

**whitebullet**



## **WHAT DOES THE UNIVERSE LOOK LIKE?**

**DOMAINS**

**430 M**

**APPS**

**5.49 M**



# THE PIRATE UNIVERSE

## DOMAINS

PIRATE GENERAL

**484,365**

PIRATE IPTV

**79,749 (16.5%)**

## APPS

PIRATE GENERAL

**66,183**

PIRATE IPTV

**6,451 (10%)**

# IPTV PIRACY POPULARITY BY REGION

**DOMAINS**

**77%**

**APPS**

**34%**

**DOMAINS**

**22%**

**APPS**

**66%**



# HOW MUCH PIRATE IPTV IS AD FUNDED?

**DOMAINS**

**94%**

**APPS**

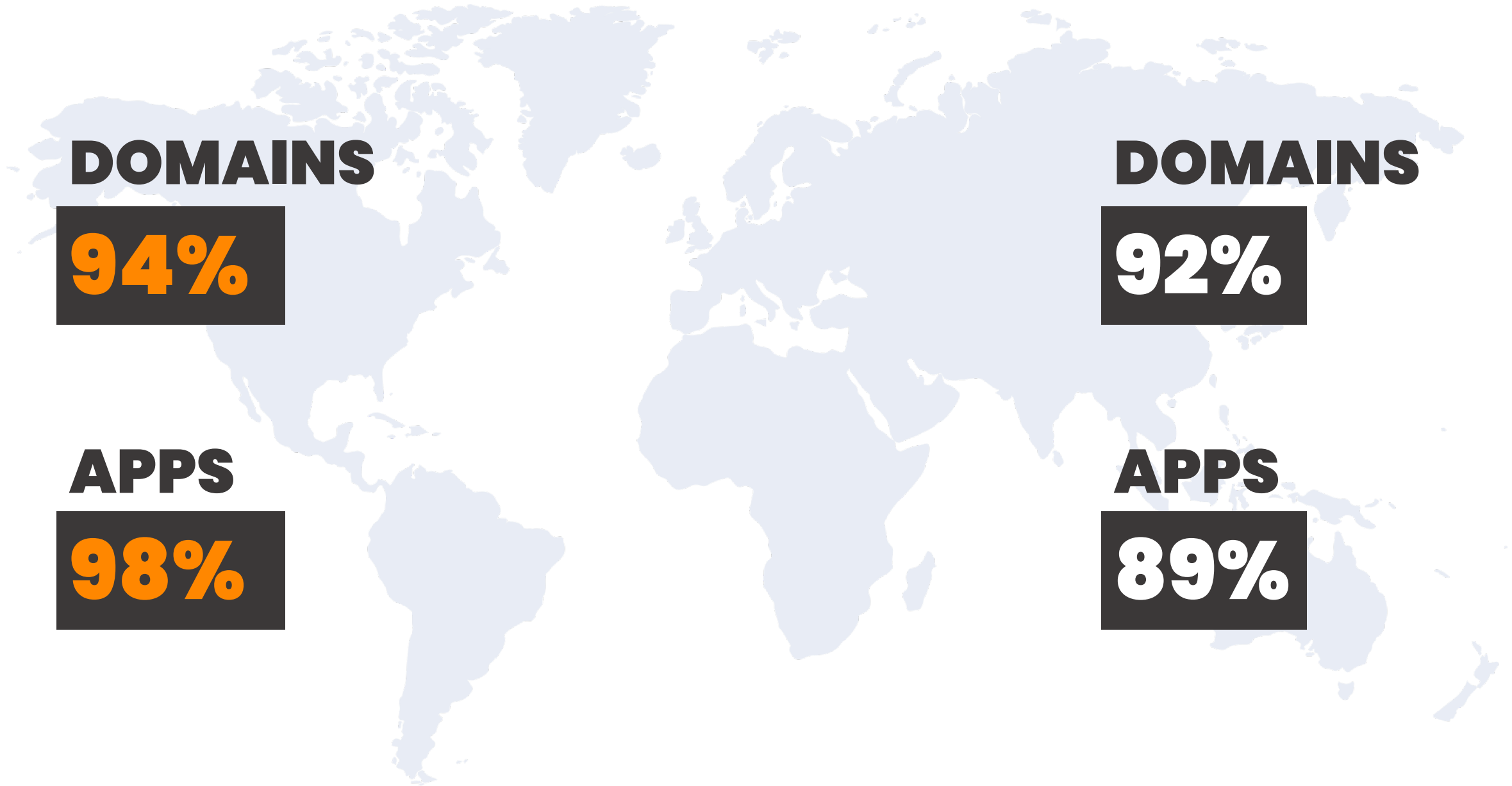
**98%**

**DOMAINS**

**92%**

**APPS**

**89%**





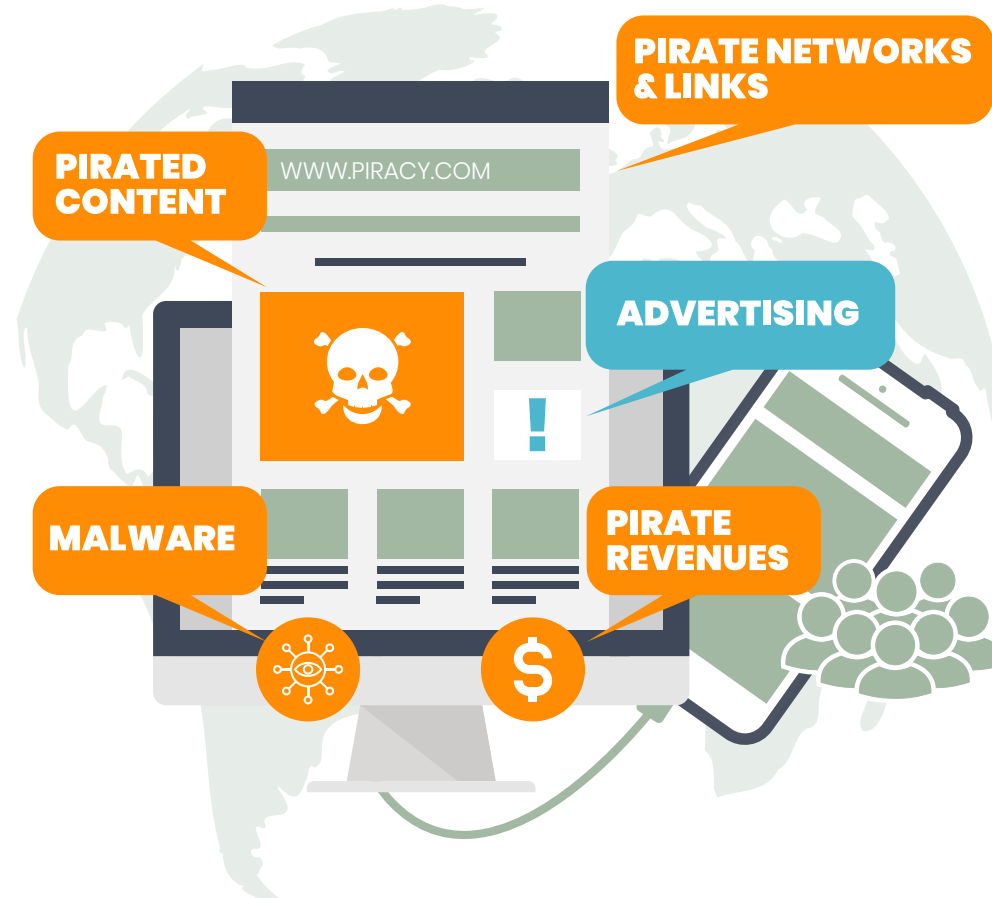
**NOW WE KNOW THE PIRATE UNIVERSE**

**HOW DO WE MAKE AN IMPACT?**

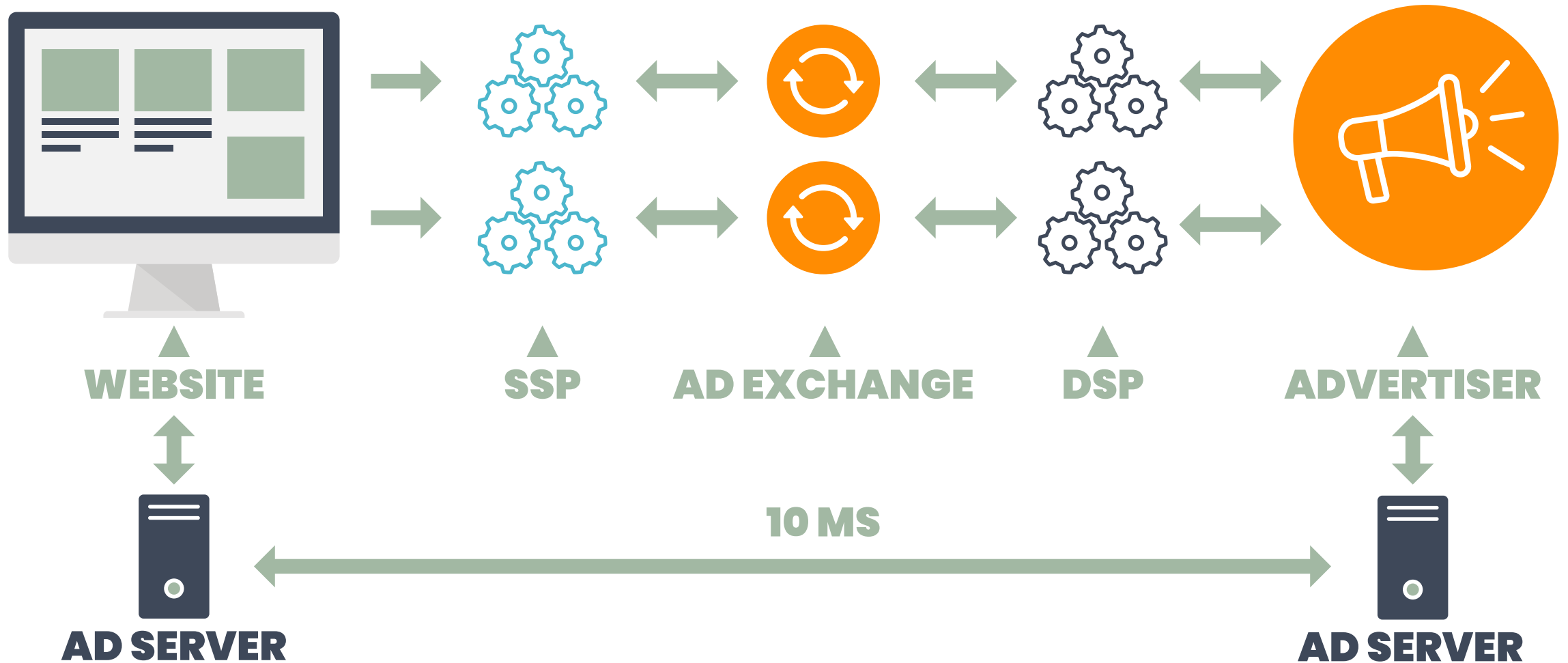


# HOW DO THEY MAKE MONEY? ADVERTISING 101

CPM / CPC / CPA  
FORMAT / PAGE LOCATION / AD SECTOR / TERRITORY



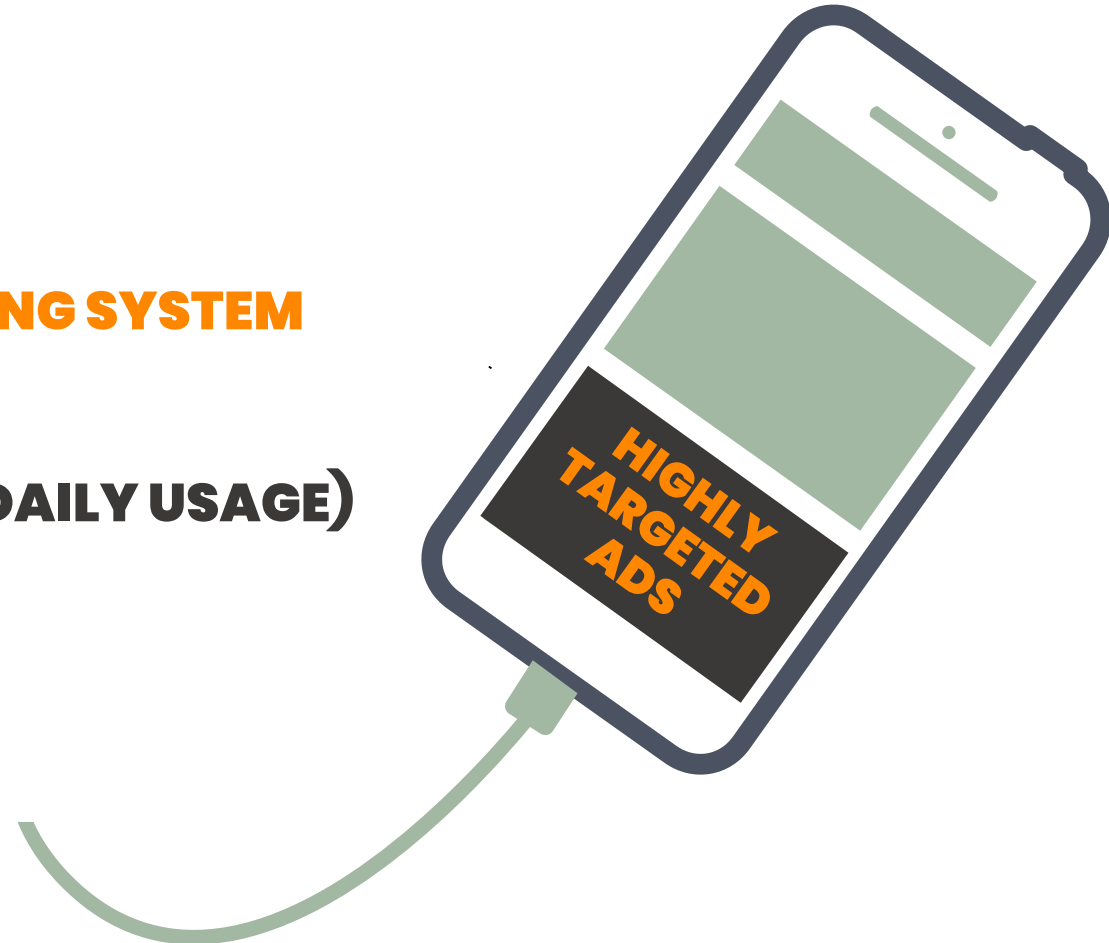
# HOW DO THE ADS GET THERE?



**PROGRAMMATIC DELIVERY**

# IS IT THE SAME FOR APPS?

- **SDK INTEGRATION**  
(FEWER ACTORS)
- **TARGETING BY DEVICE ID**  
(NOT COOKIES)
- **BEHAVIOUR FROM GPS / DEVICE TYPE / OPERATING SYSTEM**  
(NOT WEB ACTIVITY)
- **HIGH ENGAGEMENT**  
(NO AD BLOCKING TECH / 5x HIGHER AVERAGE DAILY USAGE)
- **CAPTIVE AUDIENCE**  
(BAKED INTO APP FUNCTIONALITY)

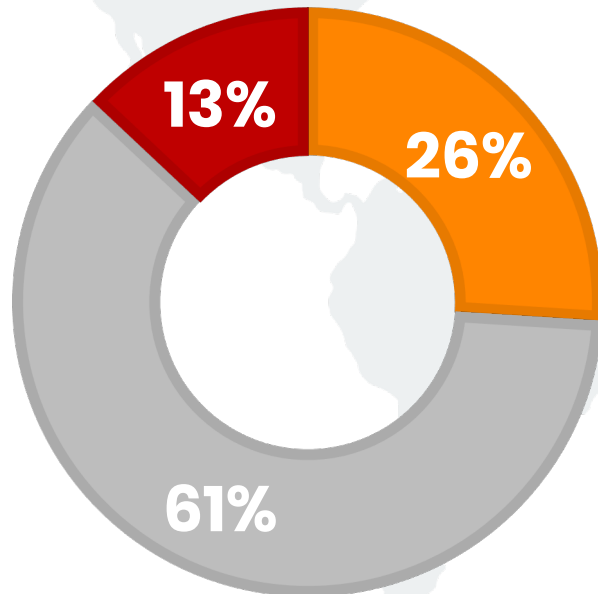




# AD PROFILES: TOP PIRATE IPTV DOMAINS

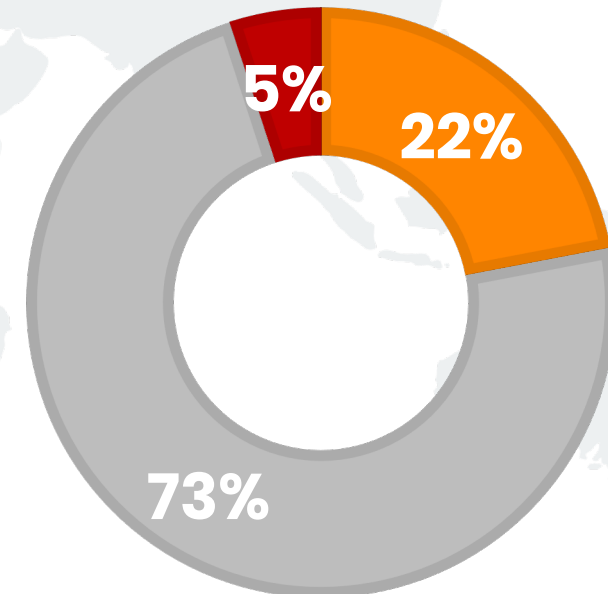
FRANCE, GERMANY, ITALY, SPAIN,  
UK, US

- Branded
- Non-Branded
- Fraud / Malware / Adult



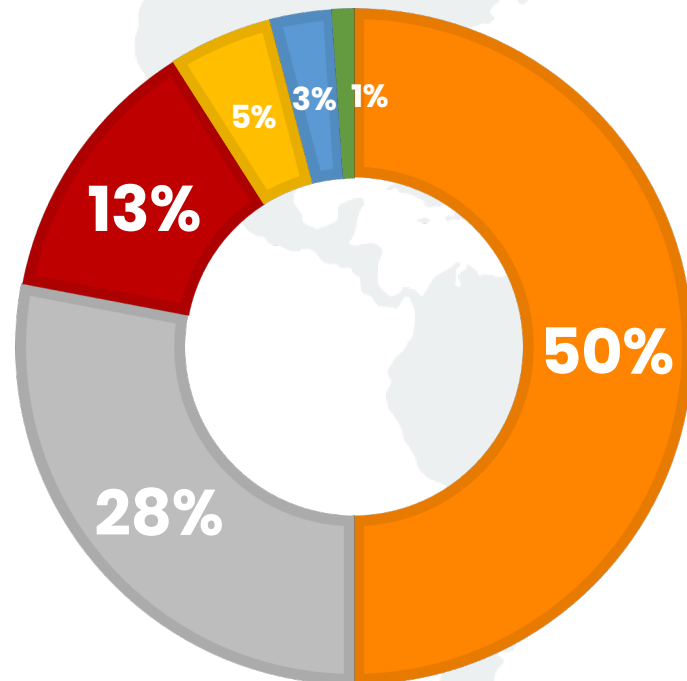
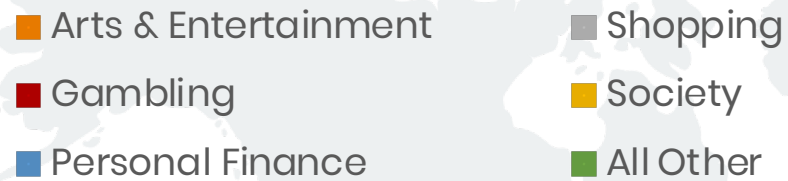
INDONESIA, MALAYSIA, PHILIPPINES,  
SINGAPORE, THAILAND, VIETNAM

- Branded
- Non-Branded
- Fraud / Malware / Adult

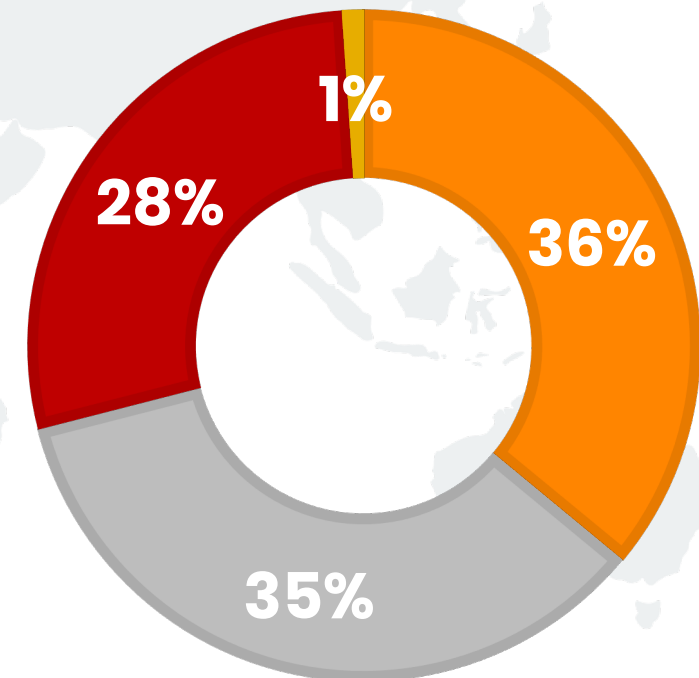
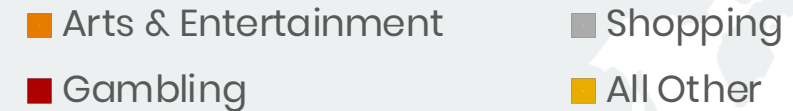


# BRANDED SECTORS: TOP PIRATE IPTV DOMAINS

## FRANCE, GERMANY, ITALY, SPAIN, UK, US



## INDONESIA, MALAYSIA, PHILIPPINES, SINGAPORE, THAILAND, VIETNAM



# HOW DO THINGS LOOK FOR APPS?

**98% BRANDED**  
**2% FRAUD / MALWARE / ADULT**

**100%  
BRANDED**

WHAT'S INTERESTING HERE IS

**ARTS & ENTERTAINMENT, TECH, SOCIAL MEDIA**

ADS DOMINATE GLOBALLY.

VERY LITTLE **SHOPPING, GAMBLING.**



# WHO PLACES THE ADS?

## DOMAINS

Nearly 80% of all ads are placed by **just 10** ad companies.

**8 of them** operate globally.

## APPS

By contrast the top 10 ad companies place 56%.

**Higher diversity of ad companies with localised players.**

**SO WHAT NOW?**



**BRINGING COMPLETE TRANSPARENCY**

**INDUSTRY COLLABORATION & OUTREACH**

# IT WORKS. IMPACT & SUCCESS



## OUTREACH SINCE JAN 2020 TO PREMIUM BRANDS:



**88% REDUCED  
ADS ON PIRATE  
DOMAINS.**



**36% STOPPED  
ADS ON PIRATE  
DOMAINS.**



**HOW MUCH?**

**THE TOP 10 PIRATE DOMAINS EACH GENERATE**

**\$ 6.8 MILLION**

**AD REVENUE ANNUALLY**



**THANK YOU**

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