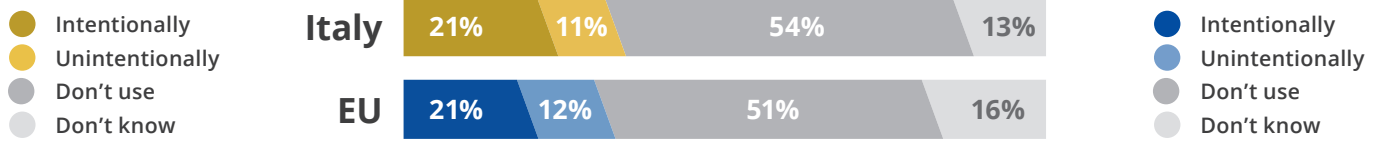


ITALY

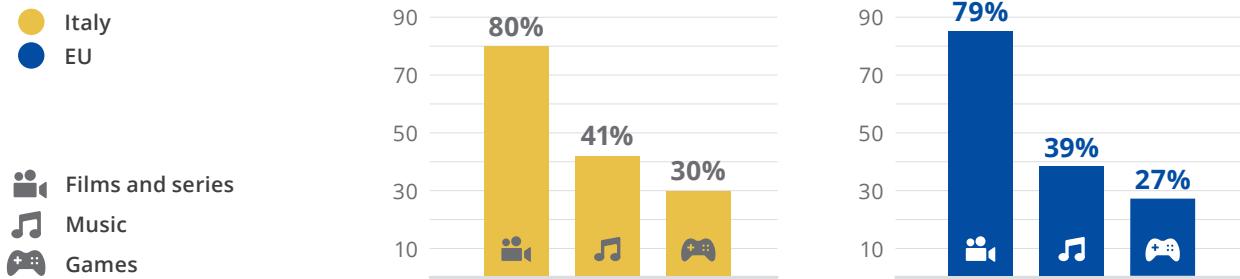
Youth IP perception and online behaviour

DIGITAL CONTENT

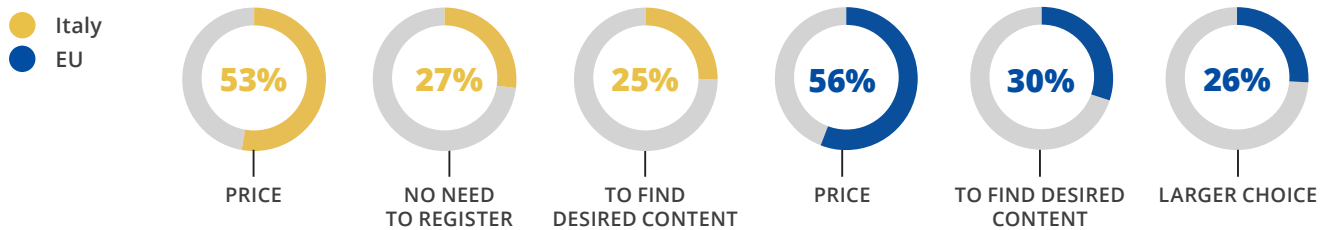
Usage of illegal sources



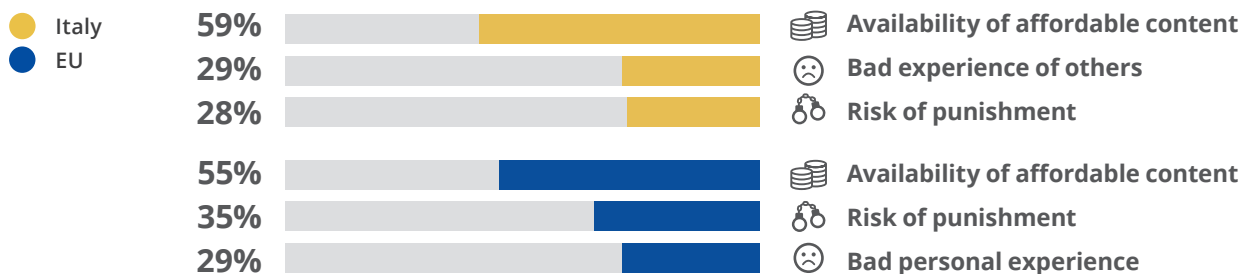
Main digital content accessed from illegal sources



Main reasons to choose illegal sources

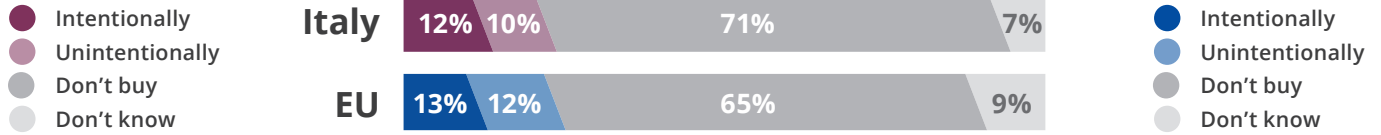


Main reasons to stop using illegal sources

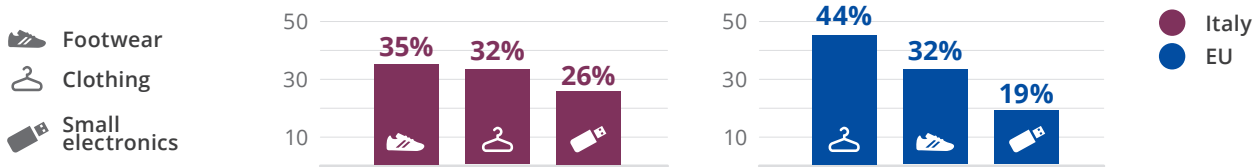


PHYSICAL GOODS

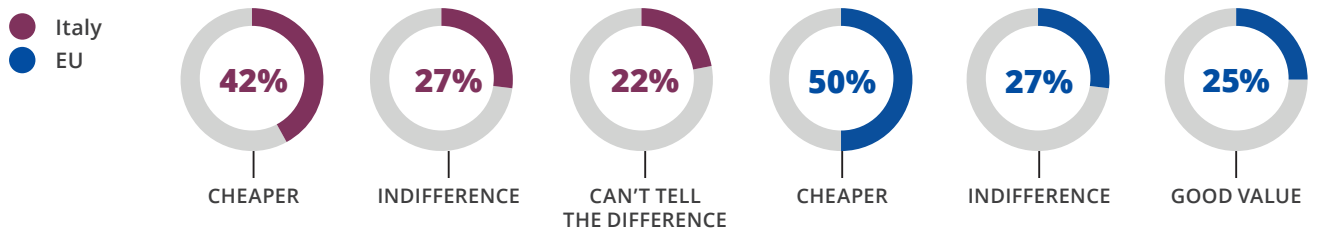
Bought counterfeit goods online



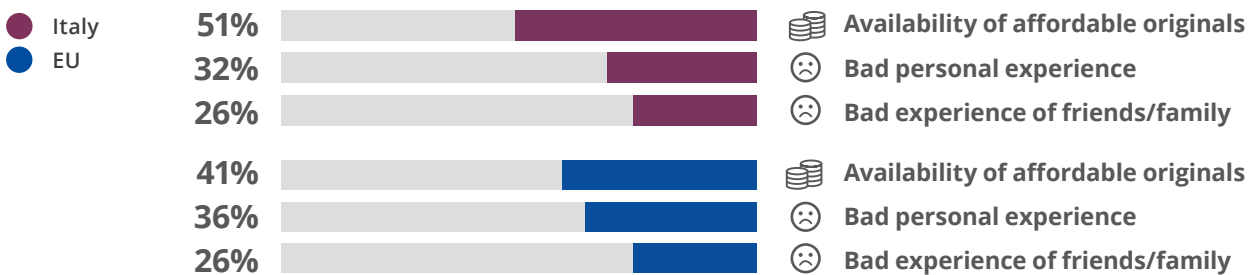
Main counterfeit goods purchased online



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

