Industry Trust Moments Worth Paying for Tracker
December 2015 – January 2016
## This year’s focus

### Who
- A snapshot of who did what in 2015
- How behaviour differs between sections of the population

### What
- The relationship between authorised & unauthorised consumption
- The methods people are using to access their content

### Why
- The forces and attitudes driving these behaviour changes
- Areas of focus for future campaign activity
Moments Worth Paying For: 2015 review

- 2015 focus: women and families
- Awareness, comprehension & diagnostics on 6 executions:

<table>
<thead>
<tr>
<th>Posters</th>
<th>Trailers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avengers: Age of Ultron</td>
<td>Magic Mike XXL</td>
</tr>
<tr>
<td>Shaun the Sheep Movie</td>
<td>Shaun the Sheep Movie</td>
</tr>
<tr>
<td>Suffragette</td>
<td>Star Wars</td>
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</tbody>
</table>
Methodology

2,660 interviews online between 11th December 2015 – 12th January 2016.

Core sample of 2,029 British adults (aged 16+), plus 381 11-15 year olds. A further ‘boost’ of 250 males aged 16-34.

New additions this year: voxpops and CHAID analysis, and emphasis on the differences between film and TV.

Important differences between this study and CCUK: sample structure and questionnaire wording means most comparisons are unreliable.
Consumption trends
How did behaviour change in 2015?
Overall 16+ population – who downloads and streams what

More people than ever now spend money on downloading/streaming authorised content. There doesn’t appear to have been a growth in the number of infringers in the last year.

<table>
<thead>
<tr>
<th>Category</th>
<th>2013/14</th>
<th>2014/15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unauthorised</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>Authorised free</td>
<td>52%</td>
<td>50%</td>
</tr>
<tr>
<td>Authorised paid</td>
<td>54%</td>
<td>49%</td>
</tr>
</tbody>
</table>

Q4.3 On average how often do you: Download or stream authorised / official films or TV programmes for free/ Download or stream authorised / official films or TV programmes that you pay for; Download or stream unauthorised / unofficial / pirate films or TV programmes for free; Download or stream unauthorised / unofficial / pirate films or TV programmes that you pay for

Base: All participants 16+ (n=2,279)
Paid digital grows across all subgroups

• Still highest among under 34s
• But usage is growing quickly among digital tourists

Women are still much less likely to infringe than men

29% 18%

But infringement is growing among women

Younger people still lead infringement

• In 2015 infringement surged among 11-15s
• Girls lead boys in this age group

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Base: All participants (n=2,660)
Infringers consume more of everything

Although infringement hasn’t spread across the population, infringers are accessing more unauthorised content than ever. Despite this, they remain more than twice as valuable to the industry as non-infringers.

Q4.3: On average, how often do you do each of these activities?
Base: All 16+ who ever access any type of content unofficially (n=623)

![Proportion of all TV/film consumption](chart1)

- Authorised paid-for: 28
- Authorised free: 31
- Unauthorised: 42

![No. of times people access paid-for authorised content each month](chart2)

- Ever infringes: 14
- Never infringes: 6

If each authorised event is worth £1, over the course of 1 year...

- £168
- £72
Key take-outs

More people than ever are paying for authorised content. *But what’s driving the growth and what type of content is it?*

The *same proportion* of people are downloading and streaming content illegally as they were a year ago. But, since 2014 these infringers have been *watching more* illegal content than ever before. *What’s the underlying behaviour - why and how are they accessing unauthorised content?*

Infringers continue to spend far more on paid-for authorised content than people who never infringe. *How does this dynamic work and what does it mean for the industry?*
Behavioural insights

What’s driving these changes in behaviour?
Snapshot – the growth of paid-for authorised content

The growth in paid-for authorised content is led by digital

The growth of SVoD plays a big role

- 80% of people who pay for anything digital are using SVoD

<table>
<thead>
<tr>
<th>Year</th>
<th>% 16+ using any SVoD</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013/14</td>
<td>29%</td>
</tr>
<tr>
<td>2014/15*</td>
<td>39%</td>
</tr>
<tr>
<td>2015/16</td>
<td>43%</td>
</tr>
</tbody>
</table>

And there’s been growth across paid digital overall

- Growth across the board, including 8% growth among 65+ age group in the last year

<table>
<thead>
<tr>
<th>Year</th>
<th>% 16+ using any paid digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013/14</td>
<td>40%</td>
</tr>
<tr>
<td>2014/15</td>
<td>49%</td>
</tr>
<tr>
<td>2015/16</td>
<td>54%</td>
</tr>
</tbody>
</table>

Disc and cinema remain far more prevalent, but growth is slower

<table>
<thead>
<tr>
<th>Year</th>
<th>Disc</th>
<th>Cinema</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013/14</td>
<td>83%</td>
<td>79%</td>
</tr>
<tr>
<td>2014/15</td>
<td>86%</td>
<td>80%</td>
</tr>
<tr>
<td>2015/16</td>
<td>86%</td>
<td>83%</td>
</tr>
</tbody>
</table>

% 16+ ever going to the cinema or watch authorised paid-for discs

*Question wording changed in 2014 but trend remains valid
People who access unauthorised content still spend more too

According to claimed behaviour, infringers are worth more than twice as much to the industry across formats compared to people who never infringe.

Number of authorised paid-for actions per month

- **Ever infringes**
- **Never infringes**

<table>
<thead>
<tr>
<th>Format</th>
<th>Ever infringes</th>
<th>Never infringes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cinema</td>
<td>3.25</td>
<td>1.7</td>
</tr>
<tr>
<td>Disc</td>
<td>3.9</td>
<td>1.8</td>
</tr>
<tr>
<td>Digital</td>
<td>3.51</td>
<td>1.8</td>
</tr>
</tbody>
</table>
Nonetheless, curbing film infringement would drive infringers towards legal channels. Three quarters of the target audience claim they would go to the cinema more often if unauthorised sources became unavailable.

Q4.3a. If unofficial film was no longer available, would you do more or less of each of these activities?
Base: all males 16-34 downloading illegally (294).
Snapshot: Unauthorised apps/IPTV/set-top-boxes

These newer platforms are used by a high proportion of the target audience and are hitting spend on authorised. Many users aren’t sure of the platform’s legal status.

Q4.3 On average how often do you: Use an app such as Popcorn Time or Showbox to watch unauthorised/unofficial/pirate film or TV programmes. Base: All participants (n=2,660). Q4.3a. a) Since you started using an unauthorised streaming app (e.g. Popcorn Time, Showbox or uTorrent), would you say you have spent more, less or about the same amount of money on legal content? Base: All (16+) who use unauthorised apps (n=382); all (16+) who use unauthorised open source media players (n=382)

Q4.3: Use an app such as Popcorn Time or Showbox to watch unauthorised/unofficial/pirate film or TV programmes. Base: All participants (n=2,660). Q4.3a: a) Since you started using an unauthorised streaming app (e.g. Popcorn Time, Showbox or uTorrent), would you say you have spent more, less or about the same amount of money on legal content? Base: All (16+) who use unauthorised apps (n=382); all (16+) who use unauthorised open source media players (n=382)

% of users who don’t know whether the app/platform is legal or illegal

16% 36%
12% 46%

Say they’ve spent less on authorised content since they started using it

% of population who ever use

Apps

IPTV/set-top box

All 16+ Male 16-34 Male 16+ Female 16+ 11-12 13-15 16-17 18-24 25-34 35-44 45-54 55-64 65+

14 42
38 17
11 14
21 25 21
20 47
37 37
35 16
8 10
6 6
2 2
3

Confidential: For research purposes only
These new platform users are super-infringers

People using these platforms access over 3x more unauthorised content than other infringers. On the other hand, they access more than 2x as much paid-for authorised content.

Q4.3f. Which of the following best describes how you would normally access unauthorised films/TV episodes online? (Select 2)

Base: All 16+ who access unauthorised content (n=623)

Number of unauthorised actions per month

<table>
<thead>
<tr>
<th>Method</th>
<th>Use unauth streaming apps</th>
<th>Don’t use them</th>
<th>Use open source media/IPTV</th>
<th>Don’t use it</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use unauth streaming apps</td>
<td>14</td>
<td>4</td>
<td>13</td>
<td>4</td>
</tr>
<tr>
<td>Don’t use them</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use open source media/IPTV</td>
<td></td>
<td></td>
<td></td>
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Avg. no of actions = 9

Number of authorised paid actions per month

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<tbody>
<tr>
<td>Use unauth streaming apps</td>
<td>21</td>
<td>9</td>
<td>19</td>
<td>9</td>
</tr>
<tr>
<td>Don’t use them</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use open source media/IPTV</td>
<td></td>
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<td></td>
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Avg. no of actions = 15

Q4.3f. Which of the following best describes how you would normally access unauthorised films/TV episodes online? (Select 2)

Base: All 16+ who access unauthorised content (n=623)
Unauth film/TV payment windows

The new platforms are being used to watch unauthorised content earlier, particularly pre-cinema and in-cinema films.

Q4.3d. When you access unofficial films, when do you typically access them?
Base: all 16+ unofficial accessors of films (n=623)
Key take-outs

- The growth in paid-for authorised content has largely been driven by digital and the increased availability of online content through SVoD services.
- Despite this growth in digital, a high proportion of digital content is still watched through unauthorised sources.
- Infringers are still hyper-consumers, and they remain considerably more valuable to the industry. If unauthorised sources became unavailable, they claim they would access far more paid authorised content.
- Unauthorised streaming apps and IPTV/open source media players present a significant new threat to the industry. The people who use them consume far more content (both unauthorised and paid authorised) than the average infringer. The technology is enabling them to access films while they’re in the cinema or even beforehand.
  - The high degree of uncertainty around the legal status of this technology points towards a need for educational activity.

What’s motivating people to access content through (un)authorised sources?
Motivations for watching (un)authorised content
The attitudes and pull-factors underlying people’s viewing habits
What drives infringement?
Ease of access and price continue to dominate people’s justifications for infringing.

- **48%** It’s easy and convenient
- **46%** It’s cheaper
- **26%** There’s nothing wrong with it

Q4.5c These are some reasons that people have given for accessing unofficial/unauthorised/pirate film or TV programmes. Please tick those that apply to you.
Base: All 16+ unofficial accessors (n=623)
What drives access of authorised content?

The ‘event’ of cinema-going is an important motivator, while quality is a major sell for disc.

16-34 Males who DL/stream illegally

- **36%** The big screen experience
- **33%** It’s better quality
- **28%** Having a shared experience

Q5. What motivates you to watch official/authorised films? Please check all that apply.
Base: 16-34 males who access unauthorised content (n=294)
Audience snapshot: Women overall

- More women accessing unauthorised (and auth paid) content now than in 2014. This growth is led by the young.
- Cinema-going almost twice as frequent among campaign recognisers as non-recognisers, hence exposure
- The campaign messaging resonates, but it’s difficult to target 51% of the population in one go.
- Women who download/stream unauthorised copy and who have seen the campaign consume more paid authorised content (as well as unauth…)

Stated change in behaviour compared to last year among people who DL/stream unauth

<table>
<thead>
<tr>
<th></th>
<th>Campaign recogniser</th>
<th>Non-recogniser</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Unauth</td>
<td>Auth</td>
</tr>
<tr>
<td>More</td>
<td>35%</td>
<td>41%</td>
</tr>
<tr>
<td>Same</td>
<td>38%</td>
<td>43%</td>
</tr>
<tr>
<td>Less</td>
<td>27%</td>
<td>16%</td>
</tr>
</tbody>
</table>
Audience snapshot: 11-15s

- Around a third of 11-15s now download or stream unauthorised content, and girls lead the charge. They’ve followed the upswing of paid authorised content too.
- High campaign recognition
- Campaign recognisers are big film and TV watchers, meaning that although they consume significantly more paid authorised content than non-recognisers, they also download and stream more unauthorised.
- Recognisers significantly more likely than non-recognisers to agree with the “worth paying for KPI”

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<tr>
<td>Same</td>
<td>41%</td>
<td>31%</td>
</tr>
<tr>
<td>Less</td>
<td>38%</td>
<td>21%</td>
</tr>
</tbody>
</table>

“It’s cheaper and I can’t afford to pay for everything I want to watch”
Female, 11

“They’re shown a lot sooner in the USA than they are in the UK”
Male, 11
Audience snapshot: 16-34 males

- Around three quarters of males aged 16-34 download or stream unauthorised content
- Although this group has high unauthorised activity compared to the average of those 16+, they also download and stream far more paid for and free authorised content
- This group has high campaign recognition; almost half of this group are aware of the campaign while one in five is aware of Findanyfilm.com
- Campaign recognisers are more likely to agree that content is worth paying for than those who don't

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</thead>
<tbody>
<tr>
<td></td>
<td>Unauth Auth</td>
<td>Unauth Auth</td>
</tr>
<tr>
<td>More</td>
<td>32% 52%</td>
<td>16% 27%</td>
</tr>
<tr>
<td>Same</td>
<td>33% 36%</td>
<td>53% 57%</td>
</tr>
<tr>
<td>Less</td>
<td>35% 13%</td>
<td>31% 16%</td>
</tr>
</tbody>
</table>
Recommendations

• Drive awareness of legal status and potential dangers of new infringement methods: apps, IPTV/open source media and VPN plug-ins.

• Consider educational activity to ensure that newly digital older people don’t inadvertently access unauthorised content.

• Continue to use Findanyfilm.com as a mechanism for increasing and showcasing the availability of authorised digital content.

• Reinforce the message that authorised doesn’t necessarily mean expensive.

• Quality and the ‘big screen experience’ remain compelling messages for investing in authorised content, either on disc or at the cinema. Continue to reflect these in campaign messaging.

• Lead trailers with the MWPF message to boost engagement and comprehension.
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