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#PLAYITRIGHT

Help stop piracy

Monday Gonzalez

Director
Content Management & Creative Services
Corporate Communications
Globe Telecom

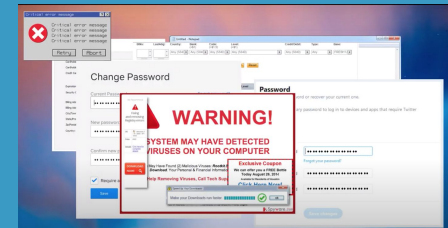
Communications Pillars at Launch (2017)

Reasons of those who are downloading from illegal sites

- No need to pay
- Subscription fees are expensive
- Its ok since everybody is into it
- Its available in the internet, so it is ok to download
- My download is for personal use only, I do not sell it
- **I am not harming anybody**
- The site is popular thus it is safe
- I am already paying for my internet and data to be able to download
- I don't care as long as I am entertained (age 20-26)
- **Legal sites require some personal info which may be harmful**
- Laws on piracy are not strictly enforced
- I am not aware that it is illegal

Social Impact

Online Dangers



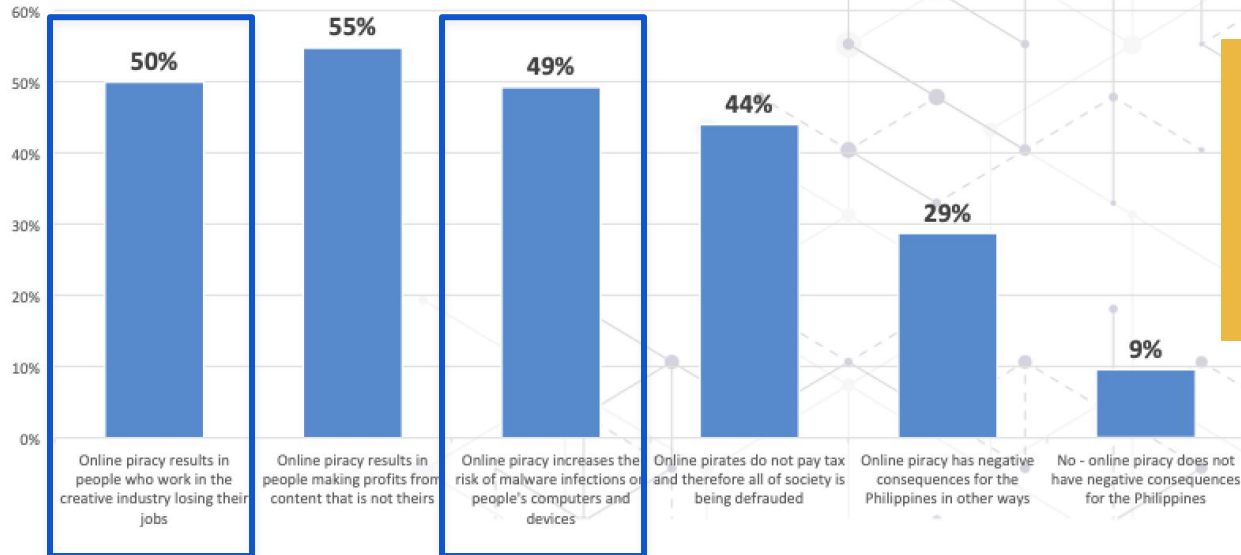
Consumer Insights 2020

YouGov Philippines:

YouGov

avia cap
KLA VIDEO INDUSTRY ASSOCIATION EDUCATION ASSOCIATION

Does online piracy have negative consequences for Philippines?



50% are aware of the impact on content creators as well as risk of malware infection.

Targeting the Younger Gen Z

New Normal:
Education goes online.



Educate the youth about
the harms of piracy.



Digital citizenship,
responsible use of the internet
and cybersafety

Integrated into DepEd's K-12
curriculum in 2019



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OPTUS

Singtel



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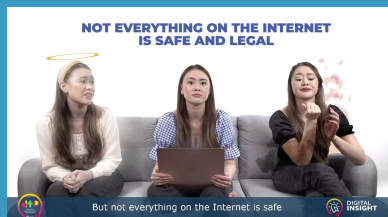
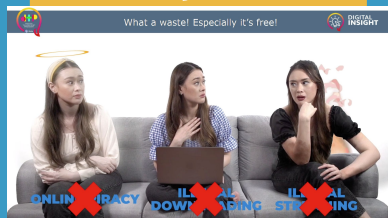
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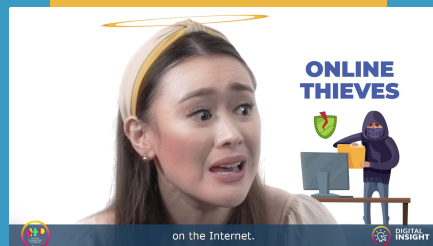
Globe DTP eModules



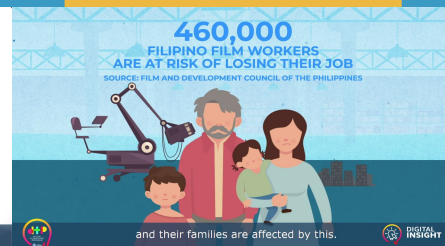
Piracy Facts



Online Dangers



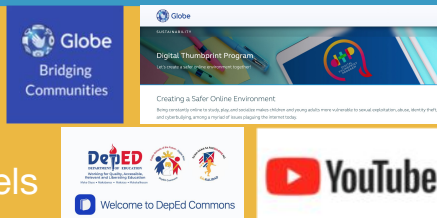
Social Impact



Economic Impact



Channels



To know more about DTP visit:

<https://www.globe.com.ph/digital-thumbprint.html>

<https://www.facebook.com/GlobeBridgeCom>



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Globe DTP eModules



Results

Reach - almost 800% over target
Engagement Rate - 50% vs 20% target

360 Execution effectively engaged the youth market.

- **Media optimization** reaching more of the target audience
- **High organic engagement**
- **High shares**



360 Video Execution

Bringing a Filipino Christmas Tradition Online

GLOBE PARTNERS WITH METRO MANILA DEVELOPMENT
AUTHORITY TO BRING THE ANNUAL METRO MANILA FILM FEST TO
FILIPINO HOMES VIA UPSTREAM



Bridging content creators and content consumers, the partnership brings this year's line-up of festival entries onto VOD platform, **Upstream**. Tickets will be available via **GMovies**, Globe's cinema ticketing platform.



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Thank you!