

PRESS STATEMENT  
FOR IMMEDIATE RELEASE

**Partners Against Piracy launches powerful new campaign highlighting the human cost of content piracy**

*New public service campaign featuring Teko Modise, Nelisiwe Sibiyi and Pabi Cooper urges audiences to support local content by choosing legal content platforms*

**25 May 2026, Johannesburg:** Partners Against Piracy (PAP) has launched a new public service awareness campaign bringing to light the real-world impact of content piracy on Africa's creative economy, jobs, and the future of storytelling.

Featuring South African football legend Teko Modise, celebrated actress and cultural advocate Nelisiwe Sibiyi, and acclaimed Amapiano singer, dancer and entrepreneur Pabi Cooper, the campaign delivers a powerful message: piracy is not a victimless crime. Behind every match, series, film, or song are thousands of people whose livelihoods depend on a thriving creative industry.

South Africa's official [unemployment rate has risen to 32.7%](#), with more than 8.1 million people now unemployed, according to the latest Quarterly Labour Force Survey (QLFS) released by Statistics South Africa for the first quarter of 2026. While Statistics South Africa does not publish a standalone unemployment rate for the creative industries, labour data and sector studies suggest that joblessness and economic precarity remain especially acute within the sector. An estimated 70% to 80% of creatives operate informally, as freelancers, gig workers, or project-based contractors, making sustained income and employment stability difficult to secure. Historical mapping studies by the [South African Cultural Observatory](#) show that nearly half of all cultural workers participate in the informal economy, with many experiencing prolonged gaps between projects and inconsistent earnings, reflecting the highly fluid and non-traditional nature of creative sector employment.

As piracy continues to evolve through illegal streaming sites, unauthorised content sharing, and digital distribution, the campaign aims to help consumers better understand what piracy is, how it harms the industry, and why choosing legal platforms matters.

Beyond raising awareness, the initiative reinforces the value of consuming content legally, highlighting how subscriptions to trusted platforms contribute to local investment, job creation, skills development, and the continued growth of African storytelling and sport.

"At a time when African stories, talent, and sport are reaching global audiences like never before, protecting the creative ecosystem has never been more important," added Nadia Bulbulia, Executive Director at National Association of Broadcasters. "Choosing legal content platforms helps ensure that the industry can continue creating the stories and moments that connect and inspire communities across the continent."

The campaign will roll out across broadcast, digital, and social media platforms in the coming weeks, encouraging audiences across Africa to choose legal content and support the people behind the stories they love.

ENDS/