

# Japan Piracy Landscape 2022

There are 3,695 piracy sites with an average monthly visits of about 470 million times

1. In the past three years, there were 3,695 piracy sites. There are 1,090 sites that exceed 100,000 visits per month.

Table 1 Definition of piracy site types

Site type	Definition
P2P site(P2P)	Sites that provide torrent files for downloading piracy content using the peer-to-peer method.
Streaming site	Sites that have the ability to play pirated video content within the site, and content files often exist on other sites.
Online Reading site	Sites with the ability to browse pirated manga on the site, and content files often exist on other sites.
Leech (link) site	Sites that do not have content files on their own sites and that lead to other piracy sites or download files from other sites.
Host (storage) site	Sites where files can be stored online and used as place to store pirated content which is accessed by leech sites and streaming sites.

Table 2 Content Type Definition

Content type	Definition
Film	Movies screened in movie theaters, including Western and Japanese films. Includes animated movies.
TV program (TV)	TV programs such as dramas and variety shows. Include overseas dramas and variety shows. Movies, Anime, News and Sports are not included.
Anime	TV animation programs, animation works for web video services, etc. However, theatrically released Anime films were included in the Film category.
Manga	Comics and comic magazines

Extracted 3,695 pirated sites in Japan, and surveyed 1,090 sites with monthly visits exceeding 100,000 during the survey period

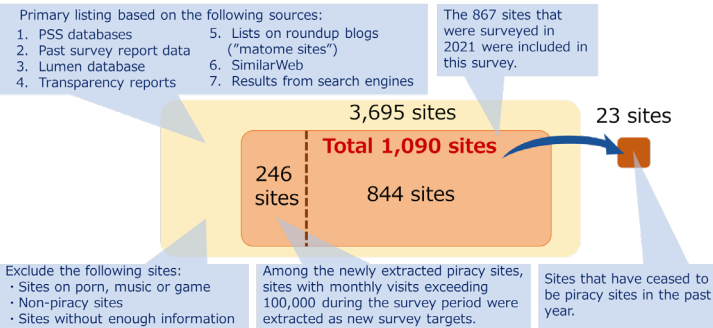


Figure 1 Method of selecting piracy sites to be surveyed

2. Number of visits to piracy sites  
About 42% at the top 10 sites  
About 87% at the top 100 sites

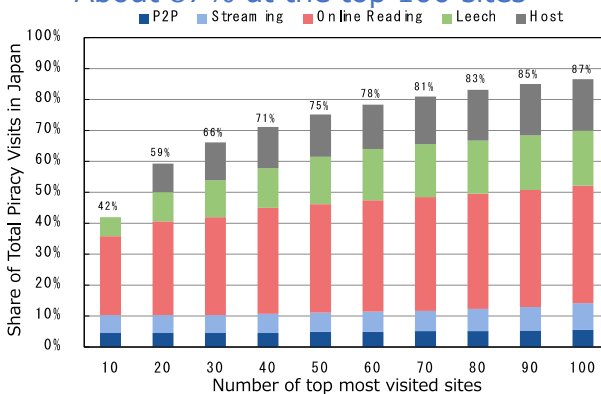


Figure 2 The ratio of the high-ranking piracy site for the number of the total visits

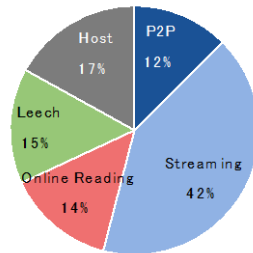


Figure 3 Classification of piracy sites (Total 1,090 site)

3. Continuing from the previous survey, we conducted a survey by July 2021

- (1) The average number of monthly visits to piracy sites is,  
July 2019-June 2020 Average: 273 million  
July 2020-June 2021 Average: 378 million  
July 2021-July 2022 Average: 471 million
  - (2) From June 2020, visit to piracy sites increased until around October 2021, but has been on a downward trend since January 2022. This is due to the closure of three popular Online Reading sites.
  - (3) By site type, the increase in Online Reading is still noticeable. Others are about the same as last year.
  - (4) There were 246 newly discovered piracy sites.
- Note) The survey is based on SimilarWeb data extracted in September 2022.

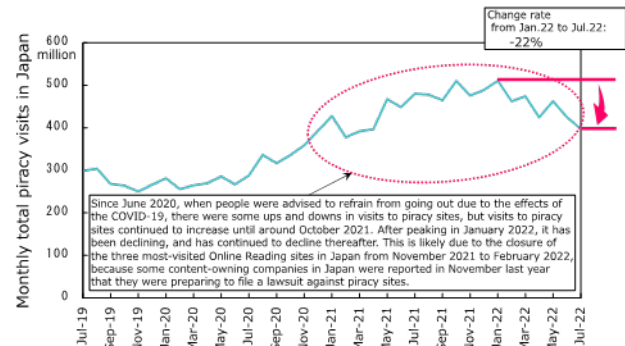


Figure 4 Changes in the total number of visits to piracy sites

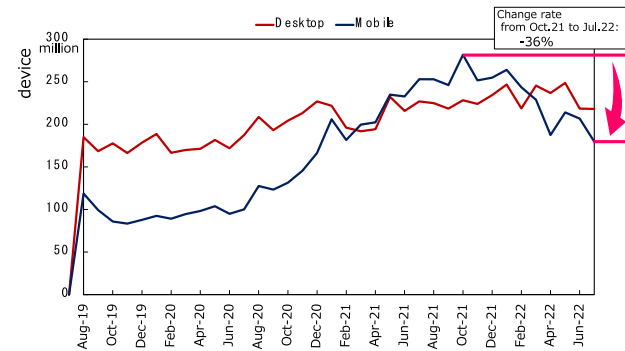


Figure 5 Trends of the total number of visits to piracy sites shown by device

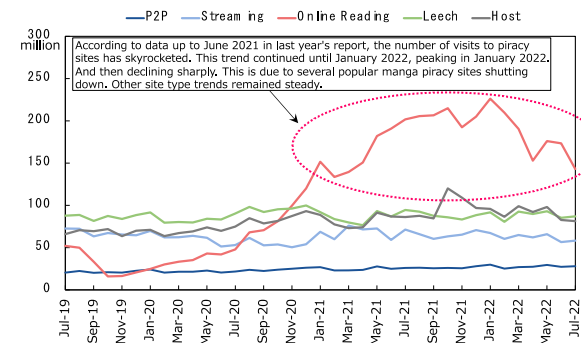


Figure 6 Trends in the number of piracy sites visits by site type