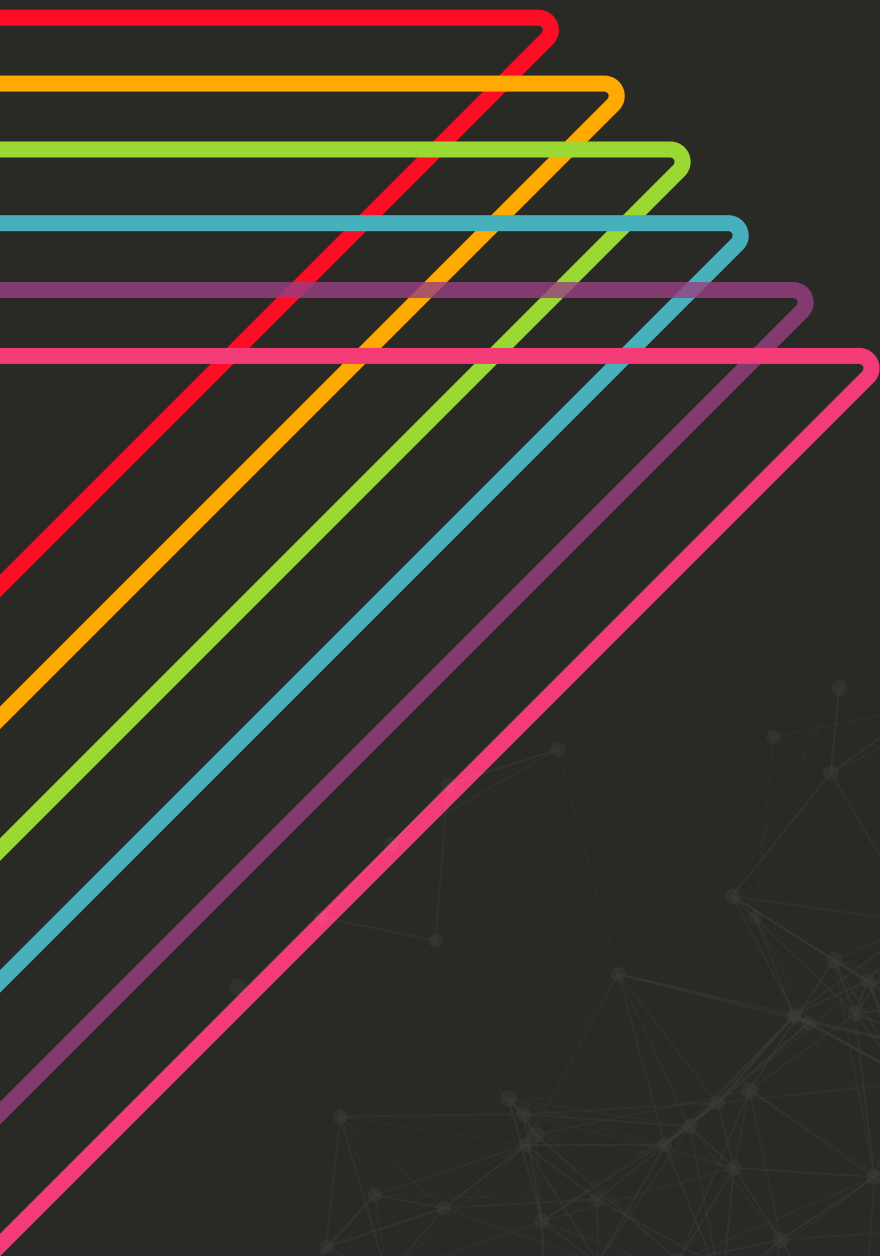


# INFRINGEMENT LEVELS

Mar–May 2015



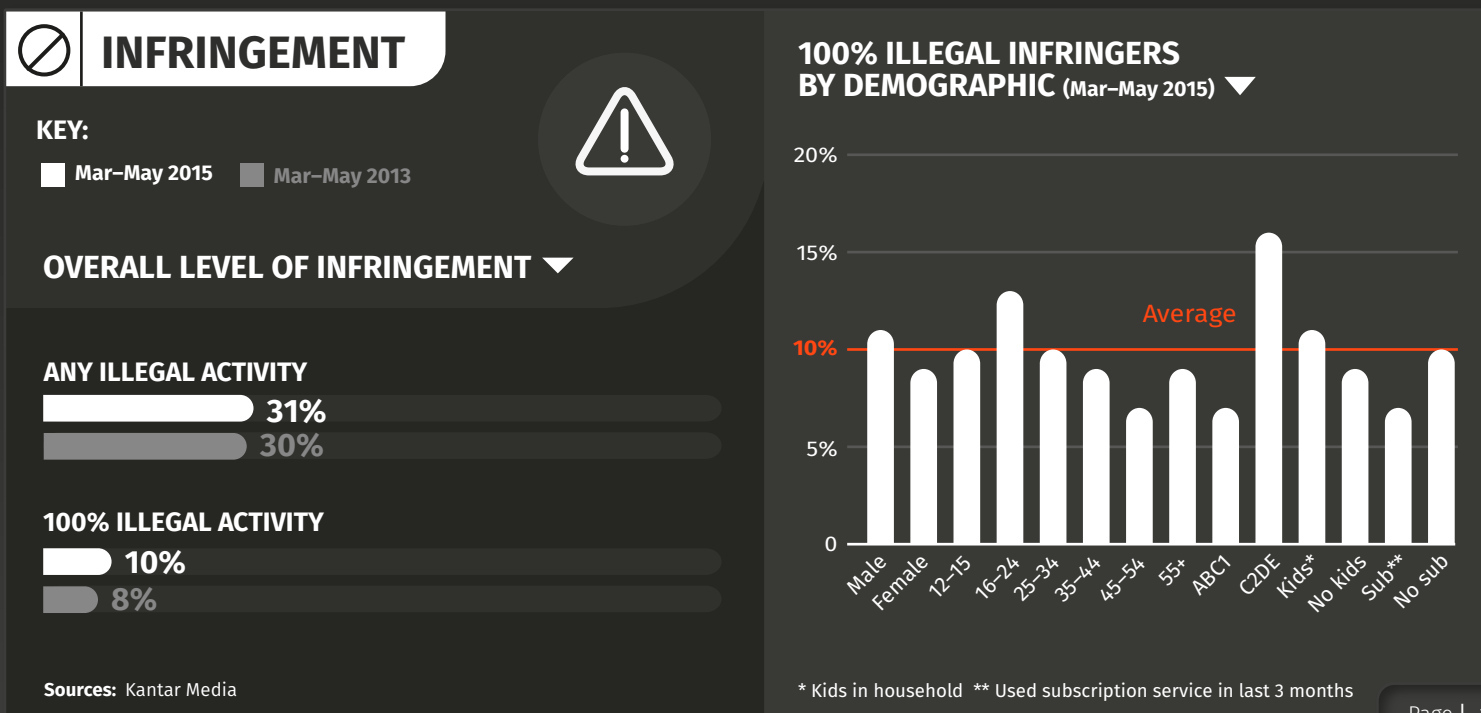
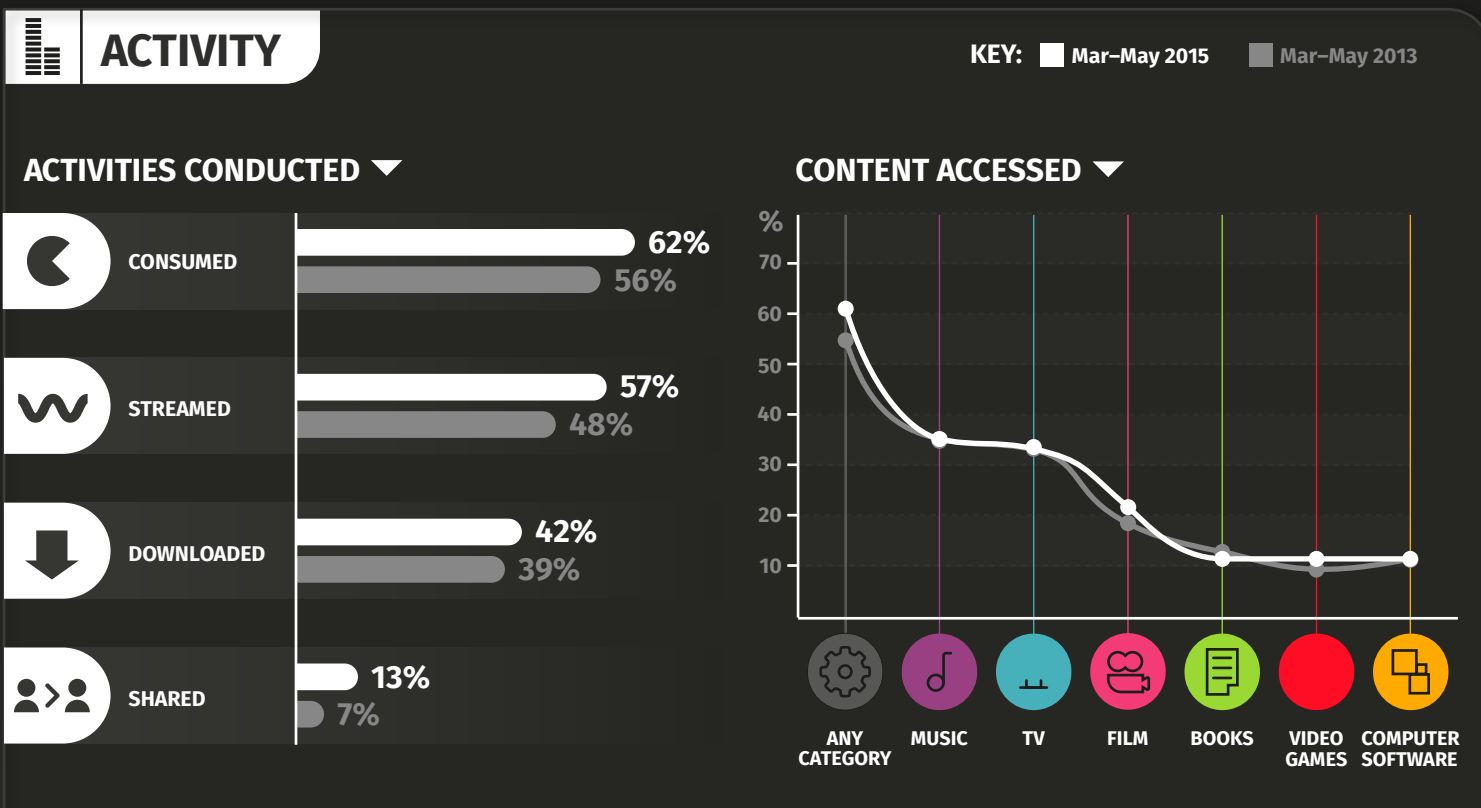


# OVERALL TRENDS

## ACTIVITY & INFRINGEMENT Mar-May 2015

The **Intellectual Property Office** commissioned Kantar Media to conduct research to update existing information on the levels of online copyright infringement across six consumer categories. Here we summarise the research findings and compare levels of infringement across categories before exploring each in a little more depth.

Overall, levels of infringement remain relatively stable from those identified in 2013. Music holds its position as the category with which people are most active online. Since the last wave of research, we see notable increases in streaming activities particularly within the Film and TV categories.”



# MUSIC

## IN THE PAST THREE MONTHS

15.6M

UK internet users  
have accessed music  
online...

12M  
Streamed music

10.5M  
Downloaded music

The following data is amongst those who streamed/downloaded music online in the past three months (Mar-May 2015)...

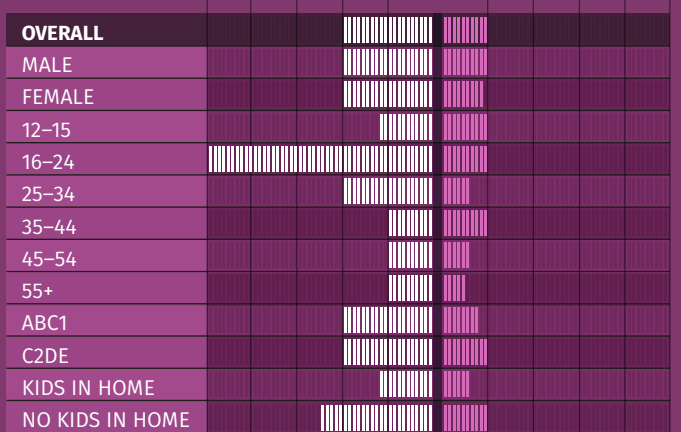
## ACTIVITY

### NUMBER OF ITEMS

(Median scores)

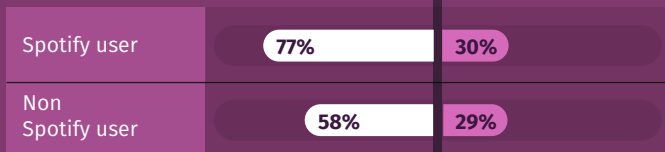
STREAMED

DOWNLOADED

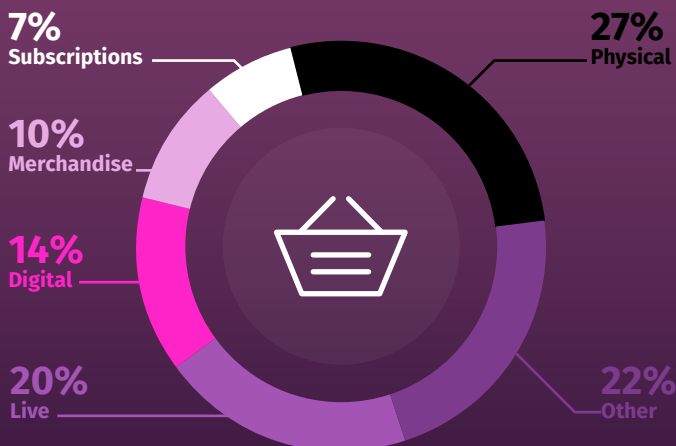


### FREQUENCY

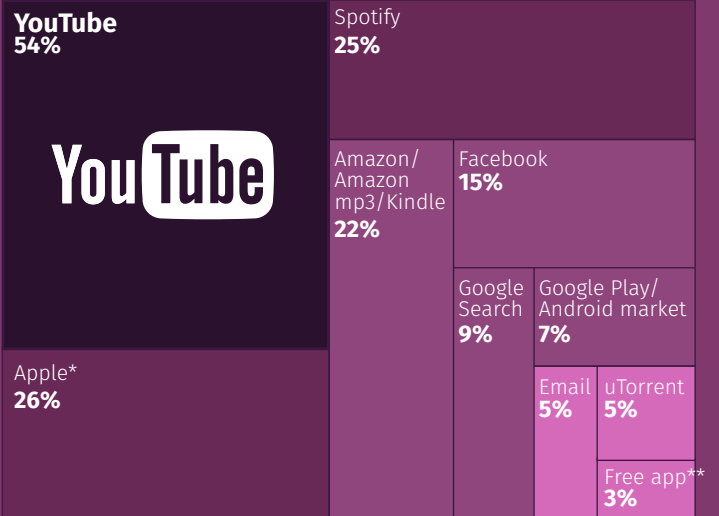
(% of users conducting the activities weekly)



## MARKET



## TOP 10 SOURCES USED



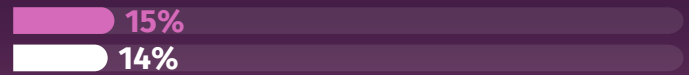
## INFRINGEMENT

Mar-May 2015  
Mar-May 2013

### ANY ILLEGAL ACTIVITY



### 100% ILLEGAL ACTIVITY



## KEY POINTS

Most active: Biggest source: Infringers:

16-24  
Year olds

54%  
YouTube

26%  
of music consumers  
have infringed

\*iTunes/App Store/iBookstore/Apple store | \*\*Free music app on mobile/tablet | †Mar-May 2013

# FILM



## IN THE PAST THREE MONTHS

10M

UK internet users have accessed films online...

8.9M  
Streamed films

4.1M  
Downloaded films

The following data is amongst those who streamed/downloaded films online in the past three months (Mar-May 2015)...

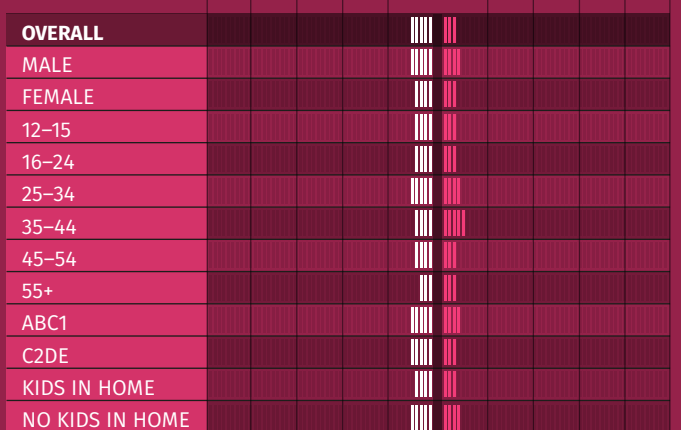
## ACTIVITY

### NUMBER OF ITEMS

(Median scores)

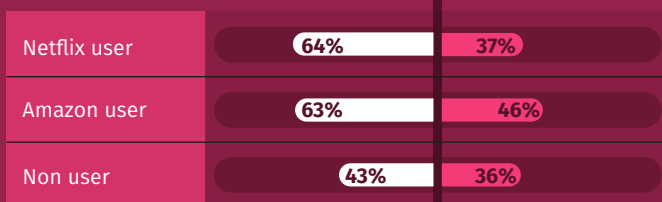
STREAMED

DOWNLOADED



### FREQUENCY

(% of users conducting the activities weekly)



## TOP 10 SOURCES USED



## INFRINGEMENT

Mar-May 2015  
Mar-May 2013

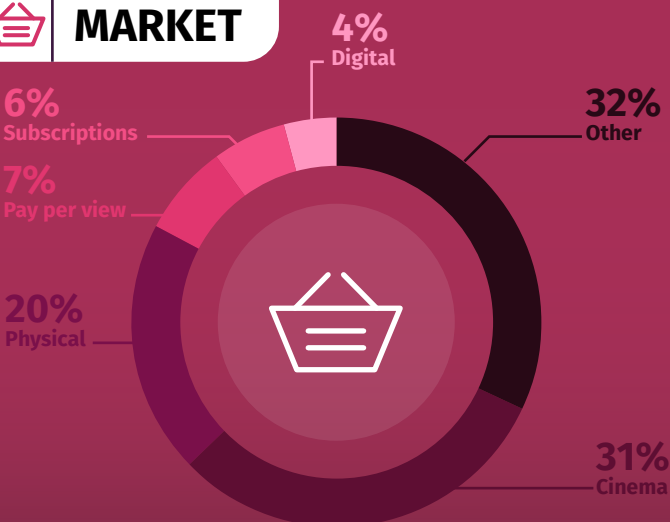
### ANY ILLEGAL ACTIVITY



### 100% ILLEGAL ACTIVITY



## MARKET



## KEY POINTS

Most active: Biggest source: Infringers:

25-34  
Year olds

44%  
Netflix

25%  
of film consumers have infringed

\*iTunes/App Store/iBookstore/Apple store

\*\*Mar-May 2013

# TV



## IN THE PAST THREE MONTHS

# 15.2M



UK internet users have accessed TV programmes online...



14.2M  
Streamed TV programmes



4.2M  
Downloaded TV programmes

The following data is amongst those who streamed/downloaded TV programmes online in the past three months (Mar-May 2015)...



## ACTIVITY

### NUMBER OF ITEMS



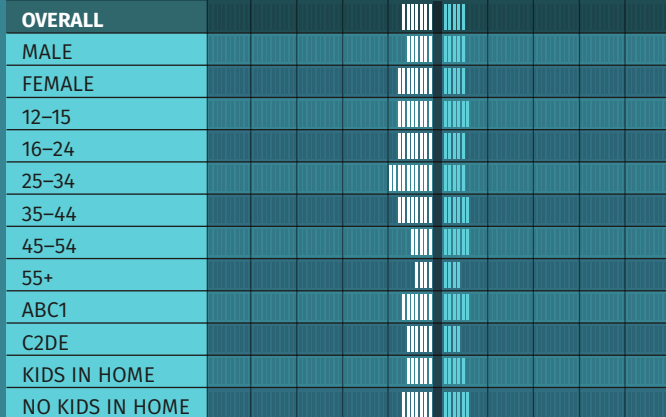
STREAMED



DOWNLOADED

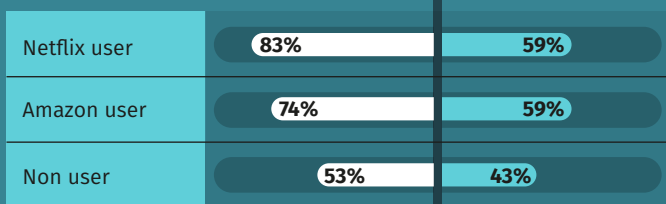
(Median scores)

50 40 30 20 10 0 10 20 30 40 50

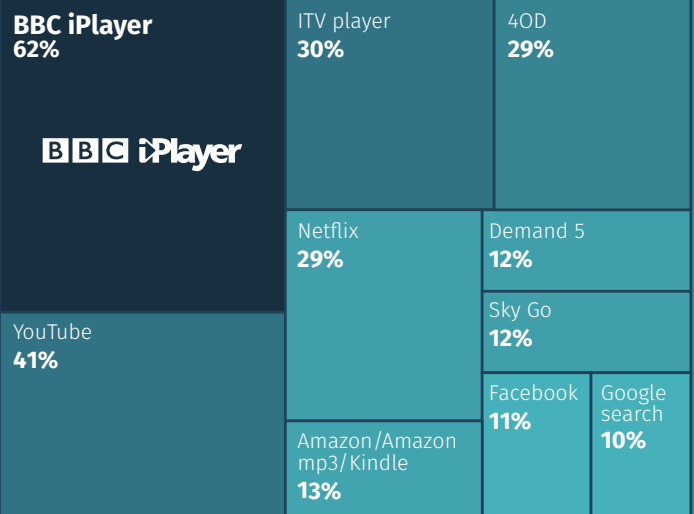


### FREQUENCY

(% of users conducting the activities weekly)



## TOP 10 SOURCES USED



## INFRINGEMENT

Mar-May 2015

Mar-May 2013

### ANY ILLEGAL ACTIVITY



### 100% ILLEGAL ACTIVITY



## MARKET

17%  
Digital

58%  
Physical

25%  
Merchandise



## KEY POINTS



Most active:



Biggest source:



Infringers:

16-24

Year olds

62%

BBC iPlayer

21%

of TV programme consumers have infringed

\*iTunes/App Store/iBookstore/Apple store

\*\*Mar-May 2013

# BOOKS

## IN THE PAST THREE MONTHS

5.6M

UK internet users  
have accessed books  
online...

2.4M  
Accessed  
books online

4.8M  
Downloaded  
books online

The following data is amongst those who accessed/downloaded books online in the past three months (Mar-May 2015)...

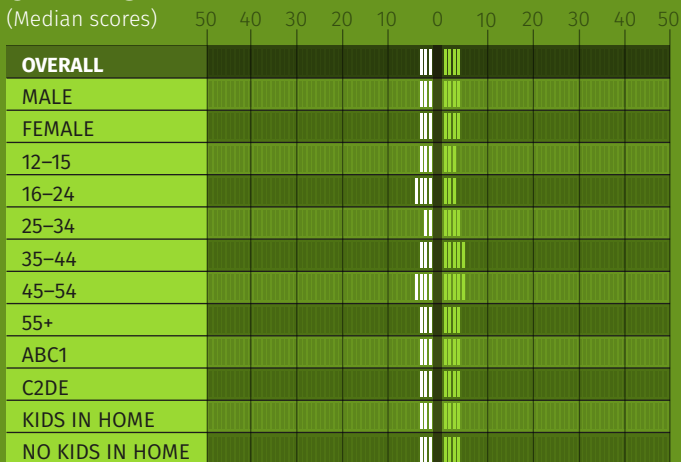
## ACTIVITY

### NUMBER OF ITEMS

(Median scores)

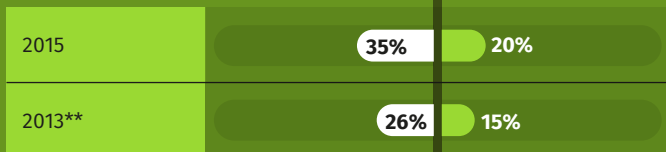
STREAMED

DOWNLOADED



### FREQUENCY

(% of users conducting the activities weekly)



## TOP 10 SOURCES USED

Amazon/Amazon mp3/Kindle  
72%

Apple\*  
8%

Google Play/  
Android  
market  
6%

Google  
search  
5%

amazon

Waterstones  
4%

uTorrent  
4%

Email  
4%

Ebook  
.com  
4%

Kobo/  
WH Smith  
4%

Facebook  
4%



## INFRINGEMENT

Mar-May 2015

Mar-May 2013

### ANY ILLEGAL ACTIVITY

10%

9%

### 100% ILLEGAL ACTIVITY

6%

4%

## MARKET

15%  
Merchandise

70%  
Physical

15%  
Digital



## KEY POINTS



Most active:



Biggest source:



Infringers:

35-44

Year olds

72%

Amazon/Kindle

10%

of book consumers  
have infringed

\*iTunes/App Store/iBookstore/Apple store

\*\*Mar-May 2013

# COMPUTER SOFTWARE

## IN THE PAST THREE MONTHS

5.5M

UK internet users have accessed computer software online...

2.8M  
Accessed computer software online

4M  
Downloaded computer software online

The following data is amongst those who accessed/downloaded computer software in the past three months (Mar-May 2015)...

## ACTIVITY

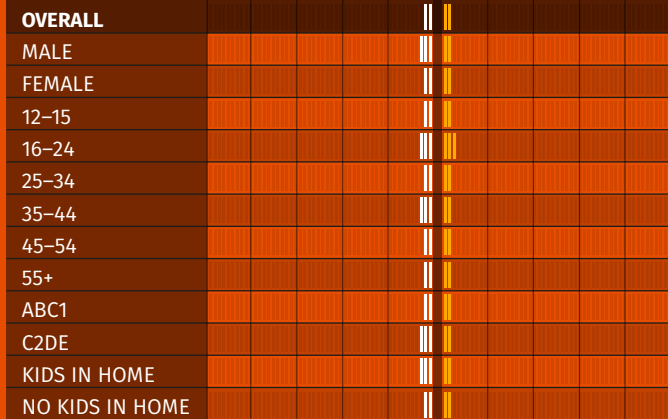
### NUMBER OF ITEMS

(Median scores)

STREAMED

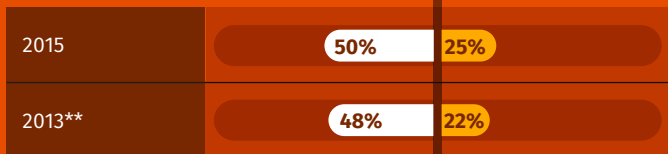
DOWNLOADED

50 40 30 20 10 0 10 20 30 40 50

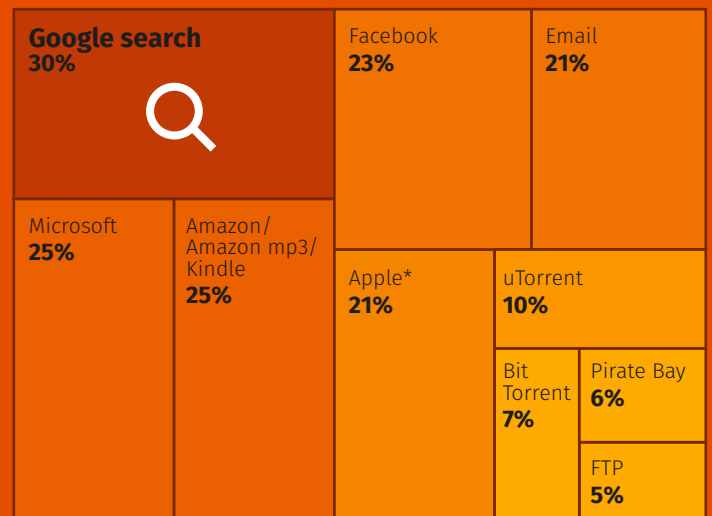


### FREQUENCY

(% of users conducting the activities weekly)



## TOP 10 SOURCES USED



## INFRINGEMENT

Mar-May 2015

Mar-May 2013

### ANY ILLEGAL ACTIVITY



### 100% ILLEGAL ACTIVITY



## MARKET

25%  
Digital

75%  
Physical



## KEY POINTS



Most active:



Biggest source:



Infringers:

Male

30%  
Google search

20%  
of software consumers  
have infringed

\*iTunes/App Store/iBookstore/Apple store

\*\*Mar-May 2013



# VIDEO GAMES

## IN THE PAST THREE MONTHS

5.2M

UK internet users have accessed video games online...

3.4M  
Accessed video games online

3.5M  
Downloaded video games online

The following data is amongst those who accessed/downloaded video games online in the past three months (Mar-May 2015)...

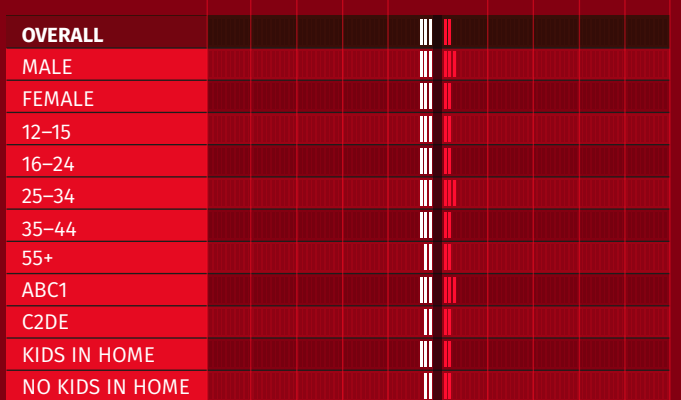
## ACTIVITY

### NUMBER OF ITEMS

(Median scores)

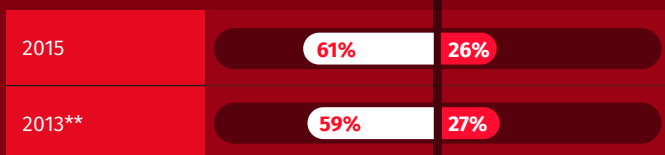
STREAMED

DOWNLOADED

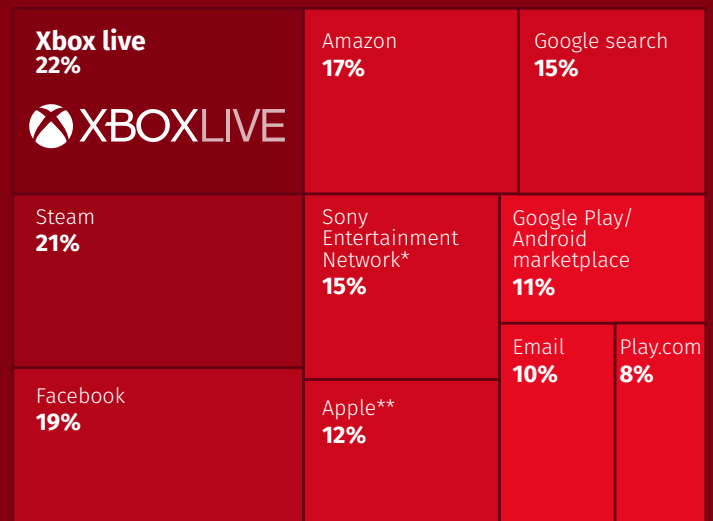


### FREQUENCY

(% of users conducting the activities weekly)



## TOP 10 SOURCES USED



## INFRINGEMENT

Mar-May 2015  
Mar-May 2013

### ANY ILLEGAL ACTIVITY



### 100% ILLEGAL ACTIVITY



## MARKET

20%  
Digital

56%  
Physical

24%  
Merchandise



## KEY POINTS



Most active:



Biggest source:



Infringers:

16-24

Year olds

22%

Xbox Live

18%

of video game consumers have infringed

\*Music Unlimited/Video Unlimited /Playstation Network

\*\*iTunes/App Store/iBookstore/Apple store

†Mar-May 2013





**For more information please contact:**

**Euan Mackay** | Director  
Kantar Media

✉ [Euan.mackay@kantarmedia.com](mailto:Euan.mackay@kantarmedia.com)

☎ +44 (0) 207 160 5858

**David Humphries** | Head of Research Development  
Intellectual Property Office

✉ [david.humphries@ipo.gov.uk](mailto:david.humphries@ipo.gov.uk)

☎ +44 (0) 207 034 2831

---

