



AMPERE
ANALYSIS

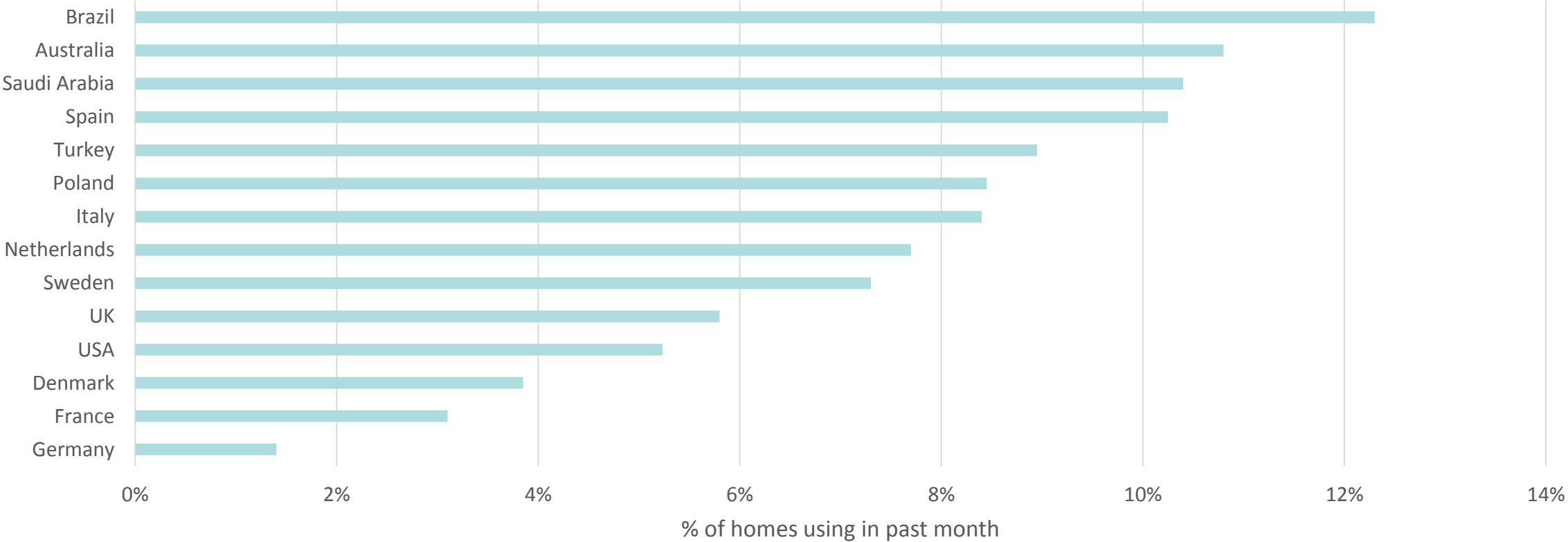
A look inside the Pirate's World

Guy Bisson, Ampere Analysis

October 2017

Global Pirate ranking

Pirate site usage in past month

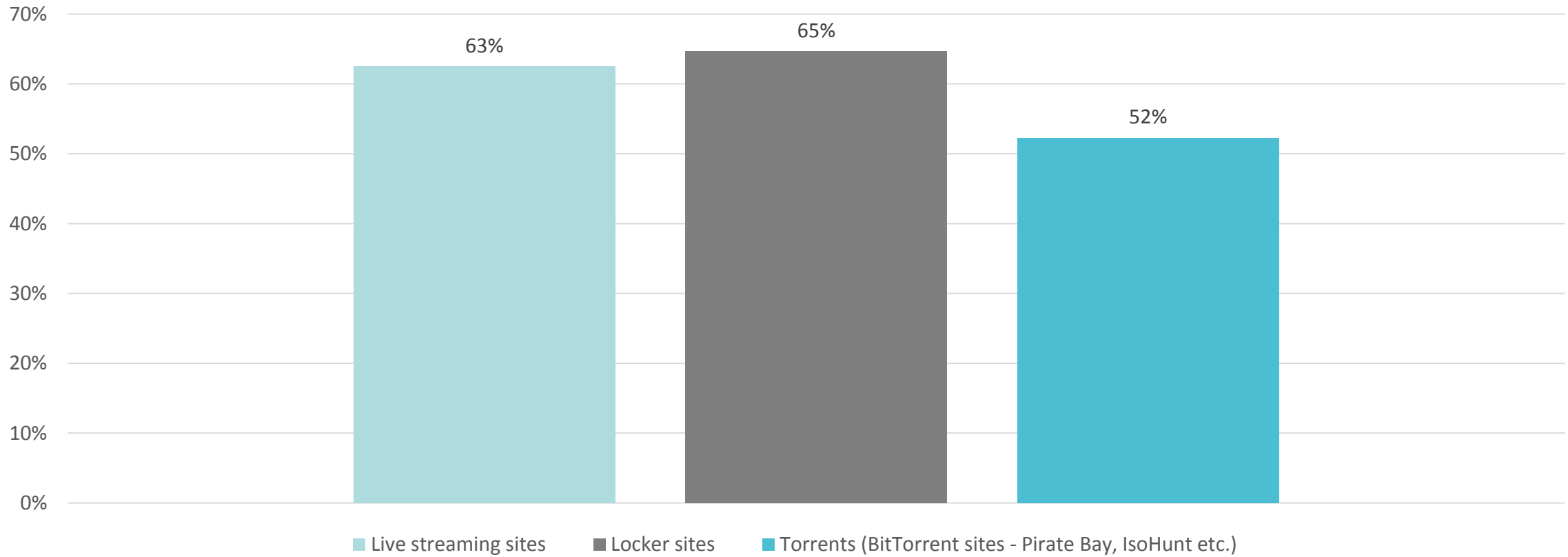


Pirate sites include live sports streaming, Torrents and Locker Sites. Data as of Q3 2017 from Ampere Consumer.

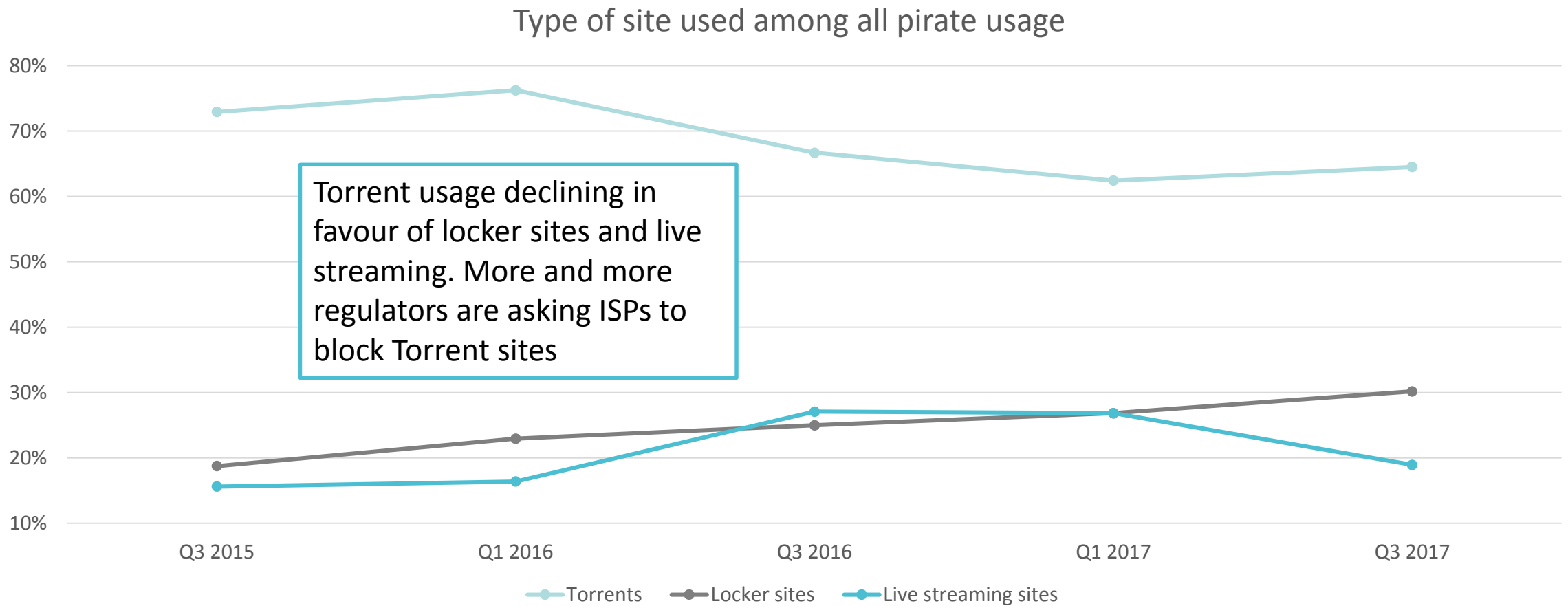


Pirates in Poland favour locker sites

Polish Millennial pirate usage (% of all users falling into 18-24 age group)

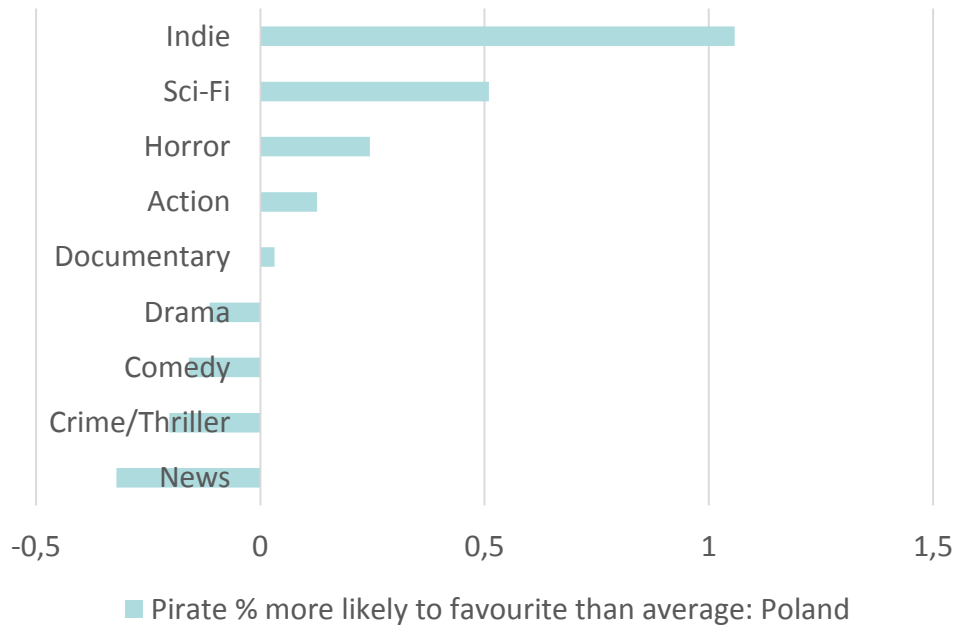


The changing mix of pirate sites in Poland

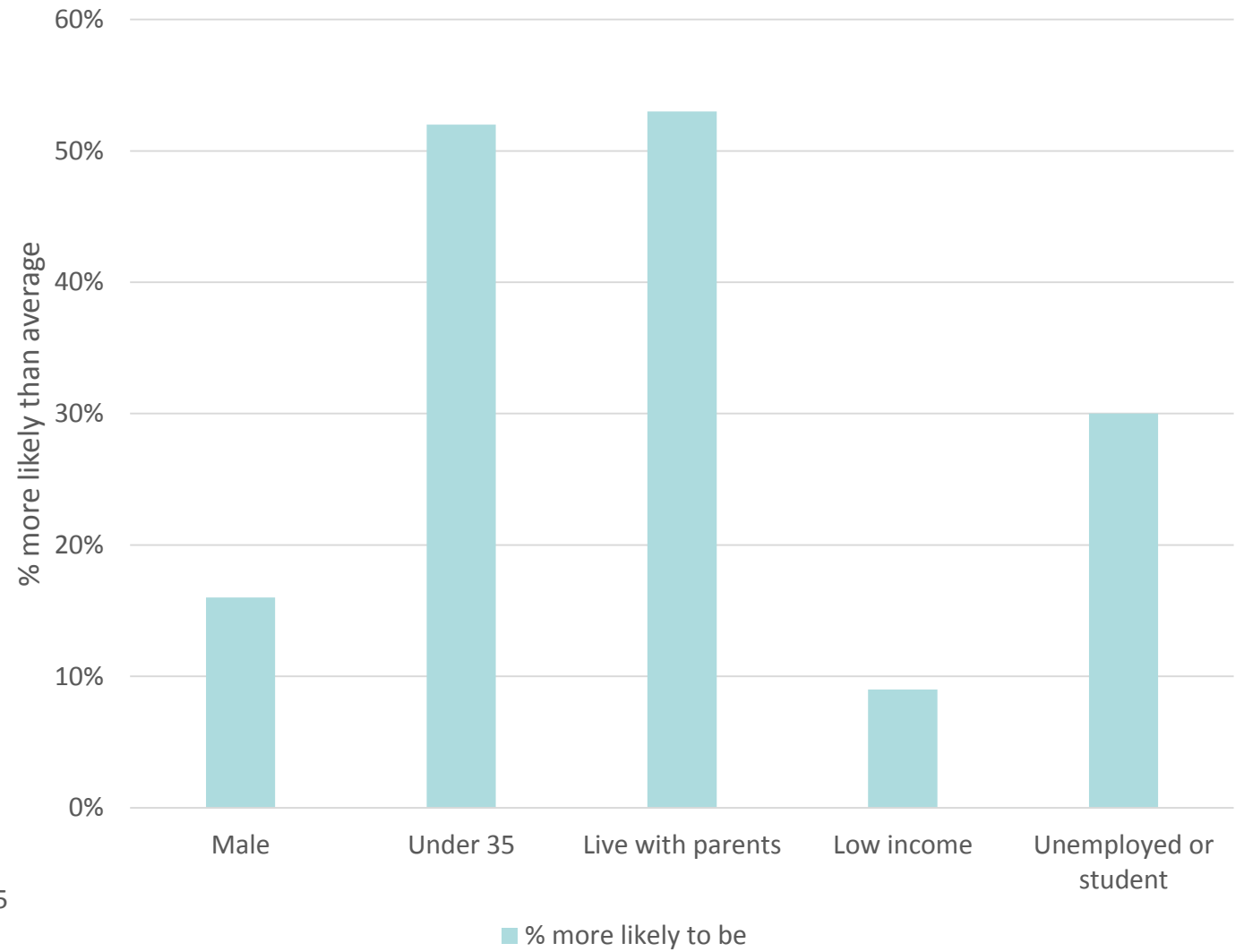


The face of a Polish Pirate

Pirates have specific tastes



Drive to pirate partly socio-economic



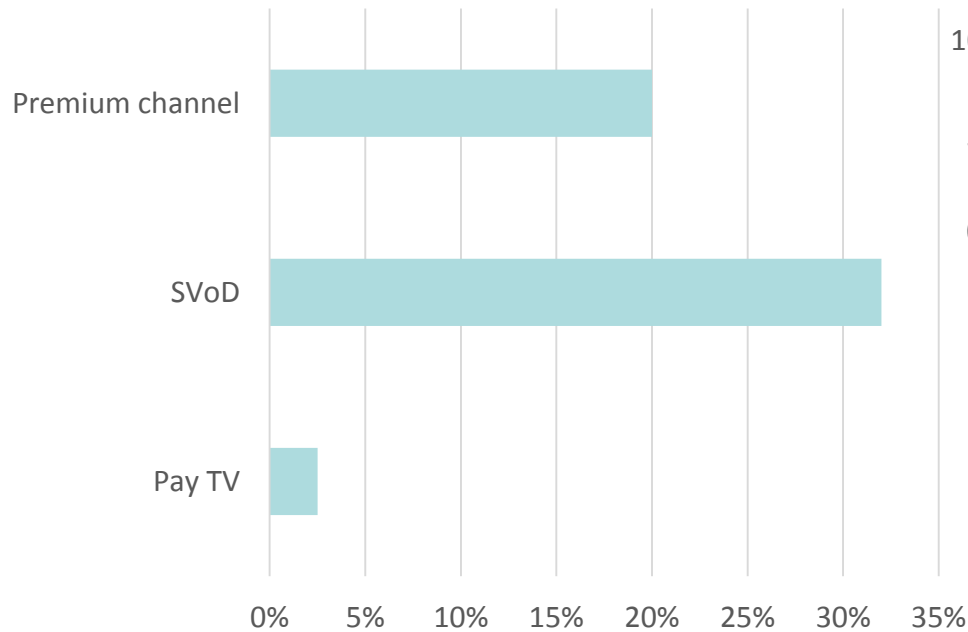
Polish homes that have used Pirate sites in past month. Data as of Q3 2017 from Ampere Consumer.

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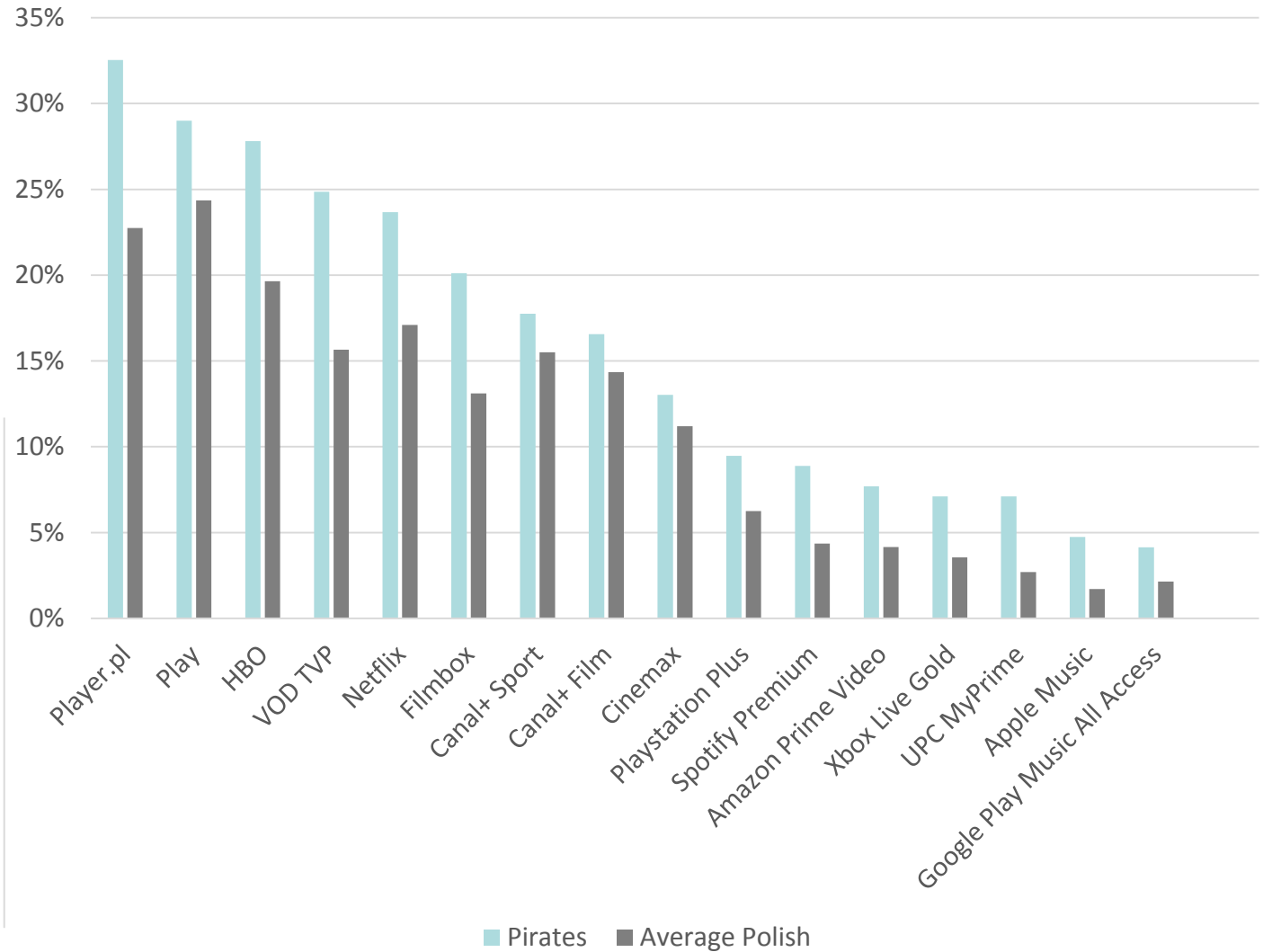


Yet, Pirates more likely to live in homes with good paid content access

Polish pirates: % More likely to have



Service uptake: Polish pirates vs. average



Thank you

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