

MEDIA RELEASE

## **New piracy research shows fall in rates following a range of measures including new legislation**

### **Copyright advocate warns against complacency as 40% of persistent pirates say they are pirating more**

October 13, 2015 – Gold Coast: New research released today at the Australian International Movie Convention shows piracy rates have fallen – in incidence and frequency – with evidence that recent environmental changes are showing effect.

The independent study was commissioned by the IP Awareness Foundation, one of the peak bodies for the protection of screen copyright.

IP Awareness Executive Director Lori Flekser, says the combination of new legislation passed in June (Copyright Amendment Bill 2015), the high-profile *Dallas Buyers Club* legal case, the proposed notification scheme and the launch of new streaming services has contributed to the downward movement of piracy rates.

“We applaud the leadership shown by Government in passing critical legislation, and the public discourse from Ministers Turnbull and Brandis, which has shone a light on this issue and given the creative industry the opportunity to have its say amidst the very vocal blogosphere and wide media coverage of a well-intentioned but not always well-informed consumer advocacy campaign”, says Flekser.

Key findings of the new IP Awareness Foundation research include:

- **25% of Australian adults aged 18-64 pirate** – a decrease from 29% in the previous year.
- Persistent pirates continue to maintain high levels of frequency with **40% claiming to be pirating more than they did 12 months ago**.
- Those who have pirated are far **more likely** than those who have never pirated to be **aware of anti-piracy initiatives** such as the *Copyright Amendment Bill 2015* (43% vs 24%), *Dallas Buyers Club* litigation (51% vs 42%) and proposed notification scheme (48% vs 32%).
- **Streaming services show growth – from 26% in 2014 to 32% in 2015**, with high levels of awareness of new services. 33% of respondents accessing a subscription service are taking advantage of a free trial, with 66% of those indicating their intention to take up a paid service in future.
- Of those who claim to be pirating less frequently, **33% identify legal alternatives** as the main reason for declining piracy rates, while **63% cite other reasons** including **moral considerations** (21% - feeling bad about pirating/acknowledging piracy is theft) or **self-interest** (16% - worrying about being caught or getting a virus) or **no longer having time** (13%).



Flekser says whilst she welcomes this news with cautious optimism there is no room for complacency as the figures demonstrate that persistent pirates maintain high levels of piracy, with many claiming to be pirating more than they did a year ago.

“Piracy has always needed a range of measures to tackle the problem as we all know there is no silver bullet. This fall in piracy rates is definitely largely attributable to the combination of the government’s new legislation, plus the ongoing efforts of the creative industries to continue delivering great content at accessible prices to Australian consumers and the work being done to educate consumers about the impact of copyright theft”, says Flekser.

“Strong copyright laws are needed to ensure the vibrancy and growth of the creative sector which in turn contributes to the economy, provides jobs and stimulates local culture. Copyright facilitates innovation rather than hinders it.”

Flekser says education also plays an important role in the fight against copyright theft.

“IP Awareness focuses a lot of effort on creating consumer campaigns and free online resources to teach primary and secondary students about the value of content, the role of copyright and the impact of piracy.”

#### Notes to Editors:

This is the IP Awareness Foundation’s seventh wave of research since 2007.

This new quantitative research study, by independent research company Sycamore in conjunction with Omnipoll was conducted online, surveying 1265 respondents aged 18-64, with national coverage and anonymous participation. Data was up-weighted to ABS data on age, highest level of schooling, sex and area to be representative of the total population.

IP Awareness Foundation is a not-for-profit industry initiative committed to raising awareness about the value of screen content and the impact of piracy through research, consumer campaigns and education – [ipawareness.com.au](http://ipawareness.com.au)

IP Awareness has comprehensive whole-of-industry support for its endeavours to protect screen copyright and fight piracy. All of its stakeholders - cinemas, film distributors, producers, filmmakers, funding bodies, craft guilds, broadcasters – are unified in opposition to the for-profit theft of copyrighted creative works, which jeopardises jobs and undermines new business models and distribution platforms.

IP Awareness Executive Director Lori Flekser is available for interviews – please contact Di Campisi on 0425 269 129 or [di@dicampisipublicity.com](mailto:di@dicampisipublicity.com)