

Less than 1% of Spaniards have copied series or films on DVD in the last year for private use

- Only 1.6% of consumers have made a private copy of a CD or other musical medium, according to the Mazars study commissioned by DIGITALEUROPE and EURIMAG.
- The estimated revenue for the current digital licence fee is between 7 and 10 times higher than the actual damage caused by private copying in Spain.

Madrid, 22 September 2017.- The private copying of traditional physical formats is disappearing, now that the consumption of music and other content is being imposed through streaming on mobile phones, tablets or computers. In the last year, only 0.9% of Spaniards have copied a DVD of movies or series, only 1.6% have made a private copy of a musical medium and only 2.3% have made private copies of books and publications assimilated.

These are some of the findings of the study [*Impact of the private copying in Spain*](#) commissioned by [DIGITALEUROPE](#), the association representing the technology industry in Europe, and [EURIMAG](#), the association representing the image and printing industry in Europe, drawn up by the audit and consultancy firm Mazars on the Analysis and Research survey among 3,000 Spaniards aged 14 to 80. The aim of this study is to quantify the actual damage caused by private copying in Spain today, as consumer habits have changed considerably in recent years.

Of all respondents, only 1.6% (48 cases) made private copies of a physical music medium (CD or DVD). And less than 0.69% of all respondents would have bought the work if there were no possibility of making a private copy; that is, fewer than 21 users of 3,000 respondents stopped purchasing a disc because of private copying.

As for television fiction, cinema and documentaries, only 0.9% (28 cases) of the 3000 respondents copied a physical medium (DVD) in the last 12 months, with series being the most popular content of all. In this case, only 0.69% of respondents made a private copy of a film, series or documentary they would have bought if they had not been able to make a copy.

TV recording and book copying

These results show that the Internet is changing consumer habits when it comes to consuming digital content and copying, a practice that has virtually disappeared. Even the digital television or radio recording made possible by today's devices does not seem to be a threat, as the number of recordings is also very small.

As regards music, only 4.1% of respondents recorded a musical content (programme, video clip or live concert) in the last year of television, a practice that fell to 0.9% in the case of radio recording. In the case of series, films or documentaries, only 6.8% of respondents recorded some type of content in the last year via digital television (not through the Internet).

The private copying of books and similar publications is no exception to this trend, and a low percentage of users make copies (2.3%). Only 69 people out of the 3000 people surveyed (2.3%) made some kind of private copy of a book or similar publication and only 1.61% of the total would have bought the work if there were no possibility of making such reproduction.

Levy collections between 7 and 10 times higher than the actual damage

The study's findings show that the number of users making private copies of works protected by intellectual property rights is small, so the situation has changed a great deal since analogue levies were applied. Current data indicate that it is no longer justified for 100% of users to have to pay for the marginal behaviour of a minority.

The digital industry has asked the government to base the new levies system on a new private copying harm study, similar to the ones it commissioned in 2012, 2013, 2014 and 2015. According to their estimate, the damage resulting from private copying has been declining year on year, from an estimated €18.7 million in 2012 to €11.9 million in 2015.

However, the fees approved by the Executive result in overcompensation by consumers to rights holders. The expected sales of the devices subject to charges show that the amount to be collected annually with the new digital fee is more than EUR 72 million (EUR 50 million if account is taken of any compensation exemptions by business users and the public administration).

"The study reveals that only a marginal number of people still make private copies of copyright-protected works, and there is no evidence that digital devices pose a threat to intellectual property rights. On the contrary, digital devices and the digitisation of creative works enable consumers to access more content legally and to adopt new consumption habits – such as streaming music or movies. It's therefore necessary to review the current private copying levy system," declares Cecilia Bonfeld-Dahl, Director General of DIGITALEUROPE.

"We expect from the Government to conduct out its own independent harm study and align the current fees with the actual damage caused by private copying," adds Maxime Furkel, President of EURIMAG.

DIGITALEUROPE represents the digital technology industry in Europe. Among its 61 corporate members and 37 professional associations are some of the largest IT, telecommunications and consumer electronics companies in the world, as well as national associations across Europe. Its mission is to foster a business, political and regulatory environment that fulfils its vision: one European Union that fosters and supports the digital technology industries, thriving from the jobs, innovation and economic benefits this companies generate and the social challenges they face.

About EURIMAG

www.eurimag.eu

EURIMAG is the leading organisation representing the printing and IT imaging industry in Europe. Its members are the leading manufacturers of printers, scanners and multifunctional devices, directly employing about 100,000 people. EURIMAG aims to actively promote a European policy framework that ensures the competitiveness of the image and printing industry in Europe, with a special focus on copyright fees, one of the most pressing issues for the sector.

Press Contact

PR Garage
Carlos Hergueta
carlos@prgarage.es
91 137 52 98