EUROPEAN CITIZENS AND INTELLECTUAL PROPERTY

PERCEPTION, AWARENESS, AND BEHAVIOUR

Paul Maier, EUIPO, Director of the European Observatory on Infringements of Intellectual Property Rights
97% of respondents believe that it is important that inventors, creators and performing artists could protect their rights and be paid for their work.

70% of respondents believe that there is nothing that can justify the purchase of counterfeit goods.

78% of respondents consider that buying counterfeit goods ruins business and jobs.
IMPORTANCE OF IP PROTECTION

Protecting IP is important because...

- inventors, creators and performing artists can protect their rights and be paid for their work
  - 97% (+1)
- no one can claim that they are the creator of a piece of art or the inventor of something when in reality this is not the case
  - 89% (+3)
- it contributes to improving and guaranteeing the quality of products and services
  - 88% (+2)
IP AND INNOVATION

If there was no longer any IP there would be economic chaos

Companies that create a lot of IP contribute significantly more to the creation of jobs or growth

NEW 2016 Strict protection of Intellectual Property may curb innovation

NEW 2016 IP principles are not adapted to the Internet
## Buying Counterfeits

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ruins businesses and jobs</td>
<td>78%</td>
<td>-3</td>
</tr>
<tr>
<td>Supports child labour and illegal trafficking</td>
<td>68%</td>
<td>-3</td>
</tr>
<tr>
<td>Poses a threat to health</td>
<td>66%</td>
<td>-1</td>
</tr>
<tr>
<td>Discourages companies from inventing new products</td>
<td>49%</td>
<td>-4</td>
</tr>
<tr>
<td>It is acceptable when:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The price for the original product is too high</td>
<td>27%</td>
<td>+3</td>
</tr>
<tr>
<td>The original is not or not yet available where you live</td>
<td>24%</td>
<td>+6</td>
</tr>
<tr>
<td>The quality of the product does not matter</td>
<td>21%</td>
<td>+4</td>
</tr>
</tbody>
</table>
THOSE BENEFITING THE MOST FROM IP (TOP 4)

- Big companies: 24% (-1)
- Famous performing artists: 20% (+3)
- Inventors: 13% (-4)
- Consumers like myself: 5% (+1)
The percentage of Europeans surveyed who declare intentionally purchasing counterfeit products remains low, but has increased since 2013.

- In 2017, 7% of Europeans declared intentionally purchasing counterfeit products.
- In 2013, 4% did so.
- 15% of 15-24 year olds believe it is acceptable to purchase counterfeit products if the original is too expensive.
- 63% would stop purchasing counterfeit goods if affordable products were available.

Price is a main reason.
TOP REASONS TO STOP BUYING FAKE PRODUCTS

- 63% Availability of affordable original products
- 41% Personal bad experience with a counterfeit product
- 33% Risk of punishment
- 28% A better understanding of the harm caused by my behaviour on jobs and on the EU economy
Respondents believe that legal sources are of a better quality (69%).

Respondents believe that legal services offer more diverse content than illegal ones (54%).
Preference for obtaining online content through legal means is growing.

Paid to access, download or stream copyright protected content from a lawful service on the Internet (music, video, film or TV series):

- In 2013: 20%
- In 2017: 27%

Preference for obtaining online content through legal means:

- In 2013: 33%
- In 2017: 41%

83% prefer to access online content through authorised platforms whenever there is an affordable legal option.
Whenever there is an affordable legal option I prefer to access/download/stream content through authorised platforms

NEW 2016
Quality of legal offer is better than illegal

NEW 2016
Diversity of legal offer is better than illegal

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

It is acceptable to obtain content illegally from the Internet when there is no immediately available legal alternative
EUROPEAN CITIZENS AND INTELLECTUAL PROPERTY: PERCEPTION, AWARENESS, AND BEHAVIOUR

ACCESSING PIRATED CONTENT

Online Content

Accesed content from illegal online sources intentionally

10% in 2017 VS. 9% in 2013

27% in 2017 VS. 26% in 2013

15 - 24 years

THE MAIN ISSUE IS AVAILABILITY AND DIVERSITY

31% VS. 22%

of respondents believe that it is acceptable to obtain content illegally when there is no legal alternative
TOP REASONS TO STOP USING ILLEGAL SOURCES

- **71%** Availability of affordable content from legal sources
- **43%** Risk of punishment
- **37%** Bad experience of others with illegal sources
- **36%** Personal bad experience with illegal sources
GROWING CONFUSION ABOUT THE LEGALITY OF ONLINE CONTENT

Confusion is growing about what constitutes a legal or illegal source

24% of Europeans in 2017 vs. 19% in 2013 researched whether a source for downloading music or videos was legal or not

MORE EUROPEANS CHECK THE LEGALITY OF A SOURCE

14% in 2017 vs. 12% in 2013
Purchase of counterfeit goods as a result of being misled remains low, but has increased in all age ranges.

- 10% in 2017 vs. 4% in 2013

35% of the Europeans surveyed have wondered whether a product they purchased was genuine or counterfeit.
• Ideas Powered Initiative

• FAQ’s in Copyright

• Agorateka
15 questions from consumers on copyright

Copyright, understood as authors' rights in most of continental Europe, grants a bundle of rights to authors of original works. Thanks to copyright, authors may control how others use their works, and receive remuneration from those uses. European jurisdictions also protect the interests of performers, producers and broadcasters. At least in authors' rights countries, such protection is granted by 'related rights', which are distinct from the rights granted to authors. The EU has adopted several legal instruments in the field of copyright[1]. Yet, unlike in other fields of intellectual property law, there is no 'single EU title' for copyright, and each of the 28 Member States has its own copyright law and policy.
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Thank you