

# 2014 RESEARCH

Online Behaviour & Attitudes of Australians to Movie & TV Piracy

## An Independent Study - Key Findings

- ▶ Online film and television **piracy is increasing** in Australia, with **29%** of Australian adults admitting to being active pirates
- ▶ Pirating is still **not the social norm amongst Australians** (despite the assertion that “everyone does it”) – 60% of adults and 66% of teens say they have never downloaded or streamed pirated content
- ▶ Piracy activity **increases with age** amongst teens and peaks in 18-24s where 54% are active pirates
- ▶ Active pirates are downloading film and television content **more frequently**
- ▶ Australian adults and teens, including active pirates, agree that there is an **increasing number of options** for people to **legally** obtain and watch TV series and movies
- ▶ The majority of Australian adults agree that the **internet requires more regulation** to prevent individuals from downloading or streaming pirated content
- ▶ Around half of all Australians agree that **search engines** such as Google and Bing **should take more responsibility** for promoting legal content ahead of illegal content

# BEHAVIOUR



Of those who would choose piracy as their preferred option for watching a new release movie...

# 73%

say that if the pirated version was not available, they would **view the movie legally** (go to the cinema or wait for it to be available online or on DVD/Blu-ray)



Australia still has more **non-pirates** than pirates with **60%** of adults aged 18-64 saying they have never pirated film or TV content online.

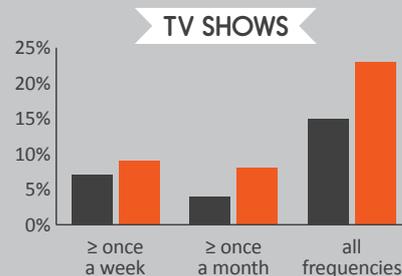
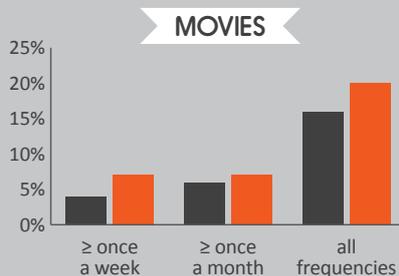
25%

29%

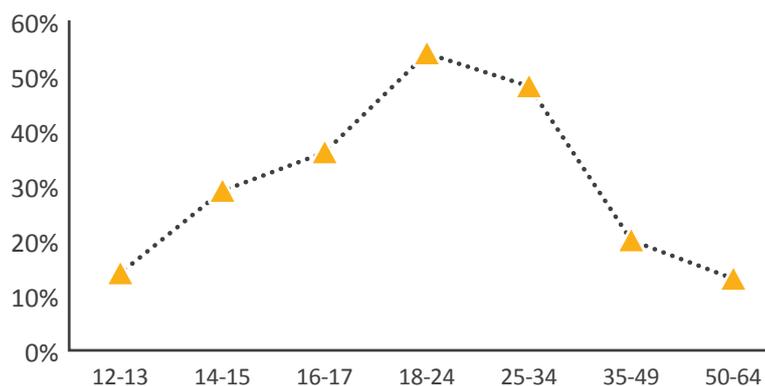
The percentage of adults who currently engage in online content infringement has increased from **25% in 2013** to **29% in 2014**.

Downloading is on the rise and active pirates are **increasing their frequency** of downloading pirated film and television content.

■ 2013 ■ 2014



**1 in 4 teens download or stream infringing film or TV content**



## PIRACY ACTIVITY BY AGE

Piracy is not the social norm in most age groups **except the 18-24s** where more people pirate than don't.

# ATTITUDES

There is high agreement amongst adults (72%) that there are increasing options to **legally access** TV series & movies online.

52%

43%

ADULTS

TEENS

The percentage of Australians who agree the internet requires **more regulation** to prevent individuals from downloading pirated content.

## Responsibility



Half of all Australians agree that **search engines** (e.g. Google and Bing) should take more responsibility for promoting legal content ahead of illegal content.

69%

of teens and 64% of adults agree that

downloading or streaming pirated content is stealing

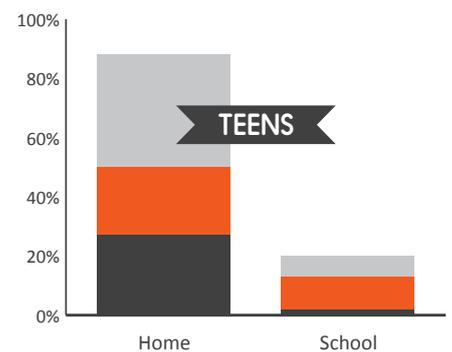
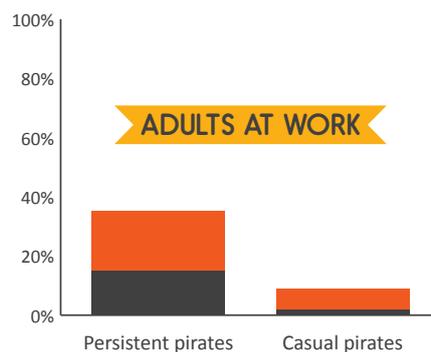
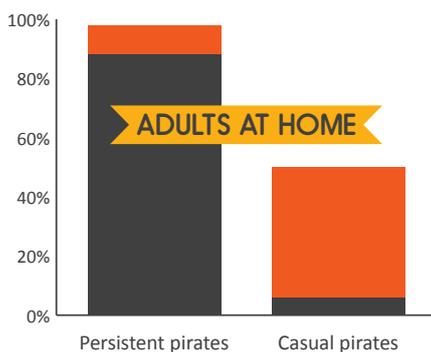
*"I think people who download films illegally often don't think about the consequences of their actions, like the possibility of investors losing money and then not wanting to risk financing another project and how that can affect the jobs of people who make a living from this business."*

**John Jarratt - Actor (Wolf Creek, Django Unchained, StalkHer) & Director**



# LOCATION

Piracy still mainly happens at home **BUT** illegal downloading also takes place at work and school



■ At least once a week ■ At least once a month ■ Less often

# GAME CHANGERS

Parents & teachers  
are the **key influencers**  
of online behaviour

*"I think parents can do a lot to help by teaching their kids how downloading films and television without paying for them threatens people's livelihoods and an industry's wellbeing and is basically just stealing. That's the message I teach my kids."*

**Jeremy Sims – Actor, Director, Writer & Producer**



**85%**

of teens who don't pirate say their **parents have spoken** to them about piracy.



Only 1 in 3 teens say that they have been **taught about piracy** at school.



In households where **parents are pirating**, children appear likely to do so as well.

**IP AWARENESS**  
FOUNDATION

IP Awareness is a non-profit foundation committed to highlighting the value of copyright and raising awareness about the impact of content theft through research and consumer campaigns.

IP Awareness also produces a range of free online education resources: **nothingbeatstherealthing.info**

For more information, contact Lori Flekser, Executive Director:

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## Independent Online Quantitative Research

- ▶ Online omnibus in partnership with Newspoll

### Adult research

- ▶ Conducted June 2014
- ▶ 1189 respondents aged 18-64
- ▶ National coverage
- ▶ Up-weighted to ABS data on age, highest level of schooling, sex & area to be representative of total population
- ▶ Participation anonymous

[www.sycamore.com.au](http://www.sycamore.com.au)

### Teen research

- ▶ Conducted July/August 2014
- ▶ 611 respondents aged 12-17
- ▶ National coverage
- ▶ Up-weighted to ABS data on age, sex and area
- ▶ Participation anonymous

Photos: Peter Jackson