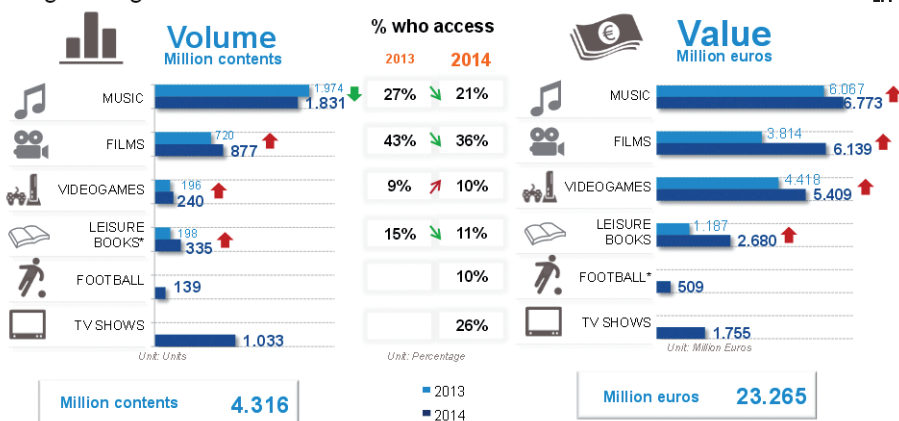


MAIN RESULTS OF PIRACY OBSERVATORY AND DIGITAL CONTENTS CONSUMPTION 2014

1. DIGITAL ILLEGAL ACCESS AND LOSS OF POTENTIAL EARNINGS

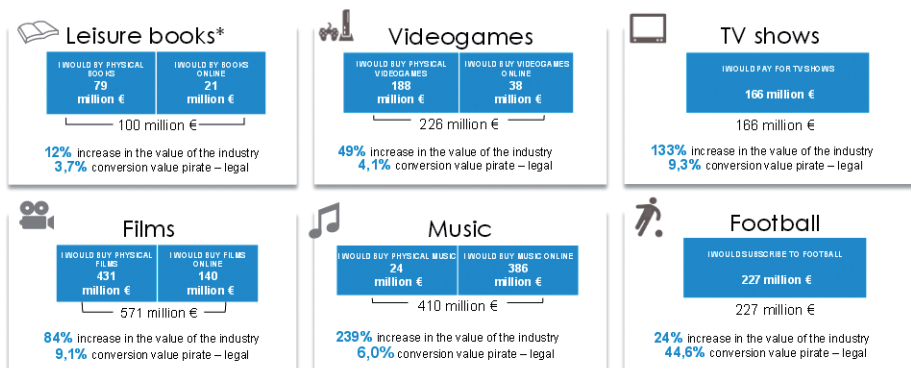
Digital illegal access



60 % OF ALL ACCESS TO CONTENTS WAS ILLEGAL

LOSS OF POTENTIAL EARNINGS 1.700 MILLION EUROS

Loss of potential earnings



*Teaching and professional books are not being valued

2. LOSS OF POTENTIAL EARNINGS (ONLINE&OFFLINE) + INDUSTRY VALUE



- Online illicit access: 1.831 million
- Total loss of potential earnings: 410 million euros (386 online y 24 physical)
- The loss of potential earnings is 6,0% of the total piracy value.
- **This would mean multiplying the industry value by 2,4.**



- Online illicit access: 877 million
- Total loss of potential earnings: 571 million euros (140 online y 431 physical)
- The loss of potential earnings is 9,1% of the total piracy value.
- **This would mean an increase of 84% in the industry value**



- 240 million online illicit access and 2 million physicals access
- Loss of potential earnings 226 million euros (38 online y 188 physical)
- The loss of potential earnings is 4,1% of the total piracy value.
- **This would mean an increase of 49% in the industry value**



- Loss of potential earnings 100 million euros (21 online y 79 physical)
- The loss of potential earnings is 3,7% of the total piracy value.
- **This would mean an increase of 12% in the industry value**

*Only Leisure books are being valued, teaching and professional books are not taking into account



- Illicit access: 1.033 million
- Loss of potential earnings 166 million euros
- The loss of potential earnings is 9,3% of the total piracy value.
- **This would mean an increase of 133% in the industry value**



- Illicit access: 139M matches /2 million households
- Loss of potential earnings 227 million euros
- The loss of potential earnings is 44,6% of the total piracy value.
- **This would mean an increase of 24% in the industry value**

IN A SCENARIO WITHOUT PIRACY: **29.360** DIRECT JOBS

PUBLIC FUND CEASE TO RECEIVE: **628** MILLION EUROS

3. REPERCUSSION ON PUBLIC FUNDS AND EMPLOYMENT

VAT	PHYSICAL	ONLINE	TOTAL
Music	5,0	81,1	86,1
Films	90,5	29,4	119,9
Videogames	39,5	8,0	47,5
Leisure Books	3,2	4,4	7,6
TV Shows		34,9	34,9
Football		47,7	47,7
TOTAL			343,7 million €

Unit: million euros

Tp: Rate applied at 21% except physical books 4%



	New jobs	Applied salary*	Applied rate	TOTAL
Social Security	29.360	19.199,7	39,9%	219,3
Income Tax	29.360	19.199,7	11,5%	64,8
TOTAL				284,1 million €

Unit: million euros

EVOLUTION LOSS
OF POTENTIAL
EARNINGS AND
EMPLOYMENT



Sectors	Illegal access data 2012 millions/total value	Illegal access data 2013 millions/total value	Illegal access data 2014 millions/total value
Music	2.118 / 6.948 M	1.974 / 6.067 M	1.831 / 6.773 M
Films	536 / 3.338 M	720 / 3.814 M	877 / 6.139 M
Leisure books	227 / 585 M	302 / 1.837 M	335 / 2.680 M
Videogames	168 / 4.332 M	196 / 4.418 M	240 / 5.409 M
TV shows	(no data)	(no data)	1.033 / 1.755 M
Football/Soccer	(no data)	(no data)	1,8 (*) / 509 M

(*) Millions of home units, no access