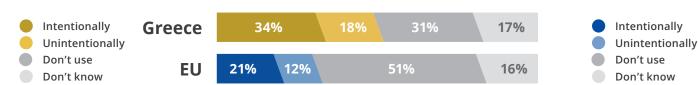


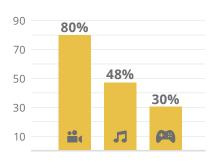
#### **DIGITAL CONTENT**

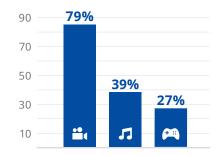
### Usage of illegal sources



## Main digital content accessed from illegal sources



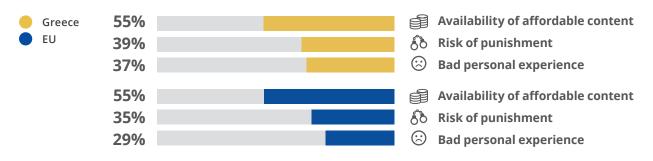




## Main reasons to choose illegal sources



## Main reasons to stop using illegal sources





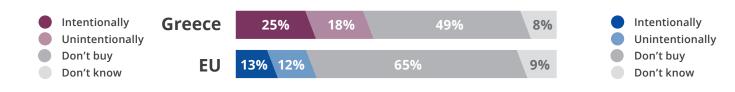
0

PHYSICAL GO

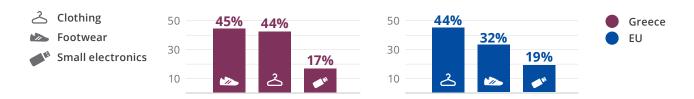


## **PHYSICAL GOODS**

#### Bought counterfeit goods online



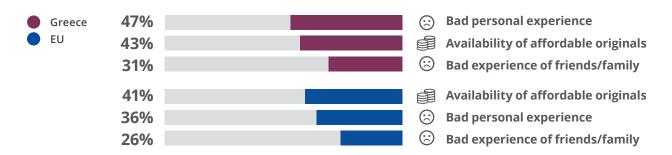
#### Main counterfeit goods purchased online



## Main reasons to buy counterfeit goods online



# Main reasons to stop buying counterfeit goods online



#### REASONS TO THINK TWICE BEFORE PURCHASING CONTENT OR GOODS FROM ILLEGAL SOURCES

