

ONLINE COPYRIGHT INFRINGEMENT RESEARCH REPORT

PREPARED BY JWS RESEARCH
FOR THE COMMUNICATIONS ALLIANCE
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**COMMUNICATIONS
ALLIANCE LTD**

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JWS RESEARCH

RESEARCH METHODOLOGY

Online Copyright Infringement Research, November 2014

15 minute online survey, conducted 22-27 October 2014

Representative sample of n=1,500 Australians aged 18+

Margin of error is +/-2.5% at the 95% confidence level for results near 50%; differences of +/-1% for net scores due to rounding

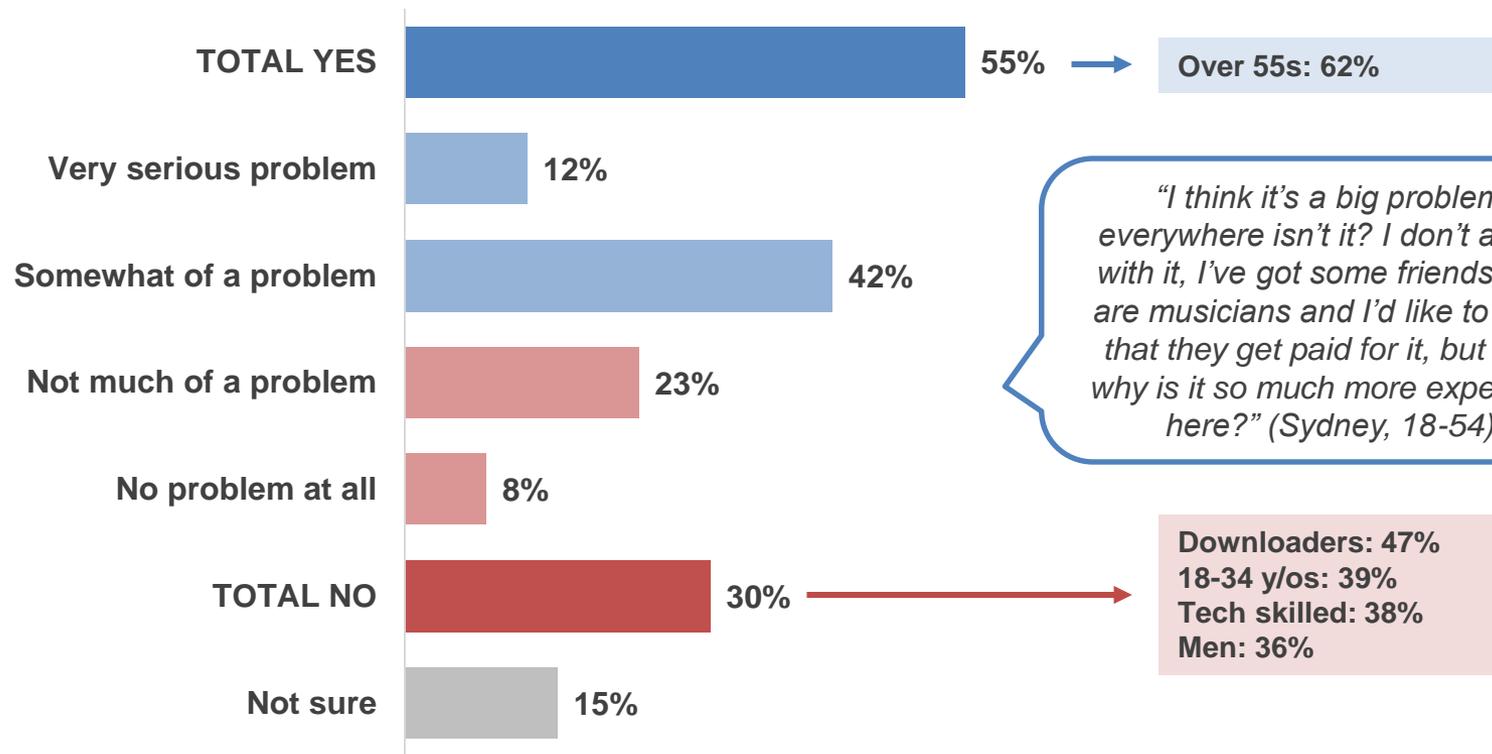
Where appropriate, comments are incorporated from focus groups conducted 2-6 October, in Parramatta and Melbourne

Conducted in compliance with AS-ISO 20252

THE MAJORITY OF AUSTRALIANS DO AGREE THAT AUSTRALIA HAS SOMEWHAT OF A PROBLEM WITH ILLEGAL DOWNLOADS

Australia's Online Copyright Infringement Problem

Total yes – Total no = **+24**



Q2b. In your opinion, does Australia have a problem with online copyright infringement, that is, the illegal downloading or uploading of content such as music, TV shows, movies, books and software?

Base: All respondents, n=1,500

AUSTRALIANS ARE MORE LIKELY TO BELIEVE A MARKET-BASED ALTERNATIVE WILL BE MORE EFFECTIVE THAN REGULATION IN ADDRESSING THE PROBLEM

Market-Based vs. Regulatory Responses

"They have to cater to what people want, not say well this is what you get." (Sydney, 18-54)

43%

Market-based responses, like making content easier and cheaper to access

"The industry has not kept pace with the way people want to consume their product ... they're not following the way people have changed their values around consumption." (Melbourne, 55+)

19%

Government regulation that results in real consequences and penalties for people who illegally download

Note: 21% 'Would need more information' and 16% 'Not sure' response

Q15. The ideal approach to stopping illegal downloads in Australia may well be a mix of market-based responses, like making content easier and cheaper to access, and government regulation that results in real consequences and penalties for people who continue to illegally download. But if you had to choose one of those responses, which approach do you believe will be more effective in tackling the problem of illegal downloads?

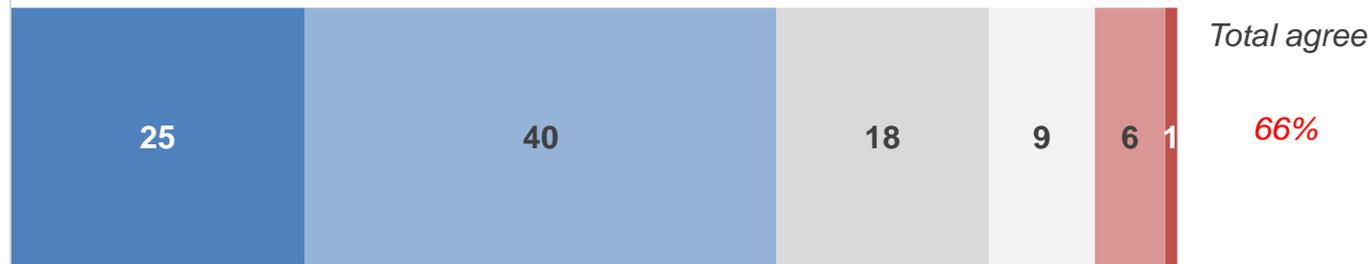
Base: All respondents, n=1,500

THE NEED FOR CHEAPER, EASIER TO ACCESS CONTENT ARE THE KEY REASONS FOR OPPOSING STRICTER LEGISLATION

Top Two Reasons Against Legislation

TV shows, music, movies, software and books all cost more to access online in Australia:
If content distributors had cheaper, fairer pricing, people wouldn't download illegally.

*"You make it cheaper to do it legal."
(Sydney, 55+)*



If content distributors made content available at the same time, people wouldn't download illegally.

*"I think having things sooner, because they don't want to wait."
(Sydney, 55+)*



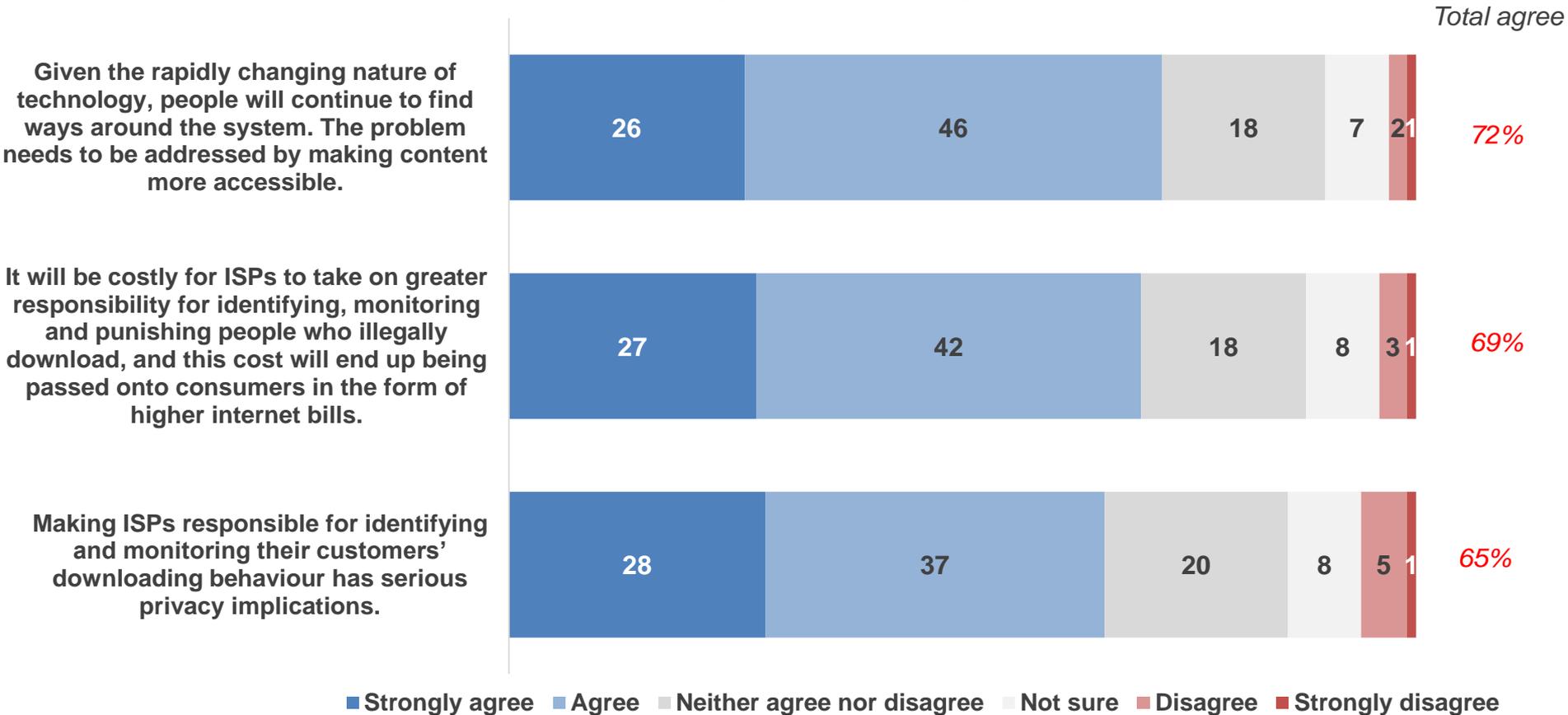
■ Strongly agree ■ Agree ■ Neither agree nor disagree ■ Not sure ■ Disagree ■ Strongly disagree

Q7. The following are some reasons people have given against stricter copyright legislation. Please indicate to what extent you agree or disagree with each reason.

Base: All respondents, n=1,500

AUSTRALIANS AGREE THAT DOWNLOADERS WILL CIRCUMVENT ISP TRACKING EFFORTS, AND THAT MONITORING IS COSTLY AND HAS PRIVACY IMPLICATIONS

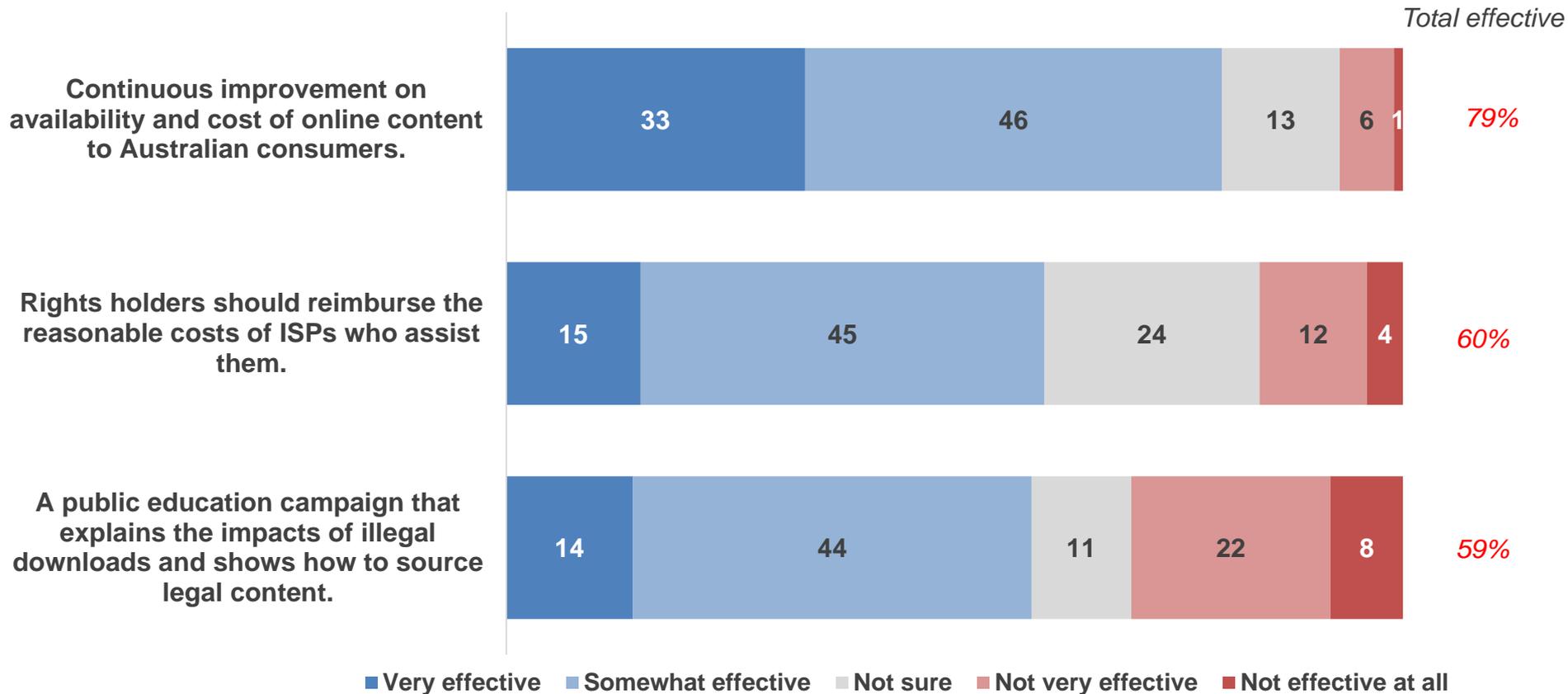
Top Reasons to Oppose ISPs Taking Responsibility



Q11. The following are some reasons that people have given as to why ISPs should not take on more responsibility in terms of identifying, monitoring and punishing customers who are downloading content illegally. Please indicate to what extent you agree or disagree with each reason.
 Base: All respondents, n=1,500

IMPROVEMENTS IN COST AND AVAILABILITY ARE KEY

Key Alternatives to Regulatory Approach



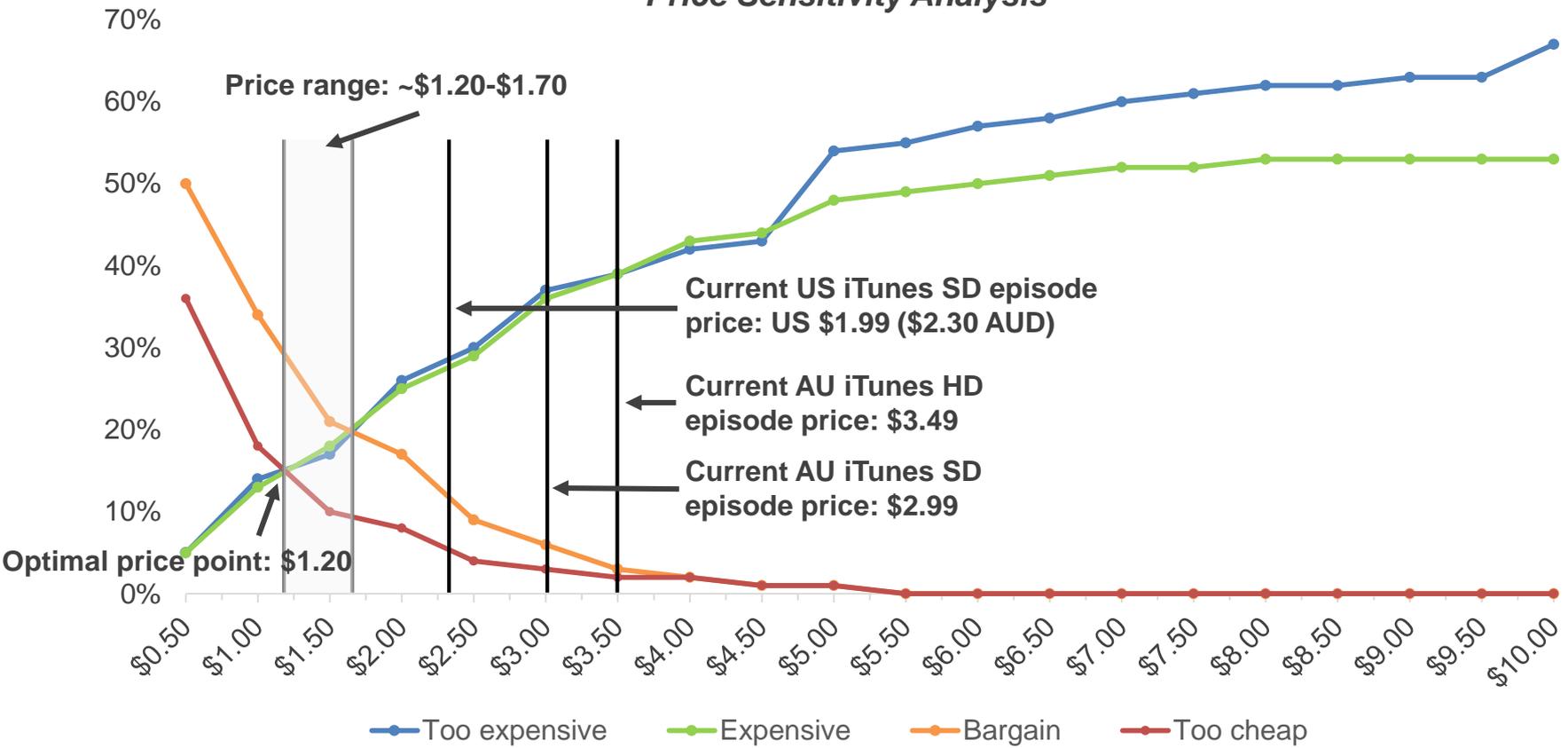
Q14. The following are some other options that people have suggested would be more effective in combatting illegal downloads in Australia than forcing ISPs to take on more responsibility in terms of identifying, monitoring and punishing customers who are downloading content illegally. For each of the following, please indicate how effective you think it would be.

Base: All respondents, n=1,500

PRICE SENSITIVITY MODELLING SUGGESTS THE IDEAL PRICE FOR A TV SHOW EPISODE IS IN THE RANGE OF \$1.20 TO \$1.70

With the optimal price being around \$1.20.

Price Sensitivity Analysis



Q23a. At what price would you consider a TV show single episode to be so expensive that you would not consider buying it? / Q23b. At what price would you consider a TV show single episode to be priced so low that you would feel the quality couldn't be very good? / Q23c. At what price would you consider a TV show single episode starting to get expensive, so that it is not out of the question, but you would have to give some thought to buying it? / Q23d. At what price would you consider a TV show single episode to be a bargain – a great buy for the money?.

Base: All respondents, n=1,500