

## **Survey on Digital Content Usage 2012: Sanctions and warnings regarding copyright infringements are gaining acceptance among the public**

**Berlin, 22 August 2012** – Sanctions and warnings are increasingly gaining acceptance among the public as a measure to reduce copyright infringements on the internet. Three of every four Germans believe it is appropriate to fine people who offer copyrighted media content online without permission. More than half the population (53 percent) endorses the imposition of fines on people who illegally download media content. Consumers feel that warnings would have a preventive effect: 57 percent of Germans believe that up- and downloaders would discontinue their copyright-infringing activities upon receiving a warning from the provider. These are key findings of the survey on digital content usage 2012 (DCN Survey), presented today in Berlin by the Bundesverband Musikindustrie e. V. (BVMI – the German national group of the IFPI), the German book trade association and the German Federation against Copyright Theft (GVU).

The second round of the survey clearly shows that more and more Germans are acquiring music, movies, TV series, e-books and audiobooks directly from the internet. Well over two thirds of the population feel that the legal online range of music (81 percent), e-books (72 percent) and video content (69 percent) on offer is sufficient. There has been a clear shift regarding the preferred technologies: besides traditional downloads, streaming sites are increasingly being used. But people very rarely use online storage space, including the legal options offered by sharehosters, for personal media storage.

### **Legal and illegal streaming on the advance**

According to the present DCN survey, in 2011 a total of 22.1 million people used music, films, TV series, e-books and audiobooks online or downloaded them from the internet. This represents an 11-percent increase since the previous year. 14.8 million people stream this kind of media content. 31 percent of respondents indicated they streamed audiobooks more often than last year; among online music users the figure was 40 percent; 41 percent among movie consumers; and a whopping 47 percent among fans of TV series. 7.9 million people indicated that video streaming platforms like YouTube are their preferred streaming source, while 6.1 million onliners most frequently visit online radios and/or online media libraries. Illegal streaming portals were the primary source for 41 percent of online film consumers. With 2.5 million users, this category is the No. 3 most popular source for all streamed media content.

GVU Managing Director Dr. Matthias Leonardy says: “The survey clearly shows that the willingness to pay for high-quality content on the internet is still underdeveloped. This freebie mentality is one of the major reasons for the enormous visitor numbers on illegal streaming portals like kino.to. Although many consumers realise that these sites are illegal, that doesn't stop them from using them – apparently because they don't take seriously what they are doing to the creative industries in the process.” The GVV's Managing Director adds that rights owners have for some time been demanding the implementation of a warning scheme for these users. The model should be technology-neutral because: “Copyright infringement is not limited to certain technologies like file-sharing. Rather the idea should be to make it clear to everyone who illegally uses content online – regardless of the technology used – that they are not only participating in something illegal. They are also lining the pockets of the illegal exploiters while leaving the creative professionals empty-handed.”

### **Streamripping established among downloaders as a common form of usage**

Last year 16.3 million people downloaded-to-own media content from the Net. 7.2 million people, or 44 percent of these downloaders, procured the content entirely from legal sources. 3.1 million Germans illegally downloaded copyrighted music, books, movies or TV series from the internet. That corresponds to about one in five downloaders of media content. Alongside illegal downloads, streamripping has become firmly established as another form of usage in the legal grey zone: nearly half of all downloaders used streamripping in 2011. In all, last year 3.7 million Germans (23 percent of media downloaders) use no legal sites, but only illegal sources or streamrippers to save the desired content.

Dr. Florian Drücke, Managing Director of the BVMI, says: “We are delighted that legal use of media content on the internet continues to increase and the diversification of the legal range is bearing fruit. This makes it all the more painful that people are massively helping themselves to free content via streamripping services. Especially in the case of commercial providers, many people don't realise that neither creatives nor their partners participate in the income generated by these services. We have long been demanding that the term ‘private copies’ should stop being stretched in this way.”

### **The population is fully aware**

Almost the entire population (97 percent) realises that downloading or offering copyrighted media content on P2P networks is not allowed. This is also the case for the absolute majority – 88 percent – of people who actively use illegal download sources. And while nearly one in four Germans thought watching the latest blockbusters via sites like kino.to and movie2k was legal in 2010, only 11 percent held this belief in 2011.

The illegality of making copyrighted media content available in the public domain is also common knowledge. Only between two and seven percent of respondents still think this is permissible. However, a detailed analysis reveals gaping differences between the different user groups: compared with the average population, up to seven times as many users of illegal download sites are not aware of the illegality of these sources. The share of those who think that offering music, cinematic content, audiobooks and e-books on social networks is allowed is highest among 10- to 19-year-olds (21 percent).

Asked to name the advantages of paid online services, 70 percent of the population indicated that using them supports the artists / originators / authors. Among those who help themselves to illegal sources, the proportion was well below the average at 55 percent.

Alexander Skipis, Chief Executive of the Börsenverein: “Large-scale awareness building campaigns targeted at the masses don't solve the problem of illegal downloading. People who download media content from the Net usually know what is legal or illegal, and that using legal sites supports artists and creative professionals. So the survey results confirm what we advocate: the warnings scheme allows for taking individual and more purposeful action, instead of incriminating the whole society.”

### **About the Survey on Digital Content Usage**

The DCN Survey carried out by GfK was jointly commissioned by Bundesverband Musikindustrie (BVMI), the German book trade association and the German Federation against Copyright Theft (GVU) with the aim of analysing user habits and preferences regarding the consumption, storage and sharing of digital media; as well as gauging consumer attitudes regarding copyright infringements, sanctions and legal online offerings. The survey was carried out among 10,000 people in the GfK Media\*Scope, who stand representative of 63.6 million Germans aged 10 and older. To validate its findings, another survey was conducted among 3,000 people representative of 46.0 million ‘online’ Germans aged 14 and older.

The press version of the survey including info diagrams is available for download from [www.musikindustrie.de](http://www.musikindustrie.de), [www.boersenverein.de](http://www.boersenverein.de) and [www.gvu.de](http://www.gvu.de).

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**About the German Music Industry Association:**

The **Bundesverband Musikindustrie** (German Music Industry Association) represents more than 280 labels and companies in the music industry, or about 90 percent of the German music market. As a **lobby for its members**, the association works to assert the music industry's interests in German and European politics. The association uses **communication** to sharpen the industry's profile to the inside and outside. It also offers industry-related **services**, such as legal advice and PHONONET, to support the day-to-day work of its members. In addition, the German Phono Academy, as the German music industry's cultural institute, makes a significant contribution to basic music education in Germany.

**About the German Book Trade Association**

The **Börsenverein des deutschen Buchhandels** (German Book Trade Association) represents the interest of German booksellers, book distributors, antiquarian booksellers and publishers to politicians and the public. Founded in 1825, the association has approximately 5700 members. Its work centres on efforts to uphold book-price fixing and fair copyright laws. A cultural and business association, it organises the Frankfurt Book Fair, administers the Peace Prize of the German Book Trade and the German Book Award, and is dedicated to the promotion of literacy and reading.

**About the GvU:**

The GvU (German Federation against Copyright Infringement) is an organization funded by companies and associations in the movie and entertainment software industries. Its assignment is to identify infringements of the copyrights of its members and communicate these infringements to the prosecution authorities. Apart from this, the GvU provides technical and legal assistance to the public prosecution authorities in criminal proceedings. The GvU's education efforts include seminars and giving lectures at public agencies, schools and legislative agencies and reporting to the public on its work, the results of it, and copyright problems in general.