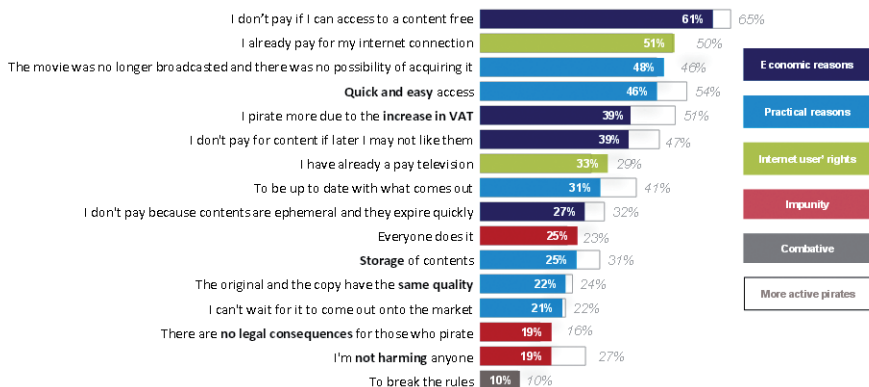
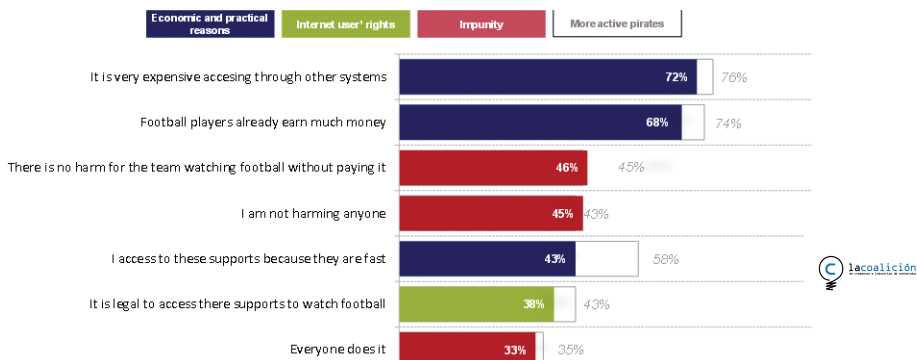


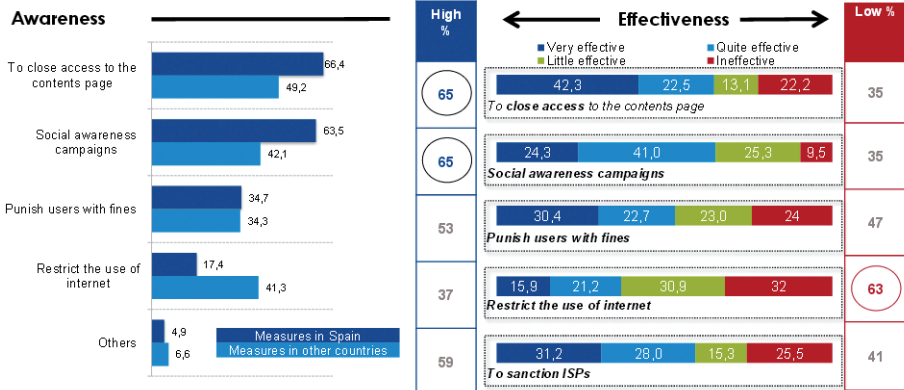
## 4. WHY DO THEY PIRATE? (CONTENTS)



## 5. WHY IS FOOTBALL/SOCCER PIRATED



## 6. MEASURES AGAINST PIRACY AND ITS EFFECTIVENESS

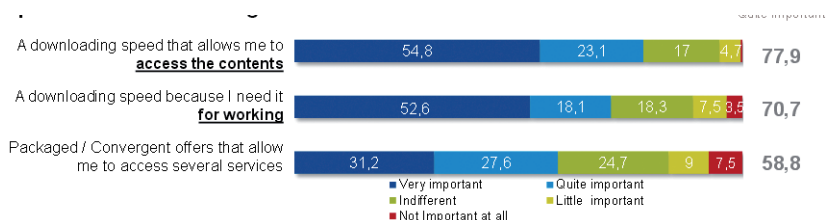


**71 %** OF PIRATE WEBSITES ARE ADVERTISING FINANCED

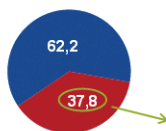
**65 %** OF USERS THINK TO CLOSE ACCESS IS VERY EFFECTIVE

**99 %** OF ILLEGAL ACCESS ARE STARTED IN A GOOGLE SEARCH

## 7. BROADBAND ACCESS IMPORTANCE WHEN CONTRACTING AN INTERNET SERVICE



**Would you maintain your broadband Internet service if you won't be able to download any content?**

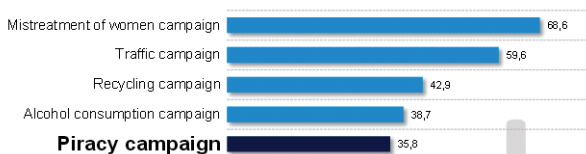


■ Yes, It is important for surfing the Internet

■ No, I will reduce it because I only need it to downloading

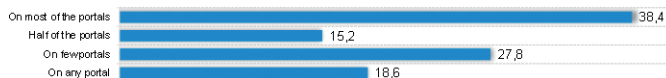
50% between the "more active pirates"

## 8. CAMPAIGNS AWARENESS

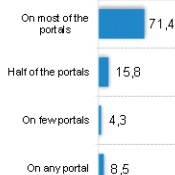


## 9. HOW ARE PIRATE WEBSITES FINANCING

Have you got to sign up on those websites?



Have they advertising?



Advertising remembered



Have you ever paid for the contents downloaded on those websites?

5%

Payment method

