

# PIRACY OBSERVATORY

## AND DIGITAL CONTENT CONSUMPTION HABITS

### 2020



In Spain, each time users access less to illegal contents, although piracy continues at high levels, giving a break to spread legal offer.

In 2020, the number of illegal contents to which public accessed was **5,239** billion, which represents a decrease of **7%** compared to 2019, and an accumulated fall since 2015 of **24%**.

The damage caused to the sector reached **2,416** billion euros. The Public Purse stopped receiving **682** million euros and with this amount, there could have been created **130,318** direct and indirect jobs.

### PIRACY

2019 ----- 2020

Experiences another 7% fall.



2015 ----- 2020



LOST PROFIT  
**2,416**  
millions of euros

PUBLIC PURSE  
**682**  
millions of euros  
STOPPED RECEIVING

NEW JOBS  
**130,318**  
DON'T CREATED

## Access to contents

In 2020 there was an overall increase in legal digital consumption across all industries, except for press, magazines and football.



**MUSIC**  
**26%**

Piracy consumers in physical or digital format.

Increase legal digital access and illicit descends. Increasing of legal digital consumption is due largely to the rise of access to streaming audio services.



**FILMS**  
**27%**

Piracy consumers in physical or digital format.

The legal consumption of movies increases and the illegal consumption decreases.



**VIDEOGAMES**  
**20%**

Piracy consumers in digital format.

The illegal consumption of video games is maintained and legal consumption increases.



**BOOKS**  
**33%**

Piracy consumers in digital format.

The legal and illegal consumption of books is maintained.



**SERIES**  
**22%**

Piracy consumers in physical or digital format.

The legal consumption of series increases and the illegal consumption decreases.



**FOOTBALL**  
**23%**

Piracy consumers in digital format.

Football consumption through illegal channels increases and legal consumption decreases.



**PRESS**  
**25%**

Piracy consumers in digital format.



**MAGAZINES**  
**18%**



The illegal consumption of press and magazines in digital format triples the legal one.



**SCORES**  
**5%**

Piracy consumers in digital format.

Illegal consumption of scores is maintained.

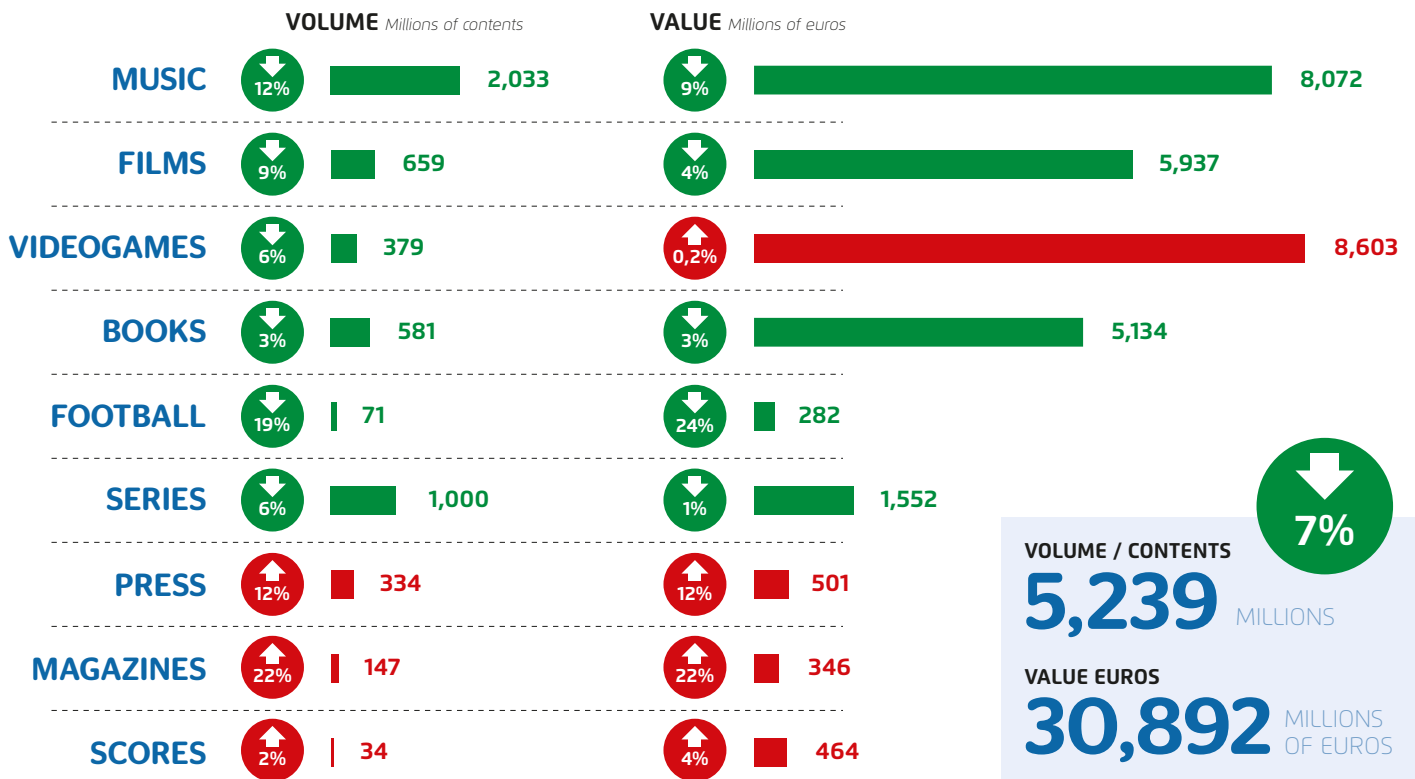


SOURCE: Piracy observatory and digital content consumption habits 2020. The value of football piracy has been calculated based on the number of households who pirate these contents and the value of football subscriptions. VAT rate applied 21% except paper books, press and scores 4%.



## 2

### Illegal digital access



## 3

### Illicit access in terms of age of content

Most of the consumed contents are **new releases** in all the industries.

		Would buy physical	Would buy online	TOTAL	Increase the value
MUSIC	29% <i>Less than a month since its release</i>	15	468	482	154%
FILMS	26% <i>While the film is shown in cinemas</i>	189	133	322	86%
VIDEOGAMES	25% <i>First three months since its release</i>	58	147	205	16%
BOOKS	24% <i>From release to one month later</i>	82	158	240	10%
FOOTBALL			231	231	20%
SERIES	26% <i>During the TV broadcast of the series</i>		138	138	24%
PRESS	66% <i>From release to one month later</i>	191	154	345	30%
MAGAZINES	60% <i>From release to one month later</i>	220	205	426	71%
SCORES	28% <i>From release to one month later</i>		28	28	

## 4

### Lost profit in industry due to the effect of piracy



## 5

### Consequences for employment

#### CURRENTLY

THE CONTENT INDUSTRIES WHO ARE MEMBERS OF THE COALITION EMPLOY IN SPAIN

**89,598**

DIRECT WORKERS

**447,990**

INDIRECT WORKERS

#### WITHOUT PIRACY

**+ 24%** =

NEW POSITIONS GENERATED IN A SCENARIO WITHOUT PIRACY

**21,720**

DIRECT WORKERS

**108,598**

INDIRECT WORKERS

**x5** It is estimated that one direct job can generate five indirect jobs

There could have been created 21,720 direct and about one hundred thousand indirect jobs.

NEW JOBS

**130,318**

DON'T CREATED

## 6

### Public funds cease to receive...

	New jobs	Salary applied*	Rate applied	TOTAL
Social Security	21,720	23,647	38.9%	200
IRPF	21,720	23,647	11.5%	59
<b>TOTAL</b>				<b>259</b>
<b>VAT</b>				<b>424</b>

The Public Funds stopped receiving 682 million euros.

**259** MILLIONS OF EUROS

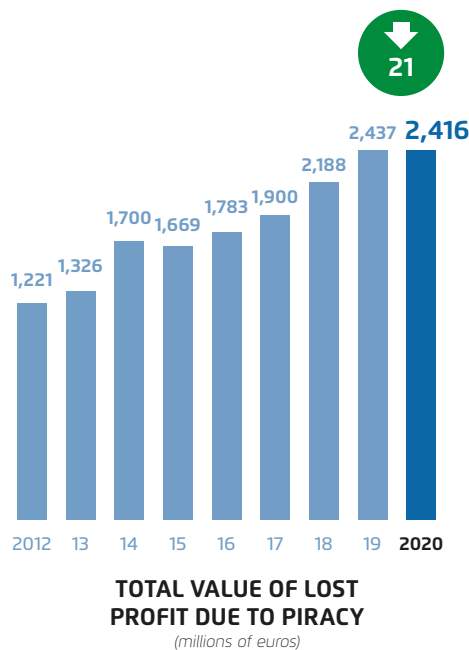
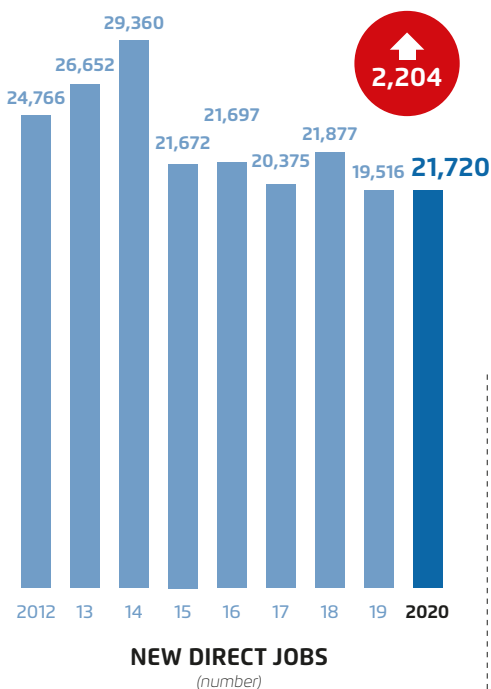
**+ 424** MILLIONS OF EUROS

**682** MILLIONS OF EUROS TOTAL LOST INCOME IN PUBLIC FUNDS

(\*) Average salary applied over GfK estimation based on data from the Annual Survey of Structural Salaries from INE.

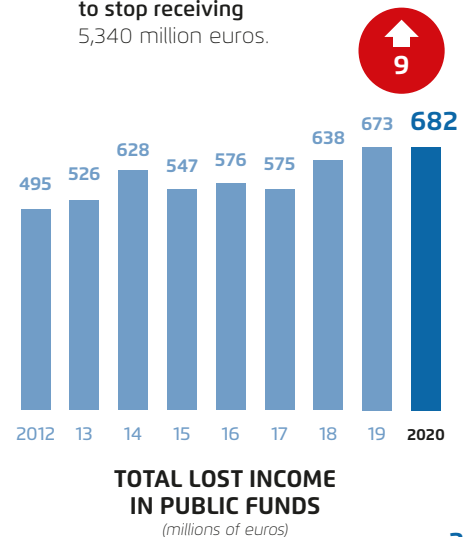
## 7

### Impact of piracy



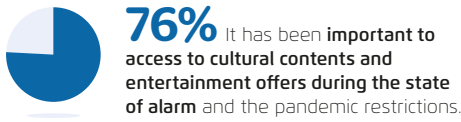
**5,340** MILLIONS OF EUROS

Since 2012, the Public Funds have been able to stop receiving 5,340 million euros.

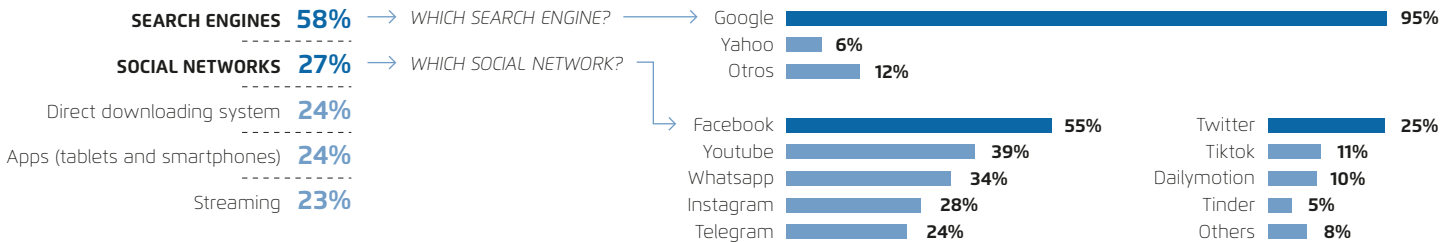




## 8 Cultural contents and entertainment offers



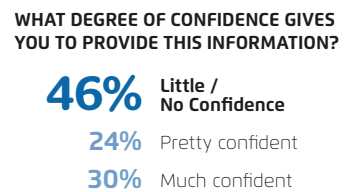
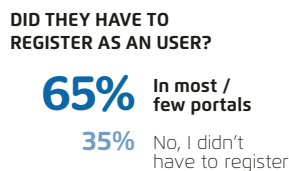
## 9 How do they access illicit contents?



The reason that most increases in 2020 is that they can't access contents any other way.

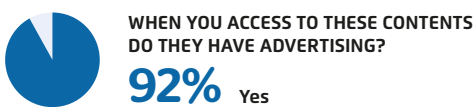
## 10 How illicit portals are financed?

7 out of 10 users who have accessed illicit contents had to register as a user. 5 out of 10 distrust these portals when they have to give information. 9 out of 10 users had been asked to accept cookie.

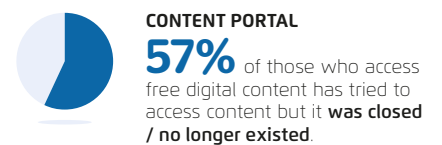
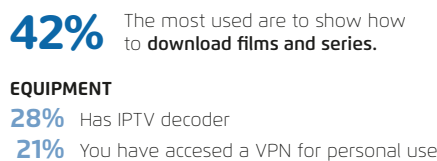
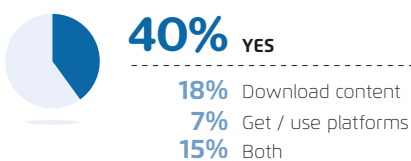


### SOURCES OF INCOME

Virtually all of the illegal content portals have advertising.



## 11 Tutorials to learn how to download content



## 12 Effectiveness of measures against piracy

8 out of 10 consider that the most effective measures against piracy are blocking websites with illicit contents, followed by sanctions to internet providers.

