



# GOOD MONEY GONE BAD

Digital Thieves and the Hijacking of the Online Ad Business

The content theft websites researched make a projected in ad revenue annually. That's a huge figure, but **not nearly as big as the economic harm done to creative workers.**

## \$227 million



Because **these content theft sites rely entirely on the works of others**, their profit margins range from 80% to 94%. This underscores that crime can pay when you steal other people's content.



## \$4.4 million

That's how much the 30 largest content theft sites that are supported exclusively by ads make annually. The largest BitTorrent portal sites top \$6 million.



Even the small content theft sites can make **more than \$100K** a year from advertising.



### Premium and secondary brand advertisers

**are being duped** — and harmed as current digital advertising practices do not protect them from appearing on offending sites...often **alongside offensive ads and links to malware.**

Nearly 30% of large content theft sites carry premium brand ads. 40% of the large sites studied carried legitimate **secondary** brand ads.

To see the full Digital Citizens report and research by MediaLink, go to [www.digitalcitizensalliance.org/followtheprofit](http://www.digitalcitizensalliance.org/followtheprofit).

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