

Breaking (B) ads:

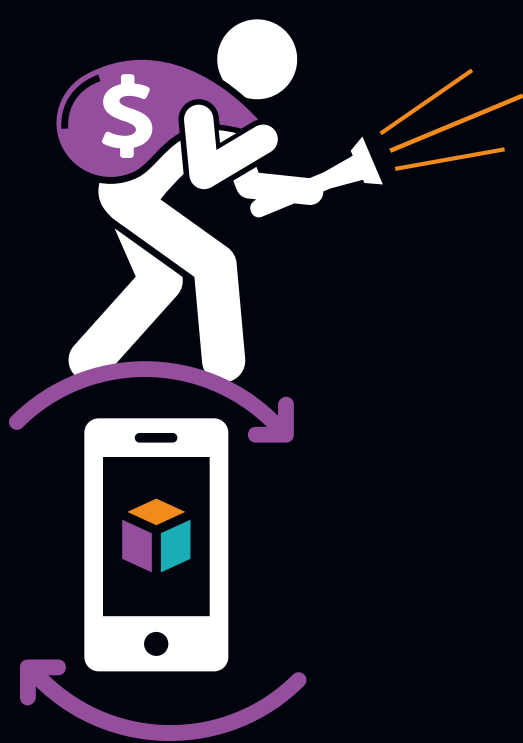
How Advertiser-Supported Piracy Helps Fuel A Booming Multi-Billion Dollar Illegal Market

Digital Citizens Alliance and piracy and advertising specialists White Bullet conducted a year-long investigation of the content theft business model and how it generates advertising revenues. Findings reveal that the criminals who operate the illegal, underground market for pirated movies, TV shows, and other forms of content are reaping massive rewards through advertising on websites and illicit streaming apps.

The investigation of ad-supported piracy revealed:

Websites that offer **stolen content** globally generate

\$1.08 Billion in annual ad revenue.



Apps that offer **stolen content** generate

\$259 Million in annual ad revenue.

Major Brands paid pirate operators roughly

\$100 Million

to advertise in the last year.



Ads for Amazon, Facebook, and Google accounted for a whopping

73%

of all major brands that appeared on piracy apps (during the study period).

Amazon has taken steps and its ads on the same apps have decreased

57%

in 2021.



Roughly **1 in 3** piracy websites and apps have risky advertising that exposes consumers to fraud and malware.



To read the full report visit www.digitalcitizensalliance.org.