

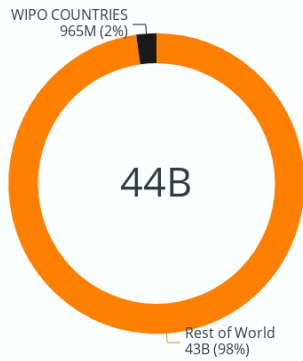
## Trends in Ad Impressions and Revenue | January 2022 – June 2022

### Overview

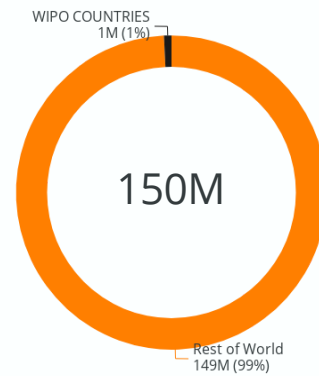
- WIPO ALERT Countries covered for this report are Italy, Lithuania and Spain ("WIPO COUNTRIES" in charts)
- **965 million** estimated ad impressions & **\$1 million** estimated ad revenue generated by WIPO ALERT Countries (Italy, Lithuania, Spain) traffic to the websites monitored.
- WIPO ALERT Countries (Italy, Lithuania, Spain) traffic accounts for **2%** of all estimated ad impressions to the websites monitored.
- WIPO ALERT Countries (Italy, Lithuania, Spain) traffic accounts for **1%** of all estimated ad revenue to the websites monitored.
- Japan, US and India are the top three countries for estimated ad impressions for the websites monitored.

Note: 6 month trend covers 461 WIPO ALERT listed websites from Italy, Lithuania and Spain, focused on those active with infringing content and advertising during the period.

TRAFFIC COMPARISON | ROW vs WIPO COUNTRIES BY EST. AD IMPRESSIONS



TRAFFIC COMPARISON | ROW vs WIPO COUNTRIES BY EST. AD REVENUE (USD)



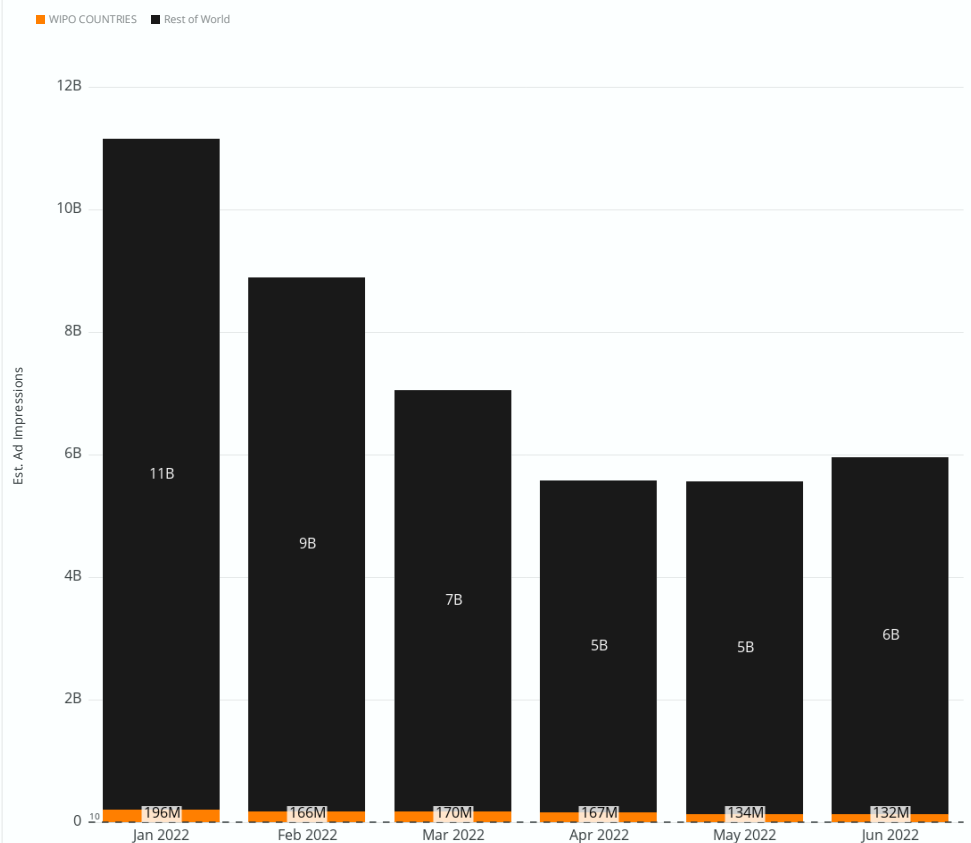
### Top Domains by Revenue

- The top 3 websites account for **37%** of estimated ad revenue generated by all traffic on the websites monitored.
- The top 10 websites account for **66%** of estimated ad revenue generated by all traffic on the websites monitored.
- Estimated ad impressions generated by WIPO ALERT countries (Italy, Lithuania, Spain) traffic decreased **33%** on the websites monitored from January 2022 to June 2022.

TOP DOMAINS BY EST. AD REVENUE (USD)

Domain	Est. Ad Revenue (\$)
manga1000.com	25.87M
rarbg.to	15.40M
yts.mx	14.22M
fmovies.to	10.55M
thepiratebay.org	9.19M
1337x.to	6.23M
eztv.re	5.22M
y2mate.com	4.20M
fmovies.co	3.99M
manga4life.com	3.38M
vumoo.to	3.07M
torrentgalaxy.to	2.54M
mangahub.io	2.42M
skidrowreloaded.com	2.34M
y2meta.com	2.23M
rarbgprx.org	2.22M
limetorrents.pro	2.17M
bt4g.org	1.52M
idope.se	1.50M
mxtube.net	1.41M
rarbgmirror.com	1.28M
fmovies.wtf	1.28M
openloadmov.net	1.25M
totalsportek.com	1.12M
fmovies.ps	1.10M
fmovies.app	0.92M
ytmp3.cc	0.80M
1377x.to	0.78M

TREND ANALYSIS OF EST. AD IMPRESSIONS | ROW vs WIPO COUNTRIES



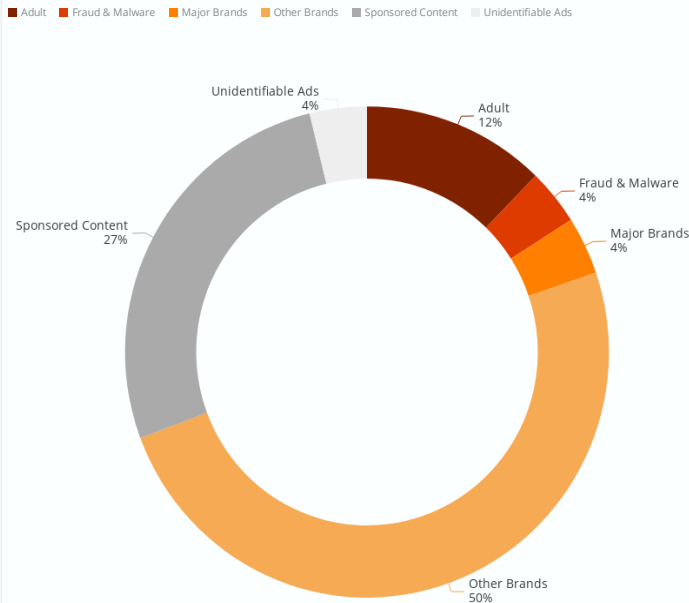
## Advertising Snapshot | January 2022 – June 2022

### Ad Types & Top Ad Sectors for Major Brands

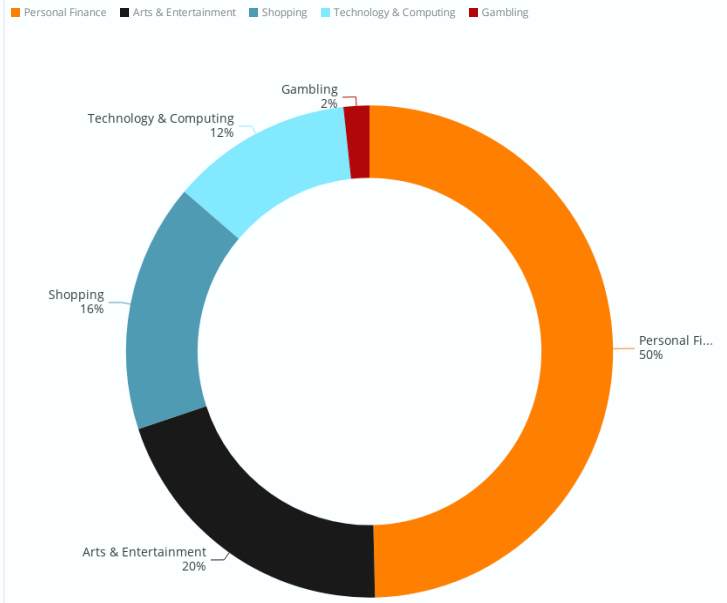
- Branded ads account for **54%** of estimated ad impressions on the websites monitored, with Major (Premium) Brands accounting for **4%** of all estimated ad impressions.
- High Risk ads account for **16%** of estimated ad impressions on the websites monitored - with Adult ads **12%** and Fraud & Malware ads **4%**.
- Three sectors account for **86%** of all Major Branded advertising - Personal Finance sectors (50%), Arts & Entertainment (20%) and Shopping (16%).

Note: Ad Impressions from WIPO ALERT Countries (Italy, Lithuania and Spain)

AD TYPES | % OF EST. AD IMPRESSIONS



MAJOR BRAND SECTORS | % OF EST. AD IMPRESSIONS

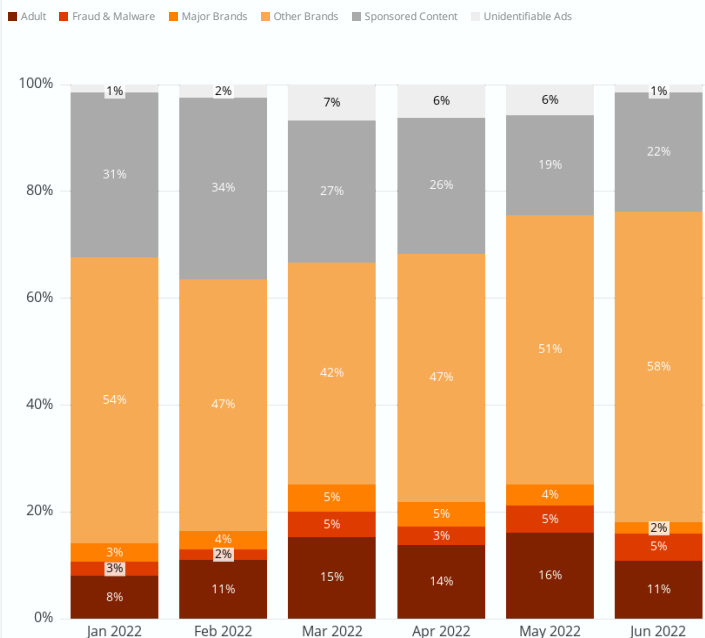


### Ad Types & Top Ad Sectors for Major Brands Over Time

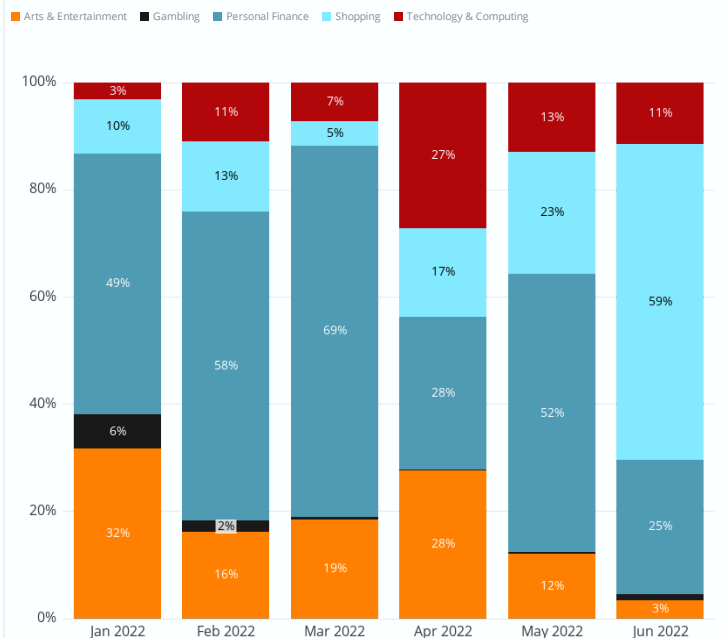
- Branded ads increased from **57%** of estimated ad impressions on the websites monitored in January 2022 to **60%** in June 2022 with Major Brands decreased from **3%** to **2%** of estimated ad impressions during the 6 months.
- High Risk ads increased from **11%** of estimated ad impressions on the websites monitored in January 2022 to **16%** in June 2022.
- Arts & Entertainment sector ads decreased from **32%** of estimated major brand ad impressions on the websites monitored in January 2022 to **3%** in June 2022.
- Shopping sector ads increased from **10%** of estimated major brand ad impressions on the websites monitored in January 2022 to **59%** in June 2022.

Note: Ad Impressions from WIPO ALERT Countries (Italy, Lithuania and Spain)

AD TYPES | % OF EST. AD IMPRESSIONS OVER TIME



MAJOR BRAND SECTORS | % OF EST. AD IMPRESSIONS OVER TIME



All data and insights taken from IPIP, the Intellectual Property Infringement Platform

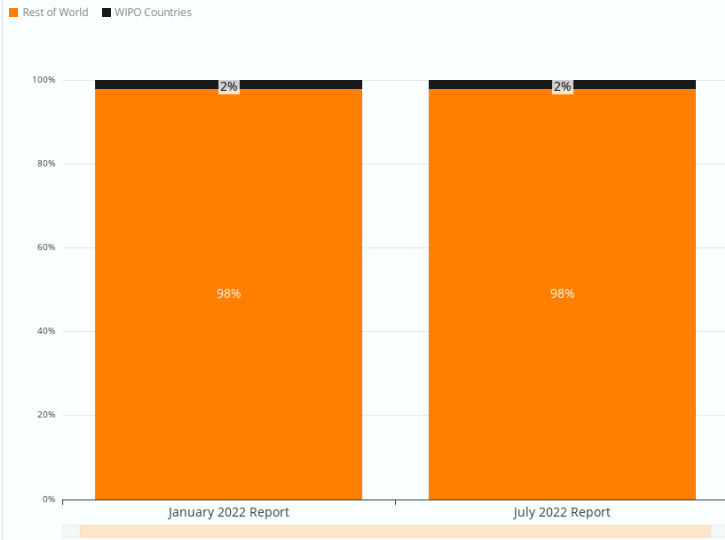
## Trend Analysis

Reporting Periods  
 · January 2022 = July 2021 - December 2021  
 · July 2022 = January 2022 - June 2022

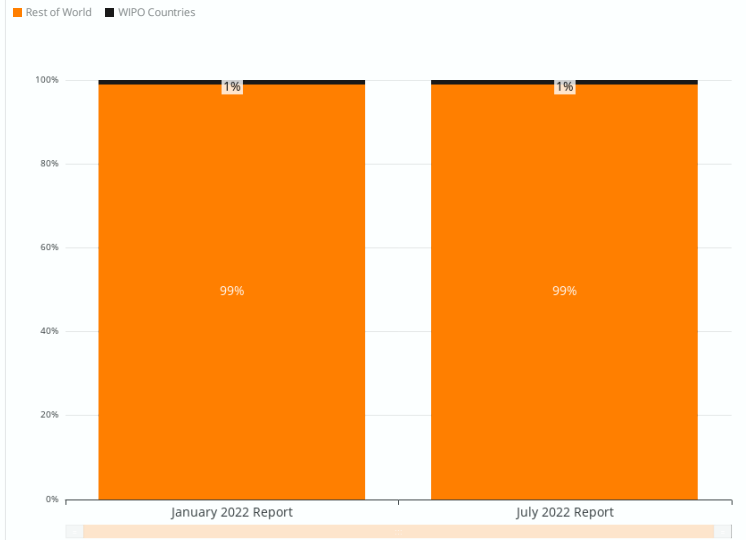
## Traffic Comparison

- WIPO ALERT Countries traffic remains unchanged at **2%** of all estimated ad impressions to the websites monitored since the January 2022 Report.
- WIPO ALERT Countries traffic remains unchanged at **1%** of all estimated ad revenue to the websites monitored since the January 2022 Report.

TRAFFIC COMPARISON | % OF ESTIMATED AD IMPRESSIONS



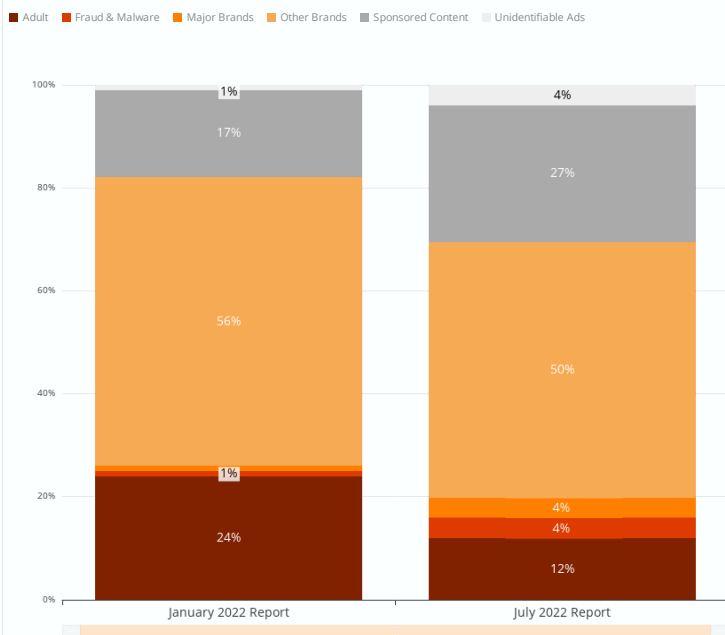
TRAFFIC COMPARISON | % OF ESTIMATED AD REVENUE



## Ad Types & Top Ad Sectors for Major Brands

- Branded ads decreased from **57%** in the January 2022 Report to **51%** in the July 2022 Report.
- Major Brands ads increased from **1%** in the January 2022 Report to **4%** in the July 2022 Report.
- Personal Finance sector ads increased from **15%** in the January 2022 Report to **50%** in the July 2022 Report, and is the top sector for Major Brands ads.
- Arts & Entertainment sector ads decreased from **49%** in the January 2022 Report to **20%** in the July 2022 Report.

AD TYPES | % OF EST. AD IMPRESSIONS



MAJOR BRAND SECTORS | % OF EST. AD IMPRESSIONS

