

PIRACY OBSERVATORY AND DIGITAL CONTENTS CONSUMPTION HABITS 2017

1 ILLEGAL DIGITAL ACCESS

■ Volume (millions of contents)
■ Value (millions of euros)



FILMS

2016 789
2017 726

↓ 8,0%

2016 6.935
2017 5.725

↓ 12%



MUSIC

2016 1.661
2017 1.560

↓ 6,1%

2016 5.767
2017 5.183

↓ 10,1%



VIDEOGAMES

2016 223
2017 241

↑ 8,2%

2016 5.608
2017 5.622

↑ 0,3%



BOOKS

2016 374
2017 419

↑ 12%

2016 3.103
2017 3.609

↑ 16,3%



TV SERIES

2016 959
2017 945

↓ 1,5%

2016 1.577
2017 1.405

↓ 7,1%



FOOTBALL

2016 122
2017 113

↓ 7,5%

2016 369
2017 355

↓ 3,8%

TOTAL VOLUME / CONTENTS
4,005 MILLIONS
2016 (4,128 MILLIONS)

↓ 3%

VALUE / EUROS
21,899 MILLIONS
2016 (23,294 MILLIONS = -6%)

↓ 6%

2 SUMMARY BY INDUSTRY



FILMS

Despite the significant increase in the legal consumption of films, piracy is maintained.



34%

Piracy consumers in physical or digital format.



BOOKS

24% of Internet users download books in digital format from illegal platforms.



24%

Accesses books in digital format illegally.



MUSIC

There is an increase in the number of individuals who listen to music legally and piracy consumption decreases.



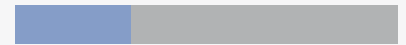
23%

Piracy consumers in physical or digital format.



TV SERIES

There is an increase in the number of individuals accessing series.



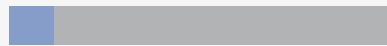
30%

Piracy consumer in physical or digital format.



VIDEOGAMES

The illicit consumption of videogames is maintained.



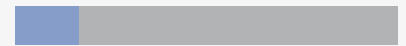
12%

Piracy consumers in digital or physical format.



FOOTBALL

16% of Internet users have watched football on illegal channels (these are individuals not households).



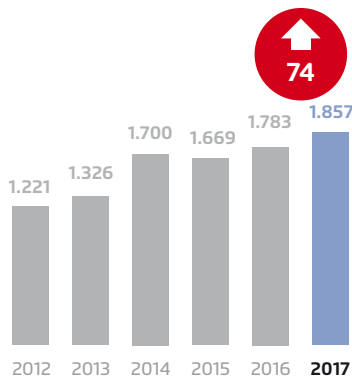
16%

Illegal (...I have watched football free on the Internet).

3 IMPACT OF PIRACY

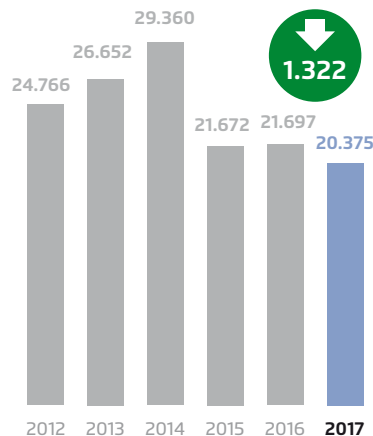
the damage caused by piracy has a negative impact on the industry (loss of profit). In an scene without piracy the jobs and public funds would be affected positively.

TOTAL VALUE OF LOST PROFIT DUE TO PIRACY



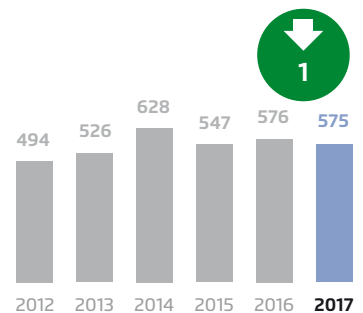
LOSS OF POTENTIAL EARNINGS (millions of euros)

NEW DIRECT JOBS



LOSS OF JOBS (number)

TOTAL LOST INCOME IN PUBLIC FUNDS

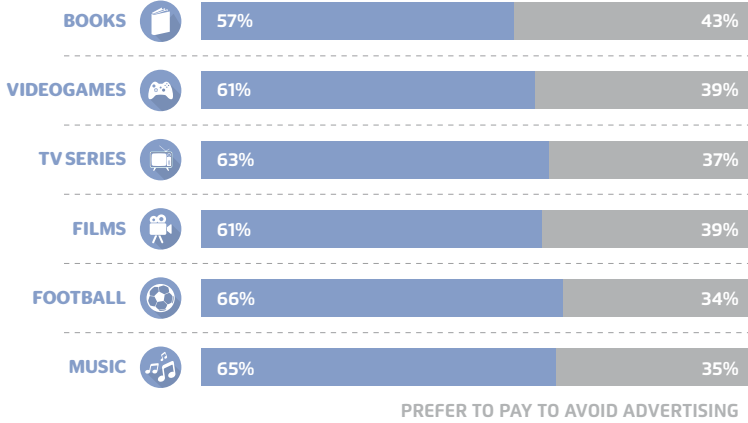


PUBLIC FUNDS CEASE TO RECEIVE (millions of euros)

4 PIRACY CONSUMER PREFERENCES

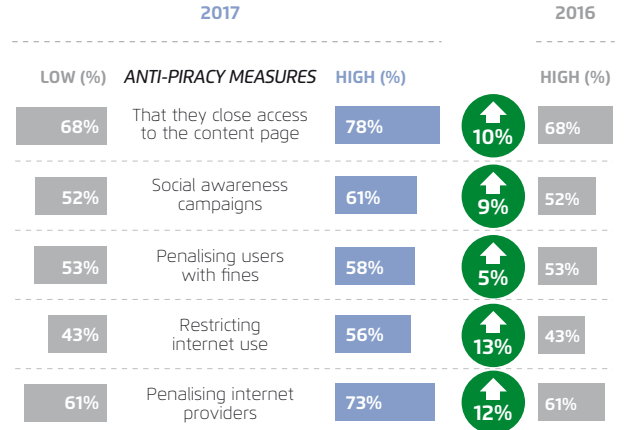
Piracy consumers of books are the ones most willing to pay to avoid advertising. However, piracy consumers of music and football are the least willing to pay for the consumption of contents to avoid advertising.

WOULD CONSUME IN EXCHANGE FOR ADVERTISING

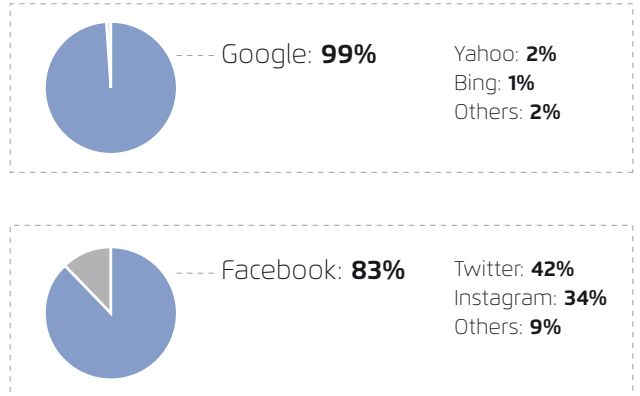
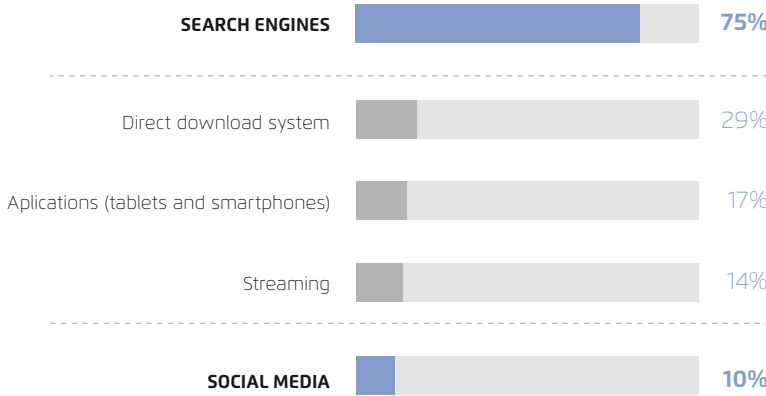


5 EFFECTIVENESS OF MEASURES

Internet users consider that the most effective measures against piracy are blocking websites with illicit contents and sanctions on Internet providers.



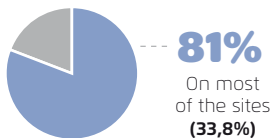
6 HOW DO THEY ACCESS ILLEGAL CONTENT?



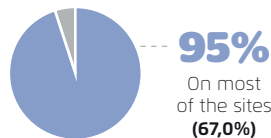
7 HOW DO PIRATE WEBSITES FINANCE?

Most illegal content websites have publicity.

DID YOU HAVE TO REGISTER AS A USER?



DOES IT HAVE ADVERTISING?

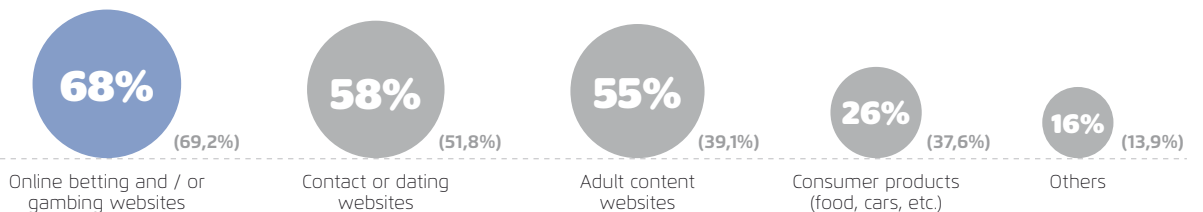


HAVE YOU PAID?



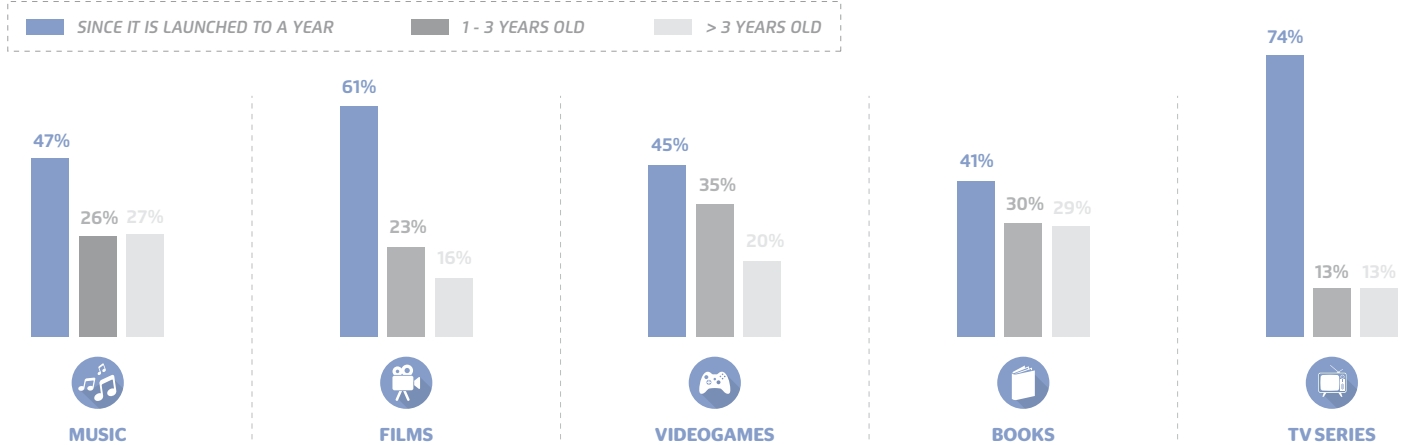
(DATA OF 2016)

ADVERTISING THEY RECALL

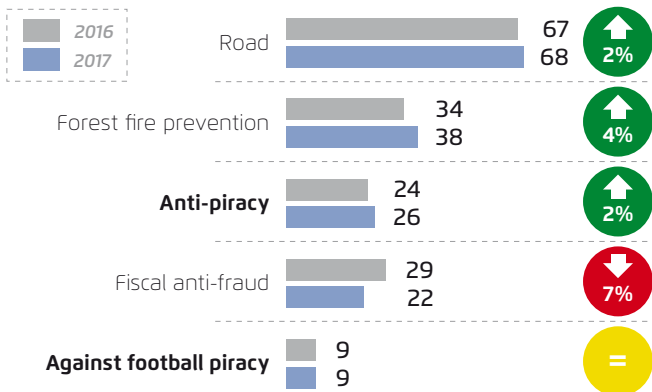


8 ILLICIT ACCESS IN TERMS OF AGE OF CONTENT

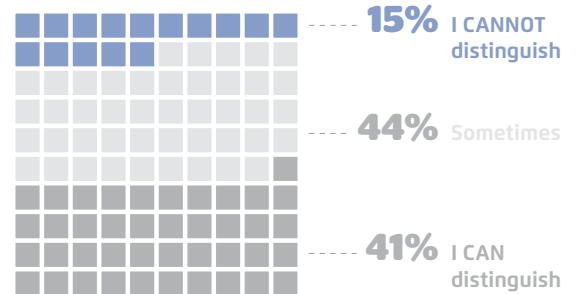
The majority of contents downloaded are novelties in all industries.
The greatest number of access to illicit content which is 3 years and over is generated in books and music.



9 NOTORIETY OF CAMPAIGNS



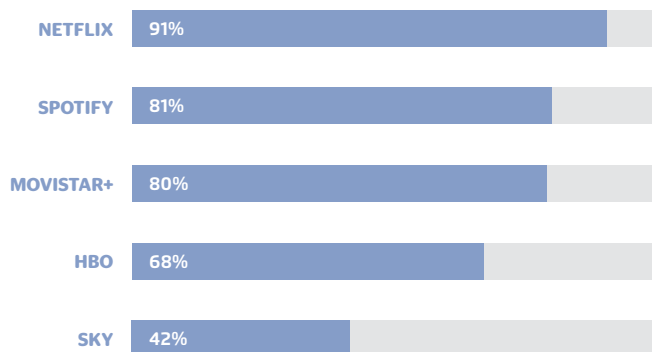
10 DISTINGUISH BETWEEN PLATFORMS WHICH ARE LEGAL AND THOSE WHICH ARE NOT...



11 SUBSCRIPTION PLATFORMS

All the Internet users know of the existence of subscription/legal offers platforms.

WHICH DO YOU KNOW EVEN IF YOU HAVE ONLY HEARD OF IT?



HOW DO YOU PAY FOR YOUR ACCOUNT IN SUBSCRIPTION PLATFORMS?

