**Pirated Video Content Brings In Around $1.3B Annually**

Illegally streamed or downloaded movies and television shows bring in approximately $1.3 billion in advertising revenue each year for owners of pirate websites and applications, a study by Digital Citizens Alliance and White Bullet Solutions shows. The growing popularity of digital streaming is increasing the threat of piracy, which deprives content creators of income and can damage the reputation of brands whose advertisements appear on pirate sites.

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[*https://www.bnnbloomberg.ca/pirated-entertainment-sites-are-making-billions-from-ads-1.1639377*](https://www.bnnbloomberg.ca/pirated-entertainment-sites-are-making-billions-from-ads-1.1639377)

*Image credit:*

[*https://img.digitaltrends.com/image/piracy-1000x552.jpg*](https://img.digitaltrends.com/image/piracy-1000x552.jpg)