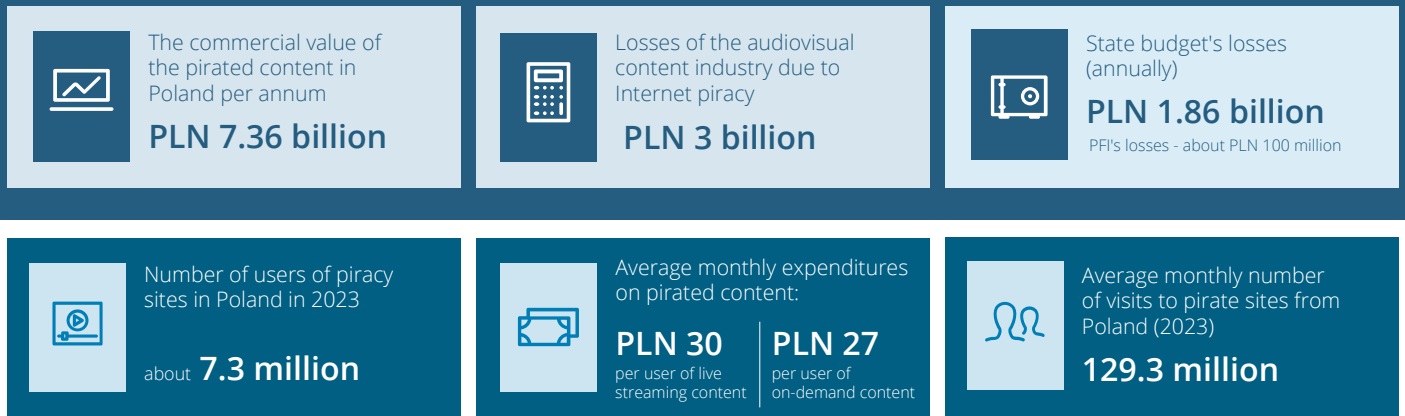


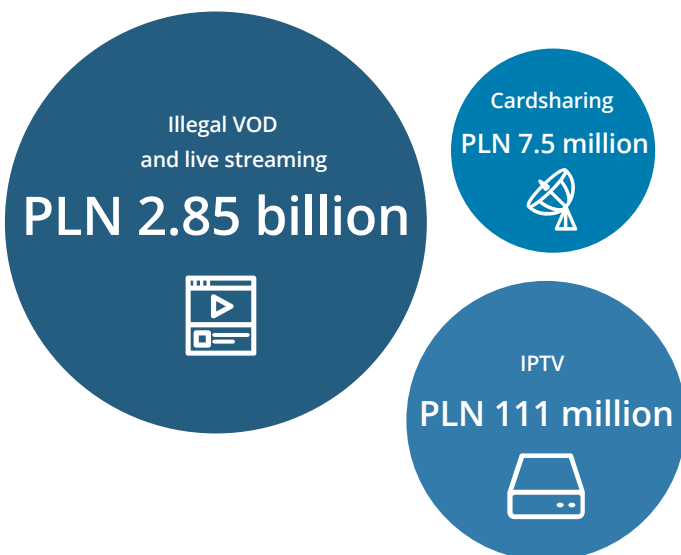
Scale of piracy of audiovisual content in Poland

Key figures



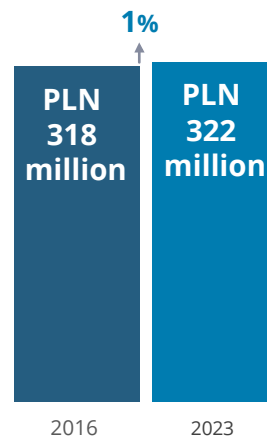
Poles spend PLN 322 million a year with pirate sites offering illegitimate video on demand and live streaming. The estimated revenue generated by pirate sites amounts to PLN 355 million annually, including advertisement. Total losses of legitimate providers can be as high as PLN 3 billion, including piracy forms such as: online streaming, IPTV and cardsharing.

Losses of the audiovisual content industry in Poland

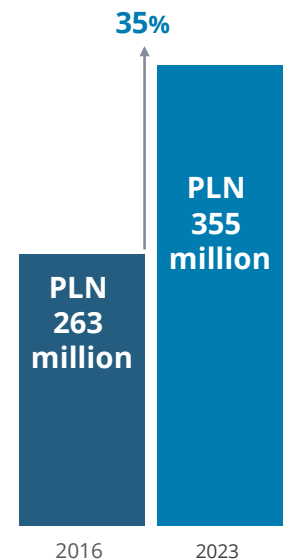


*based on the identified infringements

Total consumer spending on pirated VOD and live streaming



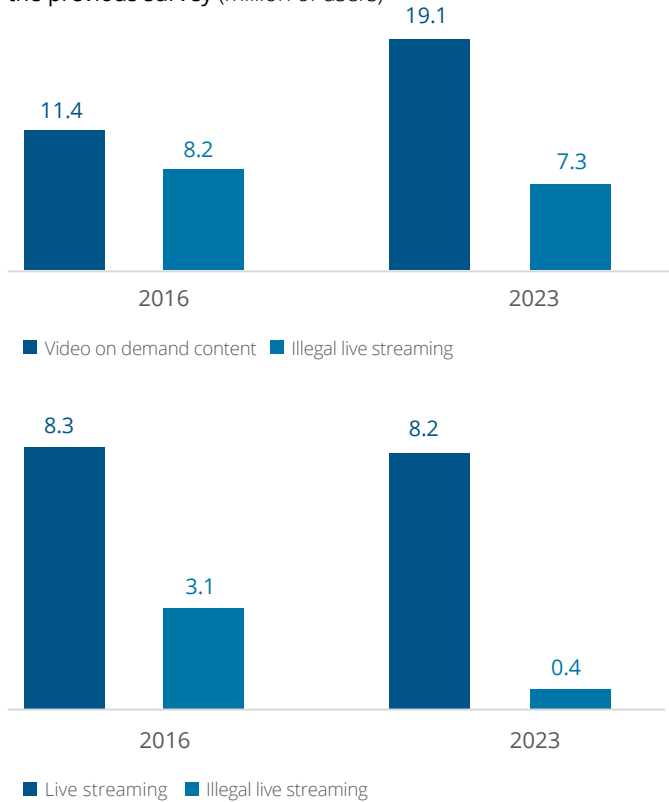
Growth of revenues of pirate VOD and live streaming sites



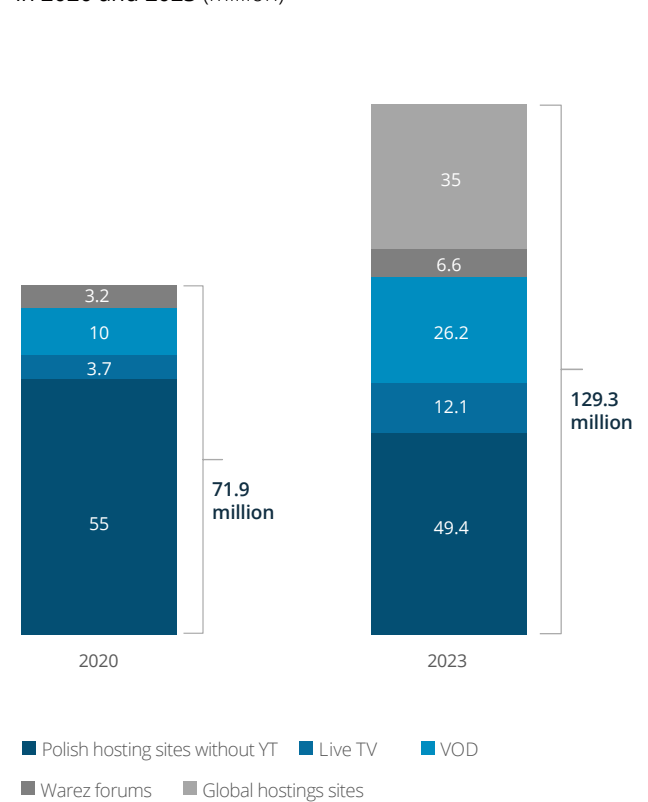
Although total spending has increased by 1%, income has increased by around 35%. This is due to the migration to more cost effective payment processors and intermediary models.

In seven years, the user base of illegal VOD sites has shrunk by 900 000 users, while the group of users of legitimate sources' has grown by 7.7 million. At the same time, the smaller number of users of illegal sources generated a growing number of visits to pirate sites, with worrying migration to global hosting sites, more challenging to enforce on and prosecute than local operators.

Comparison of the size of the analysed markets with the previous survey (million of users)



Visits to pirate sites originating from Poland in 2020 and 2023 (million)



Proposed solutions aimed at reducing the scale of digital piracy

Suggested systemic solutions

01. Improve the effectiveness of law enforcement in intellectual property infringement cases
02. Enable the Polish courts to issue injunctions to exert site blocking to piracy sites
03. Implement into Polish law the provisions set forth in European regulations
 - Directive 2019/790 of the European Parliament and of the Council on copyright and related rights in the digital single market and amending Directives 96/9/EC and 2001/29/EC (Copyright Directive)
 - Directive 2000/31/EC on electronic commerce.
 - Directive 2004/48/EC on the enforcement of intellectual property rights

Suggested market solutions

01. Continued and widespread application of follow the money actions:
 - Establish further cooperation with advertisers and payment brokers
 - Expand the blacklist coordinated by the "Signal" Association to include further copyright infringing sites
02. Address consumer needs by legitimate broadcasters:
 - Continue the development of legal services
 - Develop sites in the AVOD access model for people who cannot afford to pay for service,
 - Enrich the offer of platforms based on the subscription model with cheaper subscription options that include advertising.
 - Integrate the offers of different services to increase the attractiveness of the legal offer in the eyes of customers