MUSIC PIRACY AND IP CRIME

APRIL 2015

DAVID PRICE / HEAD OF ANTI PIRACY RESEARCH AND ANALYSIS

IFPI / INTERNATIONAL FEDERATION OF THE PHONOGRAPHIC INDUSTRY
International Federation of the Phonographic Industry
Voice of the recording industry worldwide

1,300 member companies in 63 countries
National Groups include RIAA
Major music labels:
   Sony Music Entertainment
   Universal Music Group
   Warner Music Group

IFPI protects the intellectual property of our members
IFPI Anti-Piracy Unit (APU)
PIRACY: TENACIOUS AND PERSISTENT
BitTorrent

250m+ users of bittorrent worldwide
7m - 10m in United States

Main portals:
- ThePirateBay
- KickassTorrents
- ExtraTorrent

Enormous range of music content including discographies
Fast, crowd-sourced downloading
4 billion music files downloaded in 2014
CYBERLOCKERS

170m users worldwide
Centralised hosting site for user-uploaded files
Heavily affected by 2012 operation against MegaUpload

4Shared:
Uploaded: 2.9m files removed (2014)
Uploaded: 1m files removed (2014)
1 billion music files downloaded in 2014
Major role in initial leaking of pre-release content

Unique monthly visitors to top ten direct download cyberlockers following MegaUpload closure
LOCKERS AND LEAKS

Contribution of ten major lockers to initial location of leaked content (IFPI First Seen Alerts, 2014)

- zippyshare.com: 18.4%
- uploaded.net: 14.5%
- sharebeast.com: 13.4%
- oboom.com: 11.2%
- rapidgator.net: 7.0%
- cosmicmediaworld.com: 5.9%
- rockdizfile.com: 4.1%
- dopefile.com: 1.7%
- turbobit.net: 1.6%
- xerver.co: 1.3%
- All others: 21.0%
PIRACY = BIG BUSINESS

CYBERLOCKERS

Advertising

Premium Accounts

How would you like to pay for your desired product?
Selected product: 1 month Premium-Membership

Support for download accelerators:

Estimated Download time:

2 hour 49 minutes 30
30 seconds

Copy to My Files

This file can be downloaded by premium only
PIRACY = BIG BUSINESS
CYBERLOCKERS

Top Fifteen Cyberlockers
Average monthly revenue: $350,000
Average monthly costs: $128,000
Monthly profit: $222,000
Average annual revenue: $4.2m
Average yearly costs: $1.5m
Annual profit: $2.7m
Profit across all fifteen sites: $40.0m
Rate of profit: 63.4%