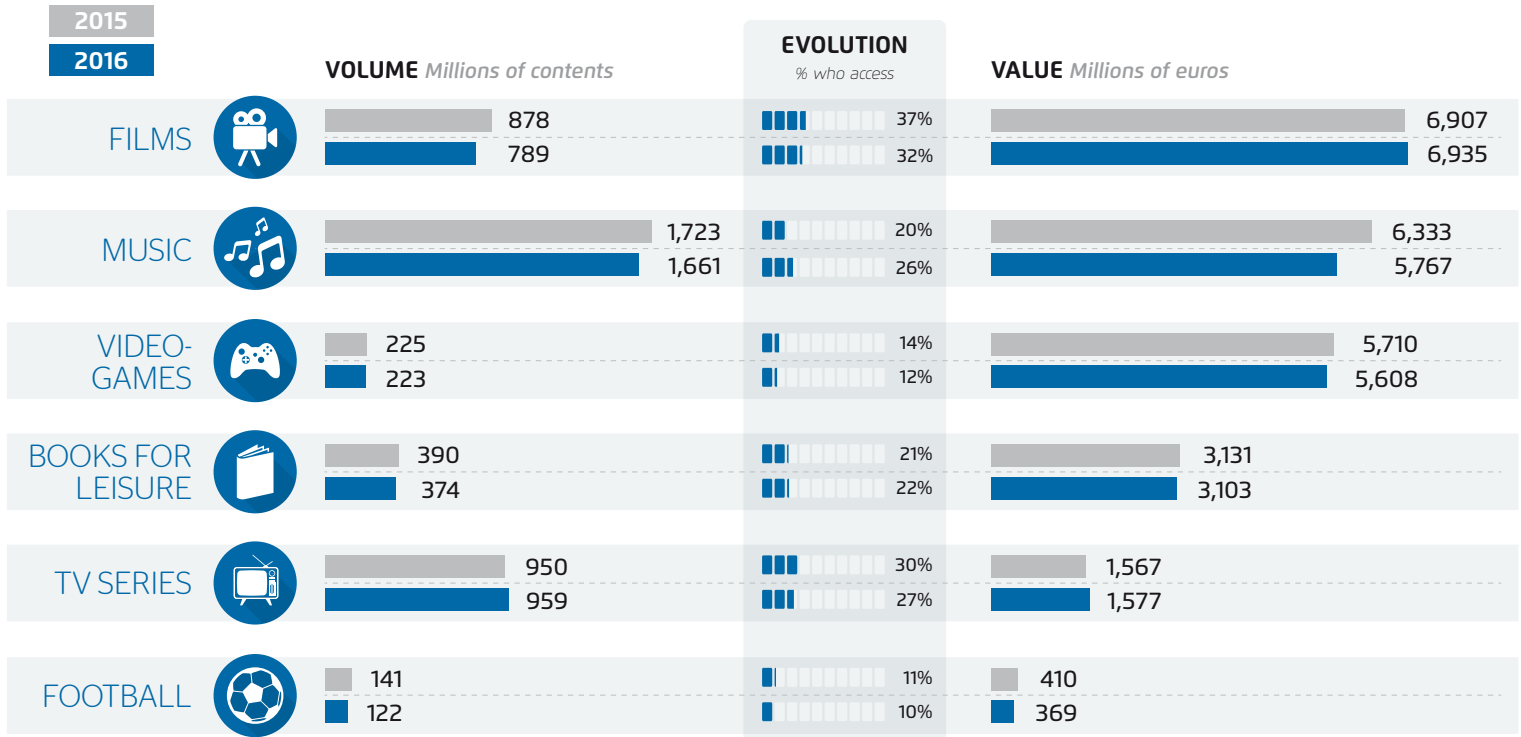


# PIRACY OBSERVATORY AND DIGITAL CONTENTS CONSUMPTION HABITS 2016

1

## ILLEGAL DIGITAL ACCESS

THE ACCESS TO PIRATE CONTENTS DECREASES A **4.2%**



**4,128 MILLIONS** OF CONTENTS  
2015 (4,307 MILLIONS = -4%)

TOTAL

**23,294 MILLIONS** OF EUROS  
2015 (24,058 MILLIONS = -3%)

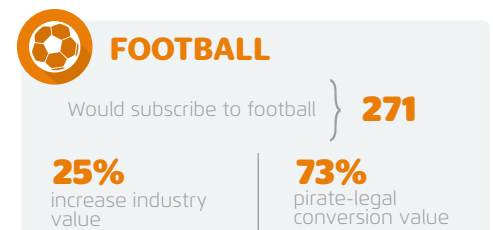
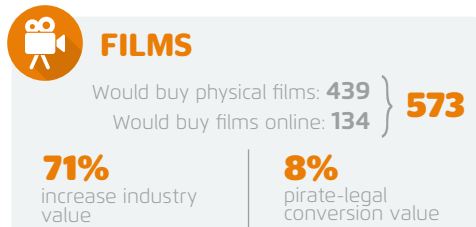
2

## LOSS OF POTENTIAL EARNINGS FOR INDUSTRIES IN SPAIN DUE TO PIRACY

LOST PROFITS: **1,783 MILLION EUROS**

IT COULD MEAN A **48%** INCREASE IN BILLING FOR THE INDUSTRY

Millions of euros



**3 CONSEQUENCES FOR EMPLOYMENT**

**MORE THAN 110,000 JOBS** COULD BE CREATED IN A ZERO PIRACY MARKET



THE CONTENT INDUSTRY IN SPAIN CURRENTLY EMPLOYS **65,926** DIRECT WORKERS

**WHITOUT PIRACY**

**+33%**

NEW JOBS GENERATED IN A SCENARIO WITHOUT PIRACY = **21,697** DIRECT JOBS

It is estimated that one direct job can generate five indirect jobs

**x5 100,000** INDIRECT JOBS

**4 PUBLIC FUND FAIL TO RECEIVE...**

STATE TREASURY CEASES TO RECEIVE **576 MILLION EUROS** WORTH OF TAXES LIKE VAT, SOCIAL SECURITY CONTRIBUTIONS AND REVENUE TAXES DUE TO PIRACY

STATE TREASURY CEASES TO RECEIVE **360.7 + 215.1 = 575.8** MILLION EUROS

VAT	Physical	Online	TOTAL
Music	3.6	83.6	87.2
Films	92.4	28.1	120.3
Videogames	43.1	8.8	51.9
Books for leisure	3.3	5.3	8.5
TV series		56.9	56.9
Football		35.9	35.9
<b>TOTAL VAT</b>			<b>360.7</b>

Millions of euros

(\*) Average salary applied on GfK estimation based on the data from the Annual Survey of Structural Wages of the National Institute of Statistics concluding an average salary of €19,674.1

	New jobs	Salary applied*	Rate applied	TOTAL
Social security contribution	21,697	19,674.1	38.9%	166.05
Personal Income Tax	21,697	19,674.1	11.5%	49.09
<b>TOTAL SOCIAL SECURITY CONTRIBUTION + PERSONAL INCOME TAX</b>				<b>215.14</b>

**5 EVOLUTION LOSS OF POTENTIAL EARNINGS AND EMPLOYMENT**

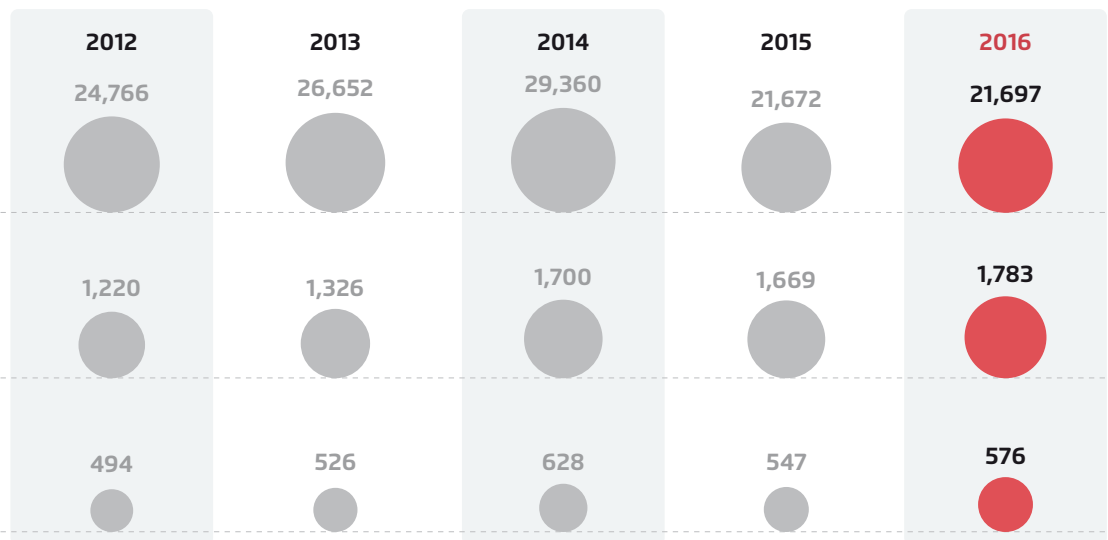
STATE MAY HAVE CEASED TO RECEIVE **2,772 MILLION EUROS** SINCE 2012 DUE TO PIRACY

Since 2012 over 120,000 jobs could have been created

**LOSS OF JOBS**  
Number

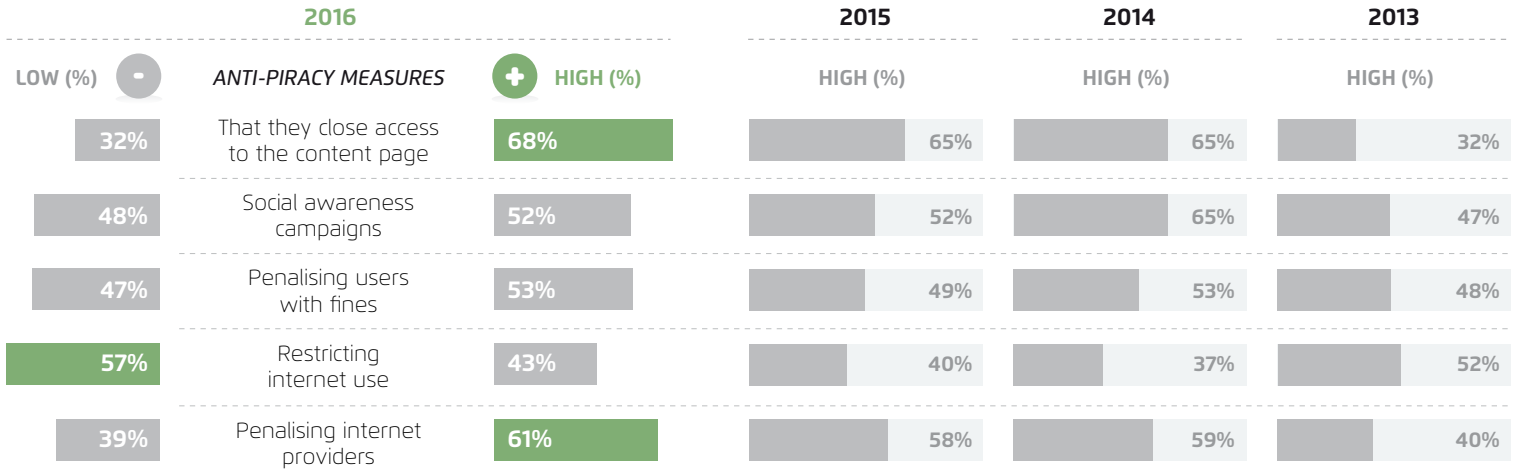
**LOSS OF POTENTIAL EARNINGS**  
Millions of euros

**PUBLIC FUND CEASE TO RECEIVE**  
Millions of euros



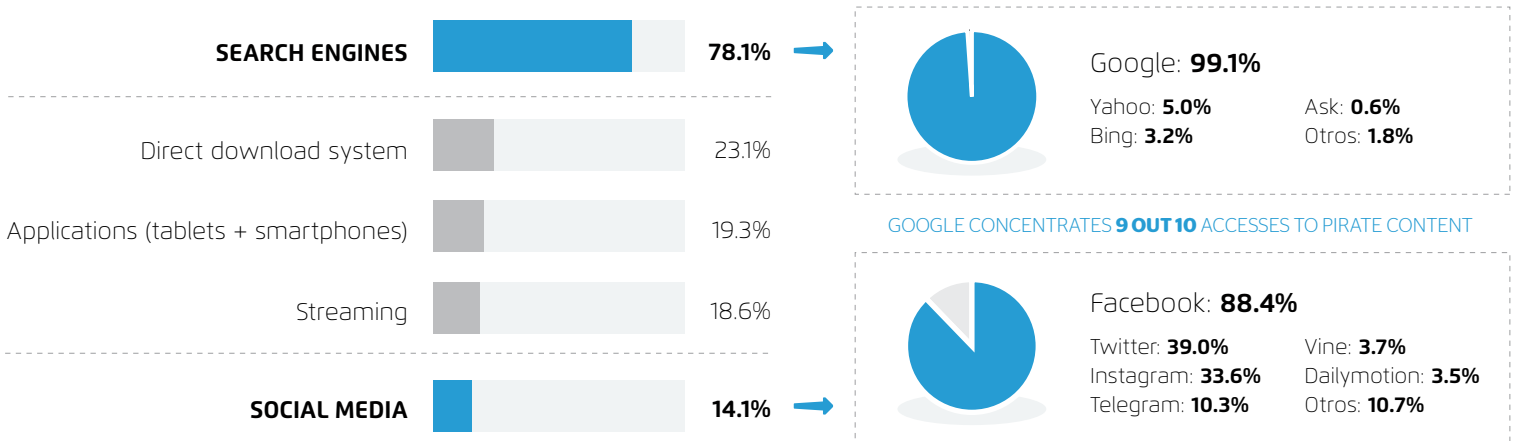
**6 EFFECTIVENESS OF ANTI-PIRACY MEASURES**

**68% OF INTERNET USERS AGREE THAT BLOCKING THE ACCESS TO PIRATE WEBSITES WOULD BE THE MOST EFFECTIVE MEASURE**



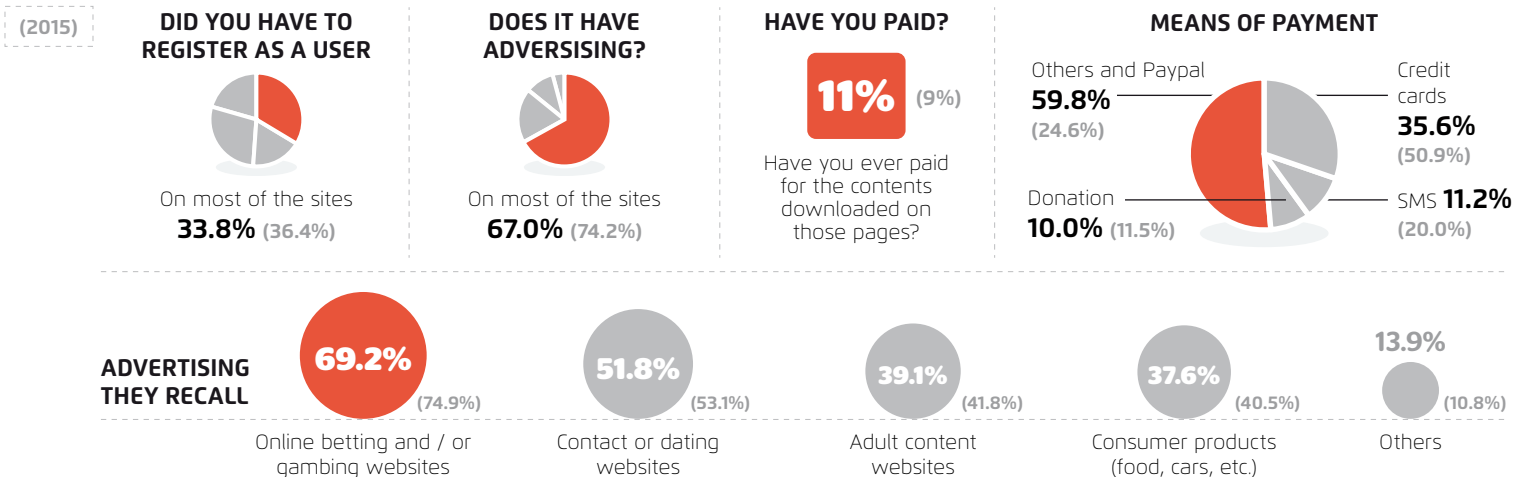
**7 HOW DO THEY ACCESS ILLEGAL CONTENT?**

**78% OF USERS ACCESS TO ILLEGAL CONTENTS THROUGH SEARCH ENGINES**



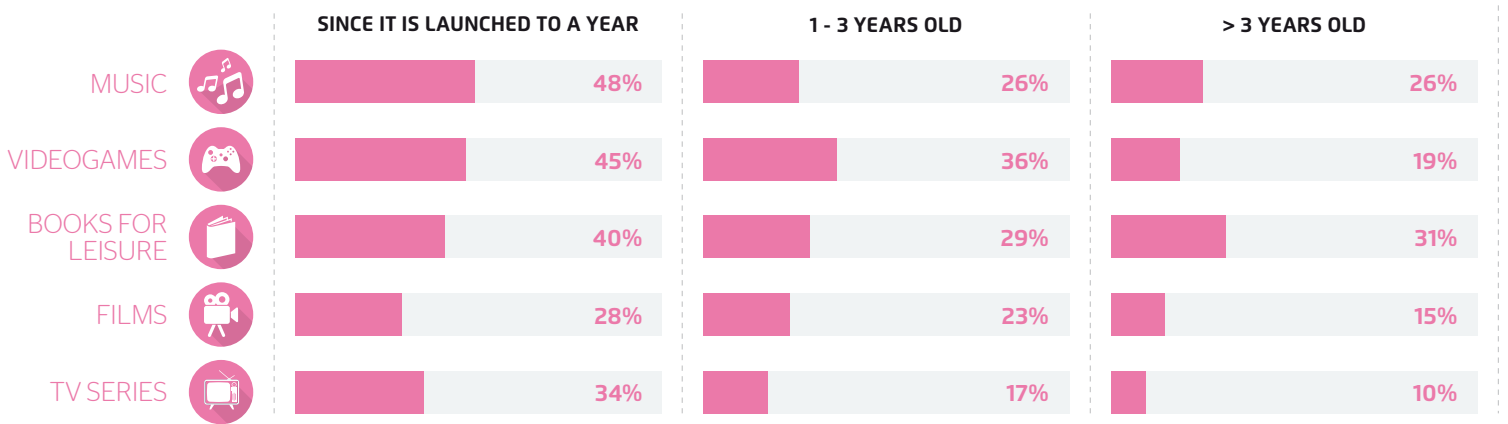
**8 HOW DO PIRATE WEBSITES FINANCE?**

**67% OF PIRATE WEBSITES FINANCE SELLING AD SPACE**



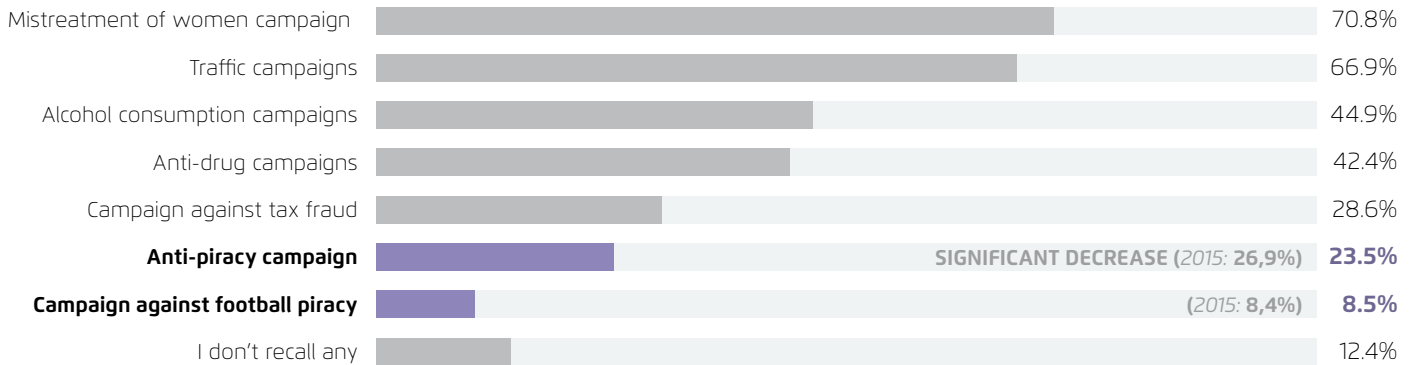
## 9 SENIORITY OF ILLEGAL CONTENTS

**MOST OF PIRATE CONTENTS ARE NEW RELEASES**



## 10 CAMPAIGN AWARENESS

**BARELY 2 OUT OF 10 REMEMBER CAMPAIGNS AGAINST PIRACY**



## 11 SUMMARY MAIN ATTITUDES AND AWARENESS

**8 OUT OF 10 RESORT TO PIRACY BASED ON THE BELIEF THEY ARE NOT HURTING ANYONE OR THERE ARE NO LEGAL CONSEQUENCES**

