



The Intellectual Property Awareness Foundation (IPAF) is a broad membership of film and television organisations in Australia committed to educating people about the value of screen content. IPAF aims to better inform consumers about the damaging impact of content theft and to highlight the role of copyright and the contribution that their choice and responsible use can make to the future of Australian content.

Each year, IPAF undertakes independent research into the attitudes and actions of Australians in relation to the issue of illegal downloading of films and television shows. The research is undertaken by Sycamore Research & Marketing, an independent market research organisation, in conjunction with Newspoll.

IPAF shares the results of this research with the wider community to better inform the debate, dispel myths and motivate changes in behaviour.

IPAF conducts consumer awareness campaigns with propositions that aim to further educate Australians about online content theft. These campaigns are produced and distributed with significant involvement from the film and television community – involving in-kind contributions from actors, crew, producers, distributors, exhibitors, television networks and online businesses.

IPAF has produced educational programs and resources for Australian secondary schools since 2007. These programs are made available for use within classrooms across the country, allowing teachers and students to discuss the issue of creativity and copyright.

Australian attitudes and behaviours in relation to illegally accessing online movie and TV shows

Methodology

- Newspoll online omnibus
- 1,654 Australian adults aged 16-64
- Results post weighted to ABS data on all standard demographics

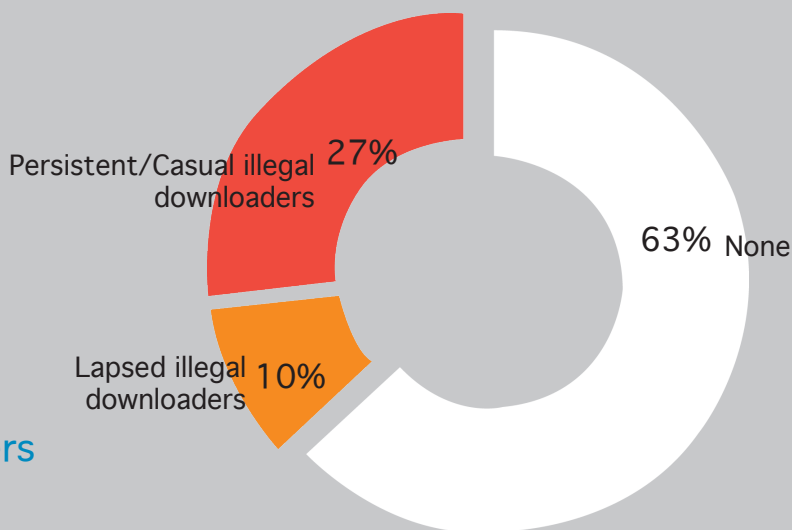
Segmentation

The segment sizes

- 10% lapsed illegal downloaders
- 10% persistent illegal downloaders
- 17% casual illegal downloaders
- 63% non-illegal downloaders

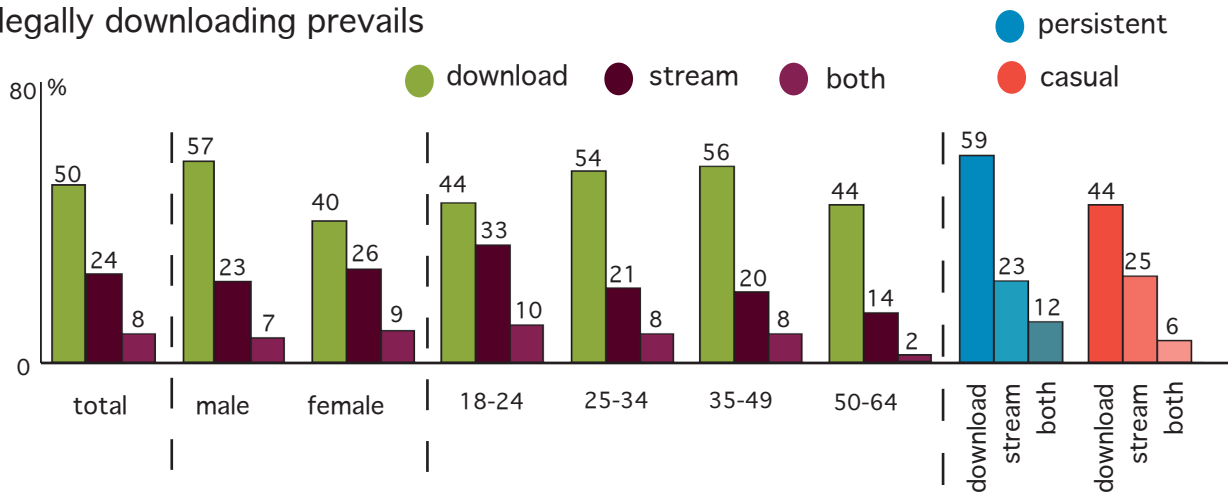
Activity

Just over 1/4 of the population currently active



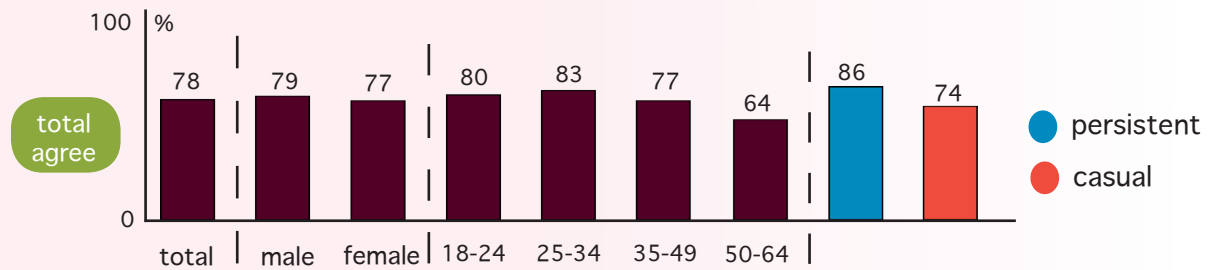
Scale of illegal downloading

Illegally downloading prevails

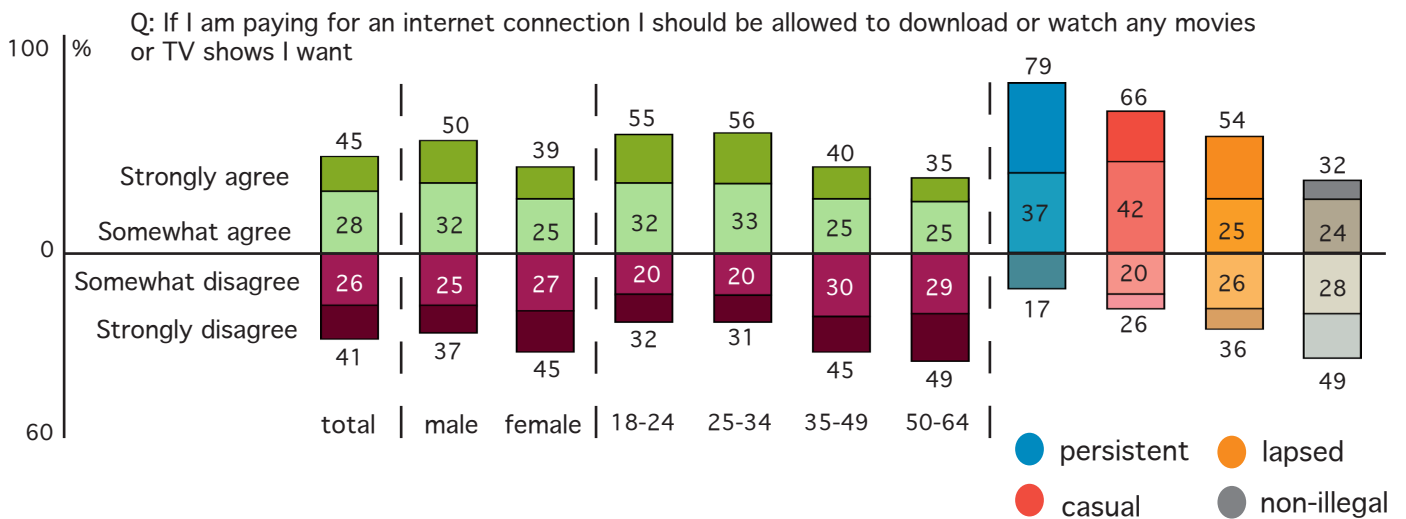


Illegal downloaders do it because it's free

But the real reason people illegally download is because it's free

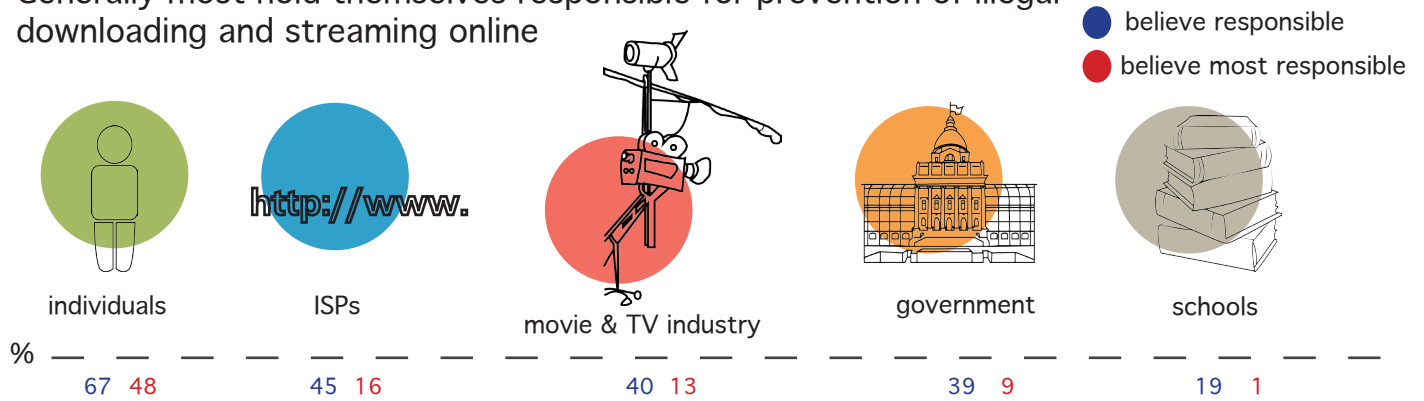


Internet connection = entitlement

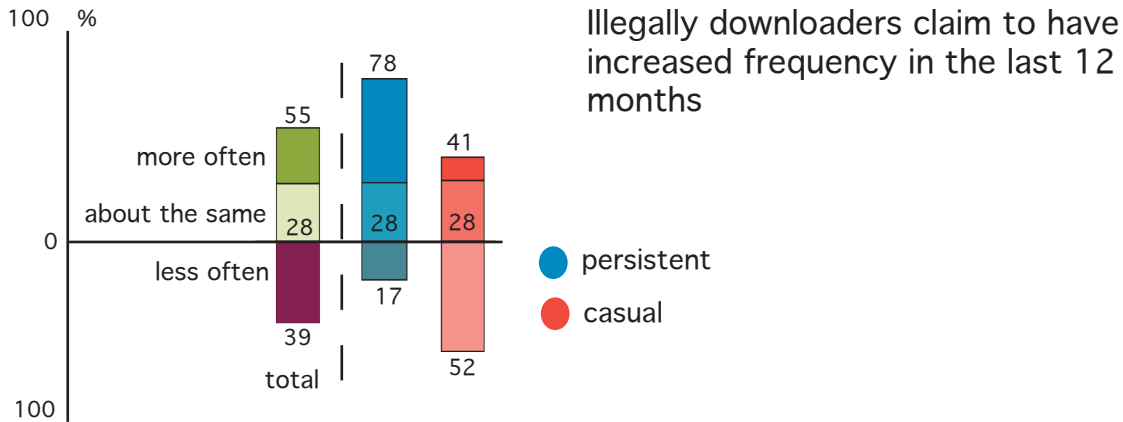


Responsibility for preventing illegal behaviour

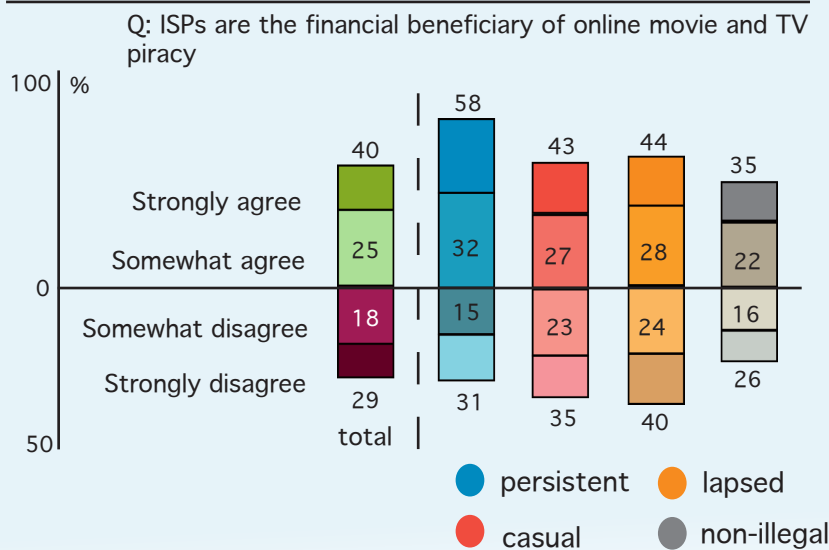
Generally most hold themselves responsible for prevention of illegal downloading and streaming online



Illegal downloaders have increased in frequency



Belief that ISPs benefit



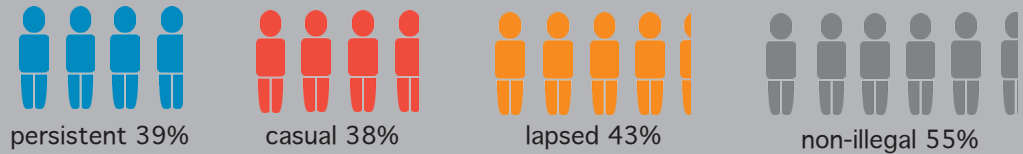
71% of respondents believe that piracy is stealing/theft

76% of all respondents don't think they contribute to the problem

Perception that ISPs have a bigger role

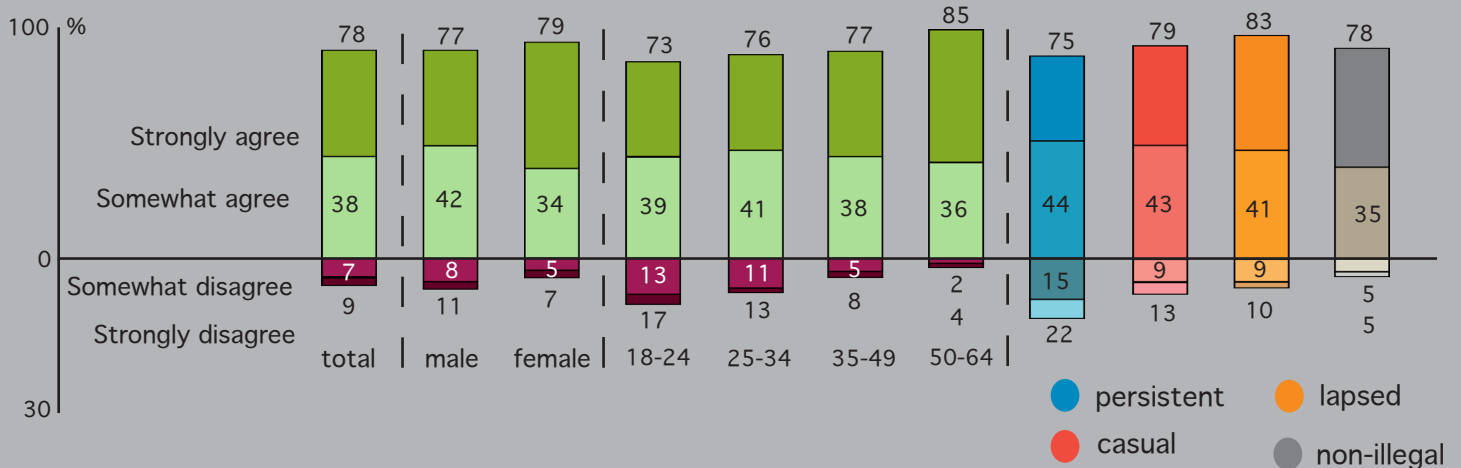
50% of all respondents agree that ISPs should take more responsibility to prevent the illegal distribution of movies and TV shows online

Of those that agree:



Awareness of more alternatives

There is huge awareness in the growth of legal alternatives



Paying for content vs illegally free

Given the choice between legal tv show/new release movie and illegally free

