

Online Copyright Infringement

Summary of Research Findings

June 2015

Prepared for: Department of Communications



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Online Copyright Infringement

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Australian Government
Department of Communications

Purpose and design of the research

To understand the prevalence of online copyright infringement in Australia across four core content types (music, video games, movies and TV programmes)



To understand what attitudes drive online copyright infringement behaviours



To determine the role pricing plays in lawful and unlawful access of online content

- Designed to closely replicate the methodology for the UK study so that results between the two jurisdictions could be compared
- Mixed methodology of online and telephone interviewing
- N=2,630 interviews with people aged 12+ in Australia
- Undertaken between 25 March and 13 April 2015
- The survey asked respondents to think about activities they had undertaken in the past 3 months, which broadly corresponds to January-March 2015

Consumption of digital content compared with the UK



MUSIC 42%



35% MUSIC



65%
of internet
users had
consumed
digital content
across 6
categories

TV PROGRAMMES 38%



34% TV PROGRAMMES

62%

of internet
users had
consumed
digital content
across 6
categories

MOVIES 29%



22% MOVIES

PC SOFTWARE 23%



12% PC SOFTWARE

VIDEO GAMES 16%



12% VIDEO GAMES

E-BOOKS 15%



12% E-BOOKS

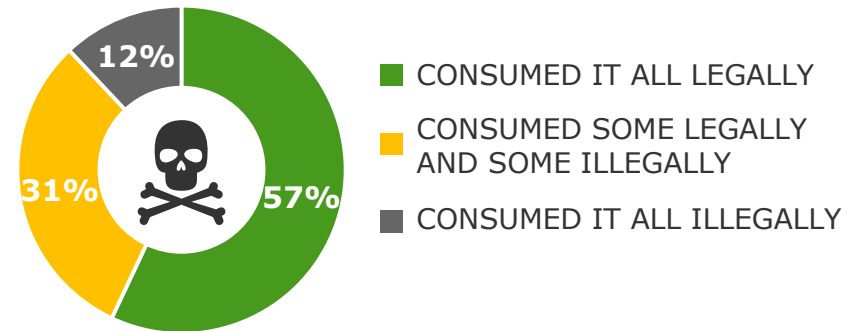
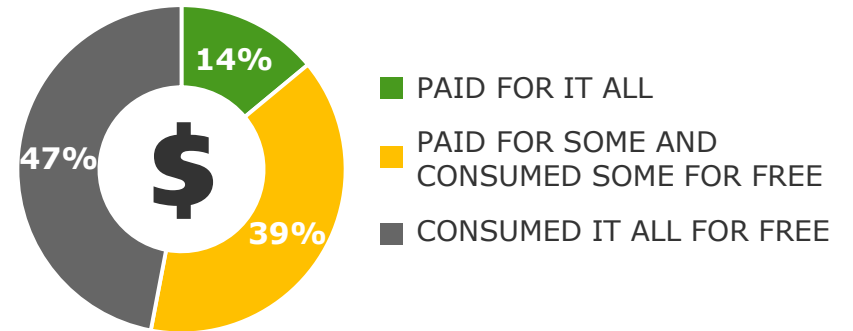
Payment and legality of digital content

60%

of internet users had consumed digital content across 4 categories



Among those consuming content:



Levels of infringement



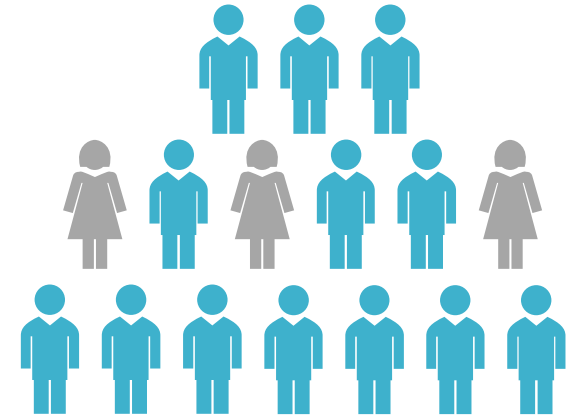
26%

of internet users had consumed at least one item of online content illegally.



7%

had exclusively consumed illegal content.



A majority of infringers were male, and a majority were aged 16-34.

Infringers use illegal peer-to-peer methods:



28%



26%



19%

GENERAL MENTION



254 million



95 million



82 million



9 million

were illegally consumed online

Consumer levels of infringement compared with the UK



43%
of consumers
consumed at
least some
content
illegally

MOVIES 48%

MUSIC 37%

TV PROGRAMMES 33%

VIDEO GAMES 22%



25% MOVIES



26% MUSIC



21% TV PROGRAMMES



18% VIDEO GAMES



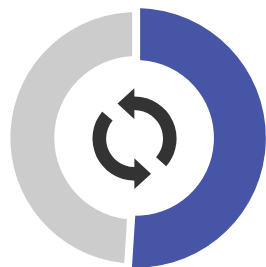
21%
of consumers
consumed at
least some
content
illegally

Why people infringe



55%

It is
free



51%

It is
convenient



45%

It is
quick



35%

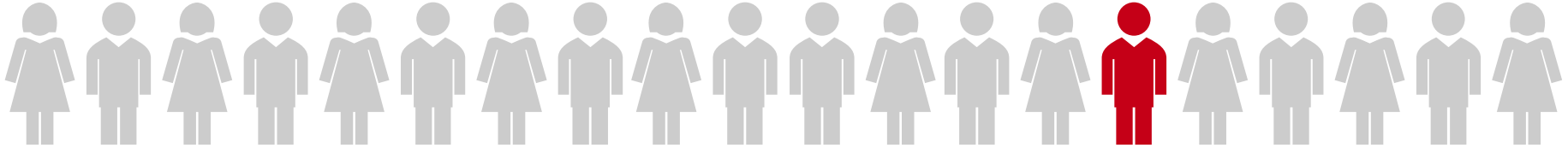
It means
you can
try before
buying



30%

Legal
content is
too
expensive

What would make infringers stop



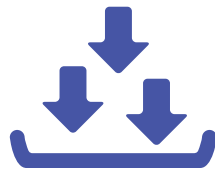
Only **1 in 20 infringers** (5%) said that **nothing would make them stop.**

The factors that would most encourage people to stop were:



39%

A reduction in the cost of legal content



38%

Legal content being more available



36%

Legal content being available as soon as it is released elsewhere



21%

would be encouraged to stop infringing if they received a letter from their ISP saying their account would be suspended

Consumer awareness of what is and isn't legal

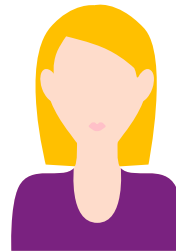
43%

of internet users were **not confident** in their knowledge regarding **what is** and **what is not** legal online

This increased to

50%

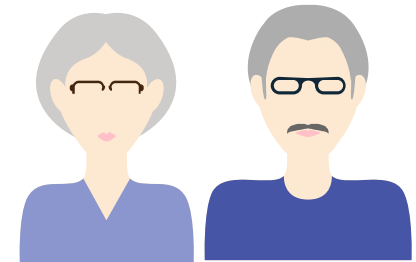
of females



and

59%

of those aged 55+



Main indicators of a service's legality ...

Familiar/well-known
and reputable brand

21%

Statement of
legality

10%

Having to pay

8%

Price points for music and movies



Amongst digital **music** consumers, a majority would:



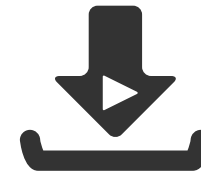
Pay **\$1.19**
for a music
download



Pay **\$5** a
month for a
music
subscription



Amongst digital **movie** consumers, a majority would:



Pay **\$5**
for a movie
download



Pay **\$10** a
month for a
movie
subscription