

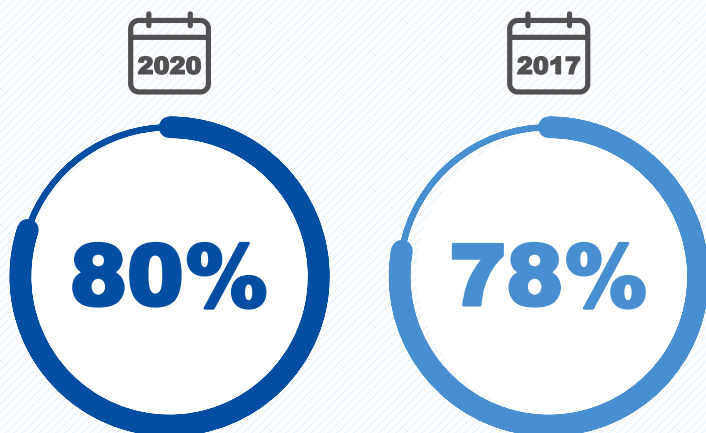
EUROPEAN CITIZENS AND INTELLECTUAL PROPERTY: PERCEPTION, AWARENESS, AND BEHAVIOUR

2020 IP Perception study – highlights

INTELLECTUAL PROPERTY – AWARENESS AND OPINIONS

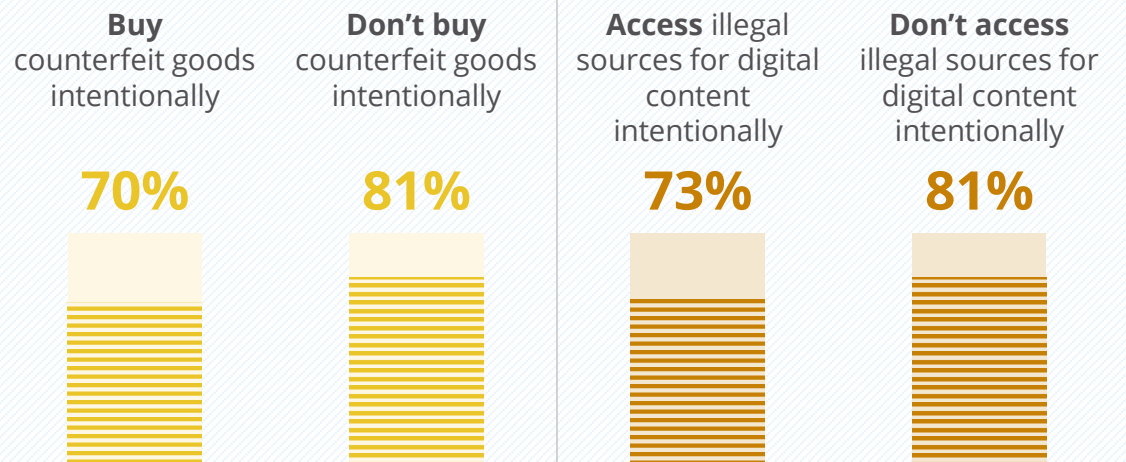
Subjective understanding of intellectual property (IP) remains high

Very good + rather good understanding of the term 'intellectual property'



Those with a low understanding appear likelier to infringe IP

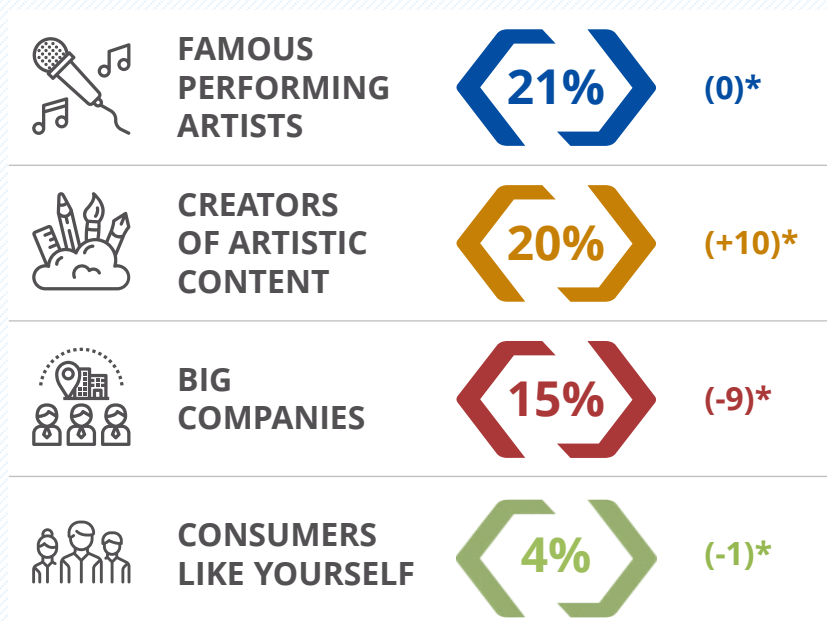
Very good + rather good understanding of the term 'intellectual property' among those who ...



COUNTERFEIT GOODS – OPINIONS AND CONSUMPTION

More think IP benefits mainly creators of artistic content

Who benefits the most from the protection of IP?

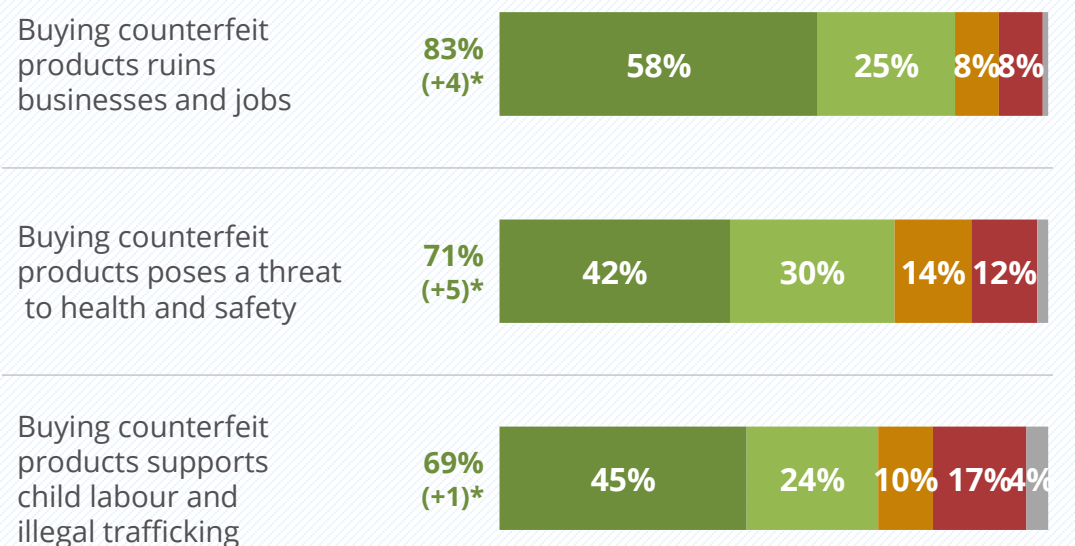


* Difference with 2017, in percentage points

Europeans are aware of the negative effects of counterfeits

Totally agree + tend to agree

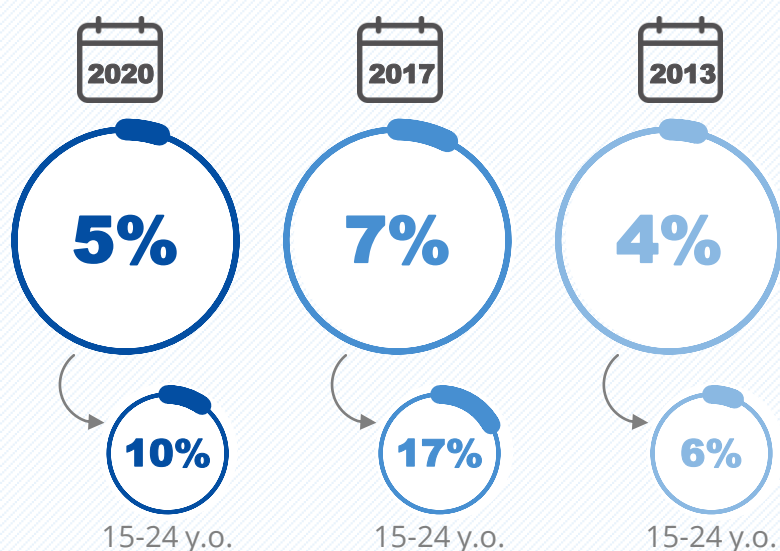
- Totally agree
- Tend to agree
- Tend to disagree
- Totally disagree
- Don't know/refused



* Difference with 2017, in percentage points

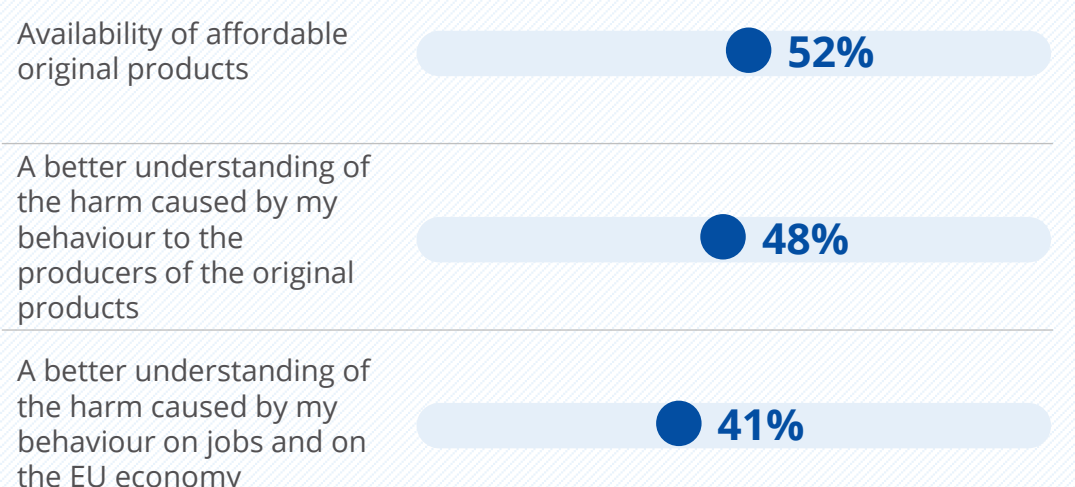
Few admit to buying counterfeits, but it is more common among youngsters

Bought counterfeit products intentionally in last 12 months



Understanding of harm is a key reason not to buy counterfeits, after affordability

Reasons for not buying counterfeits



EUROPEAN CITIZENS AND INTELLECTUAL PROPERTY: PERCEPTION, AWARENESS AND BEHAVIOUR

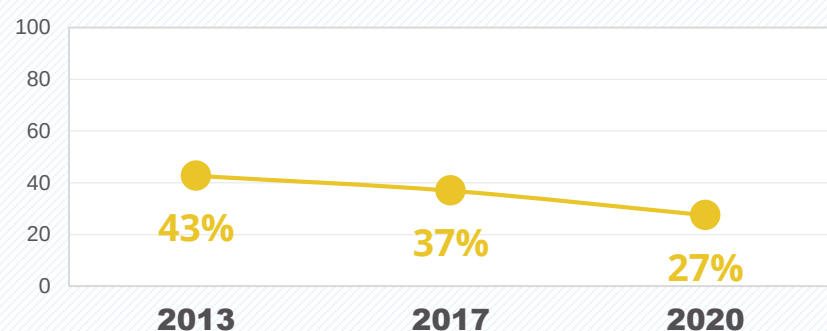
2020 IP Perception study – highlights

ONLINE CONTENT – PIRACY AND USE OF LEGAL SOURCES

Accessing online pirated content for personal use is less accepted

● Totally agree + tend to agree

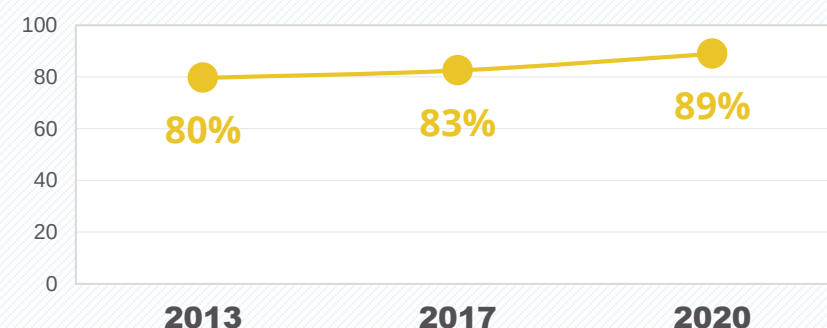
'It is acceptable to obtain content illegally from the internet when it is for my personal use'



Growing preference for affordable legal sources

● Totally agree + tend to agree

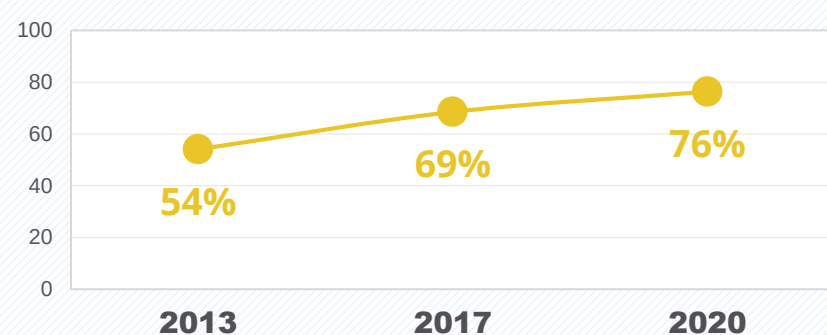
'Whenever there is an affordable legal option I prefer to access/download/stream content through authorised platforms and do not access/download/stream illegally'



The perceived quality of legal sources is up

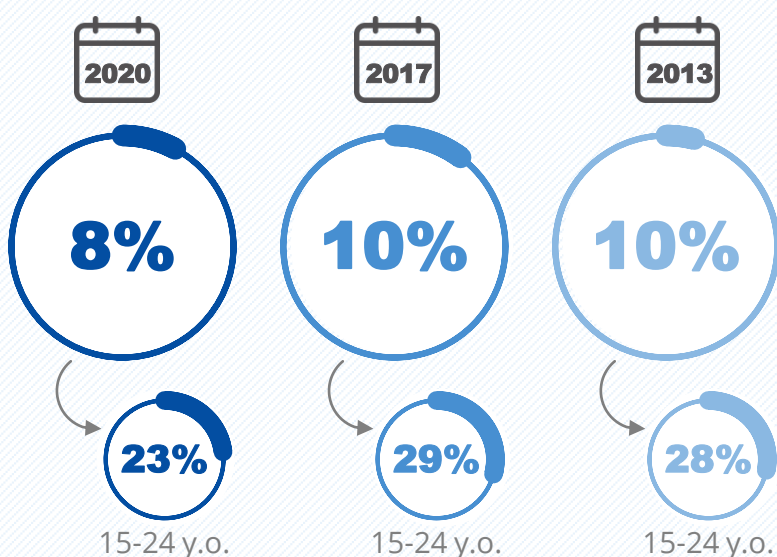
● Totally agree + tend to agree

'The quality of content offered by legal services is better than what can be found through illegal solutions'



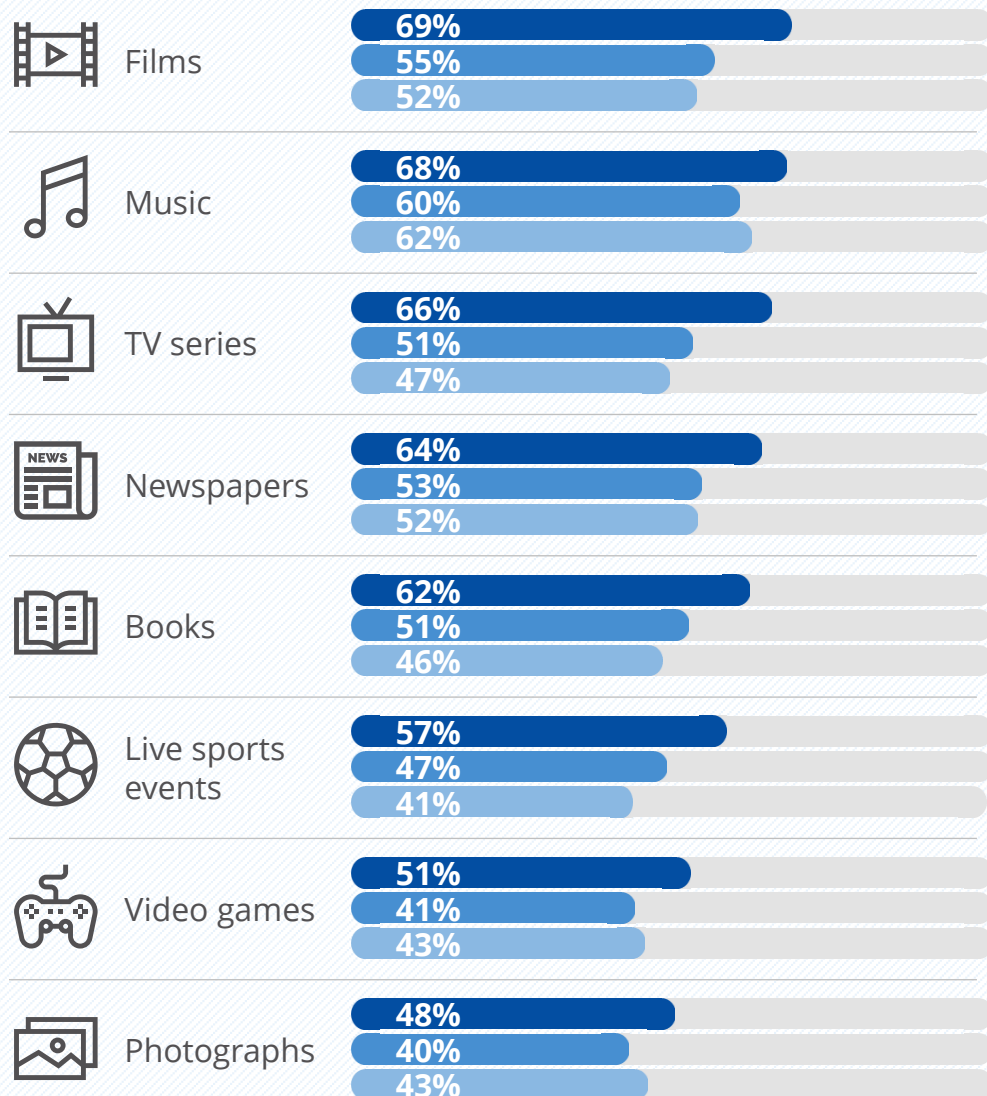
Limited decline in use of illegal sources; stronger decline among young people

Accessed or downloaded or streamed content from illegal online sources intentionally in last 12 months



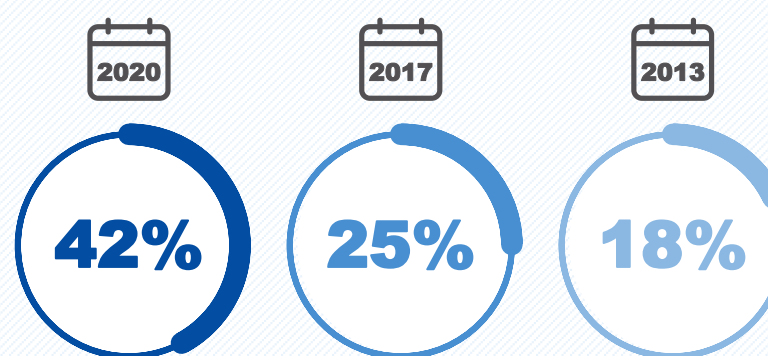
Growing awareness about all types of legal offers

● 2020
● 2017
● 2013



Paying for online content is increasingly widespread

Content paid for online from a legal service in last 12 months



Affordable legal content is the key reason to stop using illegal sources, but its importance is declining

● 2020 ● 2017

