PIRACY IN MALAYSIA AND VIET NAM

A study by Ipsos on behalf of WIPO

Ipsos

June 2026

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Understanding Online Piracy in Malaysia and Viet Nam: Methodology

Sample

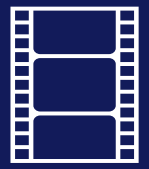
Nationally representative 18-65s in Malaysia and Viet Nam (n=2,000 per market)

Fieldwork

A 20 min online survey about claimed behaviours in the P12M

When

Conducted across January 22 – February 11



Categories

Five content categories: TV, film, music, software and publications

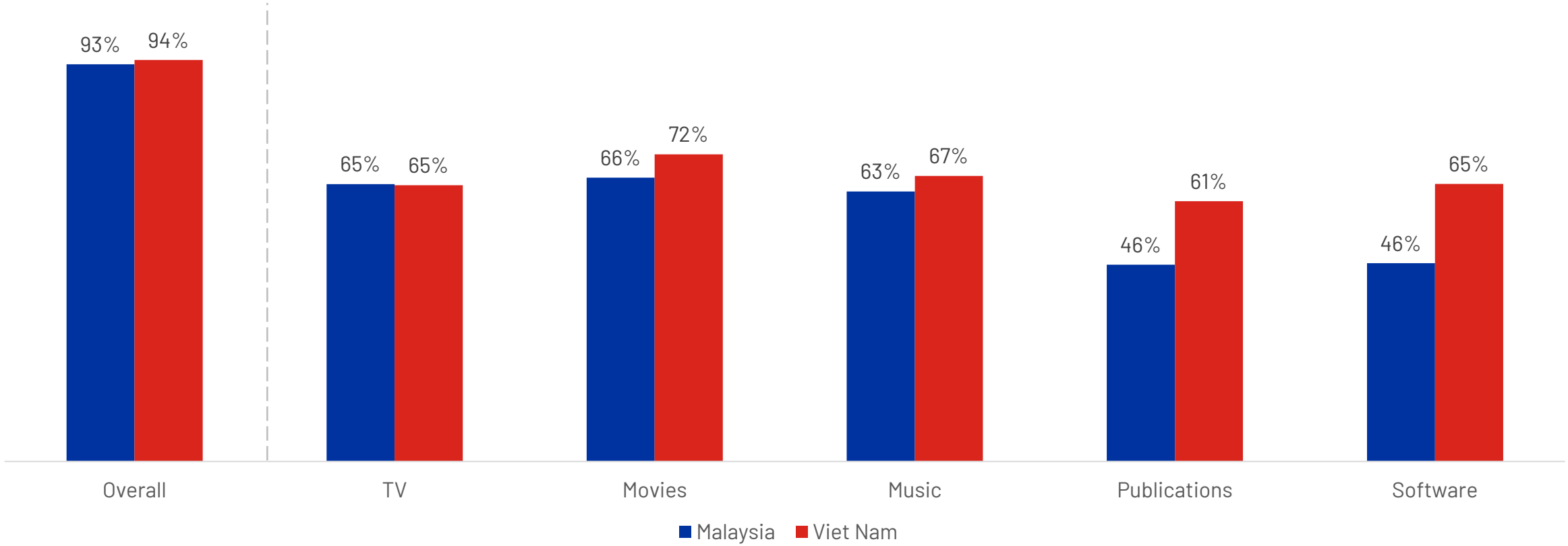
Sensitivity

Responses are anonymous and the survey does not reference 'piracy' – instead 'unofficial' methods

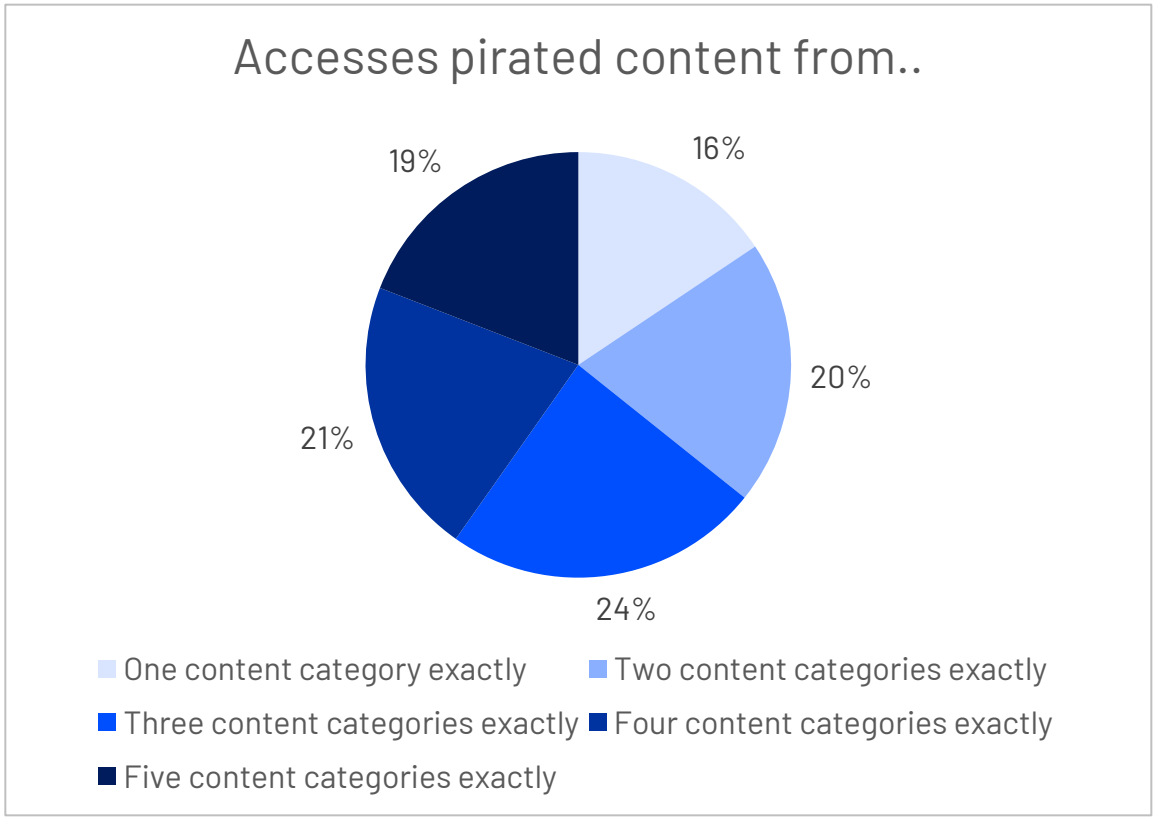
Definition

Here, pirated sources include UGC/social media

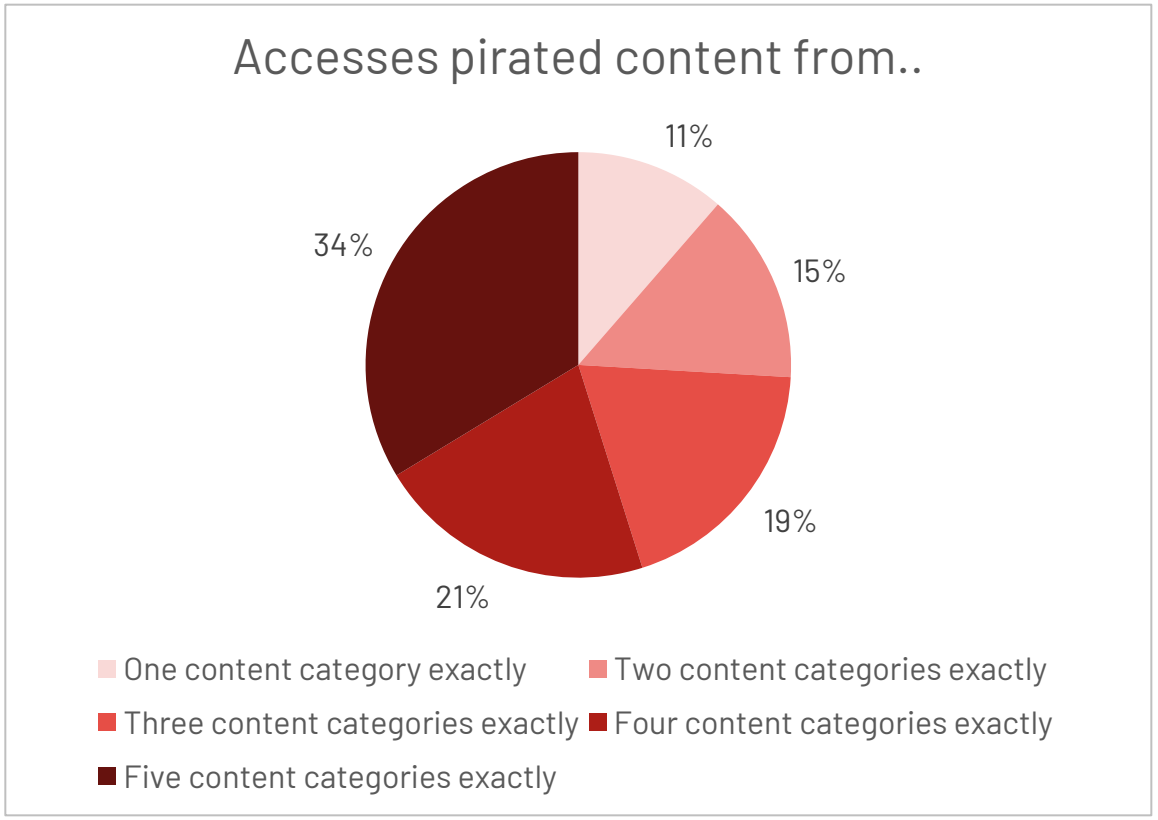
Accessing pirated content through various sources is widespread across Malaysia and Viet Nam



Consumers in Viet Nam access pirated content through a larger variety of sources

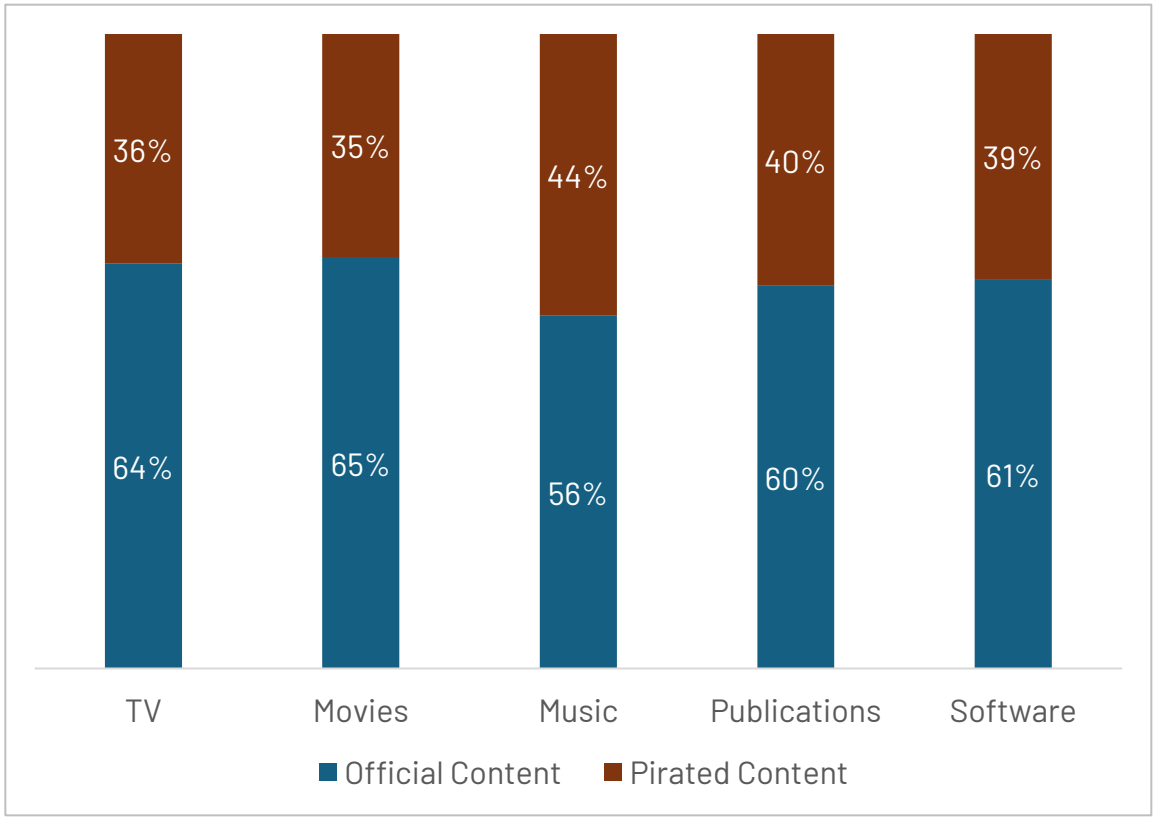


Malaysia

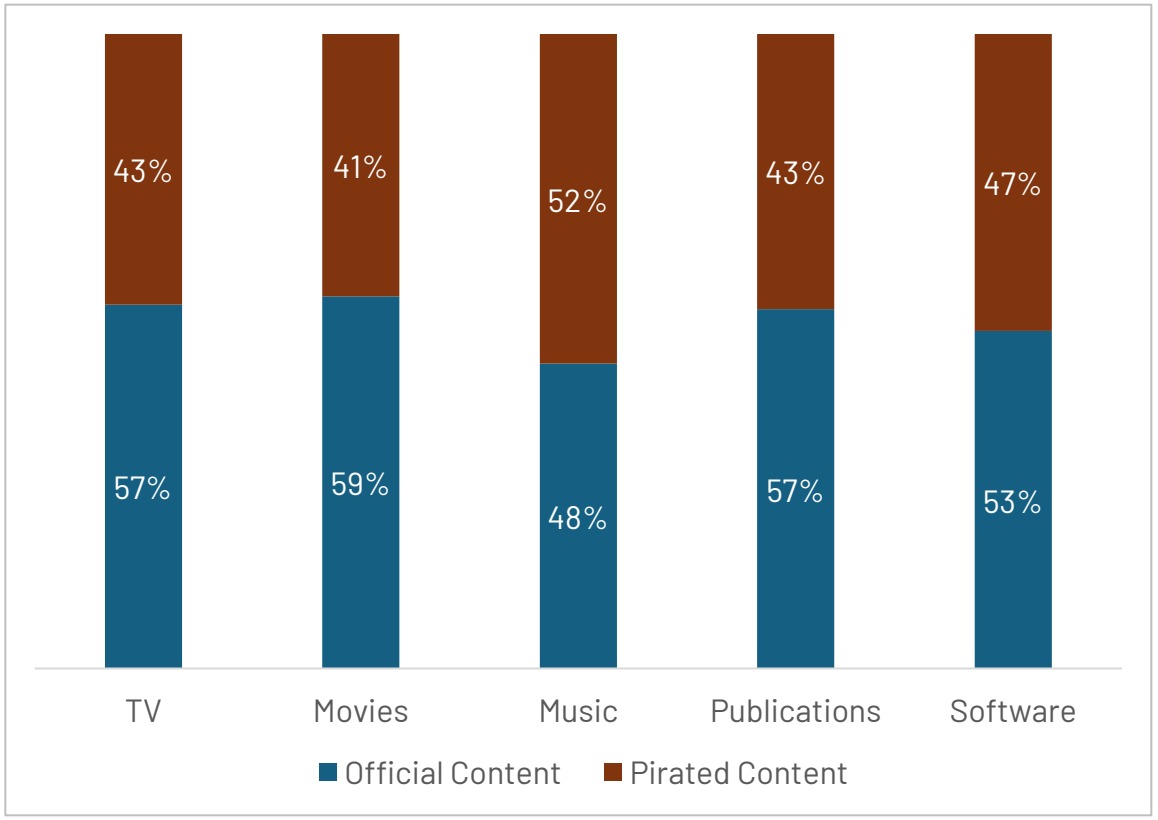


Viet Nam

The use of pirated sources to access content is not driven by a lack of access to official sources



Malaysia

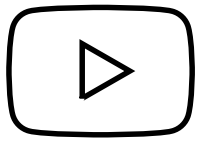


Viet Nam

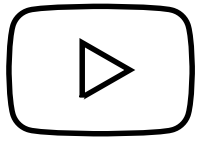
The most popular official and pirated sources for content are the same across Malaysia and Viet Nam

TV Movies Music

For official sources, the #1 option is **Video sharing websites (uploaded by copyright owner)**



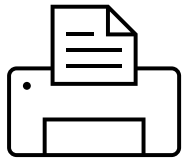
For pirated sources, the #1 option is **Video sharing websites (uploaded by users)**



Publications

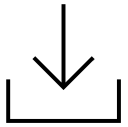
For official sources, the #1 option is **Official websites/apps (e.g. journal, newspaper)**

For pirated sources, the #1 option is **Reading from a scanned / photocopied version**

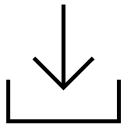


Software

For official sources, the #1 option is **Downloading from official websites/apps**



For pirated sources, the #1 option is **Downloading from unofficial websites/apps**



Blocking access to pirated sources can push consumers of pirate sources toward official sources

Across the categories, at least

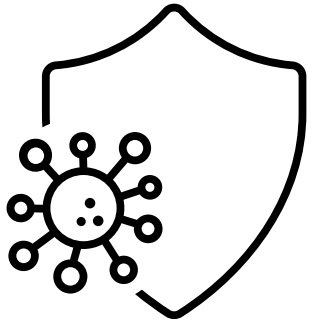
7 in 10*

claim that if they were not able to access pirated sources, they would be likely to switch to an official channel rather than stop consumption of that content

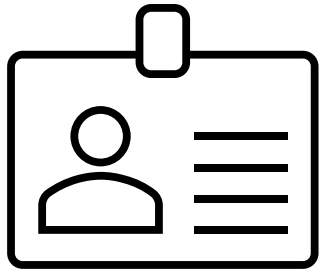
(*Lowest data point is for music, where 70% would switch to an official channel in Malaysia and 75% would switch in Viet Nam)

As a deterrent to accessing pirated content, risk (namely personal risk) plays a big role

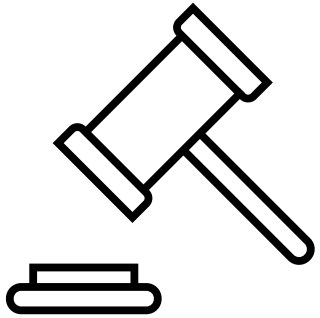
Top reasons to switch away from using pirated sources to using official sources: Risks of piracy...



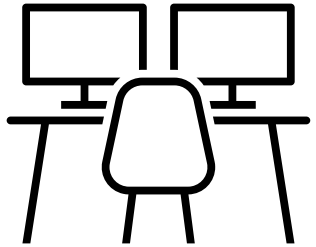
Devices being infected with viruses, malware or ransomware



Identity theft



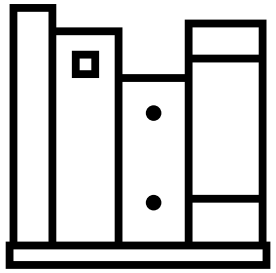
Prosecution



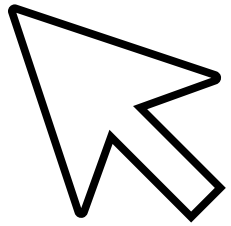
Harming creators

A different experience of accessing official content is also cited as a deterrent to using pirate sources

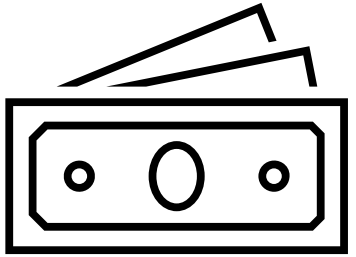
Top reasons to switch away from using pirated sources to using official sources: If official channels were...



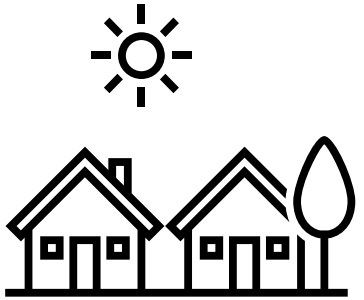
Offering a wider range of products



More convenient to access



Cheaper



Available in local region

Understanding Online Piracy in Malaysia and Viet Nam: Key Findings

1

Levels of piracy are high. However, almost all consumers of pirated content also access official content.

2

The incidence and depth of piracy is greater in Viet Nam than it is in Malaysia.

3

Consumers of pirated content would be highly likely to switch to official sources if pirated sources were unavailable.

4

The negatives of piracy are key to amplify in anti-piracy campaigns, and there needs to be more work done to understand the expectations of official content sources.

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THANK YOU

NAME:
Tak Ha

DETAILS:
Tak.Ha@Ipsos.com

NAME:
Jarnai Lewin

DETAILS:
Jarnai.Lewin@Ipsos.com

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