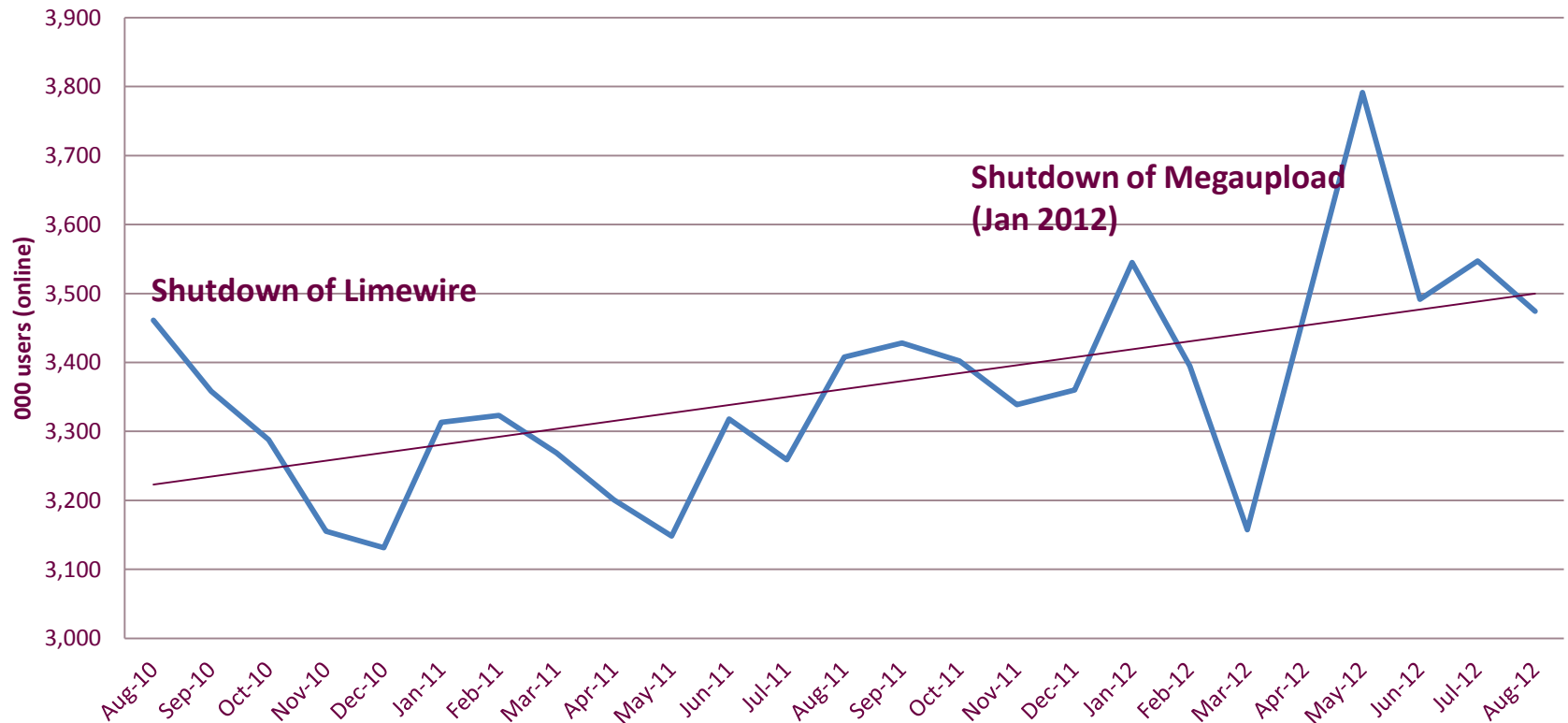


**Annexure C**  
Music Rights Australia submission  
November 2012

# Despite the availability of legitimate music, piracy continues to grow

Number of users accessing at least one unlicensed service in Australia (online)

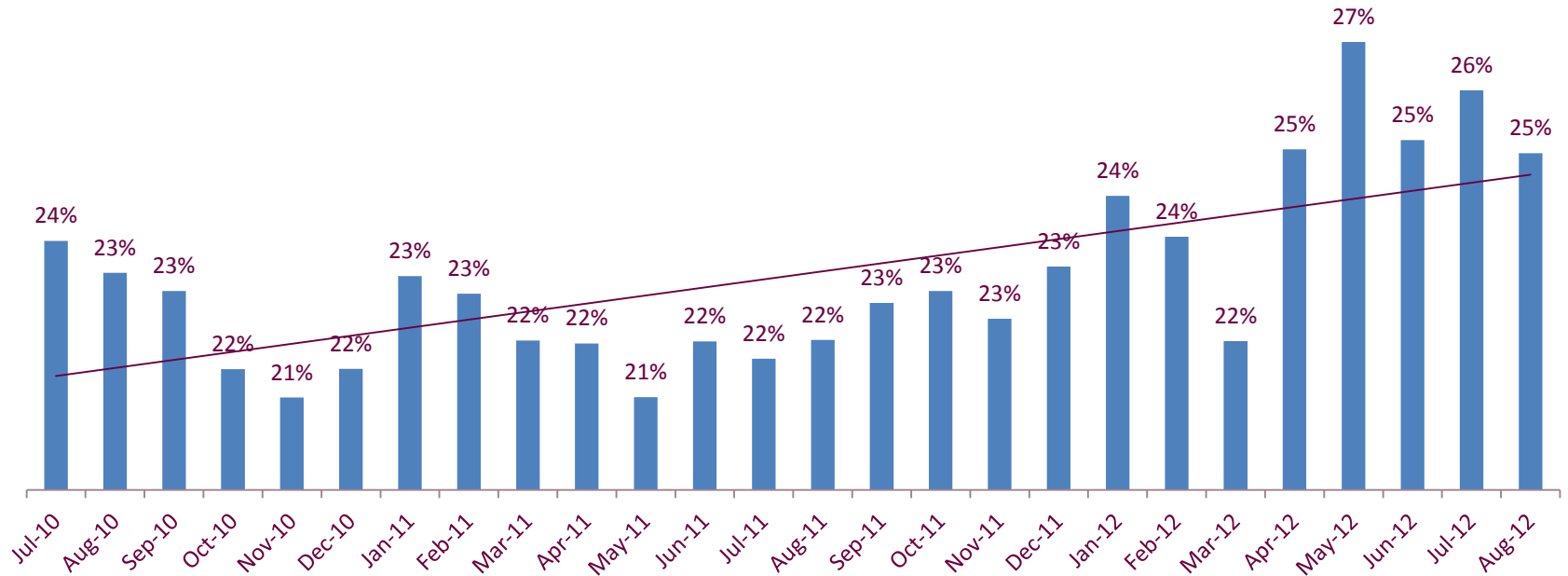


All figures presented are based on Nielsen data.



# Use of unlicensed services growing faster than internet adoption

% of internet users accessing unlicensed services in Australia (online)



All figures presented are based on Nielsen data.



# P2P accounts for the majority of the problem in Australia

- Australia's piracy problem is more concentrated in P2P than in other markets
  - 63% versus 41% global average
- Audience for P2P services increased by 7% in the past 12 months
  - Key services: The Pirate Bay (+20%), Isohunt (+30%), Torrentz (+19%), Kat.ph (+61%), Torrenreactor (+88%)
- Stream ripping is the fastest growing piracy channel, but a smaller problem at this point (around 10% of all piracy)
  - Youtube-mp3.org is the main service (+234%)
- Use of other forms of piracy have declined in the past 12 months

# Most popular unlicensed services in Australia

		Aug-11	Aug-12		
	Service			Type	YOY % change
1	The Pirate Bay	977	1,171	BitTorrent	20%
2	isohunt.com	656	855	BitTorrent	30%
3	torrentz.eu	520	616	BitTorrent	19%
4	kat.ph	377	609	BitTorrent	61%
5	mediafire.com	358	447	Cyberlocker	25%
6	Filestube.com	309	314	Website	2%
7	4shared.com	280	277	Cyberlocker	-1%
8	youtube-mp3.org	67	224	Stream Ripping	234%
9	rapidshare.com	205	185	Cyberlocker	-10%
10	torrentreactor.net	84	158	BitTorrent	88%
11	ExtraTorrent.com	145	152	BitTorrent	5%
12	rapidgator.net	0	150	Cyberlocker	0%
13	Bitsnoop.com	129	137	BitTorrent	6%
14	video2mp3.net	106	133	Stream ripping	25%
15	DepositFiles.com	73	130	Cyberlocker	80%
16	putlocker.com	54	114	Cyberlocker	112%
17	Torrenthound.com	92	99	BitTorrent	7%
18	beemp3.com	176	94	Website	-46%
19	ZippyShare.com	26	94	Cyberlocker	256%
20	1337x.org	52	91	BitTorrent	76%

*'000 users*

All figures presented are based on Nielsen data.

