

SPRING 2021



INSIGHT

NORDIC PIRACY

Nordic Piracy 2021: About the survey



PROJECT BACKGROUND

- Insights on illegal consumption of films and TV episodes in the Nordics since 2010.
- Project initiated by FTVS¹, supported by various rights organizations/trade bodies that work against piracy in the Nordics.



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 2021 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 - 1 500 per month (12 000 annually, data collection all year except July)

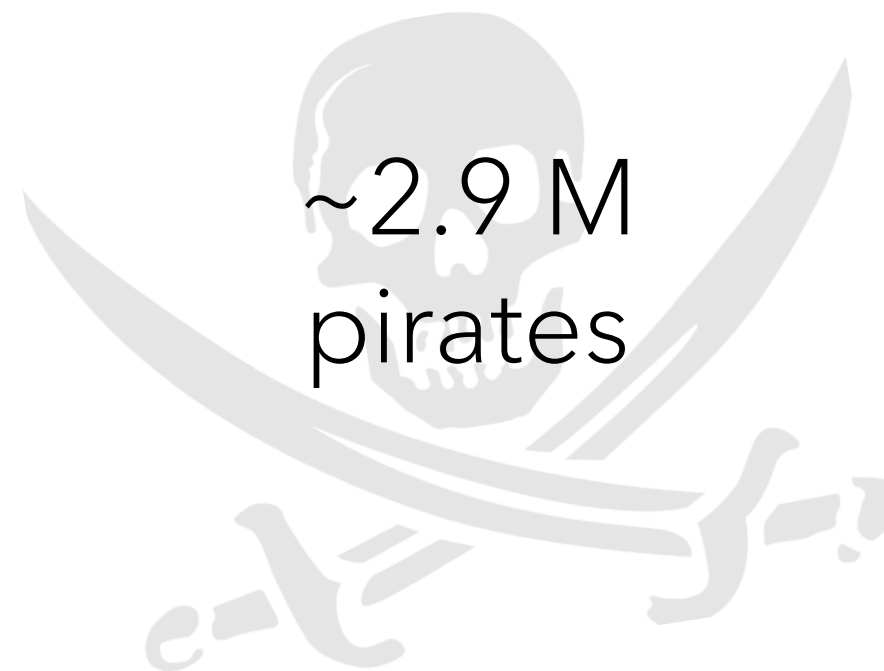
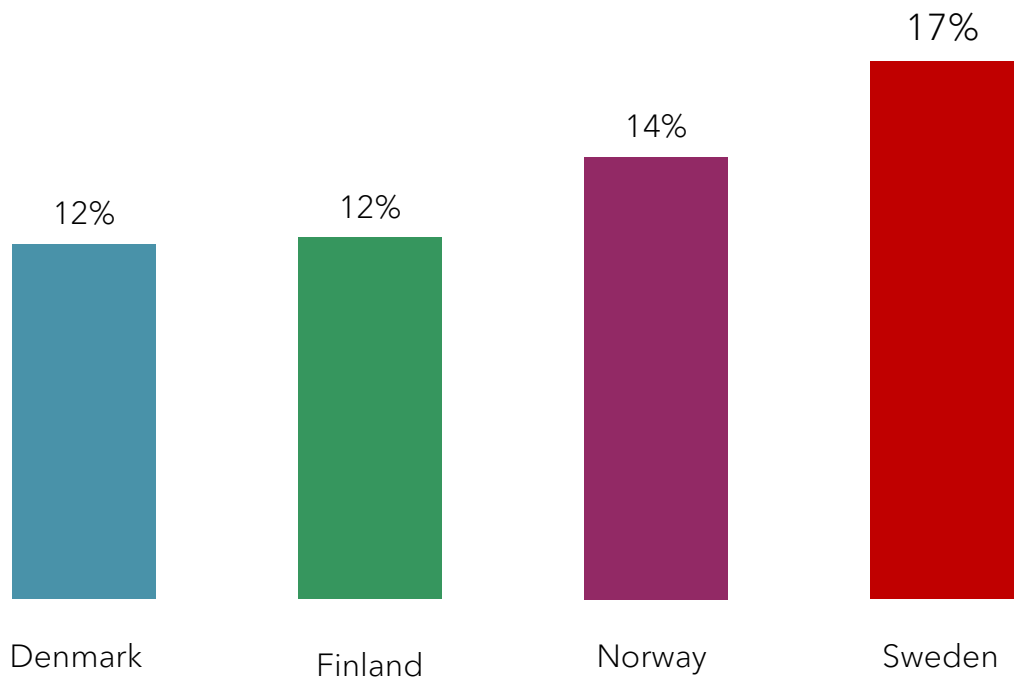


DELIMITATIONS

- Piracy among individuals <15 years not covered.

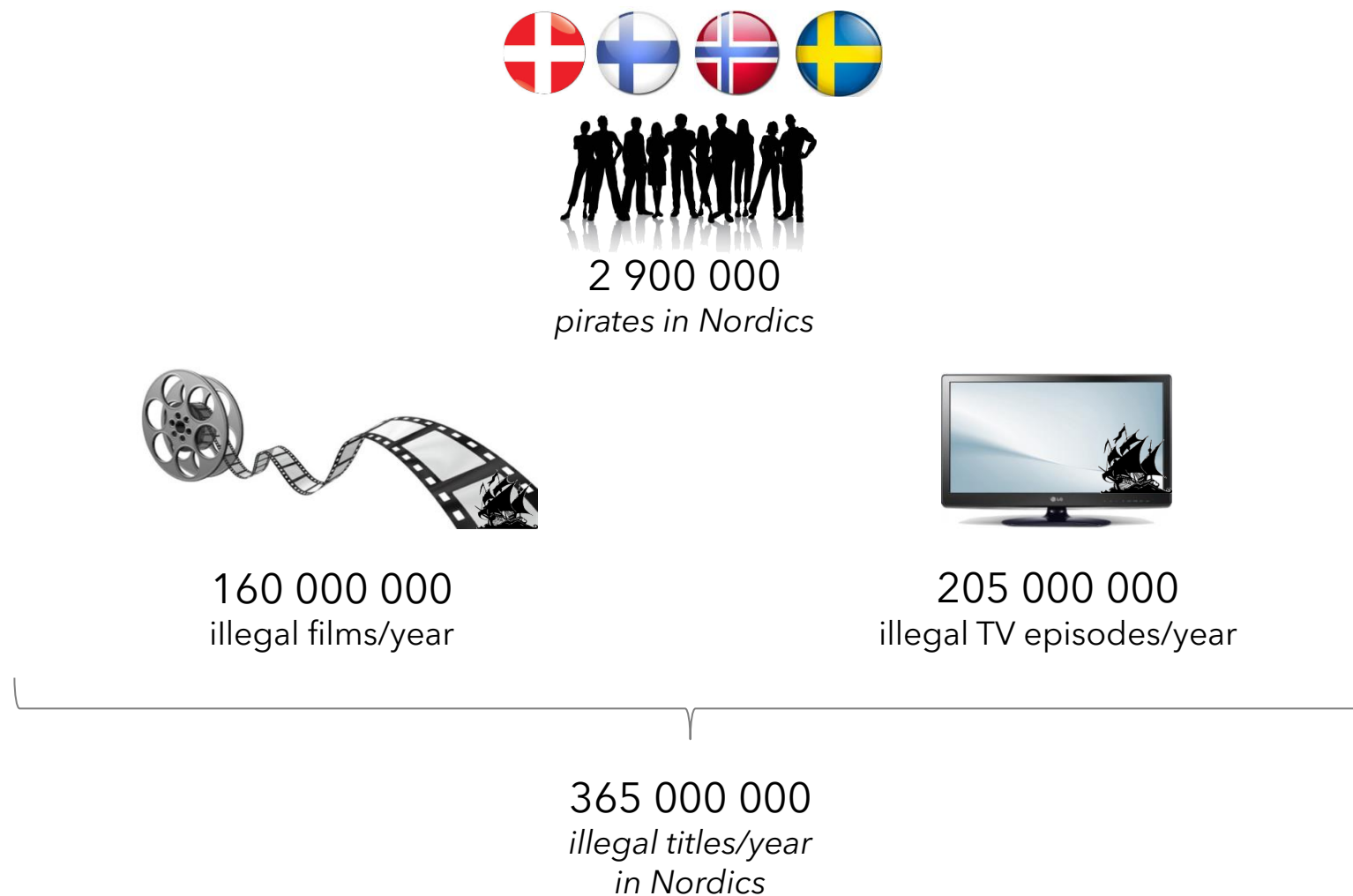
Piracy still highest in Sweden

MONTHLY REACH PIRACY (15-74-YEAR-OLDS)

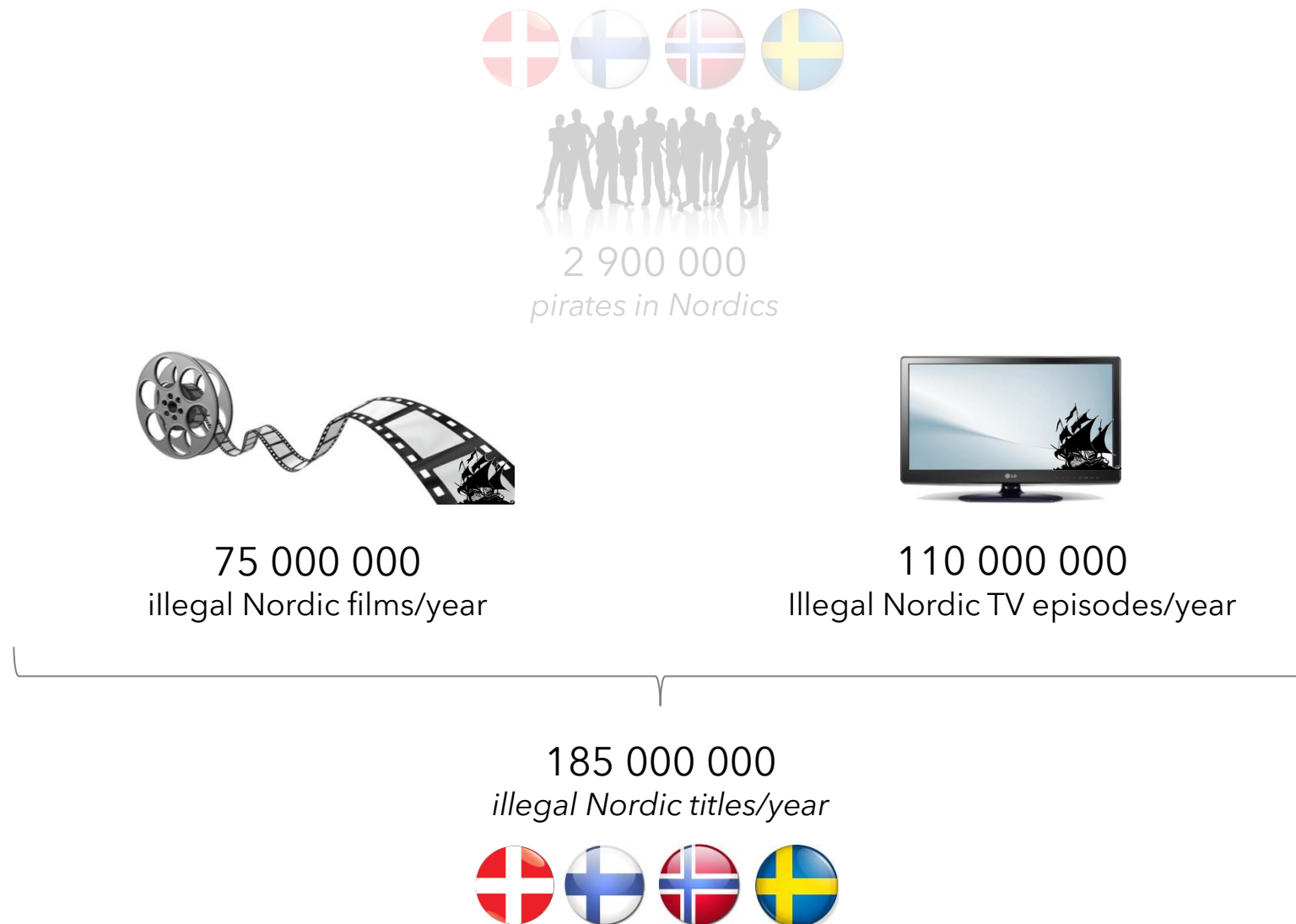


- Illegal download or streaming in past month.
- Films and TV series.

Nordic piracy estimate: 365 million films and TV episodes per year



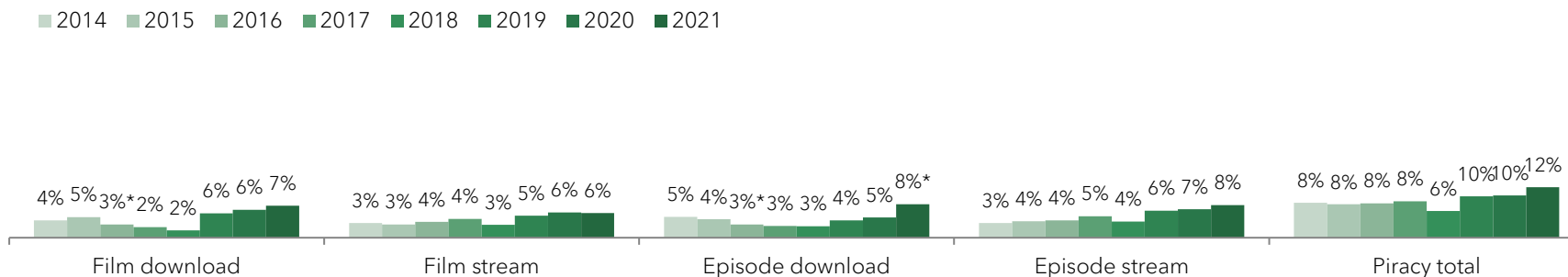
... where of half are of Nordic origin





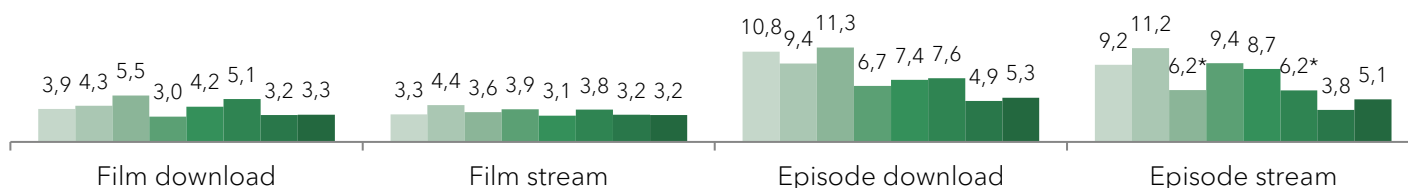
Finland: Piracy now at 12% - temporary increase or shifting trend?

SHARE OF PIRATES IN POPULATION 15-74 YRS (MONTHLY REACH)



485 000
pirates in Finland
(+20% YOY, spring 2021 vs 2020)

NUMBER OF TITLES/PIRATE/MONTH

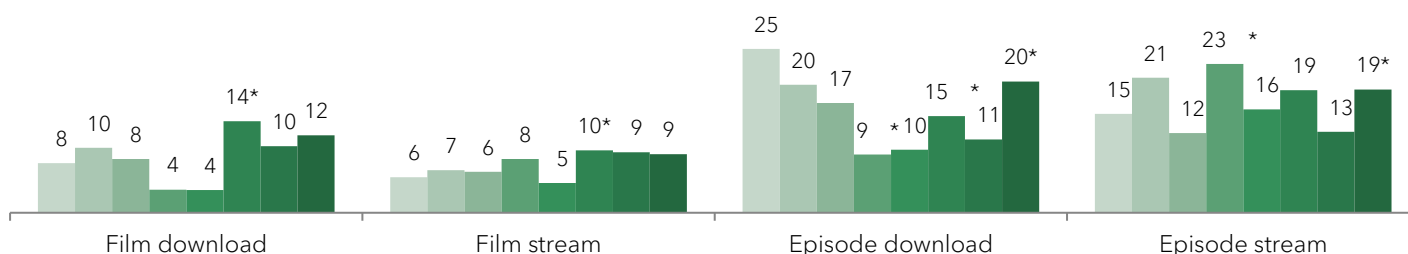


21 000 000
films/year



40 000 000
TV episodes/year

TOTAL NUMBER OF ILLEGAL TITLES/YEAR (MILLION)



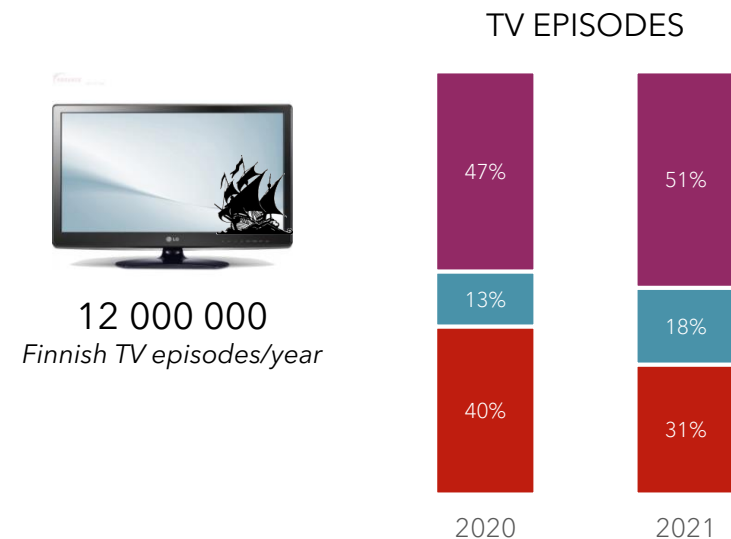
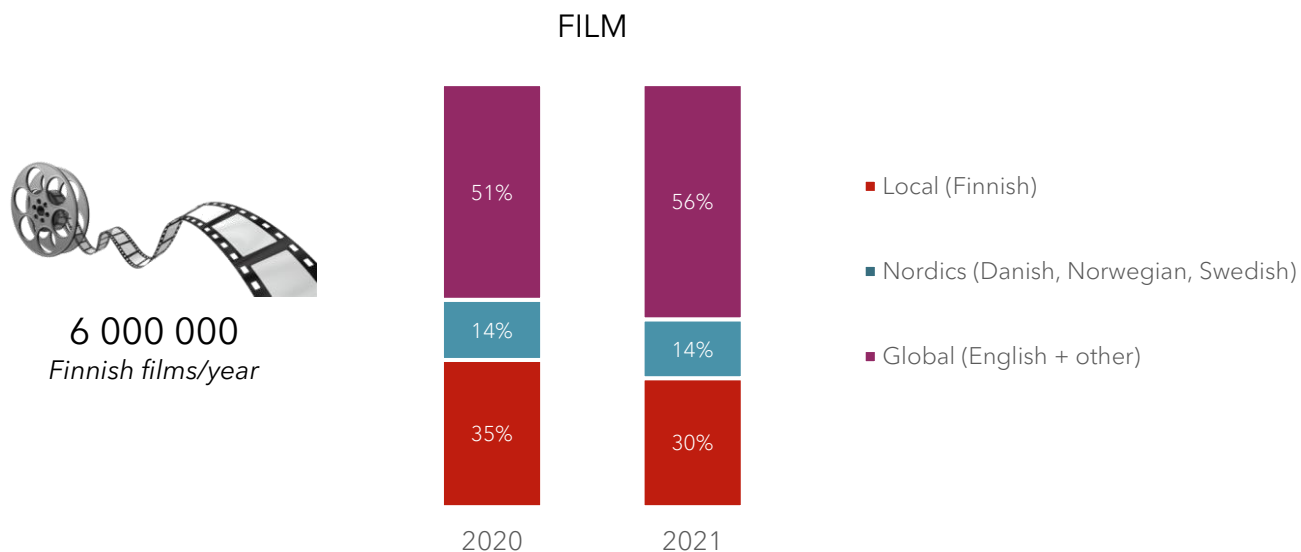
61 000 000
titles/year
(+39% YOY, spring 2021 vs 2020)

*Significant change compared to previous period, 95% statistical certainty.
No of respondents, pirates monthly reach spring 2021 Finland: Film download: 96 Film stream: 101 Episode download: 74 Episode stream: 98
Source: Mediavision



~30% of illegally obtained titles are Finnish

COUNTRY OF ORIGIN ILLEGALLY OBTAINED TITLES (STREAMING AND/OR DOWNLOADING)



- The majority of illegally obtained titles are global, i.e. from countries outside the Nordics.
- About 30% of the titles are local (Finnish) and another 14-18% are from other Nordic countries.
 - Equivalent to 6 million Finnish film titles per year and 12 million Finnish TV episode per year.
 - Another 3 million films are Danish/Norwegian/Swedish and 7 million TV episodes.
 - This gives a total of 28 million titles of Nordic origin on a yearly basis (9 million films/year and 19 million TV episodes).

*Significant change compared to previous period, 95% statistical certainty.
No of respondents, pirates monthly reach spring 2021 Finland: Film download: 96 Film stream: 101 Episode download: 74 Episode stream: 98
Source: Mediavision

More details about the research

DATA COLLECTION

- Online interviews March 2021. Results from this data collection referred to as "Spring 2021" or simply "2021".
 - Number of respondents (15-74 years old) per country:
 - o Denmark: 1 400, Finland: 1 200, Norway: 1 100, Sweden: 1 000
- Monthly reach in Sweden measured over full year except July, with 12 000 online interviews per year (1 000-1 500 per month).

QUESTIONNAIRE

- The survey covers downloading and illegal streaming (the act of downloading - not actual viewing/consumption of illegally downloaded content).
- Anonymity underlined: Questions on piracy were presented to the respondent together with a text saying that all answer are anonymous.
- Only primary downloads from internet included; distribution of already downloaded content (e.g. files saved to a USB memory stick or CD/DVD) has not been taken into account

REPOONDENTS AND RESULTS

- Results are weighted based on gender, age, geography and household size to produce country representative results.
 - This compensates for variations in response rate between sub-groups.
- All results refer to answers among 15-74-year-olds, if otherwise is not stated. Hence, piracy among individuals <15 years is not covered by this report.
- Historical comparisons of results prior to 2014 has its limitation.
 - Surveys prior to 2013 only covered 15-64-year-olds.
 - In addition, surveys prior to spring 2014 only covered illegal downloads/streaming to computers, and not mobile devices.



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