440 8675