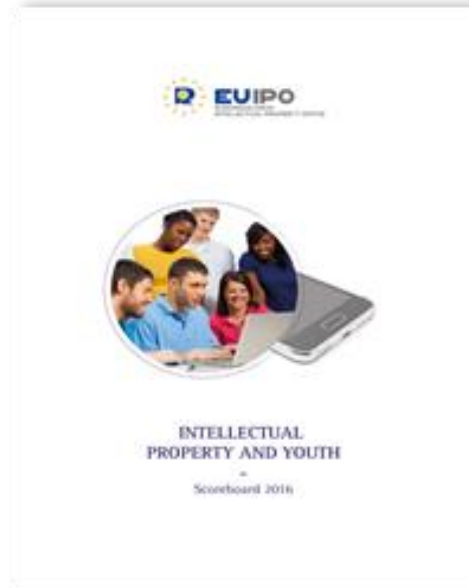


EUROPEAN CITIZENS AND INTELLECTUAL PROPERTY

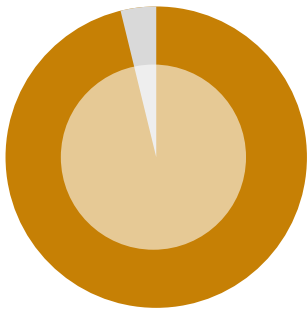
PERCEPTION, AWARENESS, AND BEHAVIOUR

Paul Maier, EUIPO, Director of the European Observatory
on Infringements of Intellectual Property Rights

EUROPEANS AND IP

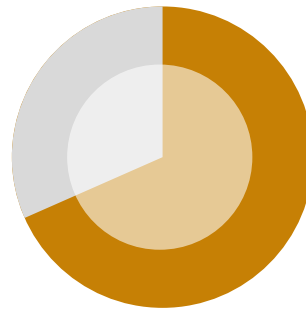


WIDESPREAD SUPPORT FOR IPR AMONG EU CITIZENS



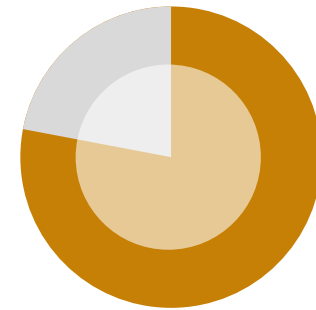
■ | 🇪🇺 **97%**

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

67% (=)

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

67% (-1)

NEW 2016 Strict protection of Intellectual Property may curb innovation

50%

NEW 2016 IP principles are not adapted to the Internet

48%

BUYING COUNTERFEITS

Buying counterfeit products*

ruins businesses and jobs

78% (-3)

supports child labour and illegal trafficking

68% (-3)

poses a threat to health

66% (-1)

discourages companies from inventing new products

49% (-4)

It is acceptable when*

the price for the original product is too high

27% (+3)

the original is not or not yet available where you live

24% (+6)

the quality of the product does not matter

21% (+4)

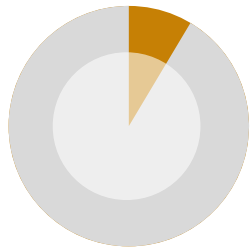
THOSE BENEFITING THE MOST FROM IP (TOP 4)



INCREASED TOLERANCE FOR BUYING COUNTERFEIT PRODUCTS



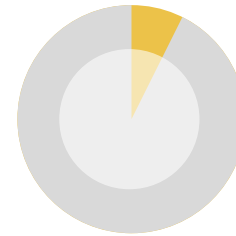
The percentage of Europeans surveyed who declare intentionally purchasing counterfeit products remains low, but has increased since 2013.



7%

in 2017

VS.



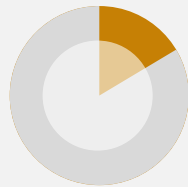
4%

in 2013

of Europeans declared intentionally purchasing counterfeit products



15 - 24 years



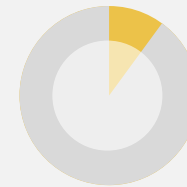
15%

in 2017

VS.



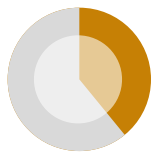
15 - 24 years



6%

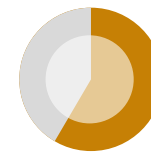
in 2013

**PRICE IS
A MAIN
REASON**



41%

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

TOP REASONS TO STOP BUYING FAKES



ACCESSING ONLINE DIGITAL CONTENT

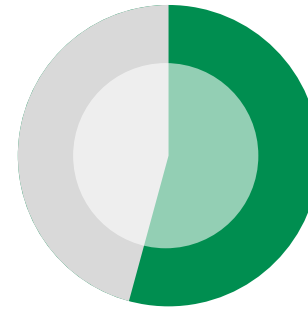


Online
Content



 **69%**

Respondents believe
that legal sources are
of a better quality



 **54%**

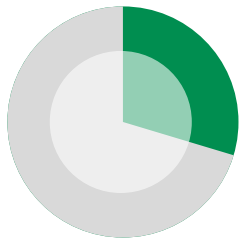
Respondents believe
that legal services offer
more diverse content
than illegal ones

ACCESSING ONLINE DIGITAL CONTENT



Online
Content

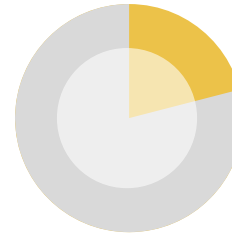
Preference for obtaining **online content** through legal means is growing



27%

in 2017

VS.



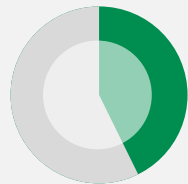
20%

in 2013

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



15 - 24 years



41%

in 2017

VS.



15 - 24 years



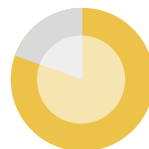
33%

in 2013

83%



VS.



80%

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

83% (+3)

NEW 2016
Quality of legal offer is better than illegal

69%

NEW 2016
Diversity of legal offer is better than illegal

54%

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

35% (-7)

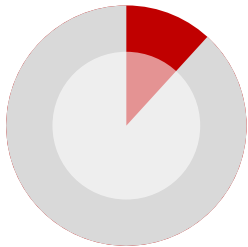
It is acceptable to obtain content illegally from the Internet when there is no immediately available legal alternative

31% (+9)

ACCESSING PIRATED CONTENT



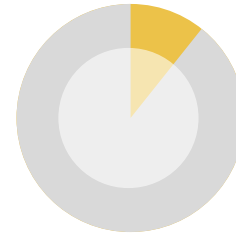
Online
Content



10%

in 2017

VS.



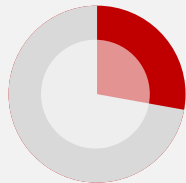
9%

in 2013

Accessed content
from illegal online
sources
intentionally



15 - 24 years



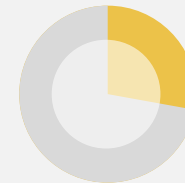
27%

in 2017

VS.



15 - 24 years



26%

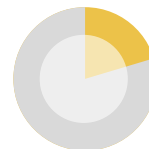
in 2013

**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



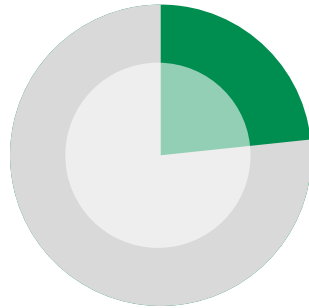
GROWING CONFUSION ABOUT THE LEGALITY OF ONLINE CONTENT



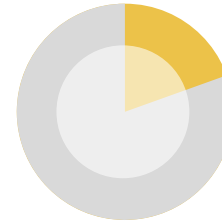
Online
Content

Confusion is growing about what constitutes a legal or illegal source

24%
in 2017



VS.

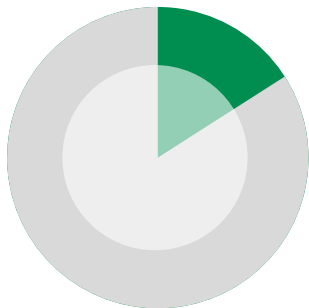


19%
in 2013

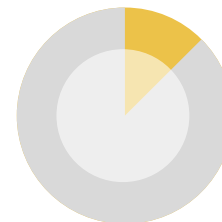
of the Europeans surveyed questioned whether a source was legal or not

MORE EUROPEANS CHECK THE LEGALITY OF A SOURCE

14%
in 2017



VS.



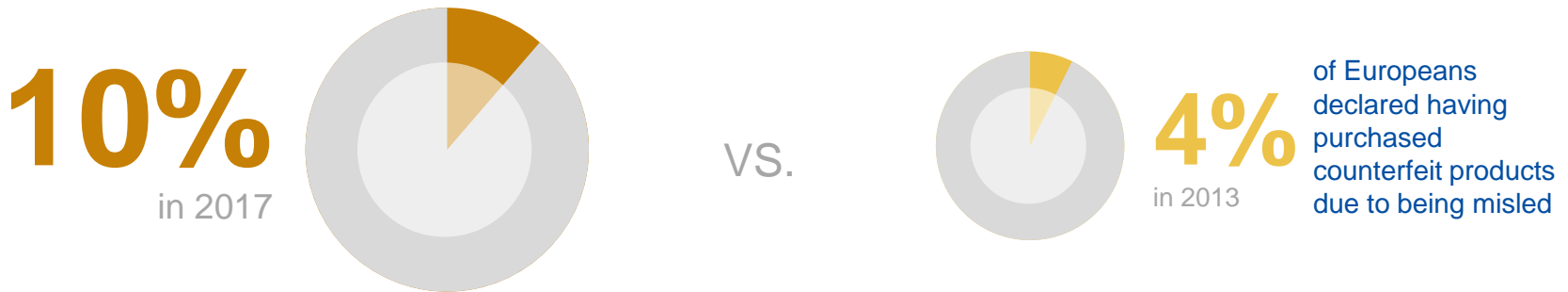
12%
in 2013

researched whether a source for downloading music or videos was legal or not

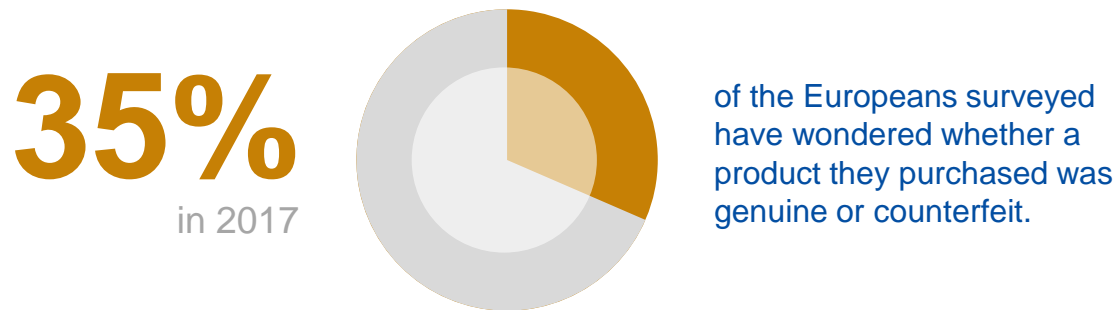
PURCHASE OF COUNTERFEIT PRODUCTS WITHOUT BEING AWARE



Purchase of **counterfeit goods** as a result of being misled remains low, but has increased in all age ranges.



INCREASED CONFUSION FOR CITIZENS



OBSERVATORY INITIATIVES

- **Ideas Powered Initiative**
- **FAQ's in Copyright**
- **Agorateka**

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www.ideaspowered.eu



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Take part in the competition!
Send us your video before 30th October and
become our next winner

[Find out how!](#)

Blog
Your rights as a creator
By Javier Domenech Carbassa
My research to IP and copyright is finished
Online. [Read more](#)

VeryIP Profile
Sergejs Timonins,
Movie Blogger

VeryIP Profile
David Pap,
Chief Executive Officer
Fab Lab Budapest

Intellectual property is everywhere

VeryIP Profile
George Theofanous,

Blog
Who is city trip for a somewhere in Europe by showing how creative you are and what to include your original mind!
By editor editor
Visit Professor's thrilling adventures aged 45 to do to share in a short video to meet what their most cherished, lauded, treasured and love prize. [Read more](#)

Facebook
Gummy bears are @V131Vand1312 - In 1990 Hans Riegel, started a small candy company in Bonn, Germany - Today, his company produces over 100 million bears per day! [Send idea here!](#) [View more](#)


Twitter
25-10-2015
There you know about Road? Spill the odd one out for the chance to win a €100 iTunes voucher <https://www.ideaspowered.eu/ideas/road>

IP Campaigns
Mercoledì futuro. Eclipse dei web.

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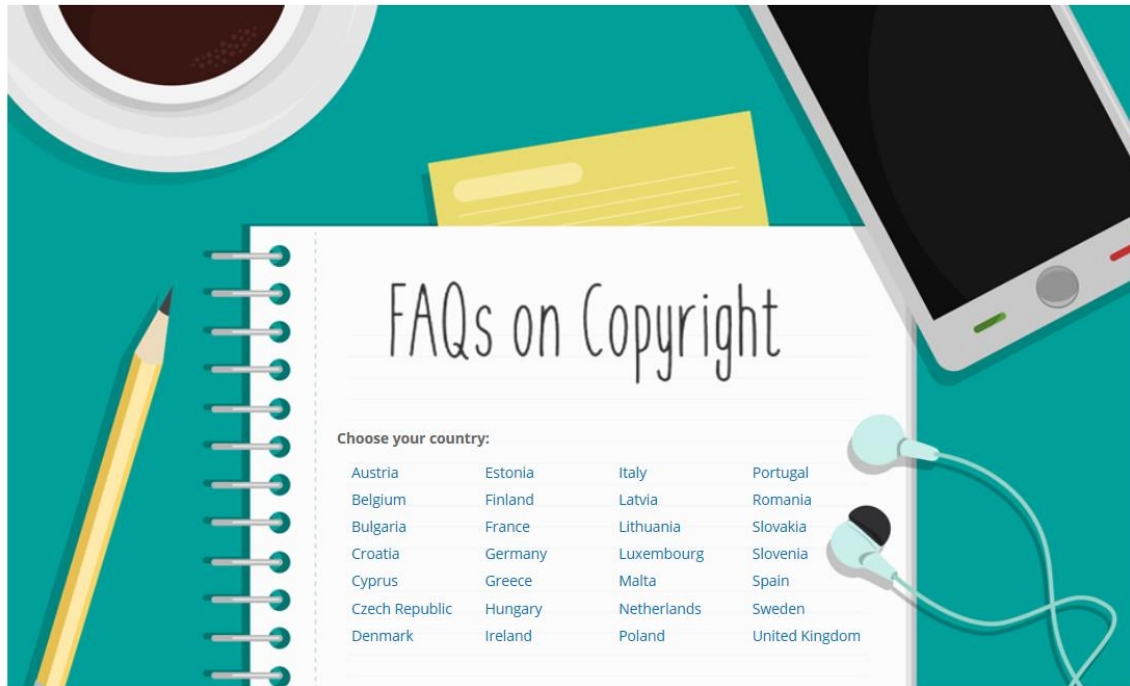
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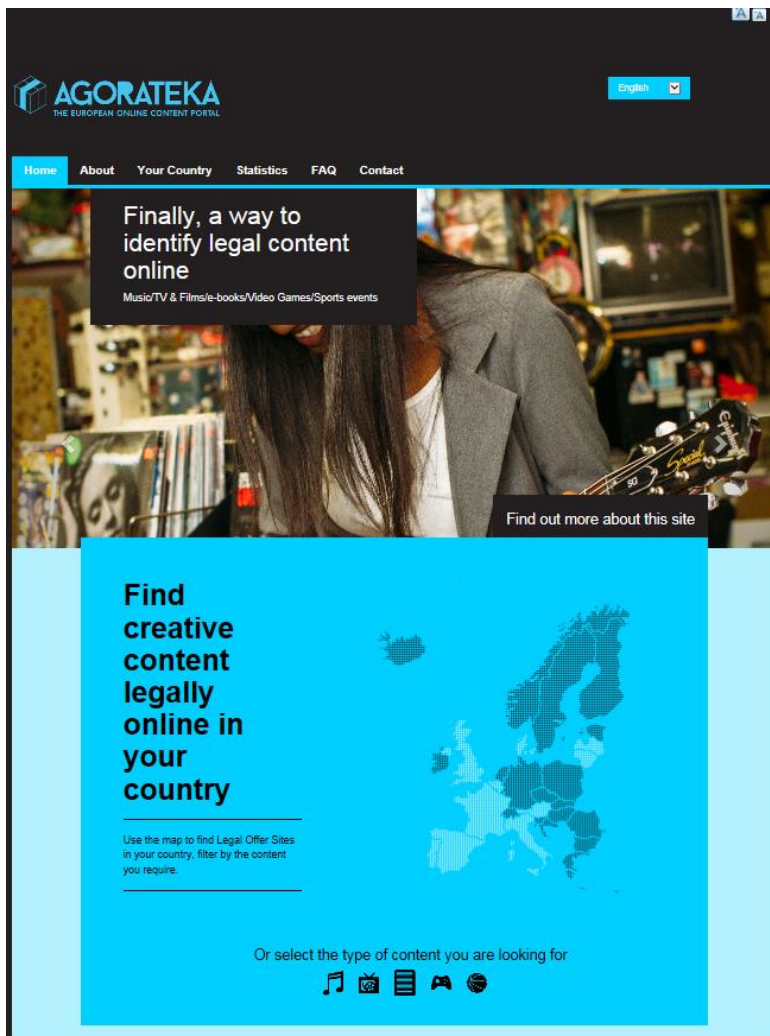
Online since 26 September 2016

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 [↗](#). 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.



Online since 26 September 2016



AGORATEKA
THE EUROPEAN ONLINE CONTENT PORTAL

English

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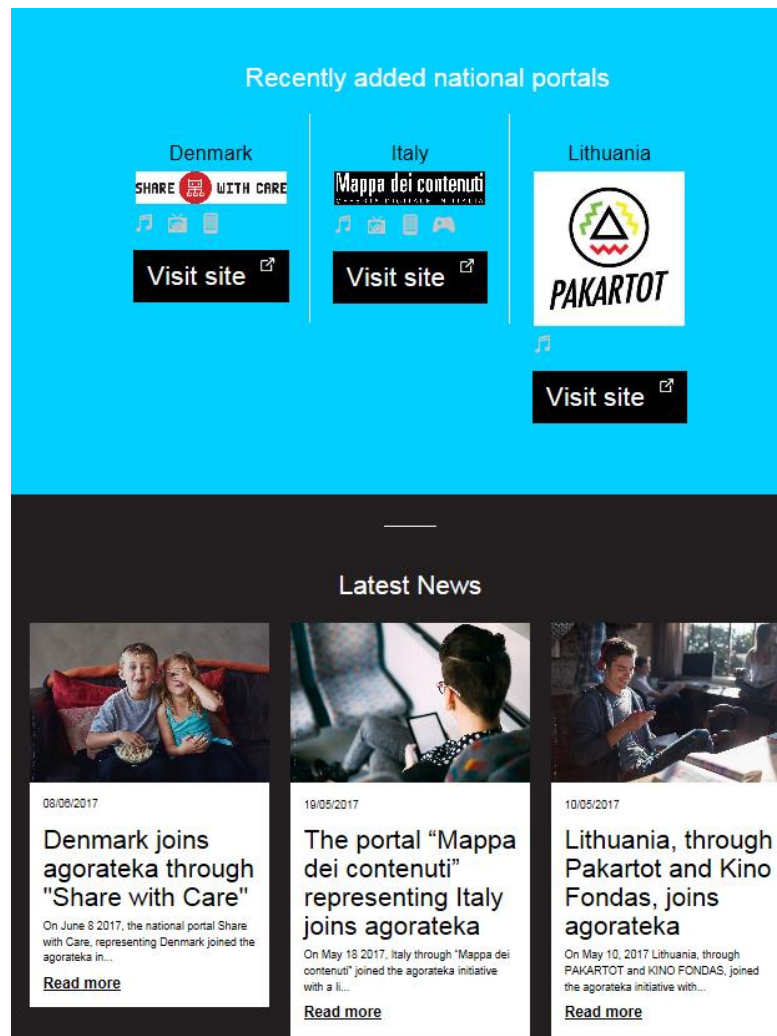
Finally, a way to identify legal content online
Music/TV & Films/e-books/Video Games/Sports events

Find out more about this site

Find creative content legally online in your country

Use the map to find Legal Offer Sites in your country, filter by the content you require.

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