

The percentage of pupils who believe that piracy harms many people is growing

- *The programme of La Coalición and LaLiga is reaching almost 15,000 pupils*
- *92% believe it is important to defend our cultural or sports content and combat piracy.*
- *From the age of 12 they no longer perceive piracy as something negative*
- *However, half of the pupils are not able to "clearly" identify safe content and 20% "never" do so.*

Madrid, December 10 - La Coalición de creadores e industrias de contenidos and LaLiga have this Monday delivered to the Minister of Culture and Sports, the Report with the conclusions of the **fourth edition of the programme of awareness on intellectual property** and sensibilization against piracy aimed at primary and secondary students.

The fieldwork was carried out through **247 training sessions at 81 schools and colleges** in various autonomous communities, including schoolchildren in 5th and 6th grades of Primary and 1st and 2nd grades of Secondary Education, between the ages of 9 and 13.

One of the first conclusions of this new edition highlights that half of all the children and adolescents surveyed are not able to clearly differentiate safe and legal content from pirated content: 49% distinguish them easily and **20% say they are never able to distinguish the content**. Even though a high percentage of pupils are aware of the negative effects of piracy, 68% of **children between the ages of 9 and 13** consider that it harms many people, and 27% think that some people are harmed.

The tendency to consider piracy negative increases with age: while 75% of 9-year-olds consider piracy negative, this percentage increases to 78% among 12-year-olds. **Ninety-two percent of the total number of pupils participating in this edition think it is important to defend our culture/sport and combat piracy.**

This edition was held in **Extremadura, Community of Madrid, Andalusia and La Rioja**, with the same objectives as in previous editions: **to motivate pupils as future professionals in the cultural and entertainment sectors**; to show what trade and content fraud or piracy mean for employment and the economy; and, above all, to **promote the essential respect for intellectual property rights** through knowledge of the value of creative industries and their collaborators.

La Coalición and LaLiga highlight the importance of this initiative, which they have been developing together for the past four years, to encourage future generations from an early age to respect

intellectual property, value and sensitivity towards Culture and its professionals, and whose results have been personally presented today before the Ministry of Culture and Sports.

For the Director General of Cultural Industries and Cooperation of the Ministry of Culture and Sport, **Adriana Moscoso del Prado**: "The **awareness-raising actions** constitute a **first-rate strategy** in the fight against the violation of intellectual property rights". Access to the internet and the consumption of cultural and creative products online begins at an increasingly early age, so **education in the respect of intellectual property rights is key to the formation of responsible audiences.**

On his part **Emilio Fernandez**, head of anti-piracy at LaLiga, states: "We have to work towards ensuring that minors acquire good habits for the consumption of online content." Increasing awareness of young people from an educational period can help to value not only football, but sports and culture in general. Piracy is a crime and must therefore be combated.

The director of la Coalición, **Carlota Navarrete Barreiro**, said: "Initiatives with schoolchildren have been very successful in surrounding countries and the success of the four editions of the project makes us reflect on **the great significance of institutional support in the challenge of minors acquiring good habits towards cultural content**", as in other areas such as bullying, recycling or road safety, increasing awareness is functioning with excellent results. **An effort from the public authorities and the sector throughout the entire educational lifecycle can bring great benefits to establish respect and the promotion of culture for future generations as a strategic sector of our society, economy and employment,"**