



## **USE OF PIRATE STREAMING SERVICES COSTS THE EUROPEAN PAY TV INDUSTRY €3.21 BILLION in 2021**

**14 December 2022**

The Audiovisual Anti-Piracy Alliance (AAPA) has today published an independent study undertaken by Bournemouth University on illicit IPTV in Europe. The study estimates that the legitimate industry lost €3.21 billion in 2021 alone due to consumers using illicit IPTV piracy services. The illicit IPTV service providers gained €1.06 billion.

The study indicates that 17 million Europeans – slightly fewer people than the population of The Netherlands - accessed illicit IPTV services. The use of illicit IPTV services was even higher among the 16-24 age group with 5.9 million – slightly more than the population of Finland - consuming illicit IPTV.

Commenting on the report Mark Mulready, Co-President of AAPA, and VP Cyber Services at Irdeto, said:

*“This study highlights the very real damage done to legitimate pay-TV providers by widespread use of illicit IPTV piracy by Europe’s citizens. It is clear that our industry, law enforcement and legislators must take more stringent steps to stem the growing use of this form of piracy. Consumer awareness must play a central role too. AAPA will continue to devote itself to fighting this crime.”*

Sheila Cassells, Executive Vice-President of AAPA, said that: *“This Bournemouth University study provides an update of research done for the EUIPO Observatory on Intellectual Property Infringements three years ago. Despite the efforts of industry and law enforcement more needs to be done. Legislators and policymakers must take every opportunity to help reduce piracy and, in that context, it is regrettable that the Commission has responded to the calls for legislation to mitigate live event piracy by proposing a non-legislative Recommendation. Anti-piracy legislation must have real teeth if we are to make serious inroads into reducing its impact. It is important to note that the study*

*addresses only one method of accessing pirate services and, hence, the impact will be even larger.”*

Ends

The study and associated infographic are available at: <https://aapa.eu/illicit-iptv-in-europe-an-aapa-economic-report>

Europe is defined as the EU plus the United Kingdom.

About AAPA: AAPA represents companies involved in the provision of protected audiovisual services, security technology for such services, and the manufacturing of products which facilitate the delivery of such services. AAPA’s mission is to enable the fight against piracy where this involves the development, promotion, distribution, application or use of technologies resulting in the unauthorised use of protected audiovisual content, by co-ordinating intelligence and action supported by effective legislation and its implementation.

For more information about AAPA’s work visit [www.aapa.eu](http://www.aapa.eu)

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