

PIRACY OBSERVATORY 2021

AND DIGITAL CONTENT CONSUMPTION HABITS



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

In 2021, the number of illegal contents to which public accessed was **5,334 billion**, which represents a decrease of **8%** compared to 2020, about **20%** fall since 2018 and an accumulated fall since 2015 of **30%**.

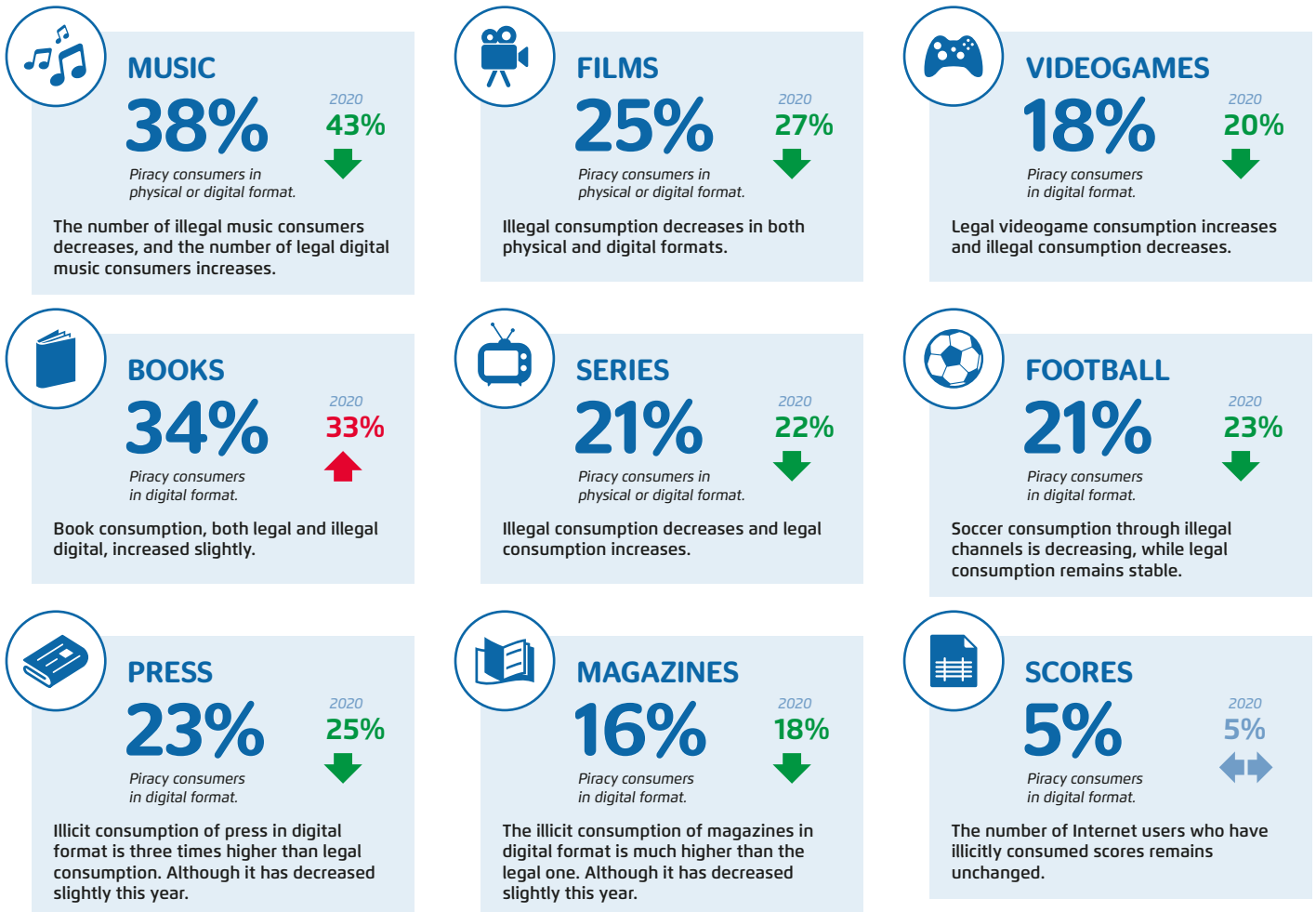
The damage caused to the sector reached **2,271 billion euros**. The Public Purse stopped receiving **653 million euros** and with this amount, there could have been created **112,299** direct and indirect jobs.



PIRACY



1 - Access to contents

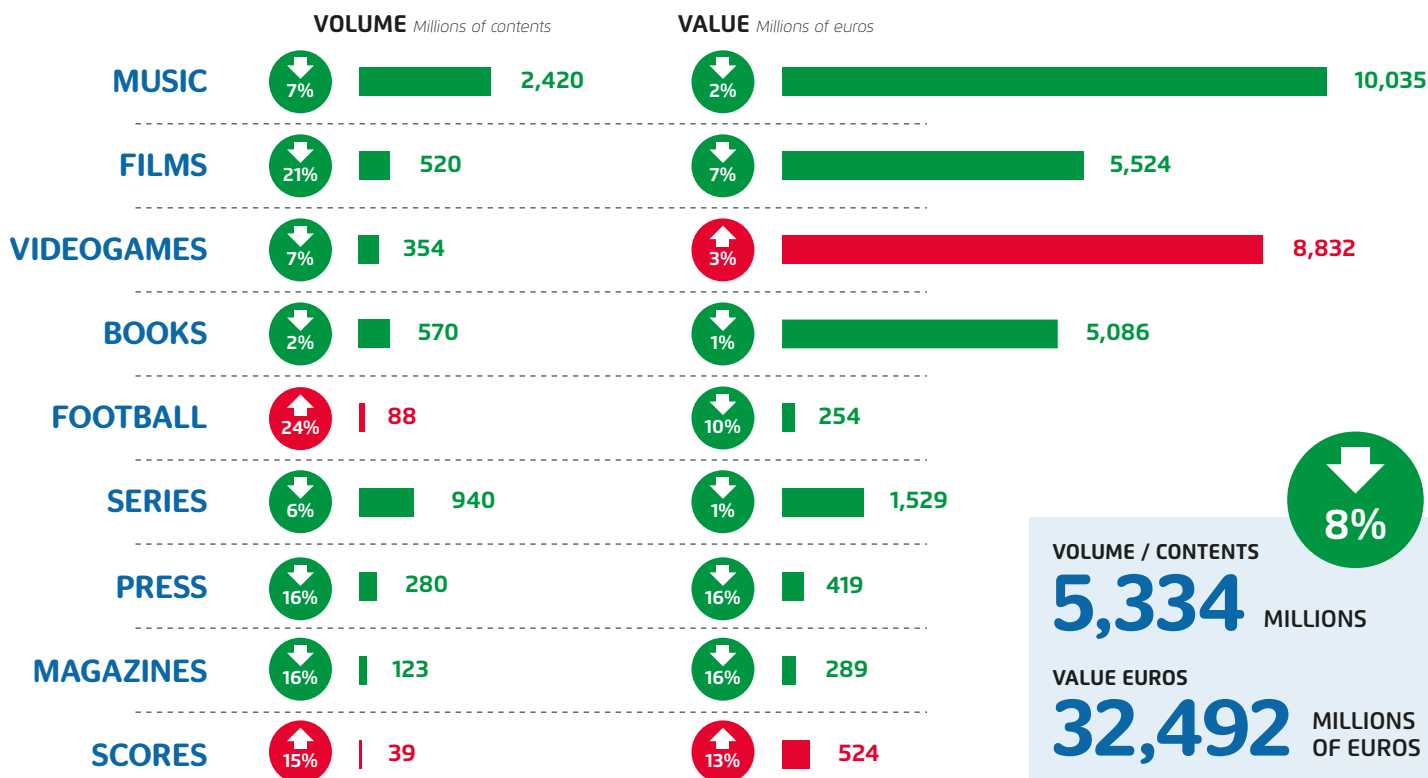


GfK SOURCE: Piracy observatory and digital content consumption habits 2021. The value of football piracy has been calculated based on the number of households who pirate these contents and the value of football subscriptions. VAT rate applied 21% except paper books, press and scores 4%.



2 - Illegal digital access

Illegally consumed content is decreasing in practically all industries, with the exception of Football, which is increasing, due to the fact that in 2020 matches were no longer broadcasted. The value of this content is maintained, due to the increase in the cost of this content.

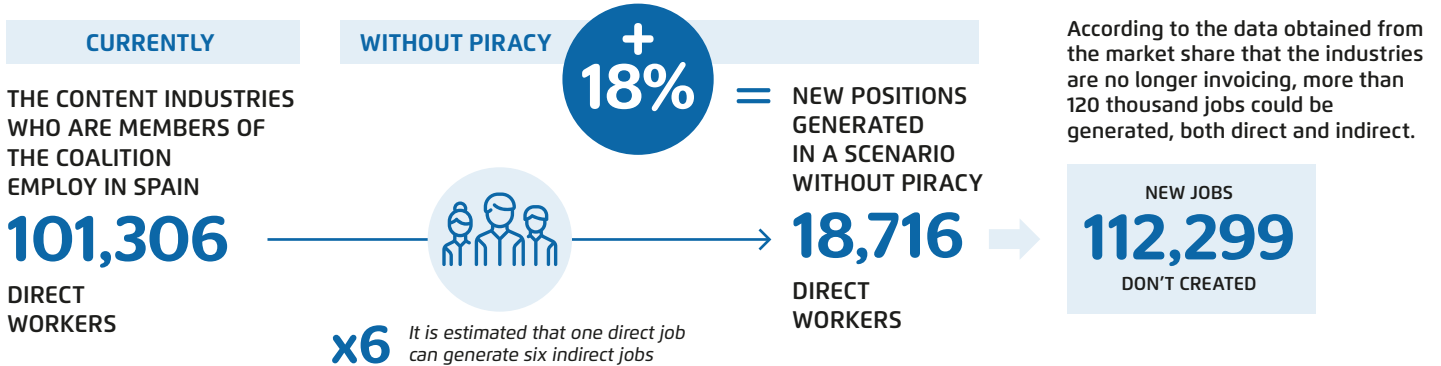


3 - Lost profit in industry in Spain due to the effect of piracy

Millions of euros and percentages (%).



4 - Consequences for employment



5 - Public funds cease to receive because of illegal contents

The public administration lose 653 million euros this year, due to the illicit consumption of content.

THE PUBLIC FUNDS STOPPED RECEIVING

237 + 416 = 653

MILLION EUROS

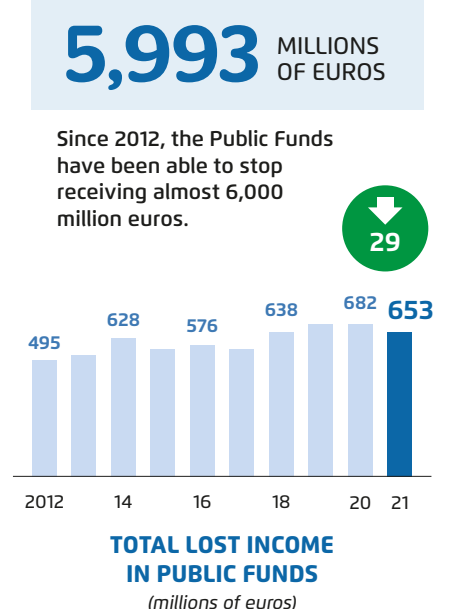
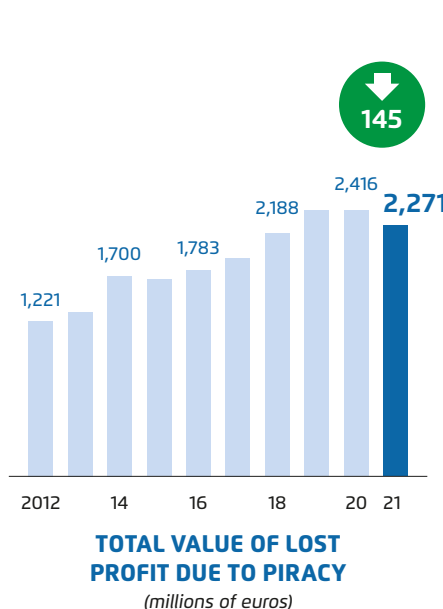
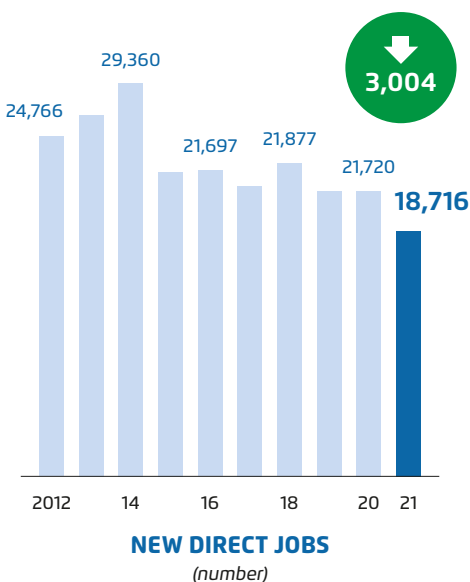
	New jobs	Salary applied*	Rate applied	TOTAL
Social Security	18,716	25,166	38.9%	183
IRPF	18,716	25,166	11.5%	54
TOTAL				237

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

VAT	Physical	Online	TOTAL
MUSIC	2	135	137
FILMS + SERIES	88		88
VIDEOGAMES	9	28	37
BOOKS	3	30	33
FOOTBALL	42		42
PRESS	6	25	31
MAGAZINES	5	36	41
SCORES	7		7
TOTAL			416

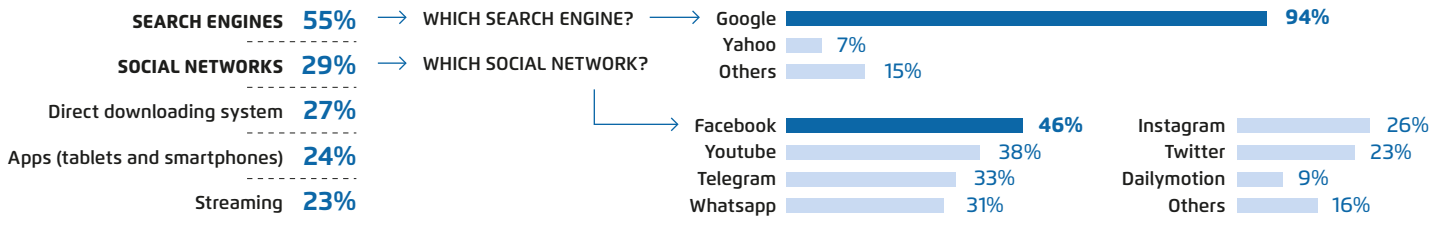
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6 - Impact of piracy





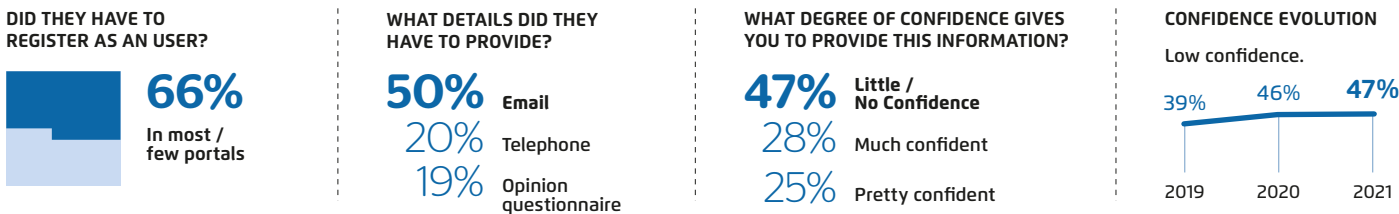
7 - How do they access illicit contents?



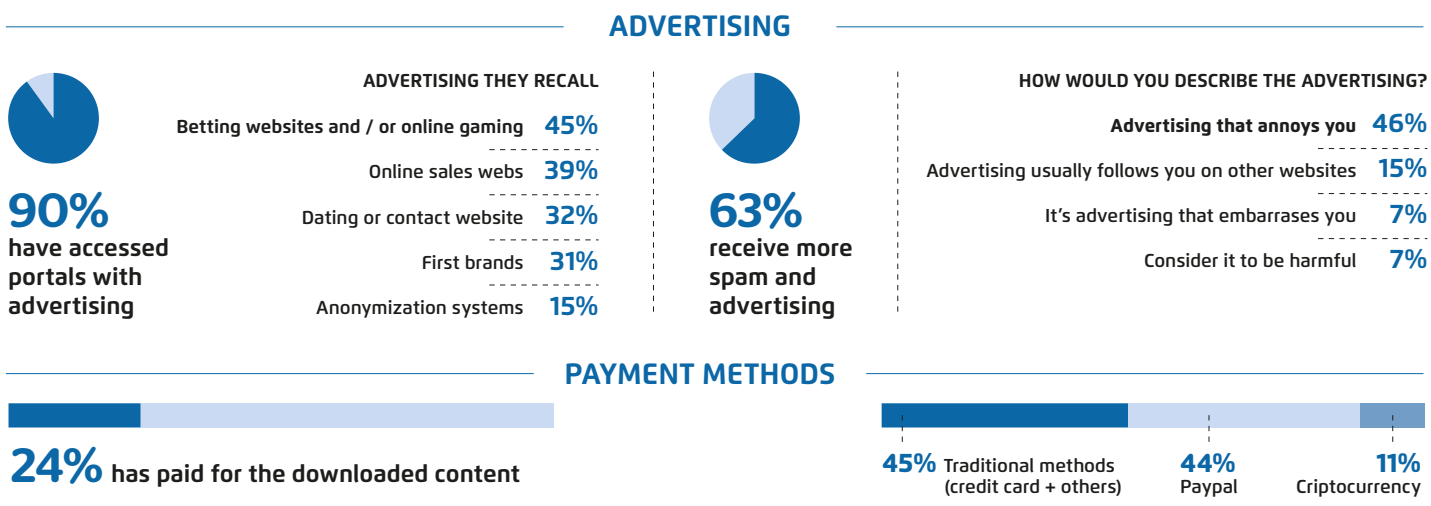
The main reasons are economic and secondly the ease and speed with which they access.



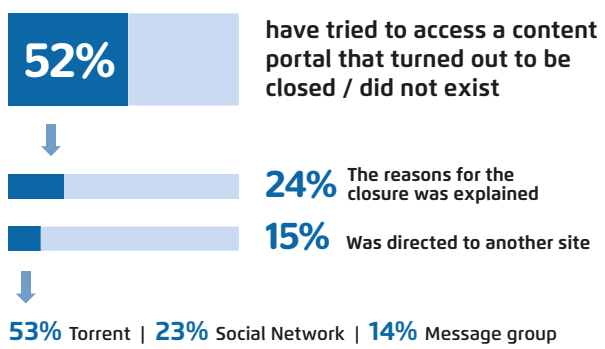
8 - Obtainment of personal data



9 - How illicit portals are financed?



10 - Content portals



11 - Tutorials to learn how to download



12 - Effectiveness of measures

