# Amazon Fire Stick blamed for £billions lost to piracy through illegal Premier League streams



Amazon’s Fire Stick streaming device has been thrust into the spotlight following a damning report from Enders Analysis, which claims that the device is facilitating piracy on an "industrial scale". The research highlighted that over half of those in the UK who accessed pirated content on a physical device in 2025 used an Amazon product. This trend raises significant concerns, particularly as the Fire Stick, which connects to televisions and provides access to legal streaming services like Netflix and Amazon Prime, can also be modified to deliver illegal live streams of coveted events such as Premier League football matches. This manipulation not only puts broadcasters at risk but is estimated to cost the industry billions in lost revenue.

The report further asserts that pirated streams have become a prevalent means of viewing premium sports content, with illegal feeds drawing vast audiences, often amplified through social media sharing. This pervasive issue has prompted broadcasters, including Sky and DAZN, to complain vigorously, arguing that such piracy undermines their ability to protect expensive broadcasting rights. Sky has called for urgent action from tech companies like Amazon to enhance cooperation against these illicit activities, stating that the contributions of devices like Fire Sticks to piracy are severely damaging the sector. Nick Herm of Sky articulated this sentiment by stating, “Piracy costs the industry hundreds of millions,” and pressed for more engagement from Amazon to combat the situation.

In an effort to confront the escalating piracy crisis, law enforcement has intensified its focus. Emma Warbey, head of the Police Intellectual Property Crime Unit, noted that the rise of illegal streaming via devices like the Fire Stick has significantly strained police resources. While the primary focus remains on organized crime linked to large-scale resellers, individual users often escape scrutiny. Warbey's office revealed that the devices have become increasingly favoured among criminals for their ability to access pirated content, with estimates suggesting that Fire Sticks account for nearly half of all illegal streaming of Premier League football in the UK. She emphasized the non-victimless nature of piracy, which facilitates funding for serious crimes including fraud and human trafficking, stating, "Those criminals are using that money, your hard-earned money, for lots of different things, usually drugs."

Moreover, the collaborative efforts between law enforcement and digital rights holders to combat piracy have shown some promise. In a recent operation, the Police Intellectual Property Crime Unit, alongside the Federation Against Copyright Theft and the Premier League, executed strategic actions against illegal streaming services. This initiative saw individuals cautioned or questioned for their involvement in supplying modified Fire Sticks — highlighting the ongoing battle against illegal streams. Recent court cases have led to convictions for those distributing these modified devices, reinforcing the message that participation in the piracy ecosystem could lead to serious legal consequences.

Amidst these challenges, Amazon has defended its commitment to combating piracy, asserting that it is vigilant in efforts to protect intellectual property rights while promoting legal content consumption. The company claims to have implemented changes to the Fire Stick to deter illegal streaming, emphasising that pirated content directly violates its policies and endangers customer security and privacy.

As this situation continues to unfold, experts suggest that the current environment necessitates a revisitation of existing infrastructure and licensing practices, especially among major tech platforms. With digital piracy on the rise, the collaboration between tech giants and law enforcement will remain crucial in safeguarding the interests of legitimate broadcasters and content creators.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.independent.co.uk/tech/amazon-fire-stick-piracy-free-live-streaming-b2761872.html), [[2]](https://www.ft.com/content/755c9f71-4f10-4a18-a481-692cb4b250eb)
* Paragraph 2 – [[4]](https://www.ft.com/content/9603ca40-e1e5-45ca-899a-ae9e87b47e78), [[2]](https://www.ft.com/content/755c9f71-4f10-4a18-a481-692cb4b250eb)
* Paragraph 3 – [[3]](https://www.ft.com/content/3f49aa83-2244-455a-baf8-71b1904acd19), [[5]](https://rxtvinfo.com/2025/concerns-over-rise-in-illegal-streaming-in-uk/), [[6]](https://piracymonitor.org/uk-pipcu-fact-and-premier-league-team-up-to-tackle-modified-fire-sticks-arrest-made/)
* Paragraph 4 – [[1]](https://www.independent.co.uk/tech/amazon-fire-stick-piracy-free-live-streaming-b2761872.html), [[7]](https://www.dailyrecord.co.uk/lifestyle/amazon-fire-tv-stick-users-32804699)
* Paragraph 5 – [[1]](https://www.independent.co.uk/tech/amazon-fire-stick-piracy-free-live-streaming-b2761872.html), [[4]](https://www.ft.com/content/9603ca40-e1e5-45ca-899a-ae9e87b47e78)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.independent.co.uk/tech/amazon-fire-stick-piracy-free-live-streaming-b2761872.html> - Please view link - unable to able to access data
2. <https://www.ft.com/content/755c9f71-4f10-4a18-a481-692cb4b250eb> - A report by media analysts at Enders has revealed that pirated streaming of sports and premium television constitutes "industrial scale theft," costing content providers and rights holders billions of dollars annually. The report highlights that pirated feeds make up a significant portion of premium sports viewership, with a single illegal stream of a major event, such as a football match, drawing tens of thousands of viewers and multiplying further through social media sharing. Broadcasters like Sky and DAZN claim this piracy undermines their ability to secure costly sports broadcasting rights. The widespread availability and use of devices like Amazon's Firestick have exacerbated the problem, with 59% of UK users reporting its use for pirated content. Media companies employ real-time "war room" tactics to combat piracy but face challenges due to limited proactive engagement from tech platforms. Enders criticizes major technology firms for insufficient action and suggests a complete overhaul of existing tech infrastructure and licensing to combat piracy. The issue will be central to an upcoming media conference in London. Sky calls for more cohesive actions from tech companies and governments to protect creative industries.
3. <https://www.ft.com/content/3f49aa83-2244-455a-baf8-71b1904acd19> - UK law enforcement is grappling with a surge in illegal sports streaming, particularly via internet TV media boxes like Fire Sticks, which are often preloaded with software enabling access to pirated content. Emma Warbey, head of the Police Intellectual Property Crime Unit, revealed that the problem has escalated significantly, straining police efforts. While authorities mainly target organized crime groups and major resellers, individuals using such devices often evade consequences. The widespread use of pirated streams has alarmed broadcasters, including Sky, which estimates Fire Sticks account for about half of illegal Premier League football streaming in the UK. Piracy not only diminishes the value of sports broadcasting rights but also funds serious criminal activities such as fraud, labor exploitation, and trafficking. Warbey emphasized that piracy is far from a victimless crime and warned users of potential data theft. Enforcement tactics include sending cease and desist letters to low-level offenders and the use of High Court orders to block illegal streams. Despite efforts, full-scale prosecutions are challenging due to lengthy investigations and resource constraints, prompting a focus on dismantling large-scale criminal networks.
4. <https://www.ft.com/content/9603ca40-e1e5-45ca-899a-ae9e87b47e78> - Sky has accused Amazon of not doing enough to combat sports broadcast piracy, citing that Amazon's Fire Stick TV devices contribute significantly to illegal streaming of Premier League football in the UK. Nick Herm of Sky highlighted that piracy costs the industry hundreds of millions and urged Amazon to collaborate in addressing the issue. Jailbroken Fire Sticks allow access to pirated content, severely impacting the sports industry. Tom Burrows of DAZN Group echoed the crisis, noting that piracy undermines the value of exclusive sports rights. Despite Sky's efforts with the police and Premier League, Herm criticized Amazon for insufficient engagement in curbing the problem. Amazon, however, stated its commitment to protecting intellectual property and promoting legal content consumption, referencing its participation in the Alliance for Creativity and Entertainment and its policies to prevent sales of illicit devices and apps.
5. <https://rxtvinfo.com/2025/concerns-over-rise-in-illegal-streaming-in-uk/> - Increasing numbers of UK users stream sports or other content illegally, according to police. Amazon is blamed for rising tide of illegal streaming. The head of the Police Intellectual Property Crime Unit at the City of London Police has warned that the number of people of stream content illegally has gone "through the roof". Emma Warbey said the use of IPTV boxes or streaming sticks that can be used to illegally stream content had "become increasingly prevalent". Among the various IPTV devices on the market, Fire TV sticks have become popular with criminals, who modify them to access illegal streaming content. Warbey said the force had established a link between organised crime and illegal IPTV services. Warbey warned that many consumers would not realise they were giving their personal details to fraudsters and organised crime groups. She said: "Those criminals are using that money, your hard-earned money, for lots of different things, usually drugs, ... ." In January, a man from Halifax was jailed for two years for reselling illegal Fire TV sticks. This was followed by the sentencing of a Birmingham man who pirated content from Sky’s NOW streaming service. Law Enforcement Officers have recently focused their attention on closing 13 illegal IPTV services originating from Ireland.
6. <https://piracymonitor.org/uk-pipcu-fact-and-premier-league-team-up-to-tackle-modified-fire-sticks-arrest-made/> - In March 2024, the Police Intellectual Property Crime Unit (PIPCU), the Federation Against Copyright Theft (FACT), and the Premier League collaborated to tackle the supply of illegal streaming services through modified Fire Sticks. During this operation, 11 individuals were interviewed and given conditional cautions, requiring them to cease their activities and remove advertising and social media channels promoting illegal streaming. The operation targeted various locations across the UK, including Portsmouth, Wales, Hartlepool, Middlesborough, Leeds, Manchester, and Bury. The authorities emphasized that illegal streaming funds serious criminal activities and exposes consumers to risks such as data theft, fraud, and malware. The operation aimed to disrupt the supply chain of illegal streaming services and deter individuals from engaging in such activities.
7. <https://www.dailyrecord.co.uk/lifestyle/amazon-fire-tv-stick-users-32804699> - In the UK, illegal streaming is an offence under copyright law, with perpetrators facing hefty fines and prison sentences of up to 10 years. Those found distributing illegal streams can face fines of over £50,000. While viewers who utilise illegal streaming services typically face smaller fines, they can still be penalised by several thousand pounds. In addition to financial penalties, individuals have been warned about the cyber risks associated with using unauthorised streaming websites. These sites often host malware and other cyber threats that can compromise personal data and damage devices.