

## 2) Piracy: Consumers are still unsure about which actions are lawful and which are unlawful

- Consumers are still unsure which actions are lawful and unlawful. The following activities are all unlawful yet a significant proportion of people either think they are legal or don't know whether they are or not:
  - 44% think they can lawfully upload (or don't know whether it is lawful to upload) commercially produced media to a file-sharing website
  - 35% think they can lawfully copy (or don't know whether it is lawful to copy) a film or TV show as a file from a friend
- 65% of pirates regularly use search engines such as Google to find unauthorised content. Over 1 in 4 pirates use search engines on a daily basis to find unauthorised content.
- Film and TV are the leading targets for pirated content. 24% of the content accessed by "pirates" is film and TV shows. Music (22%), software (15%) and magazines (12%).
- ISP letters would still be effective in deterring piracy - 59% of "pirates" agree that it is likely that they would stop infringing copyright online if they received a letter from their ISP.
- Attitudes towards internet regulation have strengthened since 2010. Most consumers agree that copyright is important and infringement should be prevented - 68% say that they agree that it is important to protect the creative industries from piracy (up from 55% in 2010).
- Consumers are increasingly confident that they can secure all the content that they need without using "pirate" websites - 62% of all respondents now confirming this (up from 58% in 2010).

### **Simon Baggs, Partner and Head of Content Protection at Wiggin, comments:**

"The successful development of popular platforms for the legal consumption of media entertainment online is reflected in the changes in consumer attitudes identified in the survey. With consumers ready for a market that can deliver their content requirements without the need to access pirate sites, effective enforcement now needs to be addressed.

"There is continued support amongst consumers for both infringement notification letters to be sent by ISPs (as provided for under the Digital Economy Act 2010) and for the blocking of pirate websites.

"It is hoped that the combination of attractive legal services and effective enforcement will significantly curb the huge damage caused by online piracy."

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