

**FOR IMMEDIATE RELEASE**

January 31, 2011

**NEW STUDY FINDS 23.8% OF GLOBAL INTERNET TRAFFIC INVOLVESTHE ILLEGAL DISTRIBUTION OF COPYRIGHTED WORK**

*MPAA: Report is a Call to Action to Protect the Jobs and Livelihoods of Millions of American Workers*

**WASHINGTON** – A comprehensive new study released today by the brand and trademark monitoring firm Envisional found that 23.8 percent of global Internet traffic involves digital theft with BitTorrent accounting for almost half (11.4 percent). And traffic numbers for the United States, showed that over 17 percent of the US Internet traffic is estimated to be infringing, with BitTorrent responsible for more than half (9 percent).

The study by Dr. David Price, Head of Piracy Intelligence for Envisional, was commissioned by NBCUniversal. It also found that infringing cyberlocker sites accounted for 5.1 percent and infringing video streaming sites accounted for 1.4 percent of global traffic. Other peer-to-peer (P2P) networks and file sharing arenas contributed the rest of the infringing traffic.

Additionally, the analysis of the top 10,000 peer-to-peer swarms (as measured by the number of active downloaders or “leechers” on the PublicBT tracker, the largest and most popular BitTorrent tracker) found that 99.24 percent of the non-pornographic material was copyrighted material.

The study was released in conjunction with a panel discussion sponsored by the Information Technology & Innovation Foundation (ITIF).

The following is a statement from Bob Pisano, President and Interim CEO of the Motion Picture Association of America, Inc. (MPAA):

“Bottom line, according to this new study, nearly one-quarter of the traffic on the Internet involves the unauthorized distribution of copyrighted material such as movies, TV shows, music and video games. Whether you call it piracy, digital theft, illegal downloading or unauthorized streaming, it’s stealing the creative work of others. The real victims are the 2.4 million Americans

working in film and television, and the millions of other workers in the United States and abroad whose livelihoods depend on the creation, sale and distribution of copyrighted material.”

“Our society would not tolerate a situation where one-quarter of all the traffic in and out of the bakeries, butcher shops and grocery stores involved stolen merchandise, and we cannot tolerate the vast explosion of digital theft on the Internet. With download speeds and server capacity increasing every day, the problem will only get worse if we don’t do something about it. The time for governments and industries to act is now.”

A copy of a summary of the key findings along with the report can be found [here](#).

***About the MPAA***

*The Motion Picture Association of America, Inc. (MPAA) serves as the voice and advocate of the American motion picture, home video and television industries from its offices in Los Angeles and Washington, D.C. Its members include: Walt Disney Studios Motion Pictures; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLLP; and Warner Bros. Entertainment Inc.*

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MPAA Anti-Piracy Operations has implemented an email encryption solution from PGP. MPA email messages delivered to you after November 1, 2005 will require you to have a simple PGP software client on your PC or laptop to encrypt and de-encrypt MPA transmissions. You are strongly encouraged to participate in this effort to secure future email transmissions. To install the PGP software client, please click on the link below and follow the instructions. During the installation, please select PGP Universal Satellite and the Managed Key option to install. If you need further assistance or wish to obtain more information about the solution, please email the MPAA IS Department at [pgp@mpaa.org](mailto:pgp@mpaa.org).

Click on the following link to begin:

<https://keys.mpaa.org/b/b.e?r=marketa.prchalova%40cpufilm.cz&n=WvAGtwWSBV2G49zocbvLyw%3D%3D>

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## Technical Report: An Estimate of Infringing Use of the Internet – Summary

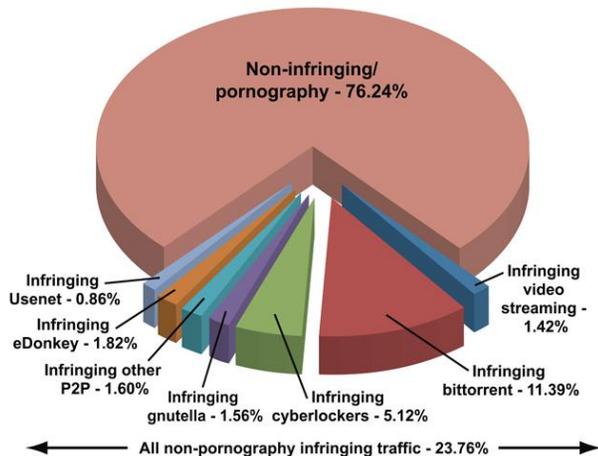
Dr. David Price, Head of Piracy Intelligence for Envisional, has authored a study that comprehensively estimates the amount of Internet traffic that is infringing. This summary outlines the main points arising from the report, the full version of which can be found at: [http://documents.envisional.com/docs/Envisional-Internet\\_Usage-Jan2011.pdf](http://documents.envisional.com/docs/Envisional-Internet_Usage-Jan2011.pdf)<sup>1</sup>

The 56-page report, commissioned by NBCUniversal, is the first study to specifically estimate the amount of infringing traffic on the Internet.

**THE BOTTOM LINE: Approximately 23.8% of global Internet traffic is infringing with bittorrent specifically accounting for almost half of that amount** (representing 11.4% of global Internet traffic). Infringing cyberlocker traffic contributed 5.1% of infringing traffic and video streaming sites (such as MegaVideo and Novamov) contributed 1.4%. Other peer-to-peer networks (e.g., eDonkey and Gnutella) and file sharing arenas such as Usenet were responsible for the rest of the infringing traffic.

**Traffic numbers for the US showed that over 17% of US Internet traffic is estimated to be infringing with bittorrent responsible for more than half of that amount** (and equaling 9% of all Internet traffic in the US). Cyberlockers, other peer-to-peer networks and file sharing venues contributed the rest of infringing traffic.

Estimate of infringing use of global internet bandwidth



### BITTORRENT

The report includes a detailed individual analysis of bittorrent traffic, the most popular file transfer system in use today. **The analysis focused on PublicBT tracker – the largest and most popular bittorrent tracker worldwide** – which holds information on over 2.7m individual torrents.

An analysis of the top 10,000 swarms (as measured by number of active downloaders or ‘leechers’) found that pornography (35.8%), film (35.2%), and television (12.7%) were the most popular content types. Excluding pornography, only one swarm in the top 10,000 offered

<sup>1</sup> This summary may be found at [http://documents.envisional.com/docs/Envisional-Internet\\_Usage\\_Report-Summary.pdf](http://documents.envisional.com/docs/Envisional-Internet_Usage_Report-Summary.pdf).

legitimate content and 99.24% of all material in the top 10,000 swarms was copyrighted. Including pornography, **63.68% of all content was copyrighted.**<sup>2</sup>

Envisional identified the content of all but 48 of the top 10,000 swarms and found that 85.5% were video content of some kind while software was 4.2% and computer games 6.7%.

**Approximately 60% of all peers connected to the top 10,000 swarms were sharing copyrighted film content.** Peers across all video categories (films, television, anime, sports, and pornography) represented slightly more than 88% of all peers in the top 10,000 torrents.

Extending the results of the top 10,000 torrents to all content represented by PublicBT indicates that, on the day of analysis, 11.5m peers were seeding or downloading copyrighted film content, 2.4m peers seeding or downloading copyrighted television content, and 3.2m pornography.

**Excluding pornography, Envisional project that 99.24% of all material on bittorrent was copyright infringing.**<sup>3</sup>

### **CYBERLOCKERS/FILEHOSTING SITES**

Estimating the amount of copyright infringing content stored on cyberlockers is more difficult than with Bittorrent as such sites do not usually allow stored content to be searched. Instead, users must search via a third-party indexing site such as Filestube.com or a linking site such as Warez-BB.org.

To check the representative nature of content stored on cyberlockers, Envisional collected a random sample of 2,000 cyberlocker links and determined the type of content and whether it was copyrighted. As with bittorrent, **most of the analyzed content – over 90% – was copyrighted material.**

### **VIDEO STREAMING**

In the same way that cyberlocker content is indexed by other sites, third-party portals such as MovieWatch.in or Movie2k.to offer users multiple links to the latest film or television show. For example, MovieWatch currently offers more than fifty separate working links for some popular movies.

To estimate the percentage of streaming content that infringes copyright, Envisional compared visitors to third-party index sites to visitors to bittorrent portals and multiplied that by the file size appropriate to each to yield a ratio of streaming traffic to bittorrent traffic.

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<sup>2</sup> A number of fake torrents were discarded and not counted in the analysis.

<sup>3</sup> To check its analysis, Envisional sampled five groups of 100 torrents each from various points along the long tail of PublicBT content. Excluding pornography, no non-copyrighted content was found though the amount of material that could not be identified increased slightly.

Envisional concluded that infringing traffic that comes from sites that link to pirated material is equivalent to 1.42% of all Internet traffic but noted that the figure should be taken as a “cautious estimate”.

**METHODOLOGY**

Having determined what percentage of peer-to-peer, cyberlocker, and streaming traffic is infringing, Envisional calculated the percentage of Internet traffic generated by each using data from 2009 reports from Sandvine, Cisco, Arbor Networks, and ipoque.

For example, Sandvine estimated bittorrent is responsible for 17.9% of total Internet usage and Envisional, as previously mentioned, calculated that 63.68% of all content tracked by PublicBT was infringing. Multiplying the two (17.9% x 63.68%) indicates that infringing use of bittorrent is responsible for 11.39% of the world’s Internet traffic.

**THE NUMBERS**

Components of Infringing Global Internet Traffic	
Infringing bittorrent	11.39%
Infringing other P2P	4.97%
Infringing cyberlockers	5.12%
Infringing video streaming	1.42%
Infringing usenet	0.86%
<b>Total</b>	<b>23.76%</b>

Components of Infringing US Internet Traffic	
Infringing bittorrent	9.11%
Infringing other P2P	3.77%
Infringing cyberlockers	2.19%
Infringing video streaming	1.52%
Infringing usenet	0.93%
<b>Total</b>	<b>17.53%</b>

**Piracy Intelligence**

Envisional Ltd  
January 2011



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