



MOVIE INDUSTRY

Threats Encountered on Top Movies' Social Media Properties

BRANDBASTION

ENTERTAINMENT AUDIT

OUTLINE

SUBJECT

- Threats encountered on top movies' Facebook pages

PURPOSE

- Identify the most common threats the movie industry faces on social media

METHOD

- 120k comments from 8 movies' facebook pages were extracted and analyzed in detail

RESULTS

- 4,691 threats found
- 1 in 25 comments includes a social media threat

BREAKDOWN OF BIGGEST THREATS FOUND

- Piracy and free streaming
- Misuse of copyright
- Harmful spam

CONTENTS

- Content Analysis
- Summary of Findings
- Threat Distribution among Audited Movies
- Fans Exposed to Threats
- Insights on Comments Related to Piracy
- Social Media Threat Trends
- Conclusions

MOVIE INDUSTRY FACEBOOK CONTENT ANALYSIS

- About this audit

BrandBastion performed an analysis on 8 trending movies' Facebook pages to discover what type of threats the movie industry faces on social media. 15,000 comments were extracted and analyzed from each blockbuster's page. Movies analyzed: Warcraft, Suicide Squad, Batman v Superman: Dawn of Justice, Ride Along 2, Kung Fu Panda 3, Fifty Shades of Black, 13 Hours: The Secret Soldiers of Benghazi and The 5th Wave.

- Key insights

#1

Piracy, spam, impersonations, scams and malware are spreading fast on the social media properties of brands in the entertainment industry.

Sukhija Sahab DO YOU WANT 5000 LIKES AND FOLLOWERS ON FACEBOOK? USE WWW.ZEROLIKER.COM

Bailey Robert SUICIDE SQUAD HARLEY QUINN COSTUME JACKET Click here <http://goo.gl/YuniOB> Christmas Offer 20% Off

#2

Spammers are directing users to sites to gain money from personal data, subscription payments, referral links and malware.



#3

Comments promoting free movies online, misuse of copyrighted materials and harmful spam are **the most common types of threats**.



- Movies receiving most harmful content



Ride Along 2

1,139 Harmful comments 15,000 Total comments



Kung Fu Panda 3

690 Harmful comments 15,000 Total comments



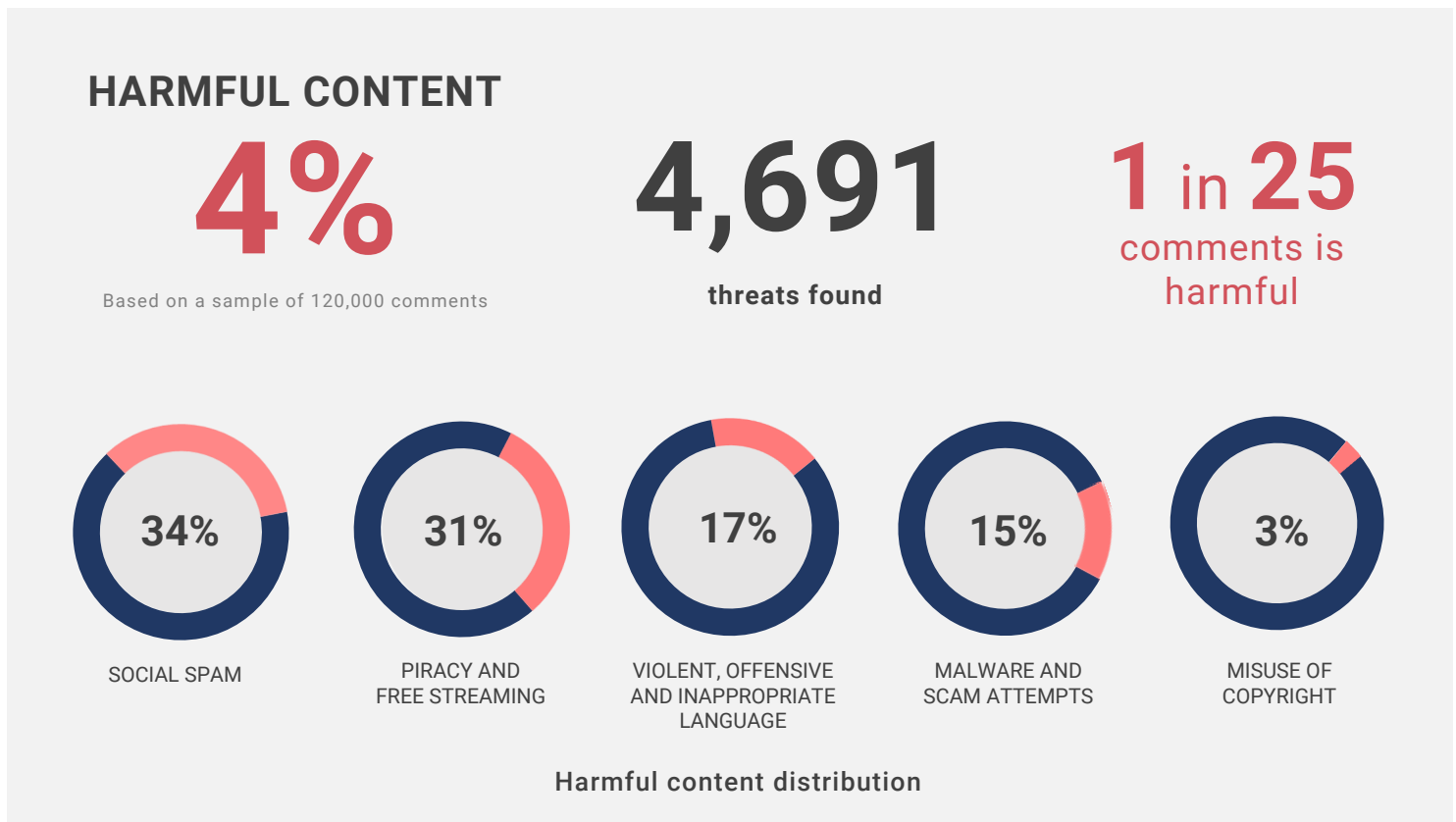
Fifty Shades of Black

628 Harmful comments 15,000 Total comments

 = Harmful comments  = Total comments

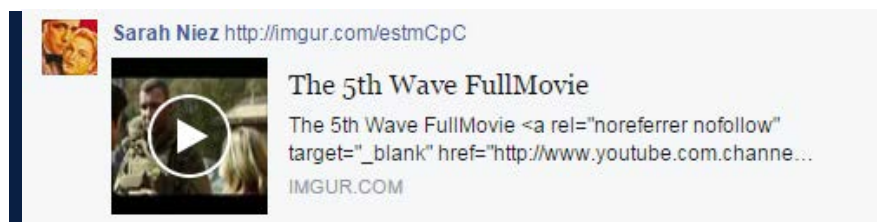
SUMMARY OF FINDINGS

- Content Analysis



- Most common threats found on pages

PIRACY AND FREE STREAMING



HATE SPEECH

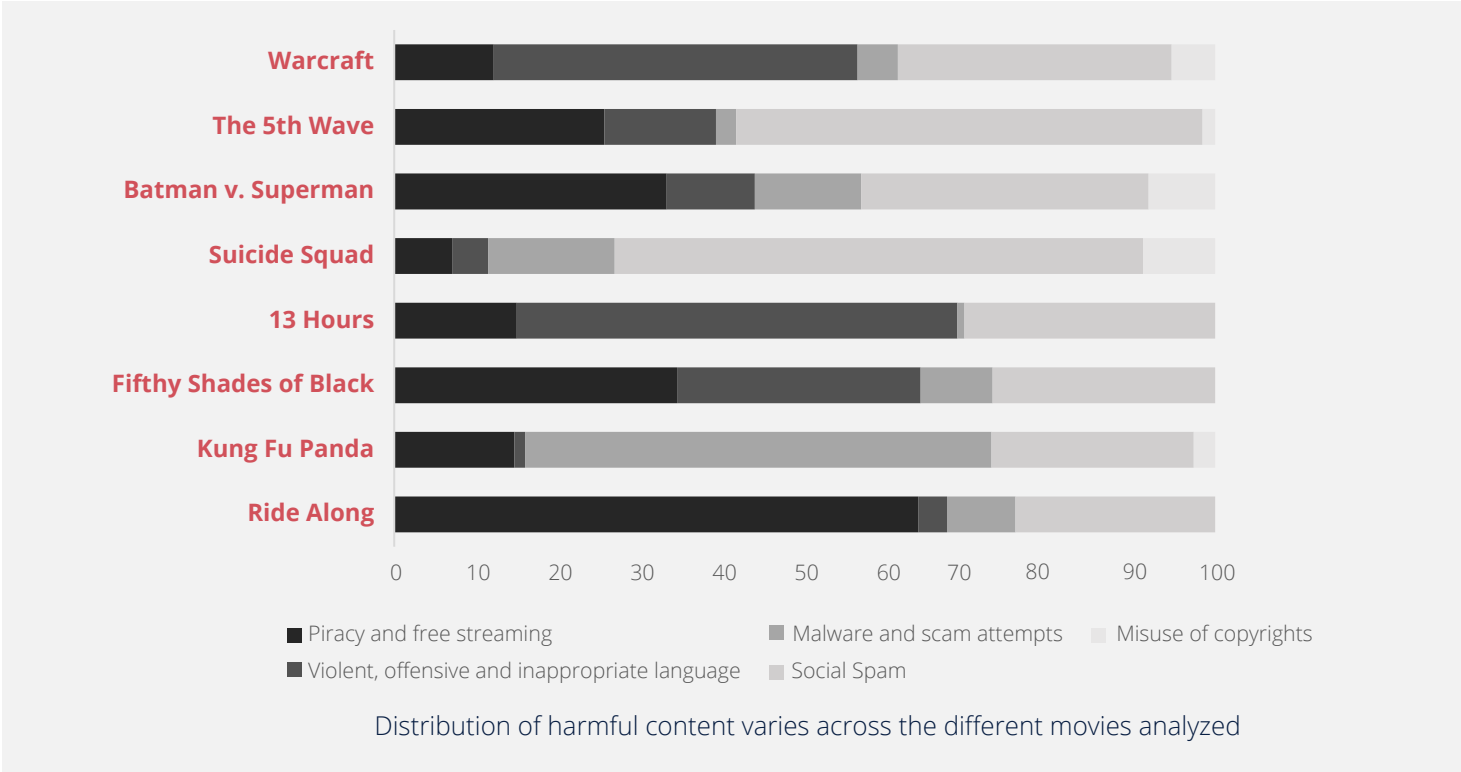


COMMENTS LEADING TO MALWARE

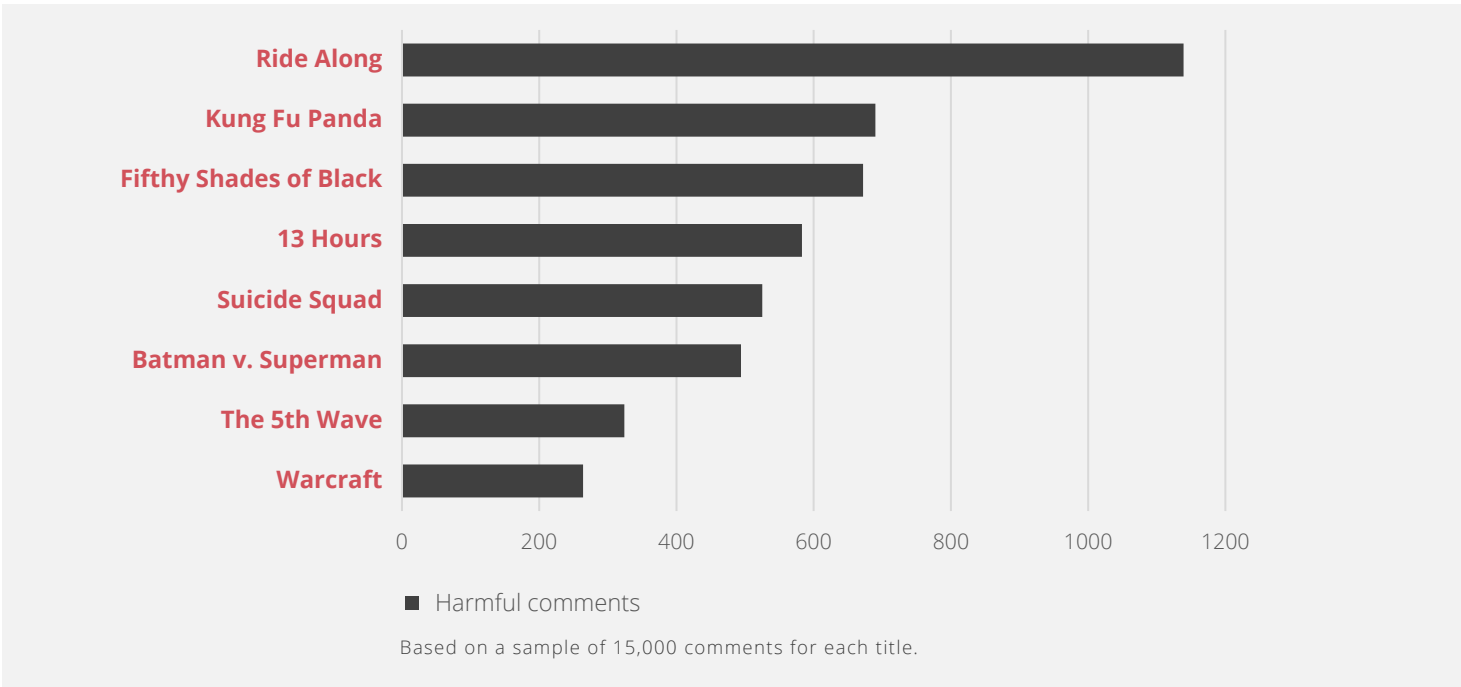


THREAT DISTRIBUTION AMONG AUDITED MOVIES

- Harmful content distribution



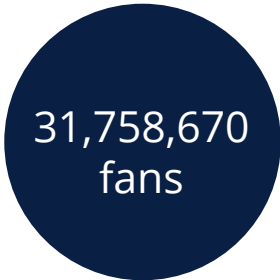
- Harmful content in terms of volume



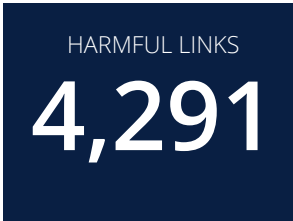
FANS EXPOSED TO THREATS


Amount of fans exposed to threats

Fans come to a movie's Facebook page in order to engage with the brand. When they fall victim to scam schemes and malware they associate these negative experiences with the brand.



Total amount of clicks received by harmful links displayed on pages




 **Sedsi Ginanjar** Hey Guys.... TOOK ME HOURS TO FIND, FINALLY GOT THE LINK
WATCH
Ride Along 2 (2016) full movie free onlen
bit.ly/1ZMUhcT & <http://goo.gl/RbHV6G>

Star Wars: The Force Awakens full movie
<http://bit.ly/1S5tj1c> & <http://bit.ly/1Vka2Xs>

Batman v Superman: Dawn of Justice Full Movie FREE
<http://bit.ly/1nj4nWF> & <http://bit.ly/1nJ7uaV>


100% Work

bit.ly/1ZMUhcT received 1,514 clicks

 **Aden Fram** Hey Guys.... TOOK ME HOURS TO FIND, FINALLY GOT THE LINK,
Watch <http://bit.ly/23IA42C>

Good Movie be Happy enjoy to watch.....

<http://bit.ly/23IA42C> received 1,474 clicks

 **Ningsih Bon Say** Hey Guys.... TOOK ME HOURS TO FIND, FINALLY GOT THE LINK
WATCH
Ride Along 2 (2016) full movie free onlen
bit.ly/1ZMUhcT & <http://bit.ly/1ORuc7g>

Star Wars: The Force Awakens full movie
<http://bit.ly/1WKuX7A> & <http://bit.ly/1njFYQR>


Batman v Superman: Dawn of Justice Full Movie FREE
<http://bit.ly/1nj4nWF> & <http://bit.ly/1nJ7uaV>

100% Work

<http://bit.ly/1WKuX7A> received 1,304 clicks

INSIGHTS ON COMMENTS RELATED TO PIRACY

- Examples of comments including piracy



Ramdani Nurdiansyah 😊 😊 ❤️ OMG Yess,finally found the link original to movie without register
FREE, list movie 2016 :
WATCH RIDE ALONG 2 Full Movie™
PLAY : <http://okmovie.xyz/movie/323675/ride-along-2.html>


WATCH The 5th Wave 2016 Full Movie™
<http://okmovie.xyz/movie/299687/the-5th-wave.html>

WATCH The Ip Man 3 Full Movie™
<http://okmovie.xyz/movie/365222/ip-man-3.html>


Daddy's Home Full Movie™
Click ; <http://okmovie.xyz/movie/274167/daddy-s-home.html>

Batman v Superman: Dawn of Justice Full Movie™
PLAY : <http://okmovie.xyz/.../batman-v-superman-dawn-of-justice...>


Best Movie 2015-2016 original link, Guaranteed safe 100% Work like emoticon
#Movie Don't miss this, Enjoy it now & HAPPY WEEKEND
Enjoy your day !!!




Cool2013movies RIDE ALONG 2 - FULL MOVIE
<http://cool2016moviess.blogspot.com/.../watch-ride-along...>




Tim Scout Watch Suicide Squad - <http://fullmoviesworld.com>




Movie watch free movie : The 5th Wave (2016)
play : <http://bit.ly/1QkMJ1j>




Nimra Khan Watch and download full movie "Fifty Shades of Black (2016)" for free here..
<http://www.themovieplay.com/.../fifty-shades-of-black...>







Merry Jhen good news, the film 13 Hours: The Secret Soldiers of Benghazi already directly be viewed online at <http://bit.ly/Play-13HoursTheSecretSoldiersofBenghazi>



Fajar Dwi Anugrah C_lick And P_lay Watch in HD : <http://bit.ly/1OWY1RG>
This Real link Batman v Superman : Dawn of Justice's Full Movie..check this out and WATCH NOW Guys!

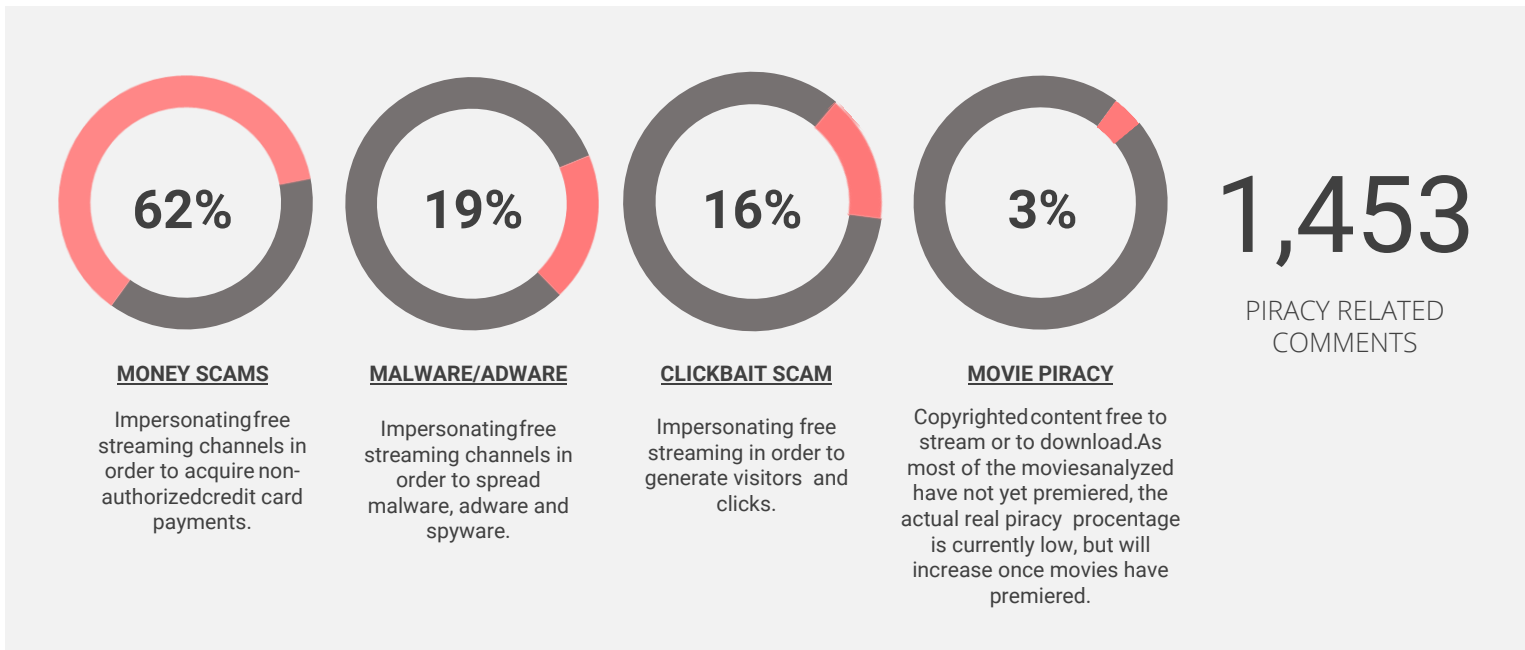


Jastin Spok Kung Fu Panda
Visit: <http://bit.ly/1H8Pkbe>
Create a free account and enjoy your movie



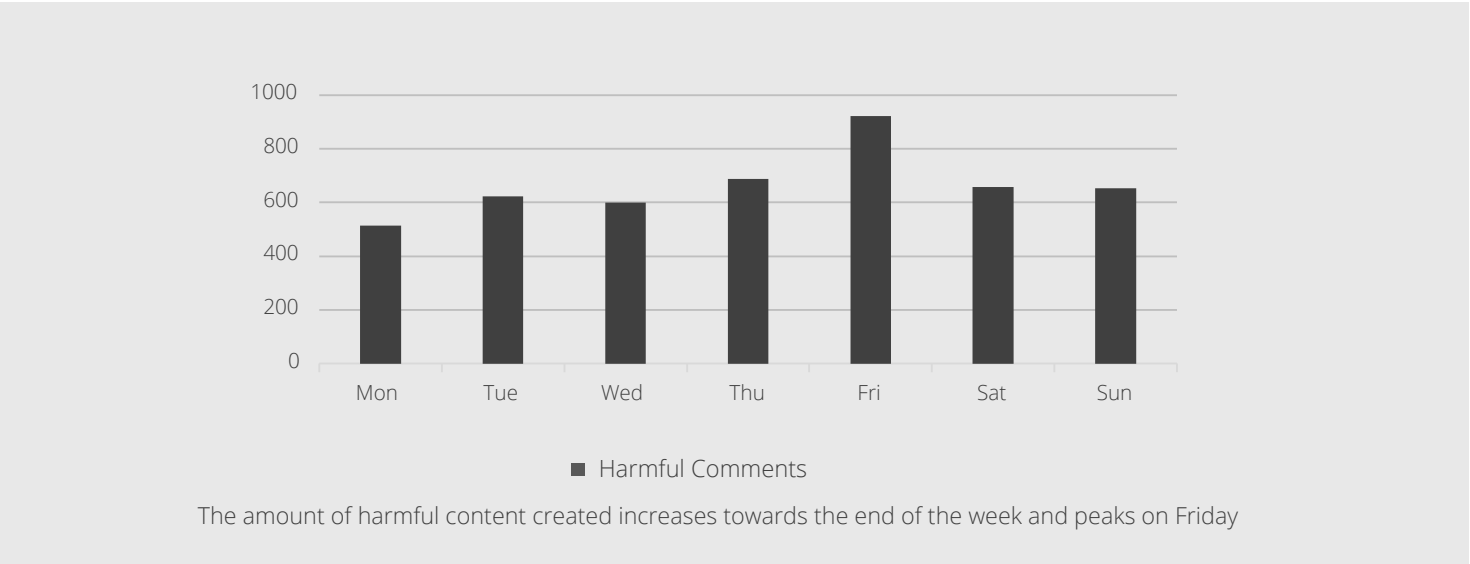
Kevin Molina Watch movies online for free!!! <http://moviewb.net>

- Where do piracy comments lead ?

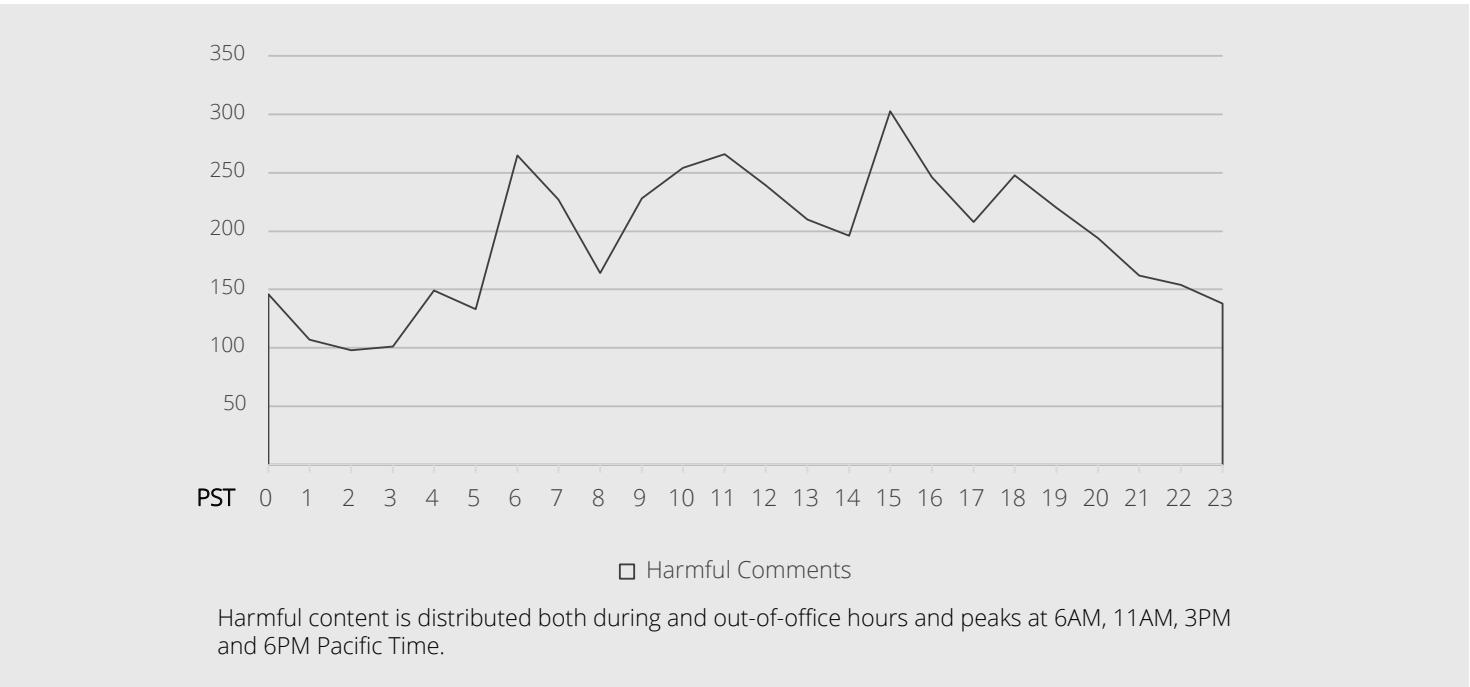


INSIGHTS ON COMMENTS RELATED TO PIRACY

- Harmful content distribution by weekday



- Harmful content distribution by hour



CONCLUSIONS

- **Key conclusions**

- #1** Through extracting and analyzing 120,000 comments, we found that **1 in 25** in the sample included a threat - exposing **32 million** fans to harmful content.
- #2** The most common type of spam we discovered was **piracy** and illicit free streaming of movies - making up to **31 percent** of the harmful comments.
- #3** **Three percent** of the comments that promised free streaming led to sites where the promised content was available. **97 percent** of links infringing upon movie studio copyrights are impersonating free streaming channels to acquire non-authorized credit card payments and to spread malware or clickbait scams.

- **Why should the companies and the industry care ?**

Every year Hollywood spends millions to promote its newest blockbusters as they hit the big screen. In order to connect with online audiences, movie studios are increasingly turning to social media campaigns to showcase upcoming films.

Pre-release piracy causes a **19.1 percent** decrease in box-office revenue. Pirates are piggybacking Hollywood's social media campaigns and the piracy is costing studios significant amounts of money. ([source](#))

Global losses due to piracy were **\$31.8 billion** in 2017 projected to grow to **\$51.6 billion** in 2022. ([source](#))

There is lucrative profit to be made in movie piracy, one estimate says illicit online streaming sites collectively make

\$111 million a year

from advertising alone. As long as people keep clicking through comments promoting illicit streaming, they will keep finding new and creative ways to share this content. ([source](#))

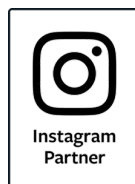
Now pirates have new weapons, posting links and harmful content in the comment sections of the social media pages and trailers, to drive even more illegal downloads.

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