

# Exploring the Depths of Piracy

## Independent Publishers

Smaller content providers rarely have the in-house resources to adequately combat piracy; more cost-effective strategies are necessary to successfully thwart theft.

## Trade Publishers

Despite substantial sales and marketing resources, traditional customer acquisition methods are increasingly circumvented by unauthorized channels.

## Unauthorized Piracy

Sophisticated piracy schemes effectively steal market share and divert attention from traditional publishers and other content owners. E-book piracy costs U.S. publishers \$315 million each year in lost sales, according to a 2017 study by Nielsen.

## Mass Market Consumers

All parties in the content and publishing ecosystem are vying for the same customers. But diversion tactics and pirated works significantly cut into market share for copyright holders.

## Phishing Scams

Illegal websites, torrent services and phishing scams siphon customers away from publishers.

