

Digital piracy across the globe

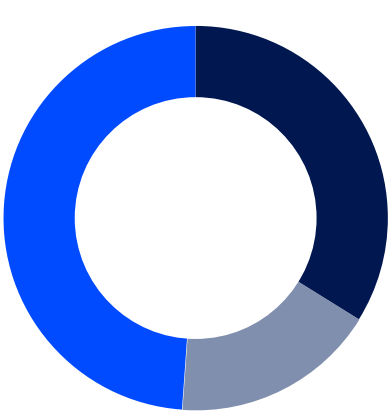
In 2023, global internet traffic reached nearly 33 exabytes per day.¹ More than half of downstream volume is on-demand video streaming.

Have a closer look at today's landscape of content threats.



Criminals target high-value video content

Today, the highest-value content categories driving advanced security are worth over \$190 billion: live sports rights (\$65.8B), box office (\$33.6B) and streamer content spend (\$95B) make video a prime target for pirates.²



Estimated value

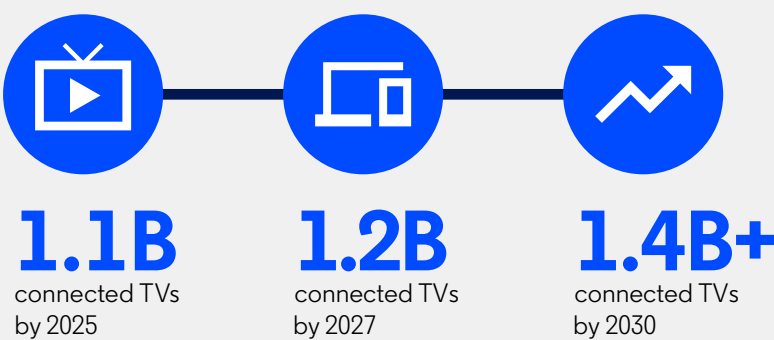
\$65.8B
Live Sports Rights

\$33.6B
Theatrical Box Office

\$95B
Streamer Content Spend

Growth across connected TV

The installed base of connected TVs reached about 1 billion in 2024 and is forecast to hit 1.1 billion by the end of 2025.³



Piracy across devices

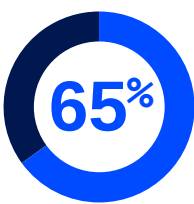
1.5M
Nordic households subscribing to illegal IPTV, up 16% on 2024⁴

100-300
satellite TV channels
Average number of channels available on a pirate set-top box

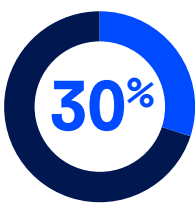
In Europe



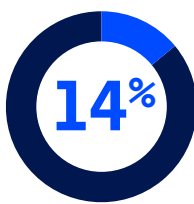
UK and Sweden



of UK illegal viewers had a security scare in the past year⁵



of Swedes aged 15-74 watch pirated content every month⁴



of Swedish households use pirate IPTV, down from 16% in 2024⁴

France

18%
of French people watched sports illegally at least once in 2024⁶

41%
of illegal IPTV users started under a year ago

In North America



US and Canada

StreamEast, the largest illegal sports streaming network, drew 1.6 billion visits in the year before its September 2025 takedown.⁷

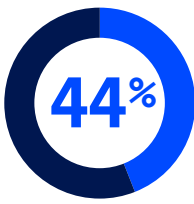
\$113B

in US streaming revenue lost to piracy by 2027⁸

In Asia

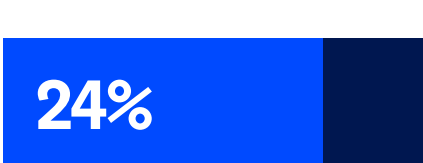


Asia Pacific



of consumers in eight APAC markets still access pirated content⁹

Hong Kong



of Hong Kong consumers use a TV box that can stream pirated content¹⁰

How does your anti-piracy program stack up against today's threats?

Discover solutions at markscout.com/digitalpiracy



1 Global Internet Phenomena Report 2024. Report. Sandvine. March 2024

2 Sports Media Rights 2026. SportBusiness, Oct 2026 / Box Office 2025. Gower Street, Jan 2026 / Content Spend. Ampere, Feb 2025

3 Connected TV installed base. Presentation. Dataxis, HbbTV Symposium, via informitv. November 2025

4 Piracy Analysis 2025. Mediavision, via Nordisk Film & TV Fond and TorrentFreak. May 2025

5 Illegal streaming security survey. Censuswide for BeStreamWise. November 2025

6 Sports piracy in France, 2024 data. Study. Arcom. May 2025

7 StreamEast Taken Down. Article. Fortune. September 2025

8 Streaming Piracy Market & Ecosystem Strategies. Report. Parks Associates. April 2023

9 2026 CAP Consumer Survey. YouGov for CASBAA Coalition Against Piracy. July 2026

10 Illicit streaming devices rife among Hong Kong consumers. Article. CSI Magazine. June 2025