

**EMBARGOED until 1am AEDST November 16**

**NEW PIRACY RESEARCH SHOWS MOST PIRATES HAVE ENCOUNTERED SITE BLOCKS, CONTRACTED A VIRUS OR MALWARE DUE TO PIRACY, AND ‘SEARCH’ IS ONE OF THE MOST USED MEANS OF FINDING INFRINGING CONTENT**

**Anti-piracy advocates have strong message for tech giant Google and other search facilitators to step up and shoulder some responsibility in the fight against piracy**

November 16, 2017 – New, independent research commissioned by anti-piracy organisation Creative Content Australia (CCA) shows the growth of online screen content theft has been arrested and remains static, with 21% of adults 18–64 admitting some form of piracy.

CCA Executive Director Lori Flekser released the organisation’s ninth wave of independent research<sup>1</sup> to delegates at the Screen Producers’ Association’s annual Screen Forever conference in Melbourne this morning.

Flekser told delegates that she believes a combination of factors contributed to there being no increase in piracy levels since CCA’s 2016 research – amongst them an increase in subscriptions to streaming services, the presence of site blocks and the prevalence of malware.

Flekser said it was encouraging that the research shows that the majority of pirates have experienced a blocked site when searching for pirated content.

“Our research was conducted between September 14 to 19 so it is too early to measure the response to the latest site blocks as the Federal Court ruling, ordering 59 site blocks, did not commence until mid-September. The CCA data only provides a preliminary snapshot of the impact of the blocks. Prior to this only five sites had been blocked. We know from other research that site blocking is effective, and our research confirms that most pirates have encountered a site block”, said Flekser.

She said the Australian [Incopro](#) study (May 2017) – based on the five sites blocked in December-February – shows combined usage of the blocked sites and associated proxies decreased by 59.6% since blocking began in September 2016, a finding consistent with usage patterns in other countries

The CCA research showed that search engines, such as Google, are most mentioned by adults as the means to find illegal content online, and can facilitate new means to reach alternate infringing sites and proxies when users encounter blocked sites. The study also found that after reaching a blocked site, whilst half of Australians are turning to a legal source to access the same content, 77% of adults and 74% of teens are searching for an alternative infringing site for the same content.

CCA Chairman Graham Burke said it is time the tech giant stepped up and stopped facilitating large scale theft of people’s creative work.

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<sup>1</sup> \* This study is CCA’s ninth wave of independent research into piracy activity by adults, and fourth wave of independent research into piracy activity by teens.

“Site blocking works and we have shut the front door of the department store by removing the big sign ‘Free Stolen Goods’. But as the processes to remove “mirror” sites (same car different number plates) are slow, search engines are blatantly thumbing their noses at Australian law and courts by leading people to the back door. All you have to do is Google “PIR” and Google auto complete comes up with “Pirate Bay proxies”. Google can address this as they have done in other areas and if they don't they are demonstrating only an interest in luring traffic to their advertising model business. It is time for the tech giant to deliver on their public position of “Google is up for working with content owners to fight piracy”. It would be tragic if an overseas monopoly that doesn't pay tax in our country cost Australians their jobs by its facilitation of large-scale theft”, said Burke.

Burke also said that in addition to Australian jobs and livelihoods being under threat, so are Australian stories.

“Australian films, and the telling of Australian stories, are part of who we are. My generation was defined by movies like *GALLIPOLI*, *STORM BOY* and *BREAKER MORANT* just as *LION*, *HAPPY FEET* and *RED DOG* have influenced new generations”.

Creative Content Australia's recent '*Price of Piracy*' consumer campaign drew attention to the link between malware and piracy. Numerous international studies<sup>i</sup> have confirmed that link, showing how infringing video streaming has become the number one method to propagate malware on the Internet.

The new research from CCA confirms that amongst persistent pirates, 47% of teens and 59% of adults have contracted a virus or malware by clicking on an ad or pop-up, or from streaming or downloading movies or TV from a pirate site.

Lori Flekser also told the Screen Forever delegates that this wave of research had investigated the use of set top boxes and infringing apps for the first time and found they are ‘piracy's new frontier’.

Set top boxes and their software are not illegal. They allow viewers to watch online services on their TV sets including legal services like Netflix. However, apps can be downloaded that allow ‘add-ons’ to seek out unlicensed content and deliver pirated movies and TV shows with ease.

Of the 31% of Australians aged 12-64 who watch movies or TV shows through a set top box, CCA research shows one in four teens uses infringing content apps to access pirated content. Amongst adults, that figure is one in five. Use of set top boxes has been shown to compromise subscriptions to legitimate services.

Lori Flekser said that in terms of attitudes to piracy, the latest study recorded the highest number ever of Australians to agree piracy is stealing/theft (74% of adults and teens) with the majority (68% of teens and 65% of adults) acknowledging that piracy damages the livelihoods and jobs of those working in the film and television industries.

ENDS

Find highlighted graphs attached and the full study at (URL to come). Notes to Editors follow.

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**Lori Flekser** is available for interviews.

**NOTES TO EDITORS**

**About the research methodology**

CCA’s research was conducted by independent research company Sycamore in conjunction with OmniPoll. The adult study comprises online quantitative research conducted between 14-19 September 2017, with 1021 respondents nationally aged 18-64, up-weighted to ABS data on age, highest level of schooling, sex and area to be representative of total population. The teen study comprises online quantitative research conducted between 4-13 September 2017, with 648 respondents nationally aged 12-17 (recruited via parents / guardians), up-weighted to ABS data on age, sex and area to be representative of total population.

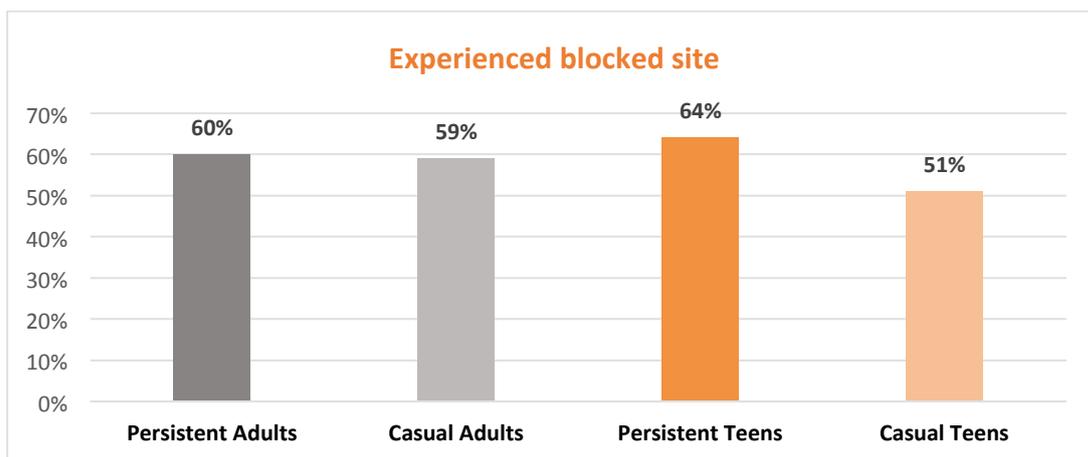
**About site blocking in Australia**

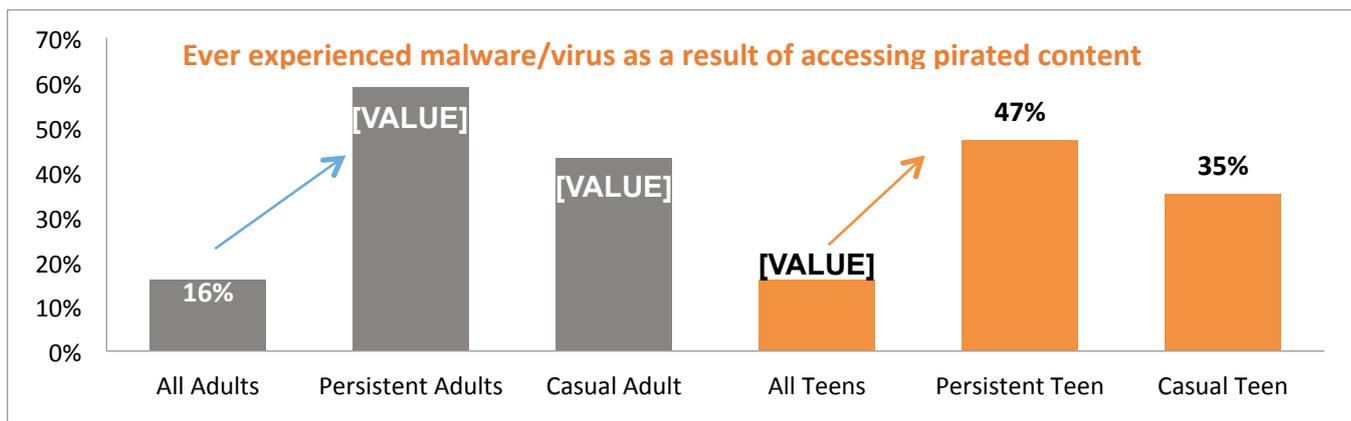
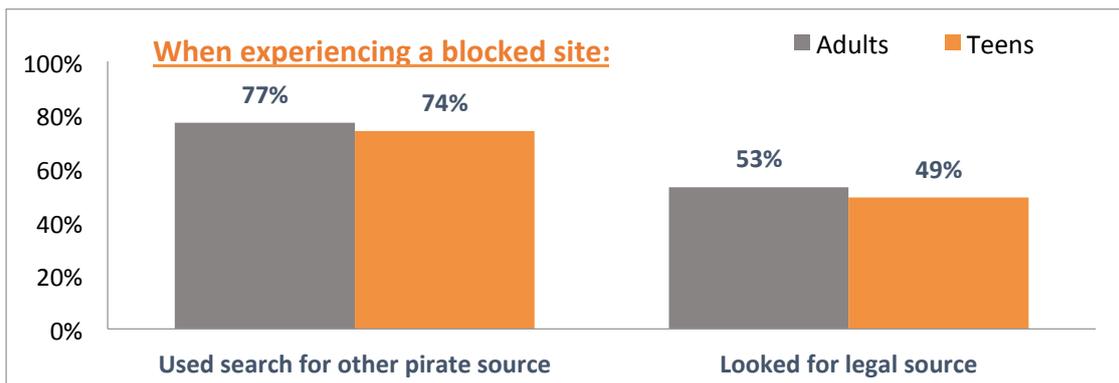
On August 18, 2017, a Federal Court ruling by the Hon. Justice John Nicholas ordered ISPs to block **42** websites found to be primarily engaged in facilitating access to copyright-infringing content (Roadshow Films Pty Ltd & Others). Orders were also made that day, in a separate case lodged by Foxtel in the Federal Court, to block a further **17** infringing websites. Since the first site-blocking orders were made in Australia in December 2016, the Federal Court has ordered **65** piracy sites to be blocked, and over **340** domains.

**About Creative Content Australia:** [www.creativecontentaustralia.org.au](http://www.creativecontentaustralia.org.au)

**Creative Content Australia** is a not-for-profit industry initiative that promotes the value of creativity by raising awareness, understanding and appreciation of copyright and the impact of piracy on the screen industries, through research, consumer awareness campaigns and educational resources for Australian schools.

**FIVE HIGHLIGHTED GRAPHS FROM RESEARCH STUDY**



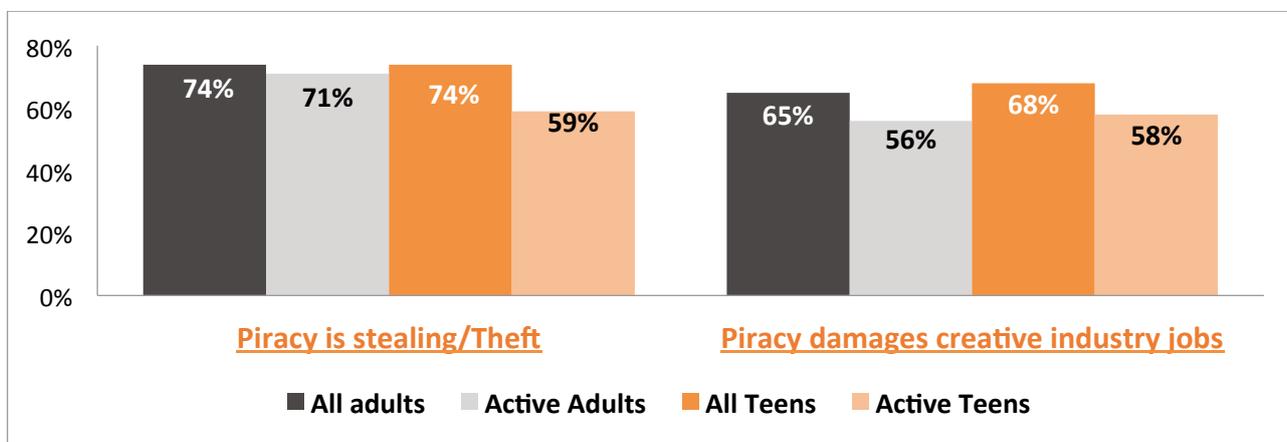


Australians using a set top box at home:

**1 in 4 Teens**

**1 in 5 Adults**

**use infringing content apps/apps that provide access to pirated content.**



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<sup>i</sup> INTERNATIONAL RESEARCH STUDIES LINKING MALWARE TO INFRINGING CONTENT SITES

**THE 'BOGUS FEATURES' LURKING BEHIND PIRATE FILM AND TV SITES**

Commissioned/Published by: The Industry Trust, UK. April 2014 <http://www.industrytrust.co.uk/>

**ILLEGAL STREAMING AND CYBER SECURITY RISKS: A DANGEROUS STATUS QUO?**

Commissioned/Published by The Association of Internet Security Professionals, USA. September 2014  
<http://cryptome.org/2014/09/illegal-streaming-malware-epoch-times-full-14-0923.pdf>

**MALWARE RISKS**

Commissioned/Published by The Asia Digital Alliance. June 2016 <http://www.asiadigitalalliance.com/malware-risks/>

**THE REVENUE SOURCES FOR WEBSITES MAKING AVAILABLE COPYRIGHT CONTENT WITHOUT CONSENT IN THE EUROPEAN UNION**

Commissioned/Published by Incopro. March 2015 <http://www.incoproip.com/>

**TROUBLE IN OUR DIGITAL MIDST: HOW DIGITAL PLATFORMS ARE BEING OVERRUN BY BAD ACTORS AND HOW THE INTERNET COMMUNITY CAN BEAT THEM AT THEIR OWN GAME**

Commissioned/Published by The Digital Citizens Alliance USA. June 2017 <http://www.digitalcitizensalliance.org/>