

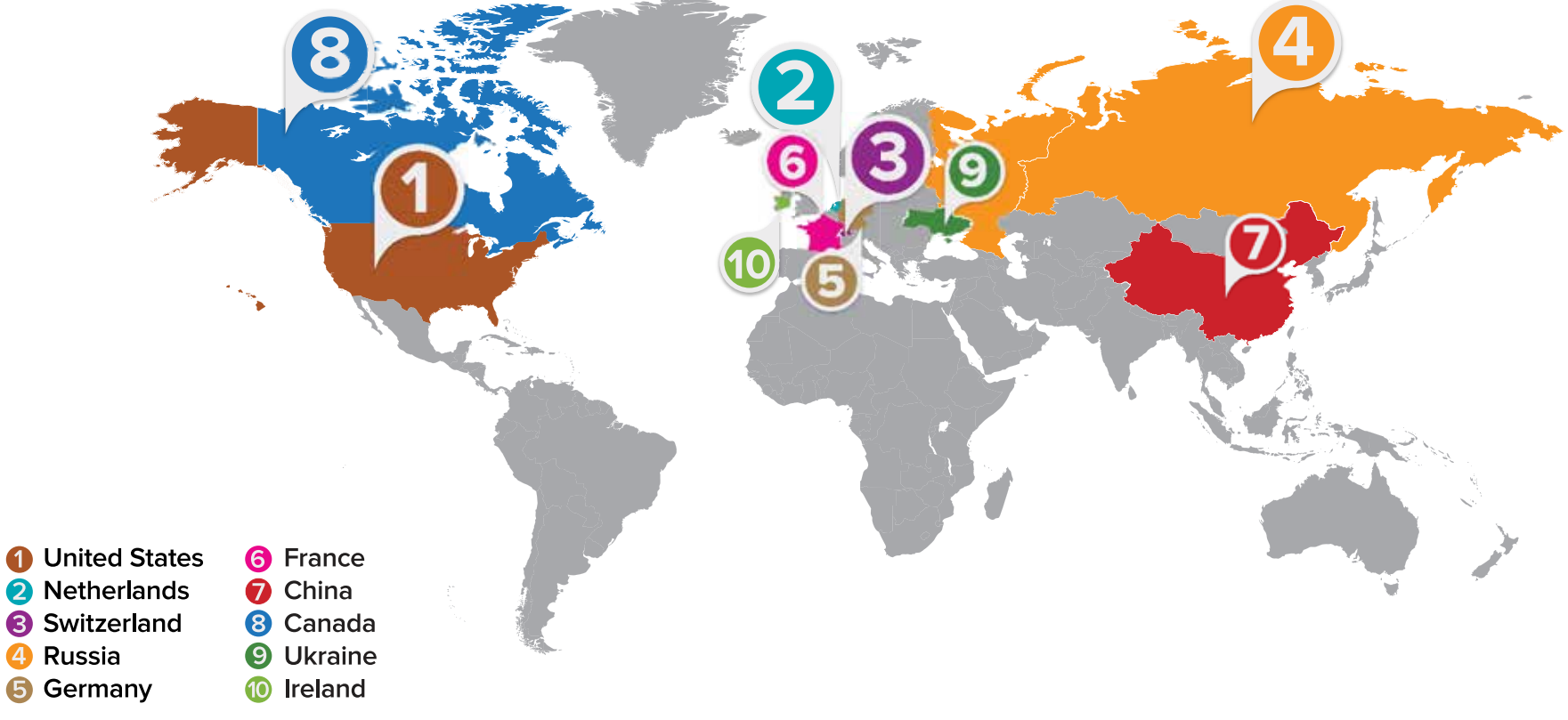
GLOBAL TRENDS IN DIGITAL BOOK PIRACY

DIGIMARC | 

Vast Majority of Piracy Occurs in Top Ten Countries

93%

Top 10 countries represent just under 93% of all piracy (stable from 2015)



* Site locations are based on currently available IP address metadata

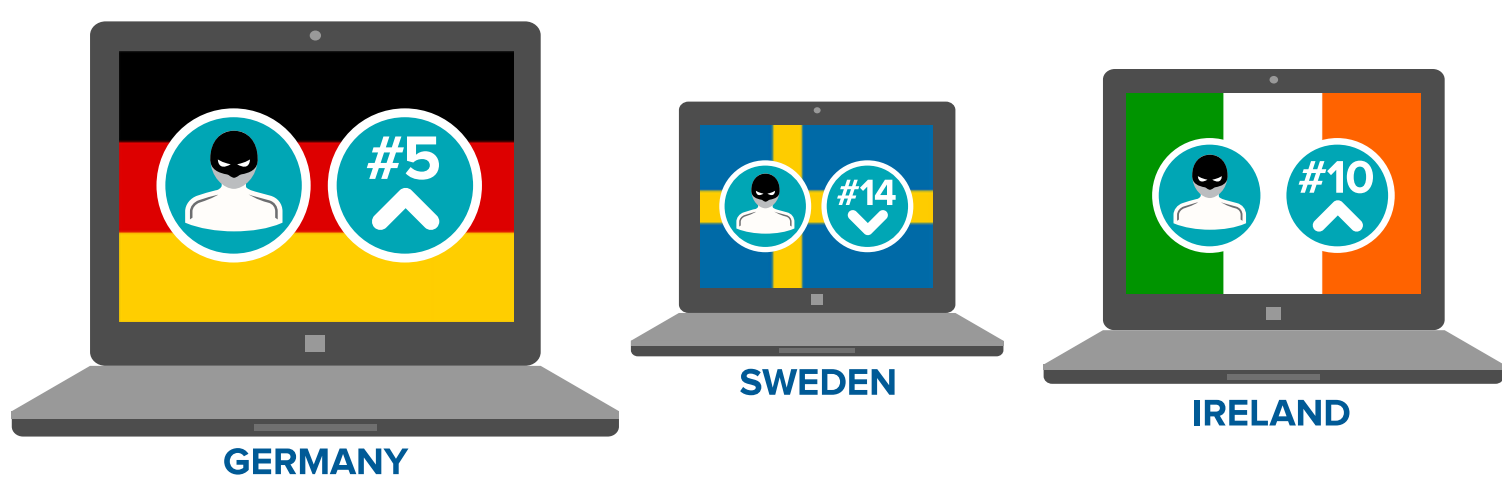
Top Four Countries Remain Stable

Top four countries (**United States**, **Netherlands**, **Switzerland**, and **Russia**) remain stable for 3rd year in a row.



Some Movement in the Top Ten Countries

Germany shoots up to **#5**, from **#14**,
2016's #6-9 (France, China, Canada, Ukraine) is a remix of
2015's #5-8 (Canada, Ukraine, France, China)
Ireland up to **#10** from **#27** on strength of bookos.org
Sweden drops from **#9** to **#14**



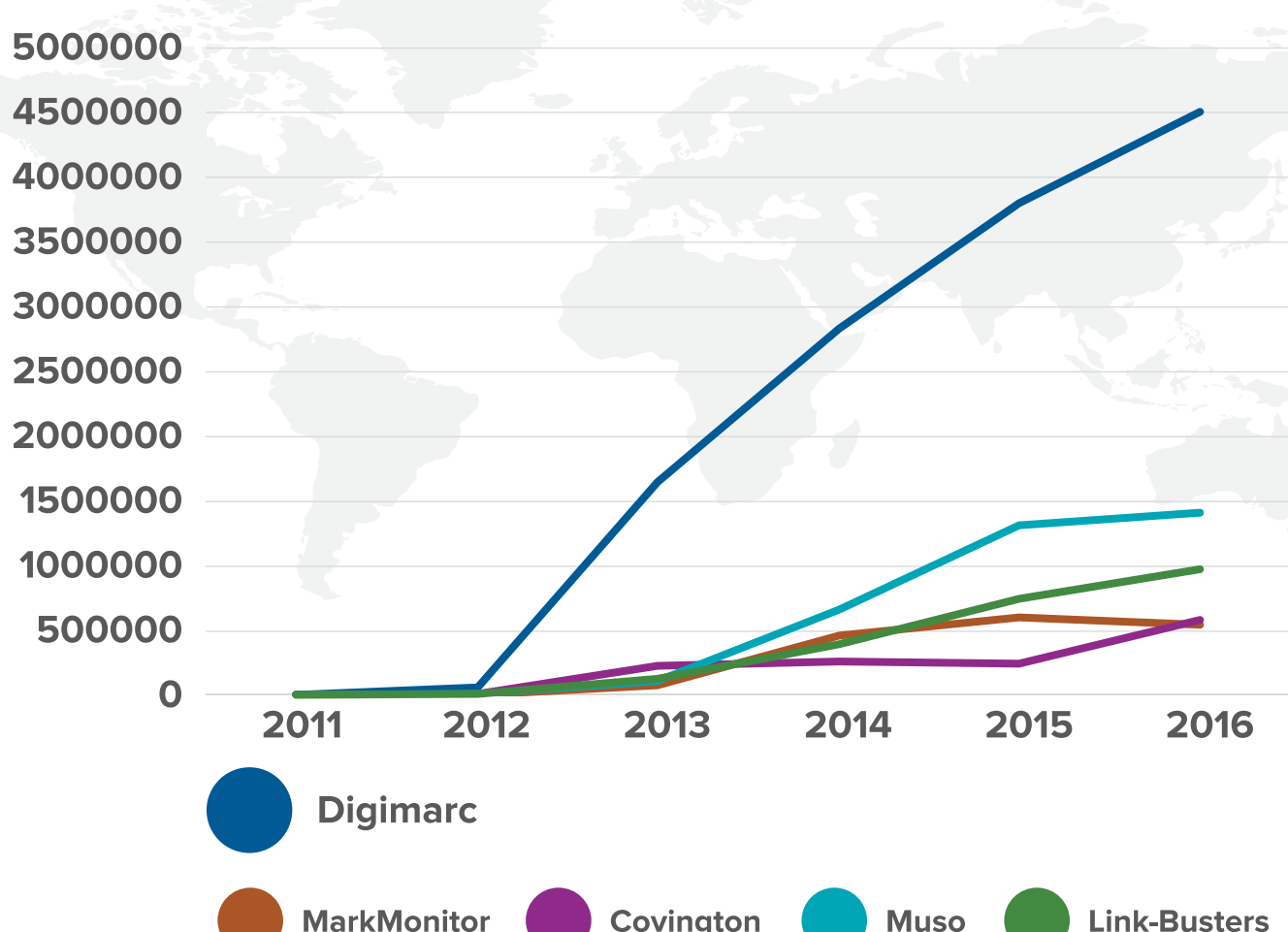
Piracy Concentrated in Top Sites

Top 10 sites represent just **28%** of all piracy, down from 40% in 2015 and reversing a trend of concentration.



Google De-listing Requests Over Time

When it comes to the publishing industry, Digimarc is the industry leader in de-listing pirate URLs from Google.



A Single Pirated File Often Seeds the Piracy Ecosystem

In Digimarc experiments, identical pirated files were found across a variety of sites around the world.

