

Case Study: Movies (Bollywood)

Indian film industry is the largest film industry in the world in terms of number of films produced each year and number of tickets sold. Nearly 1500 full length feature films produced each year. Within Indian film industry Bollywood has the largest share in terms of total revenue generated. With more numbers of films' net collection reaching 100 Cr mark, producers and distributors are showing keen interest on fighting against online piracy.

A study undertaken by MPDA (Motion Picture Distributors Association) shows India among the top ten countries in the world for online piracy, as pirated films out of India appear on the internet in an average of 3.15 days. Though, it has been observed that many of the Bollywood films' CAM Rip version is available on bit torrent sites within 24 hours of its release. And due to these online piracies Bollywood film industry lost nearly Rs 5 billion in 2011. [1]

This case focuses on how online piracy affects Bollywood film industry. For our research analysis 'Jai Ho' has been chosen, as according to sources the movie was highly affected by the online leak of the entire movie though other possible causes cannot be underestimated.

Salman Khan's 'Jai Ho' is a Hindi action drama film directed by Sohail Khan. Eros International co-produced the film along with Sohail Khan and distributed the film worldwide. The film was made with a budget of 65-75 Cr INR [2] and collected around 116 Cr INR (Net collection India). [3]

Jai Ho was released worldwide on 24th January 2014. The film was uploaded on YouTube by a Dubai-based user on January 28. The video had 1,08,151 views till the time it was removed from the site. Trade expert Atul Mohan says "If the pirated print of Jai Ho reached over 1 lakh views online, the film must have lost approximately 10-12 Cr within four days". [4]

Salman Khan's starrer 'Dabangg' also fell prey to online pirates. According to reports, on the day of the film's release 52,000 unique links were found, among these 14,000 were pirated movie sites. Reliance Entertainment deployed online anti-piracy service and within hours 49,000 links were removed including 12,500 movies taken down. [5]

[1], [5] <http://timesofindia.indiatimes.com/city/mumbai/Bollywood-actors-procure-software-to-beat-online-piracy/articleshow/11968753.cms>

[2] <http://movies.ndtv.com/bollywood/salman-khan-s-jai-ho-makes-rs-100-crores-but-nobody-s-excited-476199>; en.wikipedia.org/wiki/Jai_Ho_(film)

[3] Bollywoodhungama.com

[4] <http://www.hindustantimes.com/entertainment/bollywood/jai-ho-piracy-salman-khan-starrer-film-leaked-online/article1-1179430.aspx>

As per Salman Khan’s last five films’ box Office performance it was believed that Jai Ho would also do well but some how it failed to live up to the expectation. The reason for such failure may be more than one but one can not ignore the role of online piracy for such incident.

| Movie | Release Date | Collections |
|---------------------|--------------|-------------|
| Dabangg | 10-Sep-10 | 138.88 Cr |
| Ready | 3-Jun-11 | 119.78 Cr |
| Bodyguard | 31-Aug-11 | 148.66 Cr |
| Ek Tha Tiger | 15-Aug-12 | 198.78 Cr |
| Dabangg 2 | 21-Dec-12 | 155 Cr |

Figure 1: Box office collections of Salman Khan’s last 5 releases#

After analyzing first 14 days’ collection of last three Salman Khan’s movies it is clearly indicating a downfall of Jai Ho’s revenue from 4th day onwards. Despite of several reasons the damaged had been done by the leak movie on YouTube.

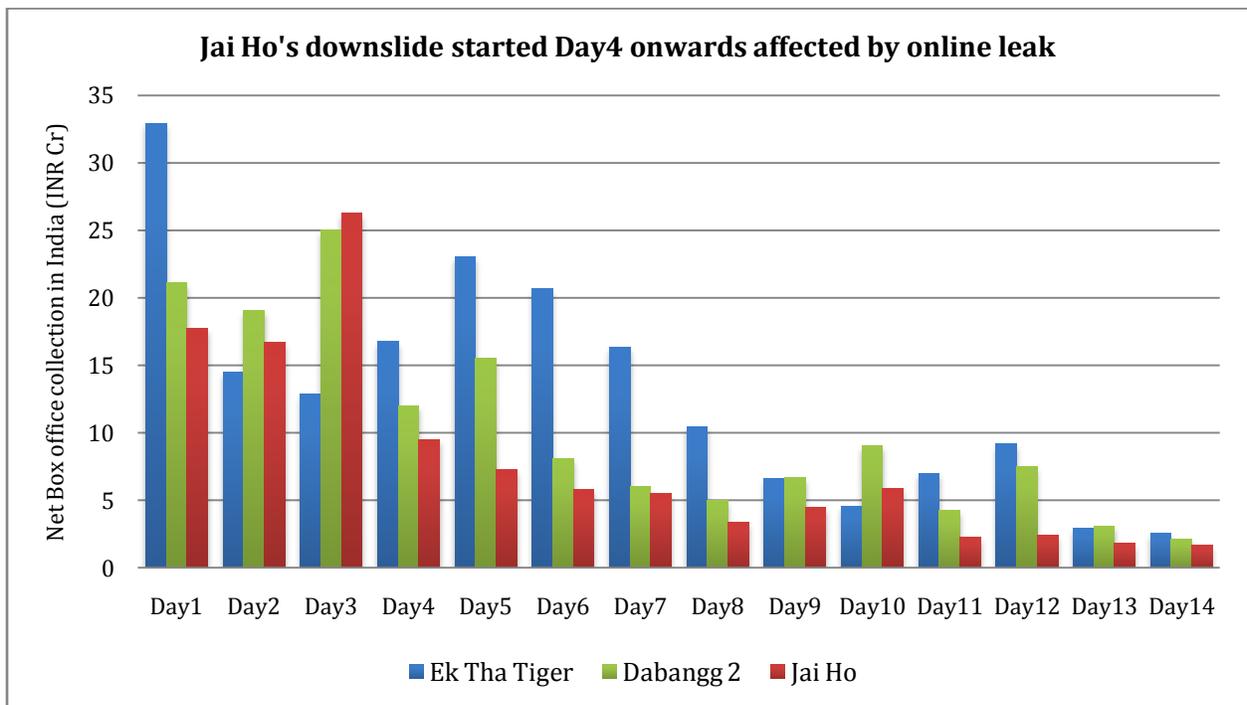


Figure 2: Day wise breakup of box office collection of Salman Khan’s last 3 films#

From the day of its release several links has been found on YouTube, Torrent sites and other file hosting sites. Many of the files has been removed though many still available since their inception. After an extensive research we found the links stills active on the web and those links were published between 24th Jan – 2nd Feb '14.

The underneath research data is obtained from analyzing YouTube, Kickass Torrent and few file hosting sites.

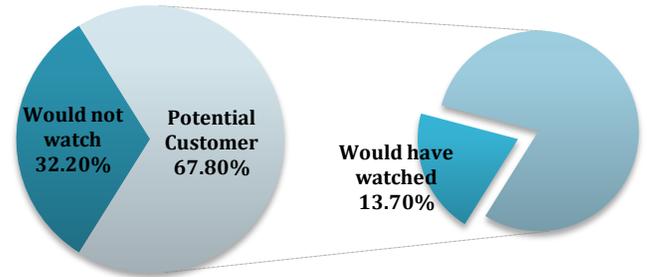
Source: www.bollywoodhungama.com

| Website | No. of links | Downloads |
|-----------------|--------------|------------------|
| YouTube | 6 | 964,489 |
| Kickass Torrent | 10 | 230,971 |
| Others | 3 | 46393 |
| Total | 19 | 1,241,853 |

Figure 3: Total downloads of Jai Ho from all 19 currently active links published before 2nd Feb

1,241,853 times Jai Ho has been downloaded so far from the 19 links (see Appendix 1A for details) which are still active. There were thousand of links available earlier from which several lakh download might took place but that information is no longer available. So we are not considering those download instead for our analysis we are assuming 1,241,853 downloads had been taken place on or before 2nd Feb'14.

Our research reveals that 67.8% of the online viewers can be turned into potential customer. So, due to online piracy 'Jai Ho' lost around **Rs 17 Cr**, if not Jai Ho's net box office collection would have been raised **15%** to make that **Rs 133 Cr**.



On an assumption that each download has been shared with one more person, total number of views accounted to **2,483,706** times.

Jai Ho lost around 1,683,953 potential customer as per our research analysis.
 If average ticket priced at Rs 100, then Jai Ho could have earned **₹168,395,300** more.

Among those potential customer 340,268 could have surely watched the film if was not available online.
 Jai Ho's actual loss then accounted to **₹34,026,800** at an average ticket price of Rs 100.

Appendix 1A: Links of 'Jai Ho' movie files

| | Links | Published on | No. of views/downloads as on 17-Jun-14 |
|---|---|--------------|--|
| YouTube | https://www.youtube.com/watch?v=TuLcGFWNjYg | 26-Jan-14 | 328892 |
| | YouTube Link (Removed) | 28-Jan-14 | 108151 |
| | https://www.youtube.com/watch?v=BfwwotdrEW8 | 30-Jan-14 | 109331 |
| | https://www.youtube.com/watch?v=3vu3KaUYMhA | 2-Feb-14 | 75199 |
| | https://www.youtube.com/watch?v=ZMjs_TNDZi8 | 2-Feb-14 | 192098 |
| | https://www.youtube.com/watch?v=7fWYTYiCrrI | 2-Feb-14 | 150818 |
| | https://www.youtube.com/watch?v=09RV_ZiNtcQ | 9-Feb-14 | 46926 |
| Kickass Torrent | http://kickass.to/jai-ho-2014-hindi-dvdscrip-x264-1cd-aac-hon3y-t8665276.html | 25-Jan-04 | 1473 |
| | http://kickass.to/jai-ho-2014-1cd-hindi-scamiip-x264-mp4-team-ddh-rg-t8654453.html | 24-Jan-14 | 12638 |
| | http://kickass.to/d3si-maniacs-presents-jai-ho-2014-hindi-non-retail-dvdrip-x264-mp3-t8661721.html | 25-Jan-14 | 89254 |
| | http://kickass.to/jai-ho-2014-hindi-non-retail-dvdrip-mp3-xvid-team-ictv-t8661608.html | 25-Jan-14 | 2996 |
| | http://kickass.to/jai-ho-2014-dvdscrip-xvid-ac3-hindi-sam-etrg-t8666842.html | 26-Jan-14 | 33369 |
| | http://kickass.to/jai-ho-2014-720p-hindi-dvdscrip-x264-team-ddh-rg-t8668778.html | 26-Jan-14 | 60650 |
| | http://kickass.to/jai-ho-2014-hindi-dvdscrip-x264-720p-xrg-shareking-t8681304.html | 27-Jan-14 | 8469 |
| | http://kickass.to/jai-ho-2014-720p-hq-dvdscrip-x264-pimp4003-t8676975.html | 27-Jan-14 | 2358 |
| | http://kickass.to/jai-ho-2014-hindi-pre-dvdrip-xvid-e-sub-xrg-t8701417.html | 30-Jan-14 | 10943 |
| | http://kickass.to/jai-ho-2014-rerip-dvdscrip-xvid-hindi-sam-etrg-t8665659.html | - | 8821 |
| | http://kickass.to/jai-ho-2014-hindi-720p-dvdrip-x264-aac-hon3y-t8837104.html | 4-Mar-14 | 30071 |
| | http://wapclubs.in/site_jai_ho_2014_bollywood_full_movie_free_download.xhtml | - | 31164 |
| | http://wapclubs.in/site_jai_ho_2014_bollywood_full_movie_free_download.xhtml | - | 12688 |
| http://www.torrentdownloads.me/torrent/1657355549/Jai+Ho+%282014%29+Hindi+DvDScRiP+x264+720p+%5BxRG%5D+-%3D%5BShareKing%5D%3D-+mp4 | - | 2541 | |
| http://www10.uptobox.com/d/vmystqy7fwr76xkqvbcjgcjsmoxfog6itojxm76o5bpbkha4z5rl64et/Jai%20Ho%20(2014)%20720p%20Hindi%20DVDScrip%20Rip%20x264%20%5BALL4YOUZ%5D.mkv | Removed | - | |
| http://ppl.ug/R9V3Sd6hlhU/ | Removed | - | |
| http://hugefiles.net/ywu7xr6ffurd | Removed | - | |
| http://uptobox.com/ageutbmx4pt0 | Removed | - | |

| | | |
|---|---------|---|
| http://megafiles.se/dm8u2ikpbky6 | Removed | - |
| http://lafiles.com/tw0y2svu3x6w/Jai_Ho_2014_720p_Hindi_DVDSCR_Rip_x264_5BALL4YOUZ_5D.mkv.html | Removed | - |
| http://project-free-upload.com/7yx8ckswkb9i | Removed | - |
| http://fileom.com/9k0kse4ncd4t/Jai_Ho_(2014)_720p_Hindi_DVDSCR_Rip_x264_5BALL4YOUZ_5D.mkv.html | Removed | - |
| http://epicshare.net/iur35636lqtm/Jai_Ho_(2014)_720p_Hindi_DVDS_CR_Rip_x264_5BALL4YOUZ_5D.mkv.html | Removed | - |
| http://billionuploads.com/bctt5nvptoq8 | Removed | - |
| http://mightyupload.com/fjj2mq82ul8x/Jai_Ho_(2014)_720p_Hindi_DVDSCR_Rip_x264_5BALL4YOUZ_5D.mkv.html | Removed | - |
| http://shareblue.eu/41vc71fybmse/Jai_Ho_2014_720p_Hindi_SCR_x264_5BALL4YOUZ_5D.mkv | Removed | - |
| http://uploadsat.com/75dyksd0cj8.html | Removed | - |
| http://junocloud.me/n2o9kduy4qxb/Jai_Ho_2014_720p_Hindi_DVDSCR_Rip_x264_5BALL4YOUZ_5D.mkv.html | Removed | - |
| http://filedap.com/4wakj1vs1ze5 | Removed | - |
| http://www.streamupload.org/watch/9cc55926d8c1053191e62dfe4ad8d98e/300mbmovies4u.com_J.H.Hindi.Scam.avi | Removed | - |
| http://www.rapidshare.com/files/3262205361/300mbmovies4u.com_J.H.Hindi.Scam.avi | Removed | - |
| http://prefiles.com/kp74nb4t1xr3/300mbmovies4u.com_J.H.Hindi.Scam.avi | Removed | - |
| http://sh.st/st/dca6d8ab4b46c0a7381562ed8b7ac850/http://www.anafile.com/hd048r884ljq.html | Removed | - |
| http://www.kingfiles.net/7a5it4nzmahj/300mbmovies4u.com_J.H.Hindi.Scam.avi | Removed | - |
| http://sh.st/st/dca6d8ab4b46c0a7381562ed8b7ac850/http://uploadhero.com/dl/f7c94a0c | Removed | - |
| http://sh.st/st/dca6d8ab4b46c0a7381562ed8b7ac850/http://www.uploaded.net/file/moljxu7x | Removed | - |
| http://bayfiles.net/file/158Qz/K2Qhh7/300mbmovies4u.com_J.H.Hindi.Scam.avi | Removed | - |
| http://sh.st/st/dca6d8ab4b46c0a7381562ed8b7ac850/http://filecloud.io/p103nlvr | Removed | - |
| http://sh.st/st/dca6d8ab4b46c0a7381562ed8b7ac850/http://hipfile.com/5xay9snd3wkp | Removed | - |
| http://ryushare.com/s6wt6ah8gw5c/300mbmovies4u.com_J.H.Hindi.Scam.avi | Removed | - |
| http://sh.st/st/dca6d8ab4b46c0a7381562ed8b7ac850/http://95ux0i.1fichier.com/ | Removed | - |
| http://sh.st/st/dca6d8ab4b46c0a7381562ed8b7ac850/http://turbo.bit.net/n0yr0f2lm2qs.html | Removed | - |
| http://sh.st/st/dca6d8ab4b46c0a7381562ed8b7ac850/http://filerio.in/2h6vr0pp75ho | Removed | - |
| http://rapidgator.net/file/590daed8ad35d972fb1b207d89a2eb2a/300mbmovies4u.com_J.H.Hindi.Scam.avi.html | Removed | - |
| http://lumfile.com/jvjmtjwmukc5/300mbmovies4u.com_J.H.Hindi.Scam.avi.html | Removed | - |
| http://bitshare.com/files/o81reg21/300mbmovies4u.com_J.H.Hindi.Scam.avi.html | Removed | - |

| | | |
|---|---------|------------------|
| http://sh.st/st/dca6d8ab4b46c0a7381562ed8b7ac850/http://asfile.com/file/oUdBt1d | Removed | - |
| http://sh.st/st/dca6d8ab4b46c0a7381562ed8b7ac850/http://180upload.com/jjkadysgw3zd | Removed | - |
| http://cloudzer.net/file/buez44en/300mbmovies4u.com_J.H.Hindi.Scram.avi | Removed | - |
| http://sh.st/st/dca6d8ab4b46c0a7381562ed8b7ac850/http://www.share-online.biz/dl/2AC8NWZMA99 | Removed | - |
| http://vertor.eu/torrents/3120111/Jai-Ho-(2014)-Hindi-DvDScRiP-x264-720p-xRG=-ShareKing=-mp4 | Removed | - |
| http://www.torrenthound.com/hash/451e8b0f304a6c804513cbe6ff6fa2c31e5e9078/torrent-info/Jai-Ho-2014-Hindi-DvDScRiP-x264-720p-xRG=-%253D-ShareKing-%253D- | Removed | - |
| https://thepiratebay.se/torrent/9531688 | Removed | - |
| http://www.torlock.com/torrent/2775758/jai-ho-2014-hindi-dvdscrip-x264-720p-mp4.html | Removed | - |
| http://www.monova.org/torrent/7465011/Jai_Ho_%282014%29_Hindi_DvDScRiP_x264_720p_%28xRG%29_%253D%28ShareKing%29%3D-.html | Removed | - |
| http://h33t.to/torrent/06309490/jai-ho-2014-hindi-dvdscrip-x264-720p-xrg-shareking | Removed | - |
| http://www.torrentreactor.net/torrents/10942167/Jai-Ho-2014-Hindi-DvDScRiP-x264-720p-xRG-ShareKing-mp4 | Removed | - |
| http://www.fulltols.com/torrent-movies-6152097.html | Removed | - |
| http://www.torrentzap.com/torrent/2322368/Jai+Ho+%282014%29+Hindi+DvDScRiP+X264+720p+%28BxRG%5D+%253D%5BShareKing%5D%3D- | Removed | - |
| Total | | 1,241,853 |

*** Red color rows are excluded from count as those links published after 2nd Feb'14.**