

# EUROPEAN CITIZENS AND INTELLECTUAL PROPERTY

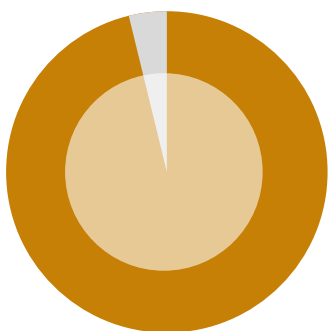
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PERCEPTION, AWARENESS, AND BEHAVIOUR

**Fordham - 25<sup>th</sup> Annual IP Law  
& Policy Conference**  
Session 7B

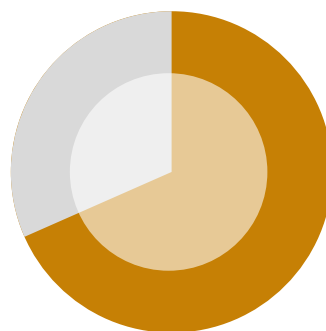
Paul Maier  
Director EU Observatory on infringements of IP  
New York, 21 April 2017

## WIDESPREAD SUPPORT FOR IPR AMONG EU CITIZENS



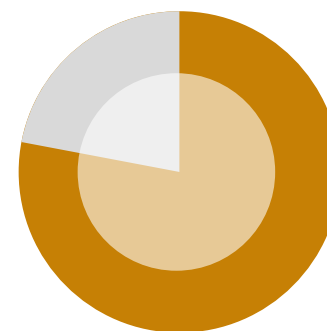
■ | 🌻 **97%**

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.**

## THOSE BENEFITING THE MOST FROM IP (TOP 4)



## IMPORTANCE OF IP PROTECTION

Protecting IP is important because...

inventors, creators and performing artists can protect their rights and be paid for their work

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97% (+1)

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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

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89% (+3)

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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)

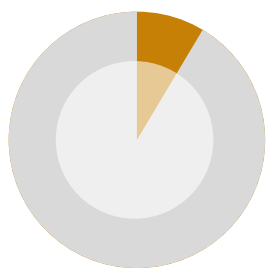
the quality of the product does not matter

21% (+4)

## INCREASED TOLERANCE FOR BUYING COUNTERFEIT PRODUCTS



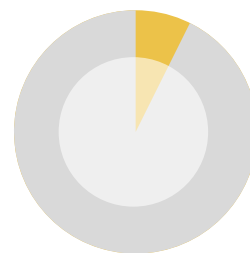
The percentage of Europeans surveyed who declare intentionally purchasing counterfeit products remains low, but has increased since 2013.



**7%**

in 2017

VS.



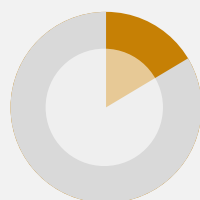
**4%**

in 2013

of Europeans declared intentionally purchasing counterfeit products



15 - 24 years



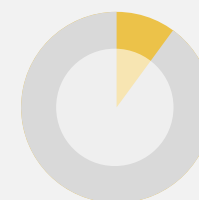
**15%**

in 2017

VS.



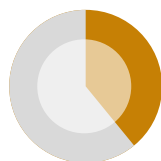
15 - 24 years



**6%**

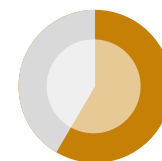
in 2013

**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

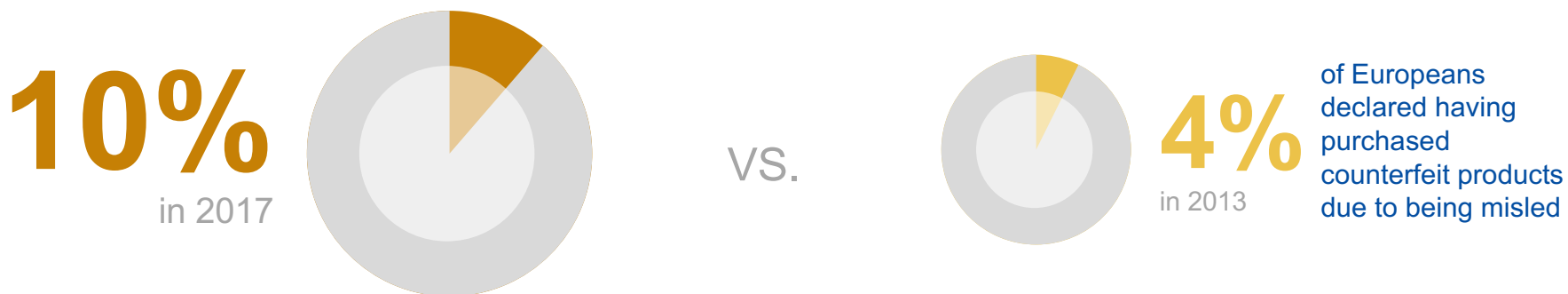




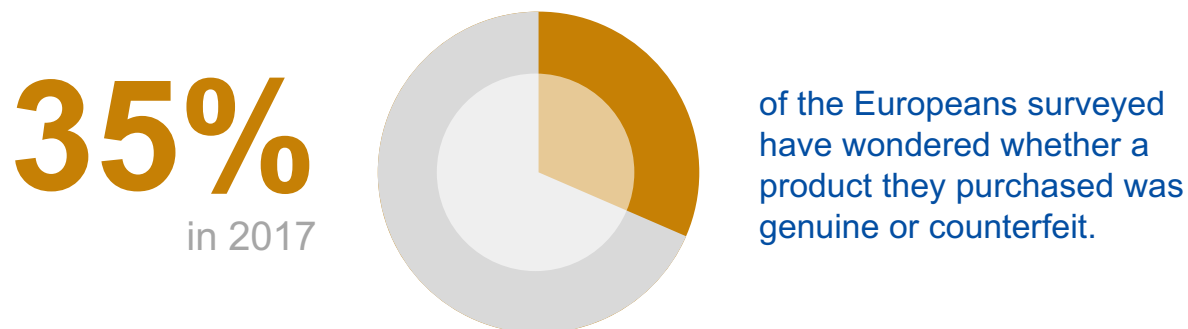
## PURCHASE OF COUNTERFEIT PRODUCTS WITHOUT BEING AWARE



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



## INCREASED CONFUSION FOR CITIZENS



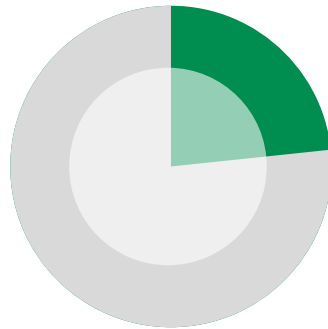
## GROWING CONFUSION ABOUT THE LEGALITY OF ONLINE CONTENT



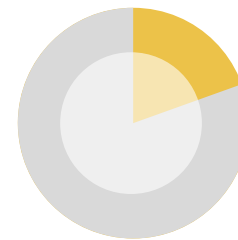
Online  
Content

Confusion is growing about what constitutes a legal or illegal source

**24%**  
in 2017



VS.

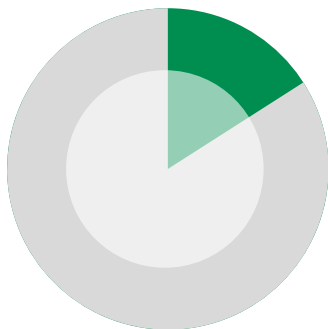


**19%**  
in 2013

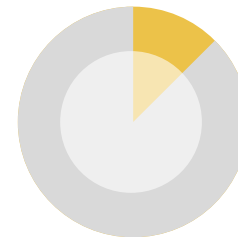
of the Europeans surveyed questioned whether a source was legal or not

## MORE EUROPEANS CHECK THE LEGALITY OF A SOURCE

**14%**  
in 2017



VS.



**12%**  
in 2013

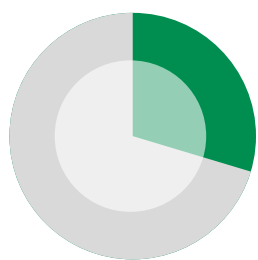
researched whether a source for downloading music or videos was legal or not

## ACCESSING ONLINE DIGITAL CONTENT



Online  
Content

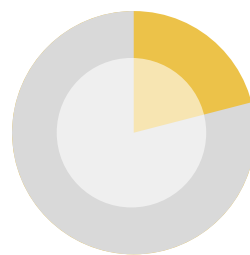
Preference for obtaining **online content** through legal means is growing



**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



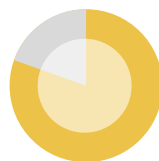
**33%**

in 2013

**83%**



VS.



**80%**

prefer to access online content through authorised platforms whenever there is an affordable legal option

## ACCESSING ONLINE DIGITAL CONTENT

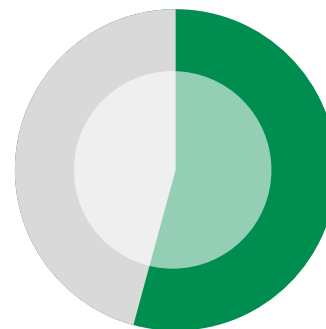


Online  
Content



 **69%**

Respondents believe  
that legal sources are  
of a better quality



 **54%**

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

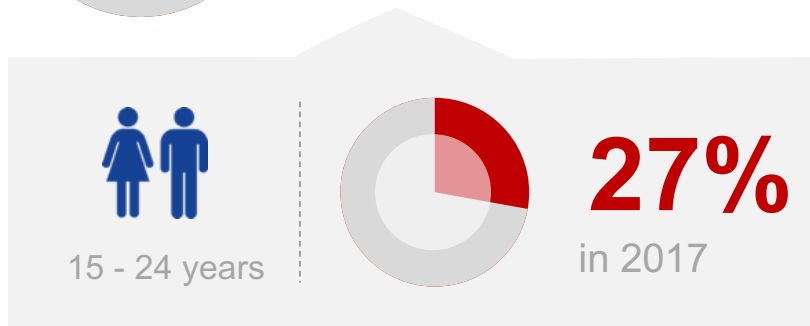
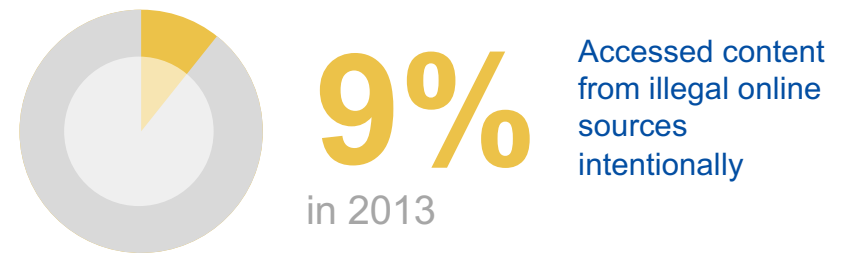
## ACCESSING PIRATED CONTENT



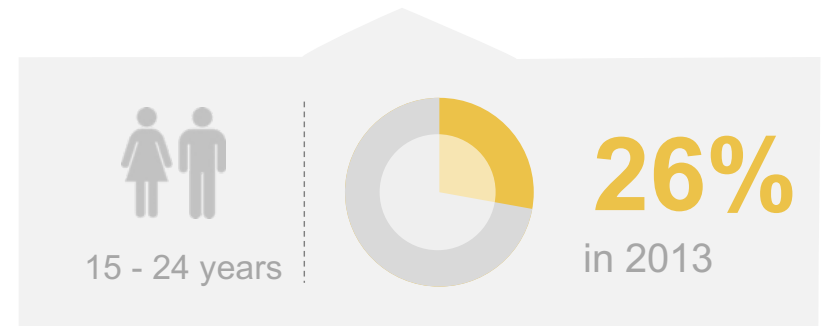
Online  
Content



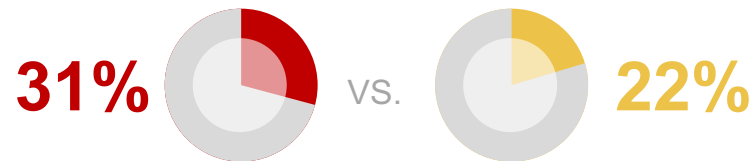
VS.



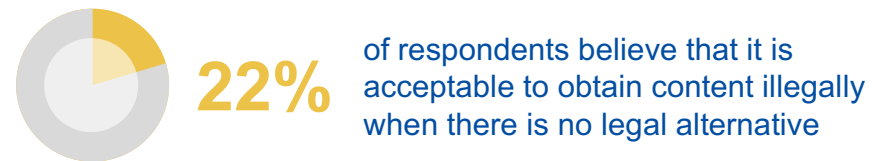
VS.



**THE MAIN ISSUE IS AVAILABILITY AND DIVERSITY**



VS.



Whenever there is an affordable legal option I prefer to access/download/stream content through authorised platforms

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83% (+3)

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NEW 2016

Quality of legal offer is better than illegal

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69%

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NEW 2016

Diversity of legal offer is better than illegal

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54%

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

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35% (-7)

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

31% (+9)

## TOP REASONS TO STOP USING ILLEGAL SOURCES





[www.euipo.europa.eu](http://www.euipo.europa.eu)



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Thank you