

Nordic Piracy

Spring 2019

MEDIAVISION 

About the survey



Project background

- Initiated by SVF/FTVs in association with Nordic counterparts in Denmark, Norway and Finland.
- Insight on illegal consumption of films and TV episode in the Nordics since 2010.



Scope

- Explore the extent of illegal downloading/streaming behaviour in Denmark, Finland, Norway and Sweden.
- Content types: Films and TV episodes, both download and streaming.



Data collection

- Online consumer survey, March 2019 among consumers 15-74 years.
- Number of respondents (15-74 years) per country:
 - Denmark: 1 400, Finland: 1 200, Norway: 1 100, Sweden: 1 000 per month (12 000 annually)

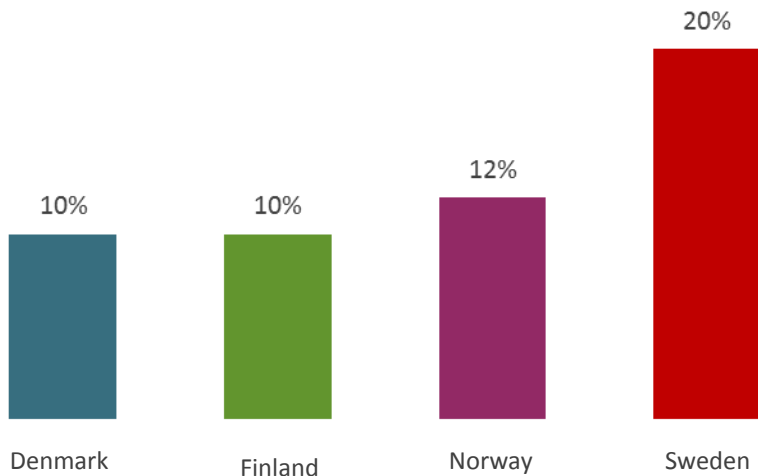


Delimitations

- Illegal consumption via sites such as Youtube not included.
- Piracy among individuals <15 years not covered.

Piracy still highest in Sweden: 1 in 5 = pirate

Monthly reach piracy (15-74-year-olds)



- Illegal download or streaming in past month; films and TV series.
- Sweden accounts for more than half of all Nordic pirates.
- Generally lower piracy in Denmark and Finland, where illegal sites have been blocked by ISP:s for several years.

Nordic piracy estimate: ~320 million illegally obtained titles/year



2 825 000
pirates in Nordics



141 000 000
films/year



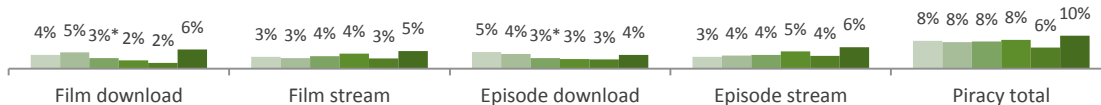
176 000 000
TV episodes/year

317 000 000
titles/year

Finland: Piracy at 10%, downward trend broken?

Share of pirates in population 15-74 yrs (monthly reach)

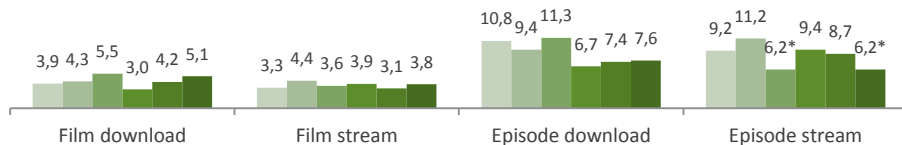
■ Spring 2014 ■ Spring 2015 ■ Spring 2016 ■ Spring 2017 ■ Spring 2018 ■ Spring 2019



395 000

monthly pirates in Finland
(+55% YOY, spring 2019 vs 2018)

Number of titles/pirate/month

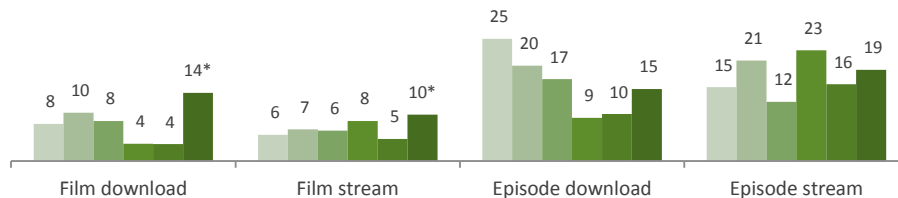


24 000 000
films/year



34 000 000
TV episodes/year

Total number of illegal titles/year (million)



58 000 000
titles/year

(+71% YOY, spring 2019 vs 2018)

*Significant change compared to previous period, 95% statistical certainty.

No of respondents, pirates monthly reach spring 2019 Finland: Film download: 91 Film stream: 78 Episode download: 67 Episode stream: 93

Source: Mediavision



About Mediavision

Independent consultancy and analysis company

Focus on business development and strategic analysis for the media industry

- Advise media players to navigate in the changing media landscape
- Specialists on our clients' customers and the interaction market – actors – consumers
- Clients: Media owners, TV networks, online video actors, Prodco's, Studios, Telco's, Investors, Authorities
- +20 years within the TV/media industry, deep understanding of the transition and the digital media market
- Tools: Business intelligence, proprietary data base/consumer research, industry data, qualitative data



Insight



Implication



Strategy



MEDIAVISION



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