



Content piracy is a threat to Namibia's broadcasting and content ecosystem.

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INTRODUCTION



- The Namibian broadcasting and content eco-system is under threat from rampant piracy.
- Audio-visual piracy affects:
 - All broadcasters and content suppliers
 - All other parties who form part of the content value chain
 - Government and revenue collection bodies like SARS
- The fight against piracy is aligned with the goals of the Namibian Copyright and Neighbouring Rights Protection Act of 1994, however, this law will be overhauled and heavily updated.

Linking and Streaming Websites

- Websites that act as directories or aggregators of unauthorized content. They provide links to streams or downloadable files hosted on third-party servers. These sites facilitate infringement by curating and promoting unauthorized access to live sports, movies, and TV shows.

Direct-Download Cyberlockers and Streaming Video Hosts

- Centralised platforms hosting infringing files for streaming or download. Users can access full-length movies, TV shows, and sports recordings directly through web-based players or links.

IPTV Services

- Unauthorized IPTV services offer thousands of live TV channels and VOD content, including premium sports and entertainment. In many cases, these services replicate the experience of a legitimate pay-TV platform, complete with electronic program guides (EPGs).

Streaming Devices and Apps

- Dedicated devices and mobile apps provide unauthorized access to live broadcasts, movies, and VOD services. Many come preloaded with illicit apps or credentials, while others allow installation of APKs or playlists.

Peer-to-Peer (P2P) Networks and BitTorrent Portals

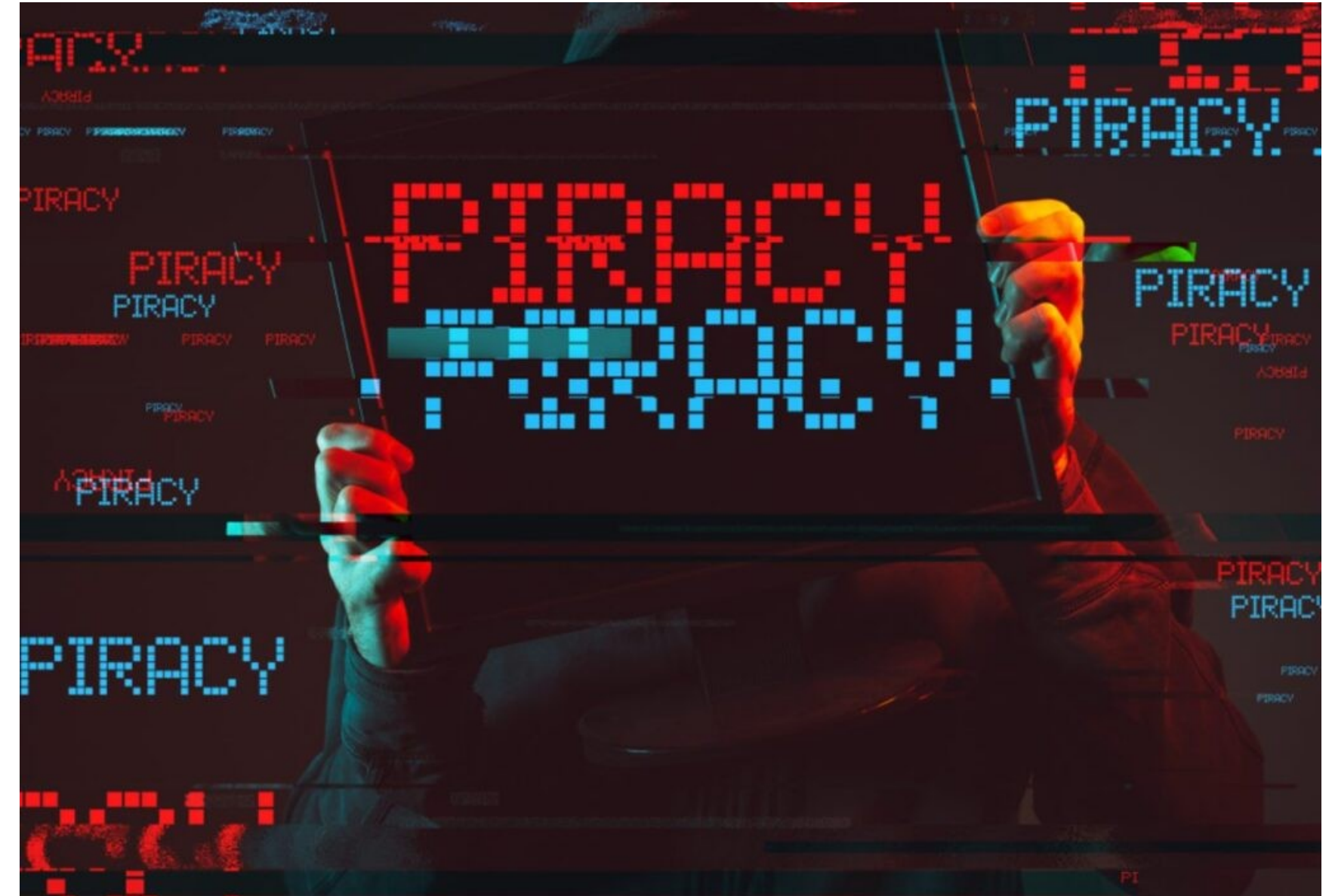
- Platforms that enable decentralized content sharing via torrent files or magnet links. These portals index large libraries of infringing content and coordinate torrent swarms. They frequently evade enforcement through mirror sites and proxy services.

Social Media

- This category includes interactive digital platforms and messaging services that enable users to create, share, and distribute content within public and private online communities. These services are increasingly used to facilitate the unauthorized dissemination of copyrighted material, including live sports broadcasts, television shows, and films.

SCALE OF THE PROBLEM

- Digital piracy costs the global media industry over **US\$75 billion** every year.
- Illegal streaming services and pirated content are estimated to reduce global industry revenues by up to **35%** per year.
- Piracy is so bad in some countries that some broadcasters have actually had to stop operating e.g. Morocco, Tunisia, Algeria, Vietnam
- Unfortunately Namibia has not escaped the impact of piracy.



CASE STUDY 1: PIRATING OF SHAKA ILLEMBE S2 IN 2025

- Piracy circulated heavily across social media, with spikes occurring weekly in parallel with new episode drops.
- The first 48 hours post-release emerged as the highest-risk period.
- Telegram remained the most resistant platform for enforcement. Pirated copies were shared in high volumes across groups and channels, often resurfacing within hours of removal
- A total of **20.2 million pirated views** were successfully removed across monitored platforms.
- Telegram alone contributed the majority of infringing content circulation, making it the single largest social media piracy threat.



CASE STUDY 2: WIDESPREAD PIRATE VIEWING OF PSL CONTENT

2024 tracking study showed **94%** of all piracy was aimed at accessing football illegally.

1 million pirate views of PSL content in only **3 weeks**.



CASE STUDY 3: WIDESPREAD ADVERTISING OF PIRATE ACCESS TO SA RUGBY (AND HIGH USAGE OF PIRATE RUGBY SITES IN SA)



2168 pirate IPTV providers advertise access to Rugby channels:

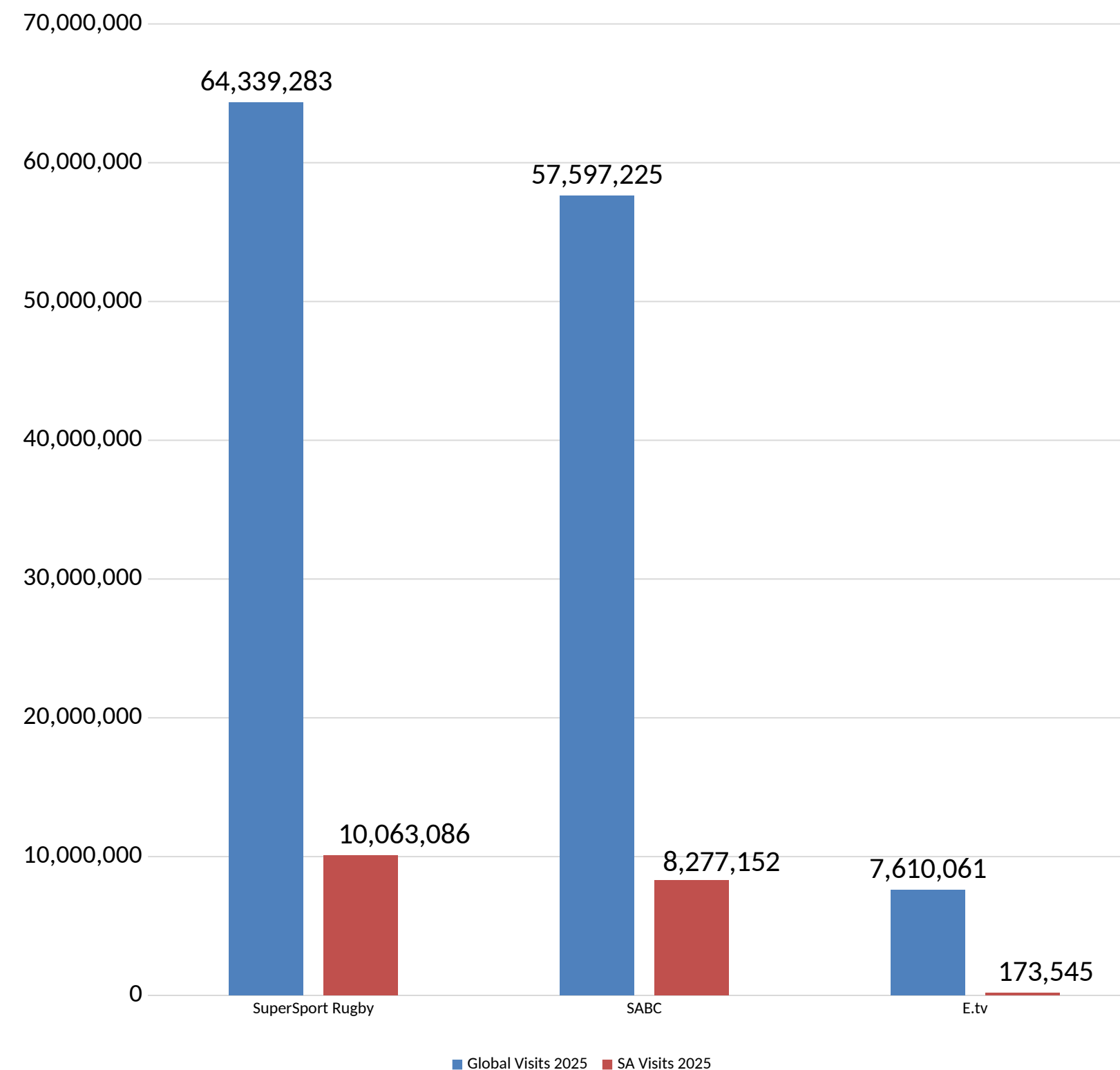
806 advertise e.tv channels

1638 advertise SuperSport Rugby

1865 advertise SABC channels

10.41% of total visits to the pirate IPTV providers that promote access to SA Rugby channels originated from South Africa

Visits to Pirate IPTV Provider Sites that advertise access to SuperSport Rugby Channels



IMPACT OF PIRACY ON LOCAL CONTENT INDUSTRY



- Less audience and revenue for broadcasters means less ability to invest in content
- The pirating of expensive local productions, such as occurred with season 2 of Shaka Illembe, significantly undermines the expected positive impact on subscriber growth
- Ultimately, the result of piracy will be that broadcasters will not undertake productions of similar scale in the future
- Shaka Illembe has created thousands of jobs, employing as many as 40 000 extras across 3 seasons.

Ultimately piracy will destroy jobs in the Namibian local content industry

WHY THE FIGHT AGAINST PIRACY MATTERS TO GOVERNMENT

COMBATTING PIRACY PROMOTES ECONOMIC GROWTH



Protecting Economic Growth
and Tax Revenue

Preserving Jobs and Formal
Employment

Ensuring fair competition

Encouraging local and foreign
Investment

COMBATTING PIRACY SUPPORTS THE LOCAL CONTENT ECO-SYSTEM INCLUDING LOCAL BROADCASTERS



Supporting Local Content and
Cultural Industries

Future proofing the creative
economy

Facilitate public interest
contributions by broadcasters

COMBATTING PIRACY STRENGTHENS THE RULE OF LAW



Strengthening the Rule of Law

Protecting Consumers and
Digital Security

Combating organised crime

Fulfilling international legal
obligations

WHY IS PIRACY GROWING IN NAMIBIA AND WHAT CAN BE DONE

GROWTH IN INTERNET ACCESS IS DRIVING PIRACY



- Online piracy all over the world has been fuelled by technology changes.
- These changes have seen easier access, distribution, and consumption of pirated content through high-speed internet, mobile apps and streaming
- Piracy has been transformed from a niche to mass phenomenon.
- **As broadband penetration has grown in Namibia, so has online piracy.**
- But its growth here has been further assisted by the gap in legal and regulatory frameworks.

THE LEGAL GAP IN SOUTH AFRICA

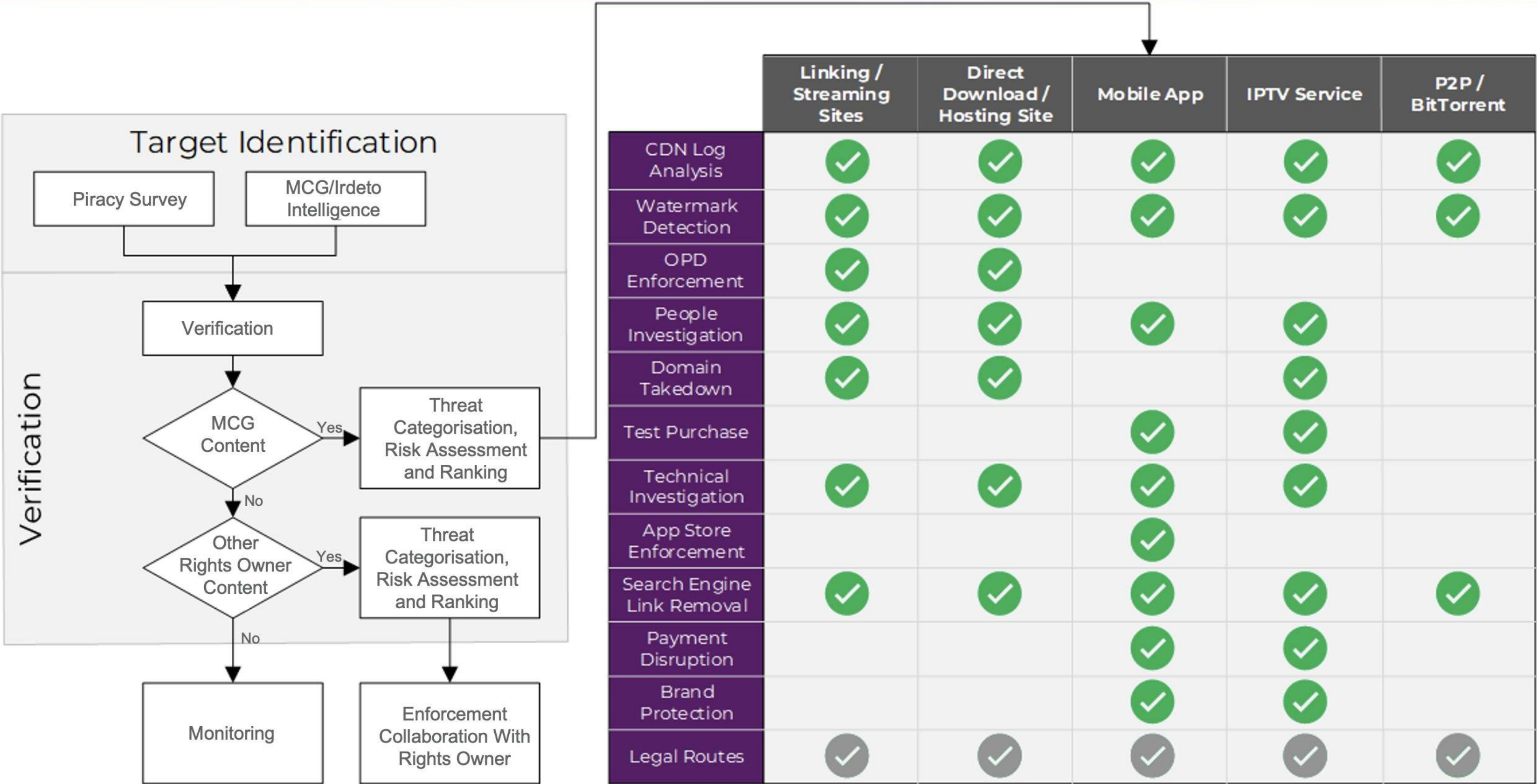
- Distributing pirated content is illegal under the Copyright Act.
- But the problem is that:
 - A majority of pirate platforms are not in Namibia
 - Currently local ISPs in Namibia aren't legally required to take down the platforms - even though they host illegal content
 - Local ISPs currently will only take down "illegal" content that is hosted and cached in Namibia – leaving a massive gap for pirates from outside.
- This allows the distribution of pirated content to flourish in Namibia, even though it is illegal.

HIGH-LEVEL SOLUTION FRAMEWORK TO COMBAT PIRACY



	Legislative reform	Regulatory reform	Consumer awareness	Improved customs and excise enforcement	Improved Inter-agency collaboration	Improved training of law enforcement
What	Amendment of the Copyright Act	ISP blocking regulations	Increased anti-piracy messaging to consumers	Strengthening the monitoring of imported hardware (like "pre-loaded" Android boxes) that facilitate piracy	Working with the Namibian Police to target the financial "head" of the snake	Ensuring law enforcement agencies are receiving relevant and up-to-date antipiracy training materials

Workflow



CONCLUSION



- Piracy is not new but the scale of the problem in Namibia is now much greater than ever anticipated.
- **Piracy is undermining the Namibian audiovisual industry, costing jobs and lost tax revenues.**
- Join the Partners Against Piracy (PAP) movement; take a stand against piracy.
- **International Piracy Hotline - +27 11 289 2684 or contact piracy@multichoice.co.za.**



Thank You