



## Surge in use of Illicit Streaming Devices (ISDs) amongst online Filipino consumers

Newly released survey finds 34% of online consumers use illicit streaming devices (ISDs) to view pirated TV channels and video-on-demand content. Two thirds (66%) have accessed streaming piracy websites or torrent sites.

**FOR IMMEDIATE RELEASE – Manila 11 September 2019** – A new study of the content viewing behavior of Filipino consumers, revealed that 34% of consumers use a TV box which can be used to stream pirated television and video content. These TV boxes, also known as Illicit Streaming Devices (ISDs), allow users to access hundreds of pirated television channels and video-on-demand content, usually with a low annual subscription fee. TV boxes often come pre-loaded with illegal applications allowing ‘plug-and-play’ access to pirated content.

This latest research shows a substantial increase in ISD usage when compared to a similar YouGov study undertaken last year, which found that 28% of online Filipino consumers used TV boxes to stream pirated content.

The survey, commissioned by the Asia Video Industry Association’s Coalition Against Piracy (CAP) and conducted by YouGov, highlights the detrimental effects of streaming piracy on legitimate subscription video services.

Of the 34% of consumers who purchased a TV box for free streaming, more than half (59%) stated that they had cancelled all or some of their subscription to legal pay TV services. Specifically, 30% asserted that they cancelled their International subscription services, which includes pan-Asia-only offerings, as a direct consequence of owning an ISD. While 24% cancelled a specific part of their cable TV subscription bundles/ packages.

The research also found that a staggering two thirds (66%) of online Filipino consumers have accessed streaming piracy websites or torrent sites to access premium content without paying any subscription fees.

In addition to the short-term problem of cancelled subscriptions is a longer term problem – namely, many of the people streaming pirated content are young. The survey found that 45% of 18-24 year-olds and 46% of 25-34 year olds used ISDs or other apps/ services to view infringing entertainment content.

A Bill currently before the Philippine Senate entitled the ‘Online Infringement Act’ proposes an administrative site blocking mechanism which would empower the authorities to ensure that ISPs take “reasonable steps to disable access to sites whenever these sites are reported to be infringing copyright or facilitating copyright infringement.”



Globe

**avia**  
ASIA VIDEO INDUSTRY ASSOCIATION

"The proliferation of ISDs in the market as an access of pirated content affects the livelihood of people in the local creative and film industries. There is a need to continue educating the public that online piracy is unsafe that can put data privacy and devices at risk. We encourage everyone to watch content using legitimate sources only," Globe President and CEO Ernest Cu said.

Optical Media Board (OMB) Chairman and CEO Atty. Anselmo Adriano said that the ISDs are storage devices, even if that storage is transient and part of the buffering process. "Any digital device with a storage capability to store pirated content, no matter how small, is covered by the Optical Media Act or Republic Act 9239," Adriano said.

Neil Gane, the General Manager of AVIA's Coalition Against Piracy (CAP) commented: "The illicit streaming device (ISD) ecosystem is impacting all businesses involved in the production and distribution of legitimate content. Effective enforcement and disruption solutions are key, such as an efficient site blocking mechanism disabling access to egregious ISD applications and piracy streaming websites and meaningful cooperation with e-platforms where ISDs are openly sold."

-ends-

---

## About Globe

Globe is a leading full-service telecommunications company in the Philippines and publicly listed in the PSE with the stock symbol GLO. The company serves the telecommunications and technology needs of consumers and businesses across an entire suite of products and services including mobile, fixed, broadband, data connectivity, internet and managed services. It has major interests in financial technology, digital marketing solutions, venture capital funding for startups, and virtual healthcare. In 2019, Globe became a signatory to the United Nations Global Compact, committing to implement universal sustainability principles. Its principals are Ayala Corporation and Singtel, acknowledged industry leaders in the country and in the region.

For more information, please contact:

Yoly C. Crisanto

SVP, Corporate Communications

Globe Telecom, Inc.

Email Address: [gtdcorpcomm@globe.com.ph](mailto:gtdcorpcomm@globe.com.ph)

Globe Press Room: [www.globe.com.ph/press-room](http://www.globe.com.ph/press-room)

Twitter: @talk2GLOBE | Facebook: [www.facebook.com/globeph](http://www.facebook.com/globeph)



# Globe

**avia**  
ASIA VIDEO INDUSTRY ASSOCIATION

## About AVIA

AVIA is the trade association for the video industry and ecosystem in Asia Pacific. It serves to make the video industry stronger and healthier through promoting the common interests of its members. AVIA leads the fight against video piracy, publishes in-depth reports and hosts conferences and seminars aimed to support a vibrant video industry.

## Contact AVIA

For media enquiries and additional background please contact:

Charmaine Kwan

Head of Marketing and Communications

Email: [charmaine@asiavia.org](mailto:charmaine@asiavia.org)

Twitter: [@AsiaVideoIA](https://twitter.com/AsiaVideoIA)

Facebook: [www.facebook.com/AsiaVideoIA/](https://www.facebook.com/AsiaVideoIA/)

LinkedIn: [www.linkedin.com/company/asiavideoia](https://www.linkedin.com/company/asiavideoia)