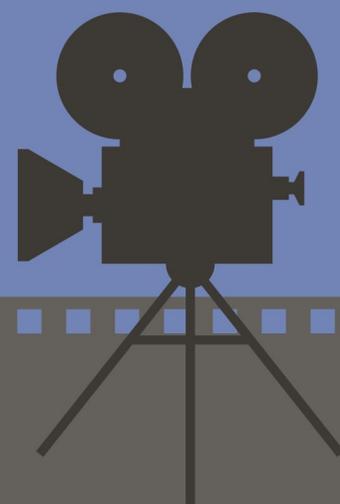
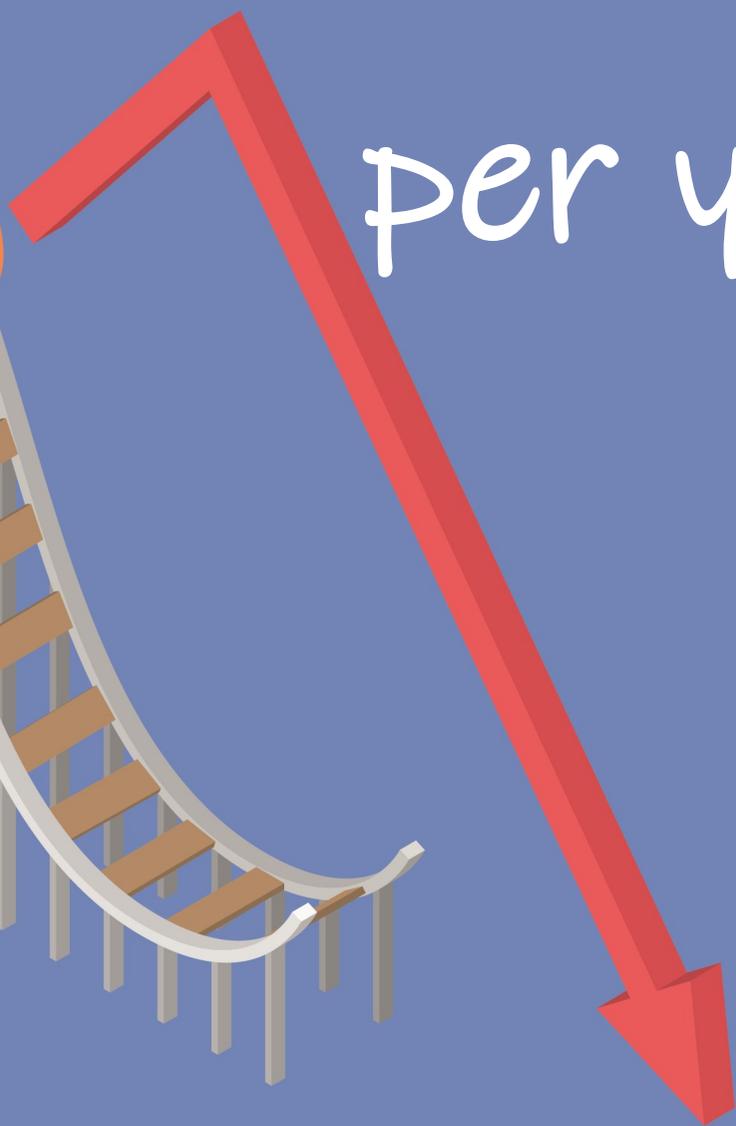


EUR 617 million
per year



The **income lost** by the

audiovisual industry in Italy

because of PIRACY



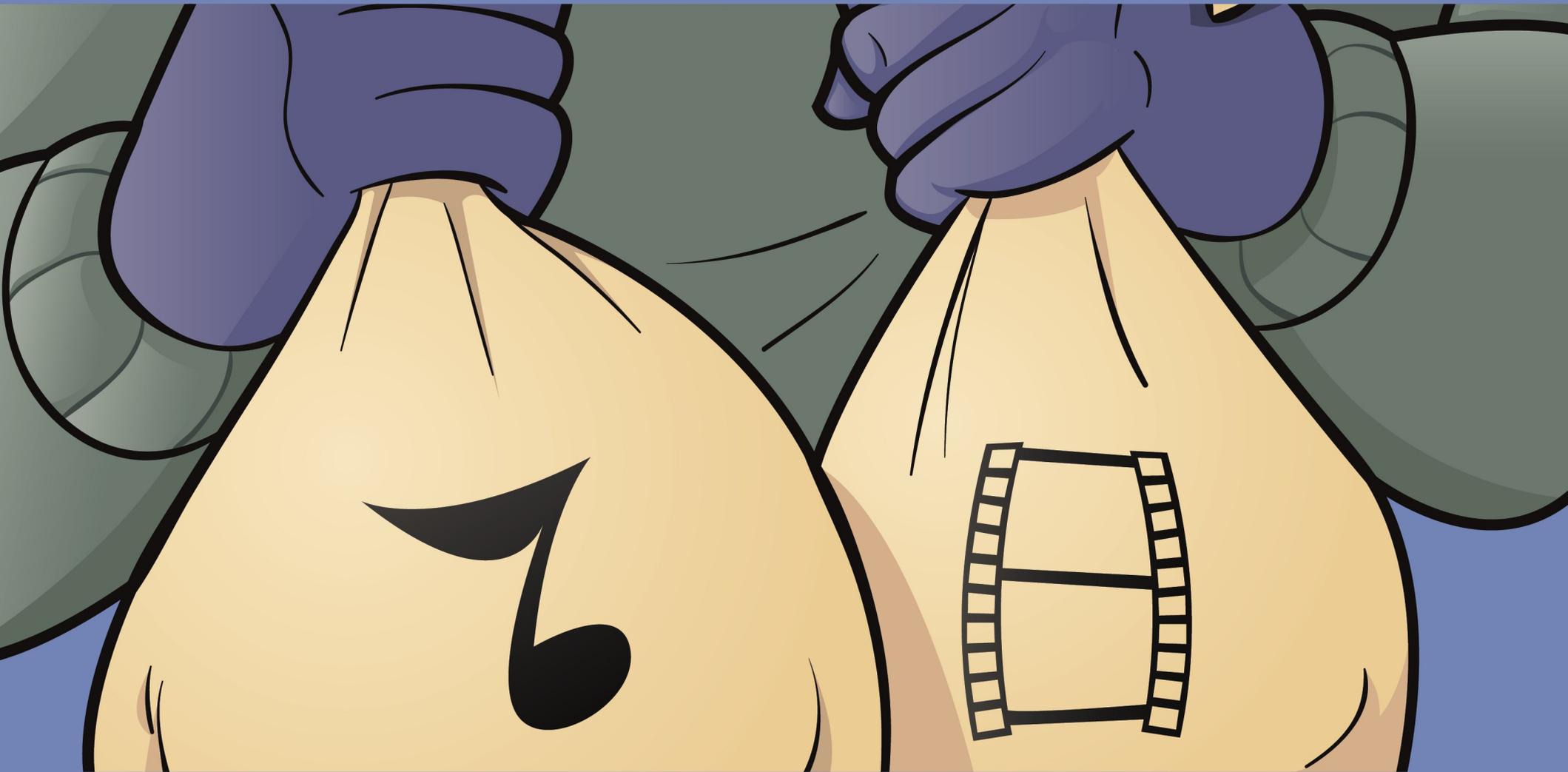
Piracy

ELIMINATES

jobs

and reduces investments

Cinema, music, shows,
on demand TV, sports...



Who's going to invest to provide
us with contents,
IF WE STEAL THEM?

Illegal contents
SEEM TO BE FREE, but
THEY ARE



Malware introduced
into our devices
and phishing,
by the sites which
offer illegal content...



Steal our **credit card data**
and login **credentials** to access
our bank accounts,
social media...
and our full
identity
data



With our stolen identity
the attacker can **shop online**
or **commit crimes** under our name...
and WE'll get the bill, sooner
or later!



Even "clicker" modules are downloaded, unbeknown to us, which automatically **tick** the **"ACCEPT"** box



Maybe we get a subscription
to *expensive and unwanted*
services... horoscopes, lottery
numbers, ring tones, logos...



Those who offer illegal contents
may face imprisonment and
heavy fines!

Why should they,
if not in view of
a guaranteed
revenue?



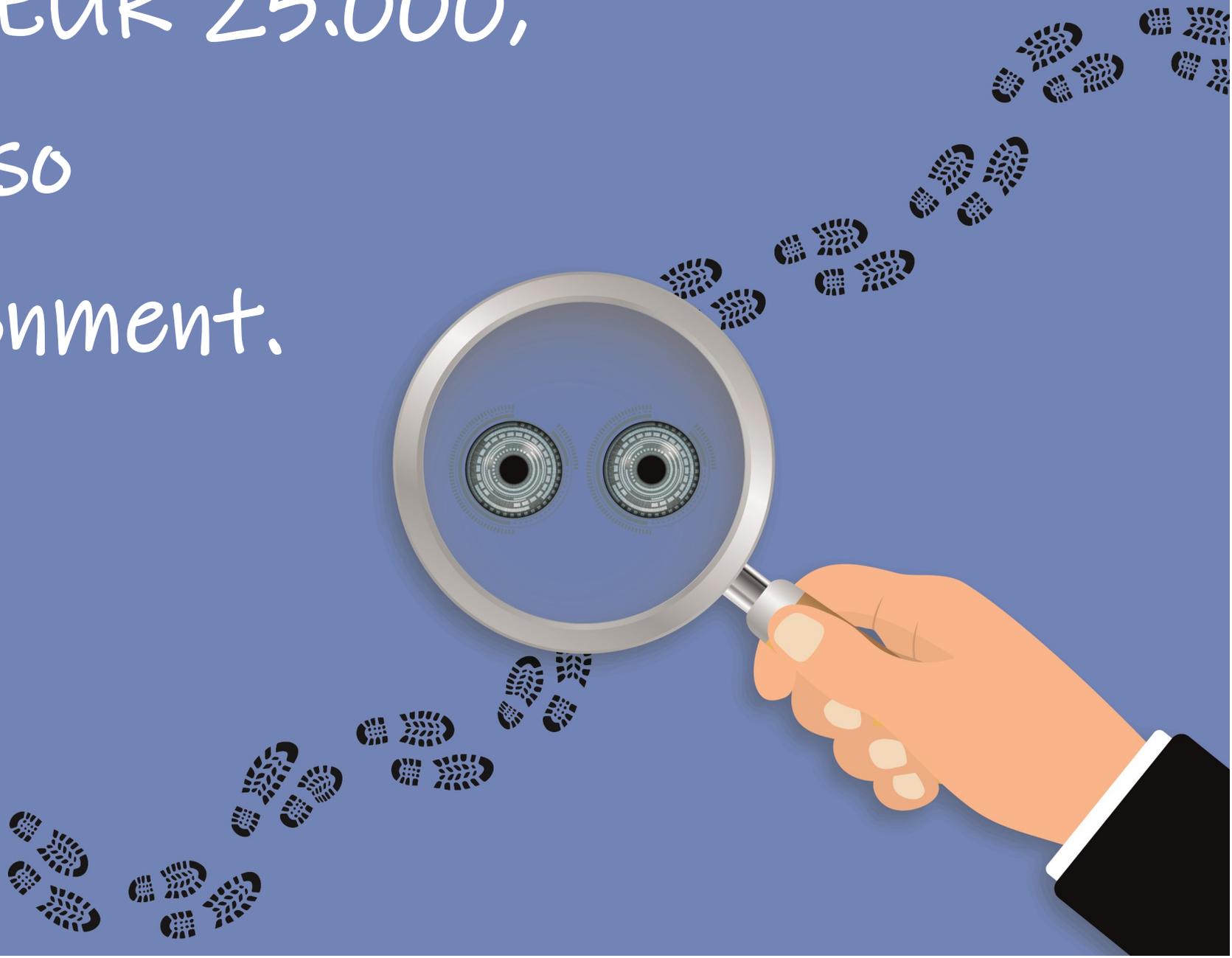
Let's think hard before accessing illegal content.

It's often available on legal sites at a very low price,

that is worth our honesty and safety.



Illegal content users or
illegal IPTV subscribers
are **trackable** and risk **a fine**
up to EUR 25.000,
but also
inprisonment.



Let's say
NO
to piracy!

