

# Online Copyright Infringement

## Summary of Research Findings

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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

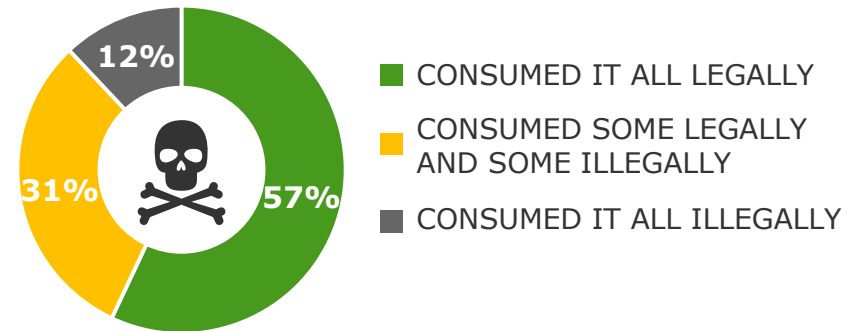
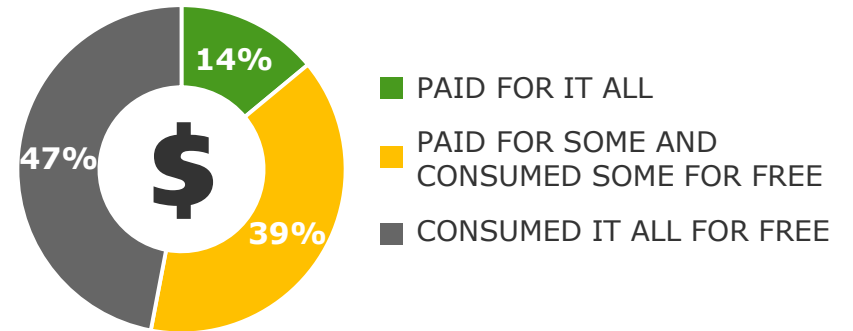
# Payment and legality of digital content

## 60%

of internet users had consumed digital content across 4 categories



### Among those consuming content:



# Levels of infringement



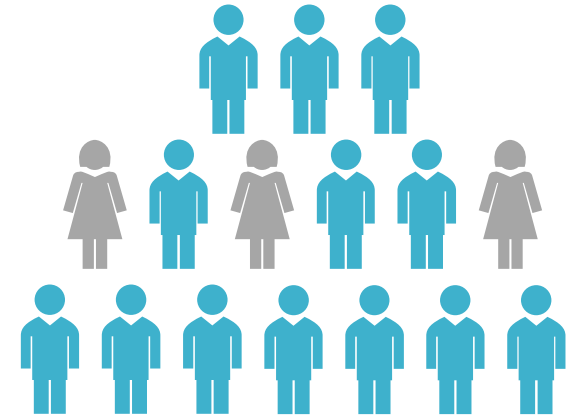
26%

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



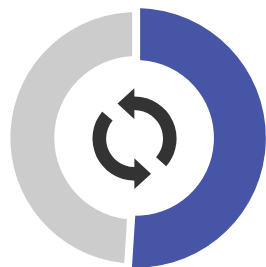
**21%**  
of consumers  
consumed at  
least some  
content  
illegally

# Why people infringe



55%

It is  
free



51%

It is  
convenient



45%

It is  
quick



35%

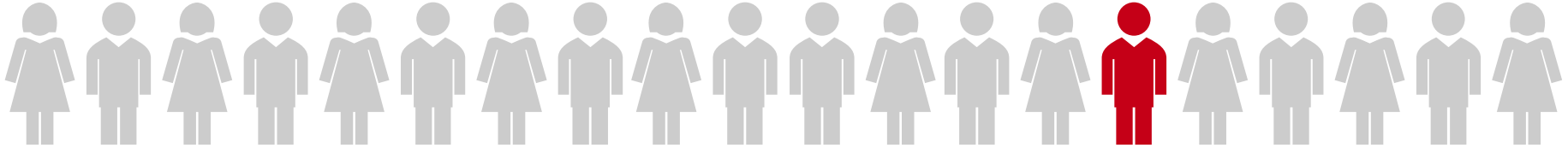
It means  
you can  
try before  
buying



30%

Legal  
content is  
too  
expensive

# What would make infringers stop



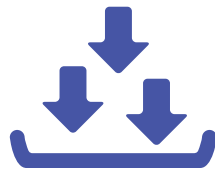
Only **1 in 20 infringers** (5%) said that **nothing would make them stop.**

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

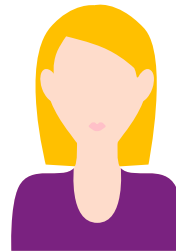
43%

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

This increased to

50%

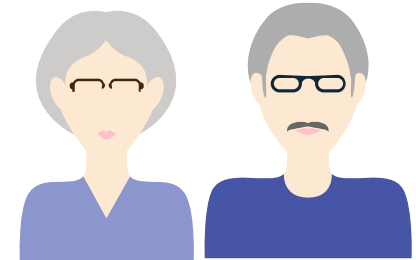
of females



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:



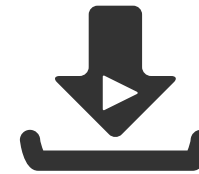
Pay **\$1.19**  
for a music  
download



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