

Japan Piracy Landscape 2021

There are 3,107 piracy sites, and there are about 600 million visits per month

1. In the past three years, there were 3,107 piracy sites. There are 867 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. 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.
Manga	Comics and comic magazines

Extracted 3,107 pirated sites in Japan, and surveyed 867 sites with monthly visits exceeding 100,000 during the survey period

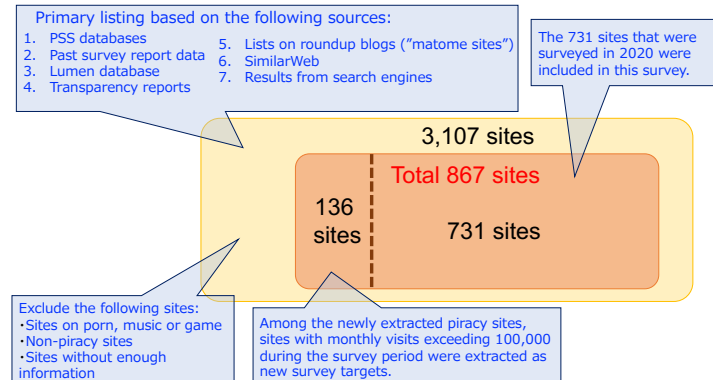


Figure 1 Method of selecting piracy sites to be surveyed

2. Number of visits to piracy sites

About 63% at the top 10 sites
Over 90% at the top 100 sites

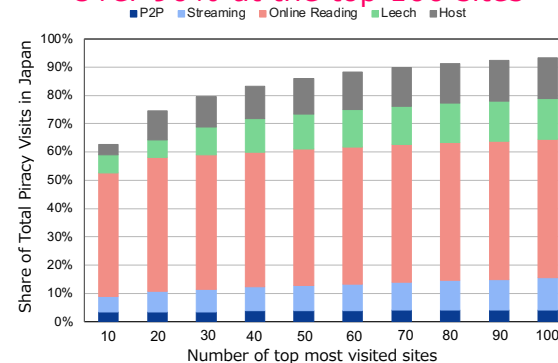


Figure 2 The ratio of the high-ranking piracy site for the number of the total visits

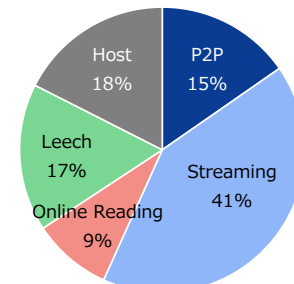


Figure 3 Classification of piracy sites (Total 867 site)

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 2018-June 2019 Average: 279 million
July 2019-June 2020 Average: 303 million
July 2020-July 2021 Average: 444 million
 - (2) By site type, the increase in Online Reading is noticeable. Others are visited almost the same as last year.
 - (3) Since June 2020, visits to piracy sites has increased rapidly. The main reason is Online Reading sites.
 - (4) There were 136 newly discovered piracy sites.
- Note) The survey is based on SimilarWeb data extracted in August 2021.

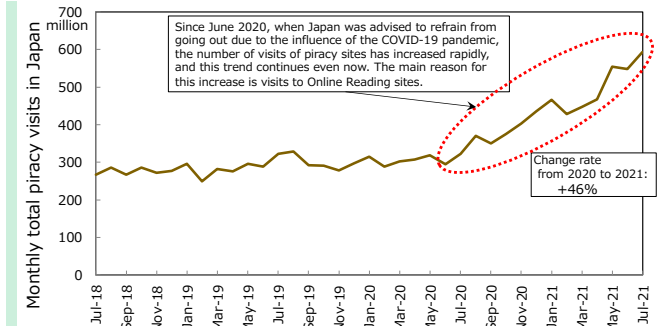


Figure 4 Changes in the total number of visits to piracy sites

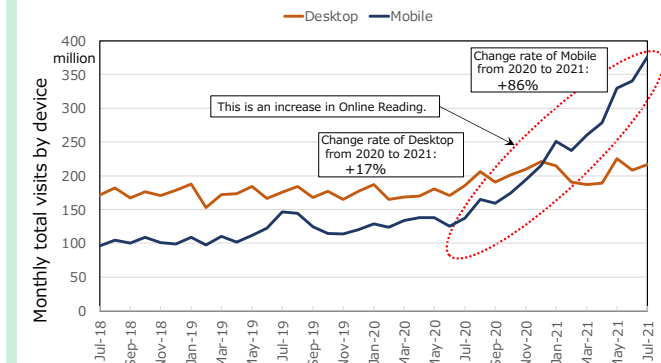


Figure 5 Trends of the total number of visits to piracy sites shown by device

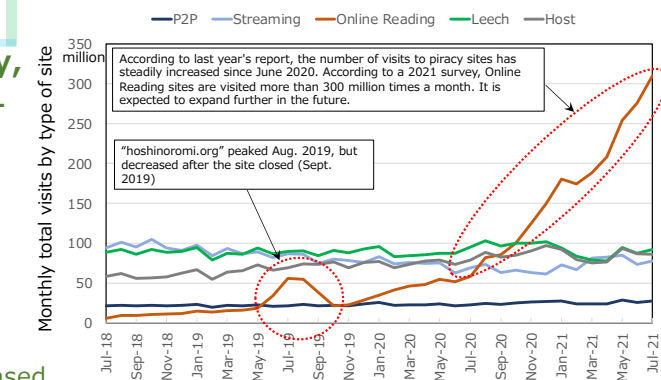


Figure 6 Trends in the number of piracy sites visits by site type