



# THE COST OF CONTENT THEFT BY THE NUMBERS

**99%** OF FILES AVAILABLE ON **BitTorrent** - THE MOST COMMONLY USED PEER-TO-PEER FILESHARING TECHNOLOGY - WERE FOUND TO BE COPYRIGHT INFRINGING.

(ED FELTEN, "CENSUS OF FILES AVAILABLE VIA BITTORRENT," PRINCETON CENTER FOR INFORMATION TECHNOLOGY POLICY, JANUARY 2010)

ABOUT ONE-QUARTER OF ALL INTERNET TRAFFIC IS COPYRIGHT INFRINGING.

(ENVISIONAL, "TECHNICAL REPORT: AN ESTIMATE OF INFRINGING USE OF THE INTERNET," JANUARY 2011)

**29 MILLION** AMERICAN ADULTS, **13% OF ALL ADULTS**, HAVE DOWNLOADED OR WATCHED ILLEGAL COPIES OF MOVIES OR TV SHOWS ONLINE. (INFOGROUP/OPINION RESEARCH CORPORATION SURVEY FOR MPAA, MAY 2010)

**140,000** OR MORE ACTIVE LINKS TO INFRINGING MOVIE AND TELEVISION TITLES ARE DISCOVERED **DAILY** ON AVERAGE ACROSS A SAMPLE OF 500 WEBSITES. OF THOSE LINKS: (DTECNET)

**73%** POINT TO SITES OFFERING DIRECT DOWNLOAD VIDEO

**15%** POINT TO SITES OFFERING BOTH DIRECT DOWNLOAD VIDEO AND STREAMING VIDEO

**12%** POINT TO SITES OFFERING STREAMING VIDEO ONLY.

**9.4 MILLION**

PEOPLE VIEWED THE 2010 ACADEMY AWARD NOMINATED MOVIE "**127 HOURS**" AT THE BOX OFFICE AROUND THE WORLD...

...**BUT 6.6 MILLION**

ILLEGAL DOWNLOADS OF "**127 HOURS**" OCCURRED ON BITTORRENT AND OTHER KEY P2P APPLICATIONS THROUGH AUGUST 2011.

(ATTENDANCE ESTIMATE BASED ON RENTRAK CORPORATION AND BOX OFFICE MOJO, PEER MEDIA TECHNOLOGIES)

**77%** OF SITES THAT COMMONLY LINK TO OR HOST INFRINGING FILM AND TELEVISION MATERIAL GET MORE TRAFFIC FROM GOOGLE THAN ANY OTHER SITE ONLINE, ACCORDING TO A SAMPLE SET OF THIRTY KEY SITES. (ENVISIONAL BRIEFING REPORT, JUNE 2011)

**\$58 BILLION** IN ECONOMIC OUTPUT IS **LOST** TO THE **U.S. ECONOMY ANNUALLY** DUE TO COPYRIGHT THEFT.

- **373,000 FOREGONE JOBS**
- **\$16 BILLION LOST IN EARNINGS**
- **\$3 BILLION IN TAXES LOST TO FEDERAL, STATE & LOCAL GOVERNMENTS**

(STEPHEN E. SIWEK, "THE TRUE COST OF COPYRIGHT INDUSTRY PIRACY TO THE U.S. ECONOMY," FOR THE INSTITUTE FOR POLICY INNOVATION, OCTOBER 2007)

**NEARLY 70% OF FILM REVENUE COMES FROM DVD SALES AND OTHER AFTER MARKETS**

**2.4 MILLION** AMERICAN JOBS RELY ON A HEALTHY MOTION PICTURE AND TELEVISION INDUSTRY, FROM ACCOUNTANTS TO TRUCK DRIVERS TO FLORISTS TO MAKE-UP ARTISTS. (ANALYSIS OF BUREAU OF LABOR STATISTICS AND BUREAU OF ECONOMIC ANALYSIS RIMS II DATA)

**95,000 BUSINESSES** IN EVERY STATE,

PREDOMINANTLY **SMALL BUSINESSES**, MAKE UP THE MOTION PICTURE AND TELEVISION INDUSTRY, AND MANY MORE WORK WITH AND DEPEND ON THE INDUSTRY. (ANALYSIS OF DUN & BRADSTREET DATA)

MORE THAN **65 ONLINE SERVICES** IN THE U.S. ARE OFFERING FILMS OR TELEVISION SHOWS **LEGALLY**. FOR MORE INFORMATION, VISIT [MPAA.ORG](http://MPAA.ORG).