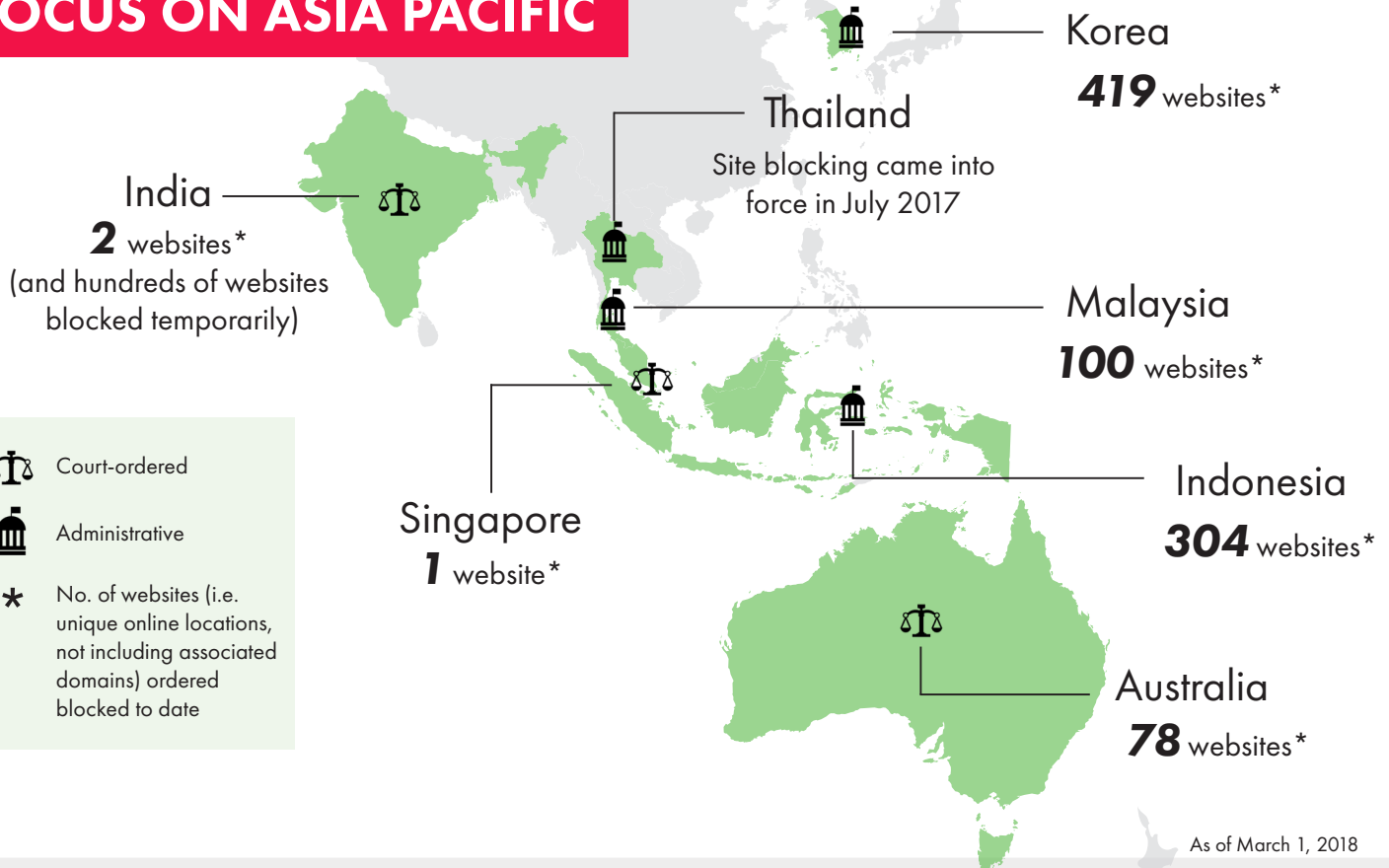


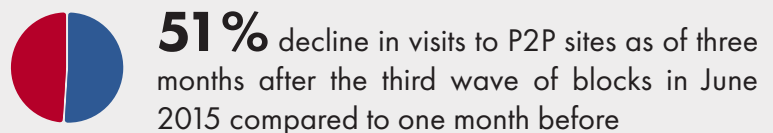
SITE BLOCKING IN THE WORLD



FOCUS ON ASIA PACIFIC



KOREA CASE STUDY



MPA Study on Site Blocking Impact in South Korea, June 2016

SITE BLOCKING IN EMEA

32 countries in Europe have legislation for blocking overseas websites

28 are EU member states bound by EU copyright directive 8.3

17 countries have successfully had cases processed through the courts

PORTUGAL CASE STUDY



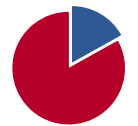
75.5%

drop in usage three months after implementation of blocks for the sites in Group A, and those in Group B have shown a total usage decrease of 60.1% after two months[#]



73.5%

local decrease in usage for the 22 blocked sites in the top 250 unauthorised sites in Portugal



16.9%

global decrease in usage for the 22 blocked sites in the top 250 unauthorised sites in Portugal

Little evidence is found to suggest that users are moving to alternate domains that are specifically linked to the blocked sites in order to access infringing content.

This clearly illustrates that the blocks are having the desired effect having decreased usage of these sites quite significantly in the time frame.

[#]The sites are divided into 2 main groups; 'Group A' and 'Group B' according to the ISP notification date and expected ISP implementation date. Notifications to ISPs to block the 'Group A' sites were made on 23 October 2015 and the expected implementation date was 10 November 2015. For block 'Group B' the notification date was 24 November 2015, with an expected implementation date of 16 December 2015.

[Site Blocking Efficacy in Portugal, Incopro, May 2016](#)

UK CASE STUDY:

INJUNCTIONS INCREASE TRAFFIC TO LEGAL SOURCES OF CONTENT

↑ **12%** average increase in usage of legal streaming sites like Netflix for all users of the major piracy sites blocked in the UK in 2013

↑ **23.6%** increase in usage of legal streaming sites among the heaviest users of those major piracy sites

↑ **6%** increase in visits to paid legal streaming sites like Netflix[^]

↓ **22%** decrease in total piracy for all users affected by the blocks

↑ **10%** increase in videos viewed on legal ad-supported streaming sites like BBC and Channel 5

[^]The latest figure may be lower due to increased price sensitivity of the remaining pirates in 2014 or due to the lower popularity of the 53 sites in 2014 compared with the 19 sites blocked in 2013.

[The Effect of Piracy Website Blocking on Consumer Behavior, Carnegie Mellon University, November 2015](#)

[Website Blocking Revisited: The Effect Of The UK November 2014 Blocks On Consumer Behavior, Carnegie Mellon University, April 2016](#)

Without Piracy, Box-Office Revenue Would Have Been 14 - 15% Higher Per Year.

[The Dual Impact of Movie Piracy on Box-Office Revenue: Cannibalization and Promotion, Carnegie Mellon University, February 2016](#)