

25% of young Europeans intentionally use illegal sources to access online content and 12% buy counterfeits online

A quarter of EU citizens aged between 15 and 24 admit to intentionally using illegal sources to access online content in the past 12 months.

Most say they do this because it is free, or cheaper than accessing content from legal sources, according to a new [report](#) from the European Union Intellectual Property Office (EUIPO), which surveyed young people in each of the 28 EU Member States.

Films and series were the most accessed types of content from illegal sources, followed by music and games.

Nearly one in four believed that they were doing nothing wrong in accessing digital content from illegal sources for personal use, and a third considered that content from illegal sources was easier to find and quicker to access than content from legal sources.

Six out of ten young Europeans say they would stop using illegal sources to access digital content if more affordable content from legal sources was available.

The report also shows a sharp difference in attitudes among young people between illegally accessing digital content and buying counterfeit goods online.

Only 12% of those questioned said they have intentionally bought counterfeit products online in the past 12 months, mostly counterfeit clothes, accessories and footwear, with over half saying they did so because it was cheaper than buying the real thing.

However, the vast majority of young people do not buy counterfeit products online. Over half of all those questioned say they do not trust the sites which sell counterfeit goods, and 20% say they are afraid of their data being misused if they make a purchase.

António Campinos, EUIPO Executive Director said:

"This study helps us to understand young digital natives, to explore how they behave online and to measure the scale of the challenge in changing their attitudes. I trust it will support our collective efforts to develop IP education and awareness initiatives

which can connect with young Europeans, as well as providing valuable information for policy makers.”

According to the results of the report:

- In France, 11% of young people have intentionally bought counterfeit goods online in the past 12 months, while 34% intentionally used illegal sources to access online content.
- In the UK, 10% of young people have intentionally bought counterfeit goods online in the past 12 months, while 19% intentionally used illegal sources to access online content.
- In Italy, 9% of young people have intentionally bought counterfeit goods online in the past 12 months, while 21% intentionally used illegal sources to access online content.
- In Spain, 19% of young people have intentionally bought counterfeit goods online in the past 12 months, while 33% intentionally used illegal sources to access online content.
- In Germany, 8% of young people have intentionally bought counterfeit goods online in the past 12 months, while 18% intentionally used illegal sources to access online content

ABOUT EUIPO

EUIPO is the EU's largest decentralised agency, based in Alicante, Spain. It manages the registration of the European Union trade mark (EUTM) and the registered Community design (RCD), both of which provide intellectual property protection in all 28 Member States of the EU. Until March 23, 2016, EUIPO was known as the Office for Harmonization in the Internal Market (OHIM).

The European Observatory on Infringements of Intellectual Property Rights was established in 2009 to support the protection and enforcement of intellectual property rights and help combat the growing threat of IP infringements in Europe. It was transferred by Regulation on June 5, 2012 to the European Intellectual Property Office.

ABOUT THE IP YOUTH SCOREBOARD

Today's report, released through the European Observatory on Infringements of Intellectual Property Rights, follows the 2013 study on "[European Citizens and Intellectual Property: Perception, Awareness and Behaviour](#)," which tracked

attitudes to intellectual property among EU citizens. That study, the first of its kind in the EU, found that citizens aged between 15 and 24 held the most tolerant attitudes regarding counterfeiting and illegal downloading. [Today's report](#) was commissioned by EUIPO to better understand how young EU citizens behave online, and to explore the main drivers and barriers for them in acquiring online content and physical goods both legally and illegally.

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