

Fewer Europeans buy counterfeits or access pirated material as demand for paid content grows

- New survey shows that 2% of Italians say they knowingly bought counterfeits in the last 12 months
- 6% of Italians admit to having accessed online content through illegal sources in the last year
- EU-wide, more people say they're willing to pay for copyright-protected content online

Just 5% of Europeans claim to have bought counterfeit goods intentionally over the past 12 months, with just 8% admitting to having intentionally accessed online content through illegal sources over the same period.

That's according to a [new survey](#) released today by the European Union Intellectual Property Office (EUIPO), which questioned 25 636 EU residents aged 15 and above on their attitudes and behaviour towards intellectual property (IP).

In Italy, 2% claim to have deliberately bought counterfeit goods during the past 12 months, a drop of four percentage points since the last such study was carried out by the EUIPO in 2017. At the same time, 6% of Italians questioned admitted to having accessed content from illegal online sources during that period, a drop of one percentage point since the previous study.

Online, 42% of Europeans have paid to access, download or stream copyright-protected content from a legal service in the past 12 months, an increase of 17 percentage points since the last such study carried out by the EUIPO in 2017. **In Italy**, 45% of those surveyed say they have paid for online content from a legal service in the past year, up 29 percentage points since the last study. Overall, three quarters of Europeans questioned say the quality of legal online content has improved, with 89% saying they would prefer to access content legally if the price was reasonable.

The survey showed that 80% of Europeans in general had a good understanding of IP, with those who understood it most being less likely to buy counterfeits or download illegally. There is also evidence of a link between consumer behaviour towards counterfeiting and piracy – 30% of Europeans who intentionally accessed pirated content online also bought counterfeit goods. At the same time, over a third of Europeans surveyed admitted that they wondered whether a product that they had bought was original or not.

Younger people are more likely to admit that they have bought counterfeit goods or accessed pirated online content. 10% of those aged between 15 and 24 admitted to having knowingly bought fake goods in the past 12 months, while 23% said they had accessed, downloaded, or streamed content from illegal sources intentionally.

The Executive Director of the EUIPO, Christian Archambeau, said:

Our latest study shows that the more people understand intellectual property, the less likely they are to infringe it, with Europeans now twice as likely to say that intellectual property supports artists and creators than they were three years ago. This is a powerful message for policymakers, and shows the importance of raising awareness of the value of intellectual property at citizen level.

NOTE FOR EDITORS:

The EUIPO publishes the IP Perception series of studies, [which began in 2013](#), and which was [updated in 2017](#). The studies constitute the first EU-wide assessment of citizen perception of intellectual property, and are based on a pan-European survey centred on attitudes to, and knowledge of, intellectual property, including behaviours related to its infringement.

ABOUT THE EUIPO:

[The European Union Intellectual Property Office](#) (EUIPO) is a decentralised agency of the EU, 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 EU Member States. The EUIPO also carries out cooperation activities with the national and regional intellectual property offices of the EU.

[The European Observatory on Infringements of Intellectual Property Rights](#) was established in 2009 to support the protection and enforcement of intellectual property rights and to help combat the growing threat of intellectual property infringement in Europe. It was transferred to the EUIPO on 5 June 2012 by Regulation (EU) No 386/2012 of the European Parliament and of the Council.

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