

Japan Piracy Landscape 2023

There are 1,290 piracy sites with more than 100,000 visits per month, with an average of about 194 million monthly visits per year.

1. The number of piracy sites with more than 100,000 monthly visits increased from 842 sites last year to 1,290 sites this year.

Note: Manga were excluded from the survey this time.

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.
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. Does not include movies and anime. Includes overseas dramas and variety show
Anime	TV animation programs, animation works on web video services, etc. However, animated movies were included in the Film category.

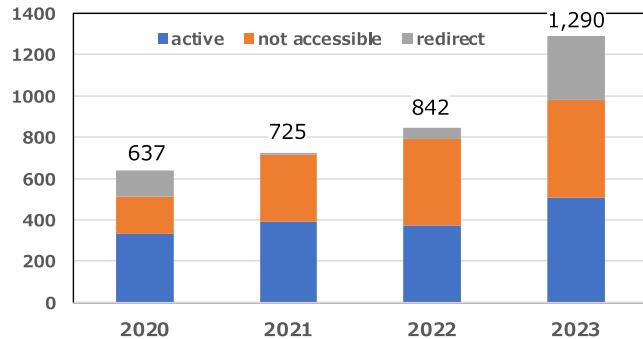


Figure 1 Change in the number of piracy sites

There are many active piracy sites, but many of them are soon closed or moved to other sites.

2. Number of visits to piracy sites

Top 10 sites: 54% (last year) → 48% (this year)
 Top 100 sites: 86% (last year) → 81% (this year)

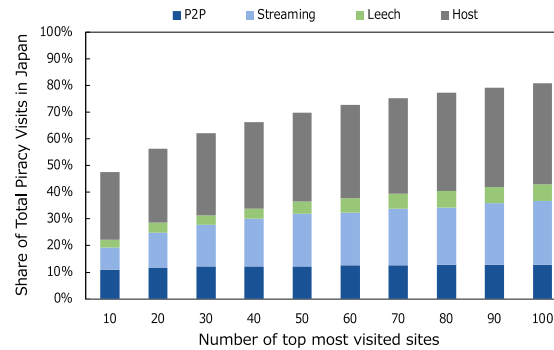


Figure 2 The ratio of the high-ranking piracy site for the number of the total visits

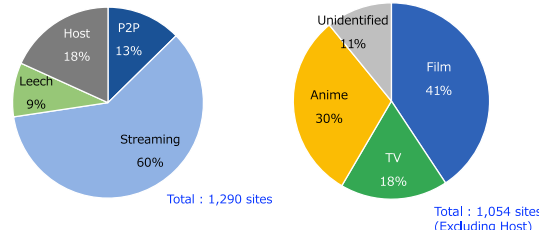


Figure 3 Classification of piracy sites (Total 1,290 site)

3. Continuing from the previous survey, we conducted a survey by July 2023

- The average number of monthly visits to piracy sites is,
 - July 2019-June 2020 Average: 190 million
 - July 2020-June 2021 Average: 196 million
 - July 2021-June 2022 Average: 212 million
 - July 2022-July 2023 Average: 194 million
- Even though we narrowed the list down to sites with more than 100,000 visits from Japan, the number of piracy sites (Films, TV, anime) increased from 842 to 1,290.
- Streaming sites account for 60% of the total. The others are hosts, P2P, and Leech, in that order. By type of content, "Films" was the most popular this year, followed by "Anime" and "TV program".
- At the end of March 2023, a large streaming piracy site was closed, and streaming declined sharply in April 2023.

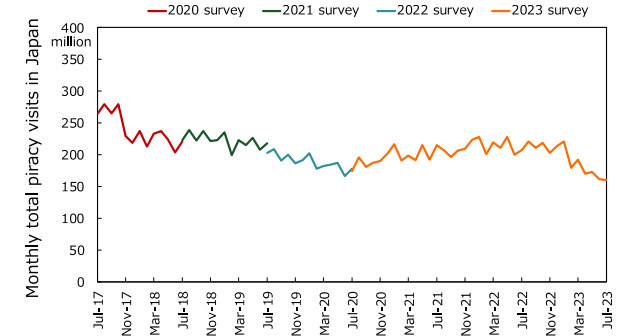


Figure 4 Trends of total visits with 2020, 2021, and 2022 survey results added (from July 2017 to July 2023)

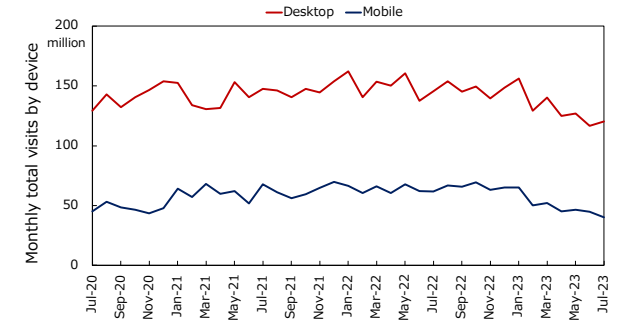


Figure 5 Total visits in Japan by device type

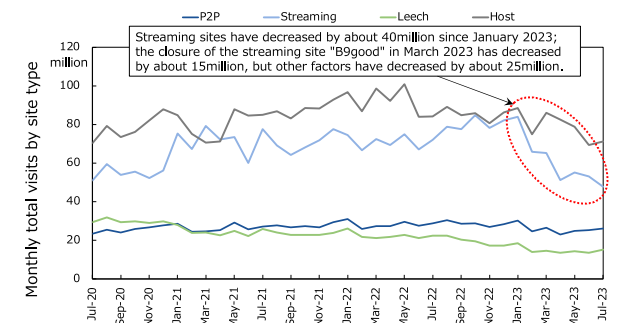


Figure 6 Total visits in Japan by site type

Note) The survey is based on Similarweb data extracted in August 2023.