

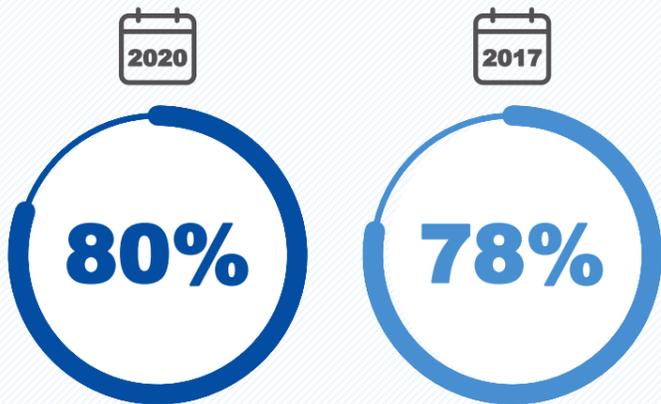
# EUROPEAN CITIZENS AND INTELLECTUAL PROPERTY: PERCEPTION, AWARENESS, AND BEHAVIOUR

2020 IP Perception study – highlights

## INTELLECTUAL PROPERTY – AWARENESS AND OPINIONS

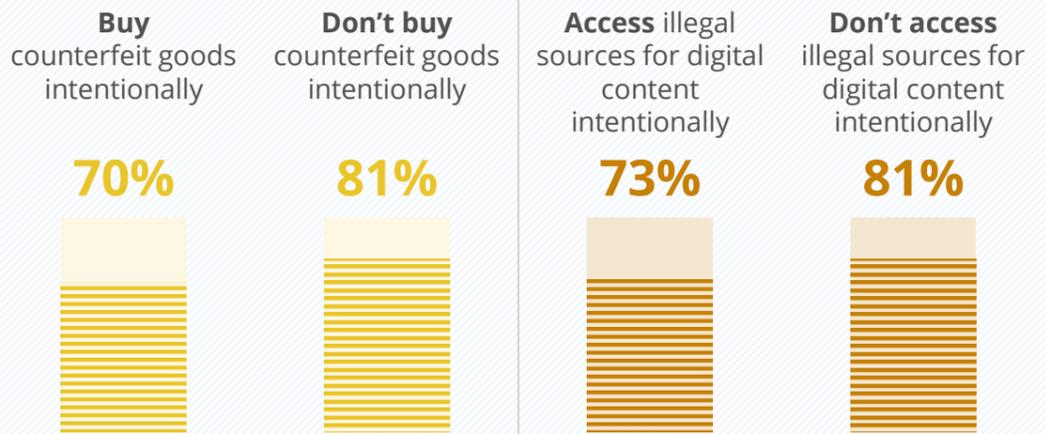
### Subjective understanding of intellectual property (IP) remains high

Very good + rather good understanding of the term 'intellectual property'



### Those with a low understanding appear likelier to infringe IP

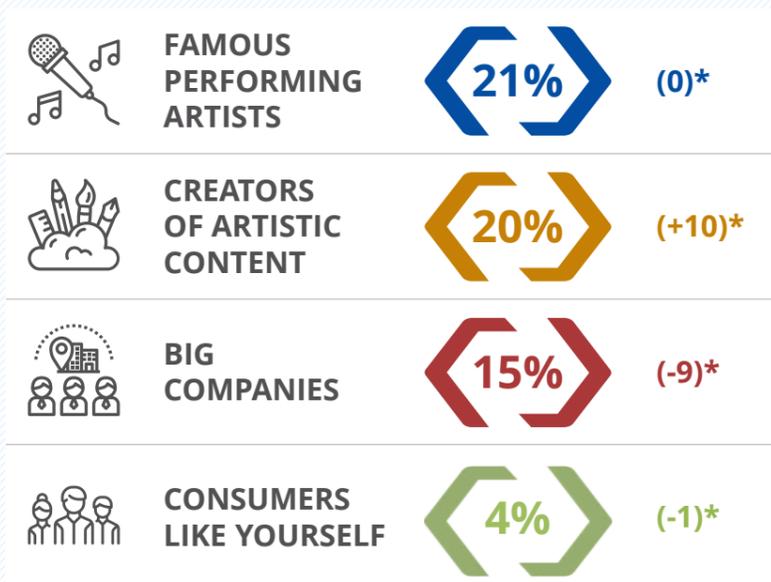
Very good + rather good understanding of the term 'intellectual property' among those who ...



## COUNTERFEIT GOODS – OPINIONS AND CONSUMPTION

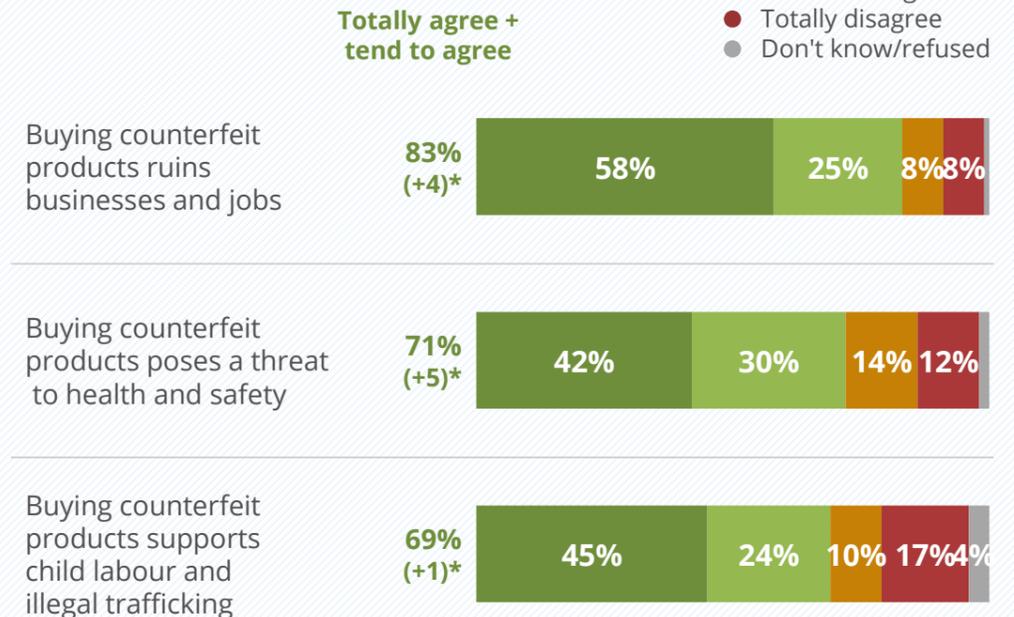
### More think IP benefits mainly creators of artistic content

Who benefits the most from the protection of IP?



\* Difference with 2017, in percentage points

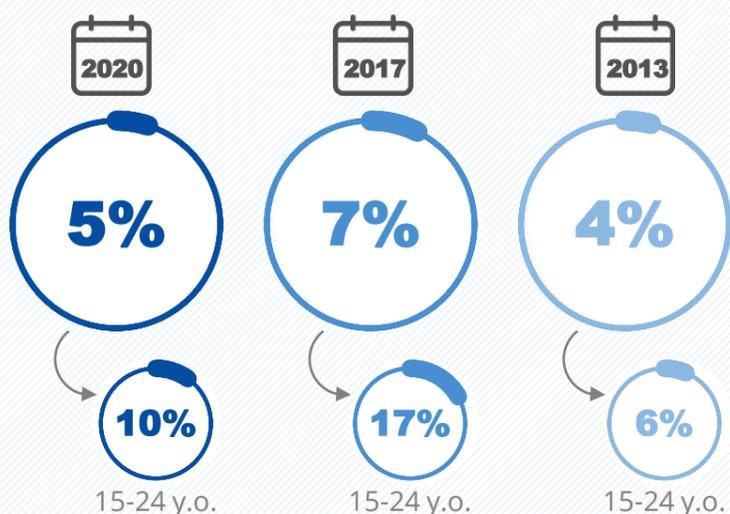
### Europeans are aware of the negative effects of counterfeits



\* Difference with 2017, in percentage points

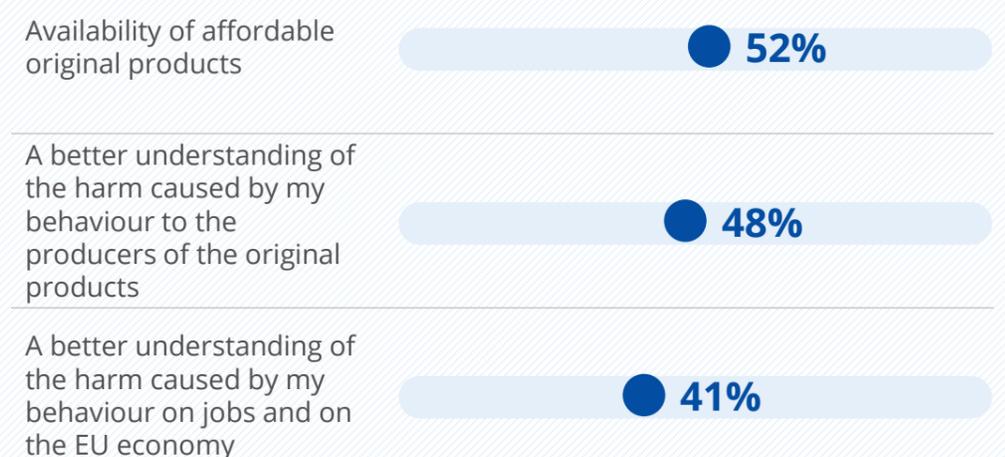
### Few admit to buying counterfeits, but it is more common among youngsters

Bought counterfeit products intentionally in last 12 months



### Understanding of harm is a key reason not to buy counterfeits, after affordability

Reasons for not buying counterfeits



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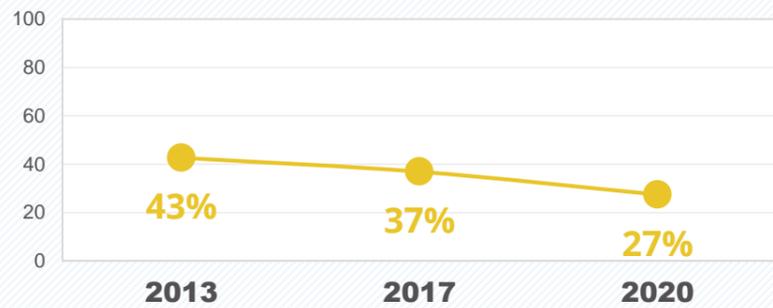
2020 IP Perception study – highlights

## ONLINE CONTENT – PIRACY AND USE OF LEGAL SOURCES

### Accessing online pirated content for personal use is less accepted

● *Totally agree + tend to agree*

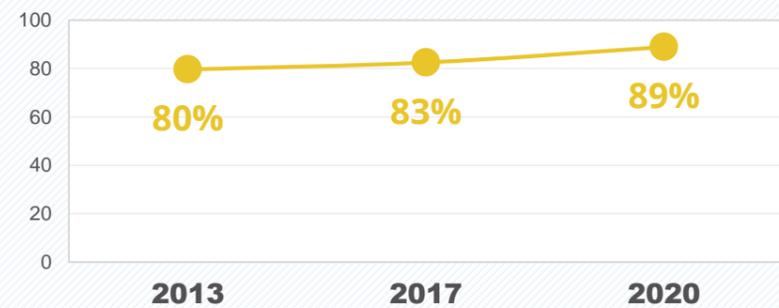
'It is acceptable to obtain content illegally from the internet when it is for my personal use'



### Growing preference for affordable legal sources

● *Totally agree + tend to agree*

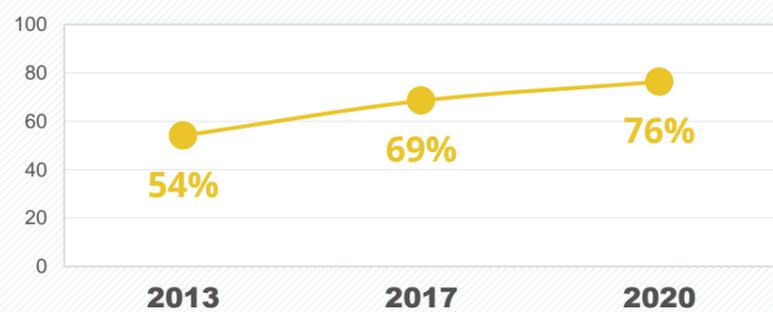
'Whenever there is an affordable legal option I prefer to access/download/stream content through authorised platforms and do not access/download/stream illegally'



### The perceived quality of legal sources is up

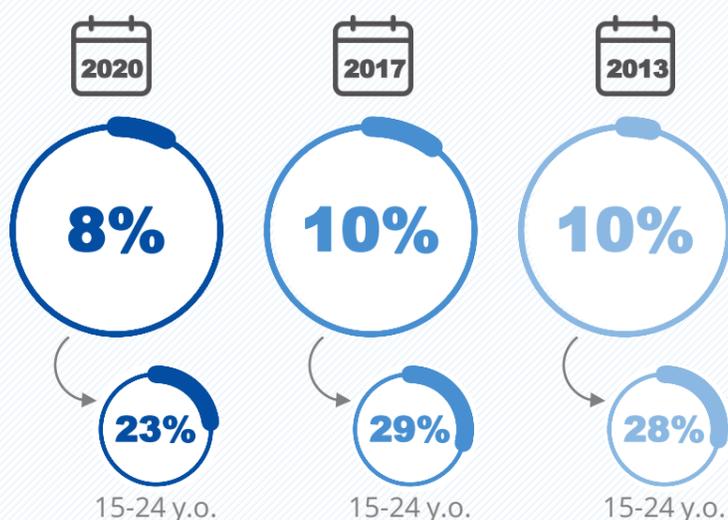
● *Totally agree + tend to agree*

'The quality of content offered by legal services is better than what can be found through illegal solutions'



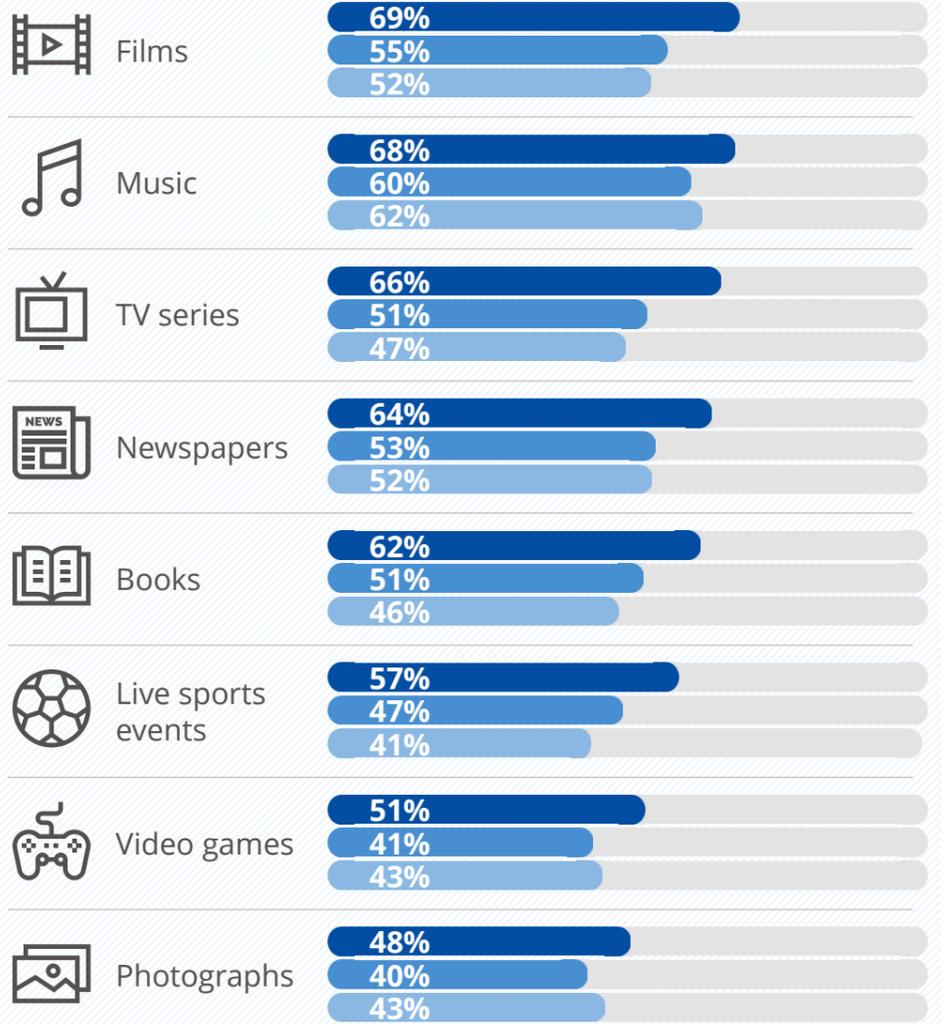
### Limited decline in use of illegal sources; stronger decline among young people

Accessed or downloaded or streamed content from illegal online sources intentionally in last 12 months



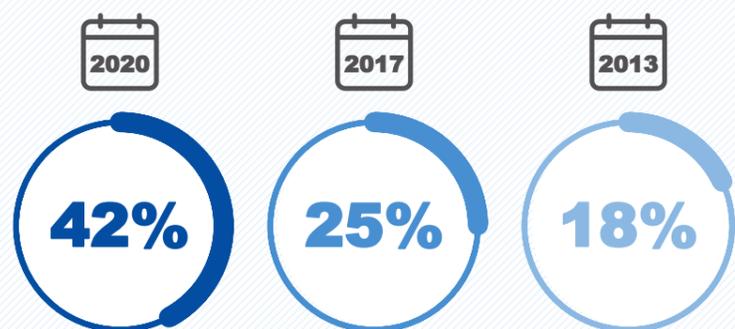
### Growing awareness about all types of legal offers

● 2020  
● 2017  
● 2013



### Paying for online content is increasingly widespread

Content paid for online from a legal service in last 12 months



### Affordable legal content is the key reason to stop using illegal sources, but its importance is declining

● 2020 ● 2017

