

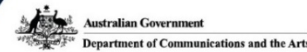


# Consumer survey on online copyright infringement 2018

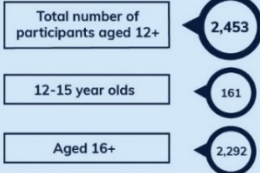
## Infographic 1—Consumer survey on online copyright infringement 2018—2018 stats

### Consumer survey on online copyright infringement 2018

Consumer survey on online copyright infringement has been running since 2015 and is run every year during the month of March



### 2018 Stats



### Since 2015

To guide the research, three key questions were developed to provide the overall aims of the research; these focused on current activity and attitudes towards copyright infringement and the role price plays.

- 1 What is the current level of online copyright infringement among Australian consumers?
- 2 What are the attitudes that drive online copyright infringement behaviours?
- 3 What role does pricing play in lawful and unlawful access to online content?

Survey period was March 2018 asking respondents about their online activity in the past three months.

State, age and gender quotas were used to ensure a representative sample.

2018 RESEARCH CONDUCTED BY IPS

### Levels of copyright infringement

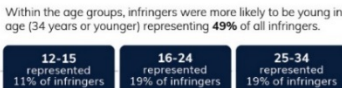
When viewed independently, three of the four content types experienced a slight drop in unlawful consumption, with the exception of video games which experienced a slight increase.



Both movies and TV programs saw a drop of lawful and unlawful mix and an increase in 100% lawful consumption.



When looking collectively at all four content types, there is a greater proportion of consumers that are **100% LAWFUL IN 2018** compared to previous years.



### What would make infringers stop?

Participants that consumed any unlawful content were most likely to stop infringing if:



### Reasons for using paid services and for infringing



### Levels of consumer awareness of lawful services and confidence about what is and is not lawful online

Consumers showed a high level of awareness of lawful or licensed online services with **Netflix, YouTube, Foxtel, Stan, iTunes and Spotify**

all identified by more than **50%** of participants.

Consumer confidence in knowing what is and what isn't lawful online has risen slightly from a combined score of **63%** in 2017 up to **66%** in 2018.

**Confidence is increasing** Those indicating that they are not at all confident has decreased by **3%** in the last year.

**34%** of participants are not confident with knowing what is and what is not lawful online.

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# Infographic 2—Consumer survey on online copyright infringement 2018—spend, services and consumption of digital content

## Consumer survey on online copyright infringement 2018

Consumer survey on online copyright infringement has been running since 2015 and is run every year during the month of March



### Consumer spend



The average consumer quarterly spend within those that are a mix of unlawful and lawful increased over all four content types for the last four years.

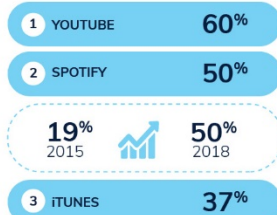
### The reported frequency of downloading digital content on a weekly basis

	DOWNLOADING	STREAMING
<b>MUSIC</b>	42% of 572 consumers <b>1%</b>	77% of 920 consumers <b>5%</b>
<b>VIDEO GAMES</b>	26% of 282 consumers <b>6%</b>	67% of 415 consumers <b>1%</b>
<b>MOVIES</b>	38% of 501 consumers <b>5%</b>	67% of 1,077 consumers <b>9%</b>
<b>TV</b>	50% of 417 consumers <b>2%</b>	72% of 1,164 consumers <b>9%</b>

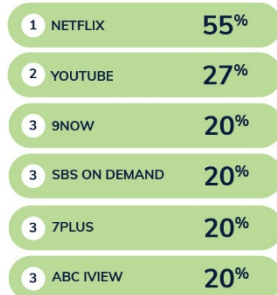
2018 RESEARCH CONDUCTED BY **IPS**

### Services used to consume digital content

#### MUSIC



#### TV

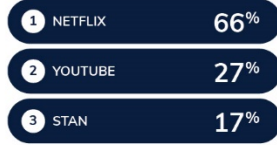


**PAYMENT FOR DIGITAL CONTENT**  
The use of legal streaming services by consumers is increasing across the years and provides digital consumers with a legal, affordable (or free) option.

#### VIDEO GAMES



#### MOVIES



### Consumption of digital content

Since the study first began in 2015, digital consumption by internet users through:

Downloading Streaming Sharing

across the six categories of music, video games, movies, TV programs, e-Books and PC software has been increasing from **65%** in 2015 to **66%** in 2016 and **69%** in 2017 and **78%** in 2018.

Within the categories, the consumption of digital music and video games **remained relatively steady compared to 2017.**

Digital movie consumption increased from **39%** in 2017 up to **47%** in 2018.

The consumption of TV programs increased from **45%** in 2017 up to **50%** in 2018.

Downloading of music has dropped slightly while streaming music has remained steady and sharing of music has stayed consistent for the past three years.

Sharing of digital video games has stayed consistent and a slight increase was observed in downloading and streaming.

Downloading movies increased slightly and sharing remained steady, however streaming movies increased significantly from **36%** in 2017 up to **45%** in 2018.

Downloading TV programs increased slightly and sharing remained steady, with streaming increasing from **43%** in 2017 up to **48%** in 2018.

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## Attachment—alt text

### Alt text for infographic 1—Consumer survey on online copyright infringement 2018—2018 stats

The consumer survey on online copyright infringement has been running since 2015 and is run every year during the month of March.

#### 2018 stats

In 2018, the total number of participants for the survey was 2,453.

Of these, there were 161 participants aged between 12 and 15 years, and 2,292 participants aged 16 years and over.

To guide the research, three key questions were developed to provide the overall aims of the research. These focussed on current activity and attitude towards copyright infringement and the role price plays:

- What is the current level of online copyright infringement among Australian consumers?
- What are the attitudes that drive online copyright infringement behaviours?
- What role does pricing play in lawful and unlawful access to online content?

The survey period was March 2018 asking respondents about their online activity in the past three months. State, age and gender quotas were used to ensure a representative sample.

#### Levels of copyright infringement

When viewed independently, three of the four content types experienced a slight drop in unlawful consumption, with the exception of video games which experienced a slight increase.

When looking collectively at all four content types, there is a greater proportion of consumers that are 100% lawful in 2018 compared to previous years.

Both movies and TV programs saw a drop of lawful and unlawful mix and an increase in 100% lawful consumption.

Within the age groups, infringers were more likely to be young in age (34 years or younger) representing 49% of all infringers. 12–15 year olds represented 11% of infringers, 16–24 year olds represented 19% of infringers and 25–34 year olds represented 19% of infringers.

#### What would make infringers stop?

Participants that consumed any unlawful content were most likely to stop infringing if:

- Lawful services were cheaper—36%
- It is clearer what is lawful and what is not—23%

When consumers were asked what they would do if they encountered a blocked site:

- 56% said they would give up
- 34% said they would seek alternative lawful access; and
- 7% said they would try to bypass the blocked site.

When those consumers that had encountered a blocked website asked what actions they took:

- 46% said they gave up
- 15% sought free but unlawful access
- 19% sought alternative but lawful access; and
- less than 1% said they managed to bypass the blocked site.

### Reasons for using paid services and for infringing

The top three reasons for using paid services were:

- It's easier or convenient—49%
- They are better quality—36%; and
- I don't want to use sites providing unlawful content—34%.

The top three reasons for choosing to consume unlawfully were:

- It's free—44%, down from 54% in 2017
- It's easy or convenient—38% and
- It's quick—31%.

### Levels of consumer awareness of lawful services and confidence about what is and is not lawful online

Consumers showed a high level of awareness of lawful or licensed online services with Netflix, YouTube, Foxtel, Stan, iTunes and Spotify all identified by more than 50% of participants.

Consumer confidence in knowing what is and is not lawful online has risen slightly from 63% in 2017 to 66% in 2018.

Confidence is increasing, with those indicating that they are not at all confident decreasing by 3% in the last year.

34% of participants reported a lack of confidence in knowing what is and what is not lawful online.

## Alt text for infographic 2—Consumer survey on online copyright infringement 2018—spend, services and consumption of digital content

### Consumer spend

The average consumer quarterly spend within those participants that only consumed content unlawfully increased for music, video and TV programs, but increased for movies.

The average consumer quarterly spend among those that only consume lawful content declined across all four content types.

The average consumer quarterly spend within those that consume a mix of both lawful and unlawful content increased across all four content types in the last four years.

### Reported frequency of downloading digital content on a weekly basis

For music—42% of 572 consumers reported downloading on a weekly basis, an increase of 1% from 2017. 77% of 920 consumers reported streaming on a weekly basis, an increase of 5% from 2017.

For video games—26% of 282 consumers reported downloading on a weekly basis, a decrease of 6% from 2017. 67% of 415 consumers reported streaming on a weekly basis, a decrease of 1% from 2017.



For movies—38% of 501 consumers reported downloading on a weekly basis, a decrease of 5% from 2017. 67% of 1077 consumers reported streaming on a weekly basis, an increase of 9% from 2017.

For TV programs—50% of 417 consumers reported downloading on a weekly basis, a decrease of 2% from 2017. 72% of 1164 consumers reported streaming on a weekly basis, an increase of 9% from 2017.

### Services used to consume digital content

For music, 60% of consumers used YouTube, 50% of consumers used Spotify (up from 19% in 2015) and 37% of consumers used iTunes.

For video games, the Sony Entertainment Network, Xbox Live and Steam were all used by 28% of consumers.

For TV programs, Netflix was used by 55% of consumers, and YouTube was used by 27% of consumers. The catchup services 9Now, SBS On Demand, 7Plus and ABC iView, were all used by 20% of consumers.

For movies, Netflix was used by 66% of consumers, YouTube was used by 27% of consumers, and Stan was used by 17% of consumers.

The use of legal streaming services by consumers is increasing across the years and provides digital consumers with a legal, affordable (or free) option for accessing digital content.

### Consumption of digital content

Since the study first began in 2015, digital consumption by internet users through downloading, streaming or sharing collectively across the six categories of music, video games, movies, TV programs, eBooks, and PC software has been increasing, from 65% in 2015 to 66% in 2016, 69% in 2017, and 78% in 2018.

Within those six categories, the consumption of digital music and videogames remained relatively steady compared to 2017. Digital movie consumption increased from 39% in 2017 up to 47% in 2018. The consumption of TV programs increased from 45% in 2017 up to 50% in 2018.

Downloading of music has dropped slightly while music streaming has remained steady, and sharing of music has stayed consistent for the past three years.

Sharing of digital video games has stayed consistent and a slight increase was observed in downloading and streaming.

Downloading movies increased slightly and sharing remained steady, however streaming of movies increased significantly from 36% in 2017 up to 45% in 2018.

Downloading TV programs increased slightly and sharing remained steady, with streaming increasing from 43% in 2017 up to 48% in 2018.

