

12 February 2008

Copyright theft campaign exceeding expectations

New approach is transforming attitudes and behaviour, says Industry Trust

Public attitudes to copyright theft are changing for the better, according to an independent survey by NOP on behalf of the Industry Trust for IP Awareness. The study, designed to measure the success of the Trust's new behavioural change campaign which launched in May last year with the "Knock-Off Nigel" advertising initiative, shows the industry's three-pronged attack on copyright theft is exceeding expectations.

Just seven months in to the new approach, the research shows marked improvements in public attitudes to copyright theft which directly reflect the campaign's key goal – to attach a social stigma to copyright theft so that people *choose* to not take part in it:

- Two thirds of consumers (67%) now regard copyright theft as "nothing to be proud of", compared to just 22% prior to the new campaign;
- Those that regard illegal DVD buyers as "cheapskate" or "downmarket" has more than doubled over the period, from 22% to 57%;
- Those that think unofficial downloads and file-sharing are "wrong" has risen from one in three (34%) to over half (56%);
- Those who think that buying illegal DVDs is "embarrassing" has risen from 22% to 39%.

There are also early signs of a change in consumer behaviour according to the NOP study, which shows an improvement in reported behaviour across all forms of copyright theft. The number of people buying illegal DVDs has reduced by 2% from 8% to 6%, while those that borrow illegal DVDs from friends has fallen from 15% to 11%.

Paul Archer, Interim Director-General of the Industry Trust, said: "To have achieved such a positive impact on attitudes in such a short space of time is extremely encouraging. To have started to turn those attitudes into action at this early stage far exceeds our expectations, so we're delighted with the findings.'

"The industry's decision to use entertainment, one of its best assets, to deliver a serious message, has been critical to our success at getting consumers engaged in the subject of copyright theft.'

"Beyond what the research can show us, the new campaign has put copyright theft back on the public agenda by turning it into a social and moral issue, not just a legal one. It has acted as a catalyst for thousands of new consumer conversations about copyright, particularly online. This is a landmark achievement for the industry and has laid strong foundations we can build on in the coming year."

Anthony Peet, Vice-President of Walt Disney Studios Home Entertainment, commented; "It is incredibly heartening to see that the industry's efforts to take on the huge challenge of copyright theft – especially in the digital age - is bearing fruit. We are determined to continue to working together as an industry to drive innovative and impactful campaigns that will challenge people's approach to copyright theft."

The Industry Trust launched its new behavioural change campaign in May 2007. It replaced the industry's previous rational arguments against copyright theft – the legal implications – with emotional triggers to inspire people to choose to buy legal content.