



*Official translation from the original in Finnish:*

## COPYRIGHT BAROMETER 2007: PIRATISM IN CLEAR DECLINE

The purchasing of pirate copies is clearly down from the previous years, at least in people's own replies. This is an outcome of the Copyright Barometer performed by the Finnish market research house Taloustutkimus on the assignment of LYHTY (Lantern), a joint project of creative sector artists, employees and entrepreneurs in Finland.

According to the replies, the purchasing and importing of pirate copies has dropped to a half of what it used to be in 2006 while downloading from peer-to-peer (P2P) networks is down by a fourth.

In 2006, 8% of the Finnish respondents reported having imported pirate copies whereas their corresponding percentage is now 4%. Domestic purchases of pirate copies decreased from 4 to 2%.

There was also a clear decline in Internet-based piracy. Last year 21% of the respondents reported having copied illegitimately uploaded materials from the Internet while their share was only 15% in 2007.

“According to their own replies, the youngest respondents, or those between 15 and 25, have acquired pirate copies clearly more frequently than the other age groups, also downloading illegitimate materials from the Internet and distributing them in P2P networks. However, also the youngest share the same trend as the other age groups: there is a clear decline in the purchase of pirate copies and especially in the downloading from the Internet”, Tuomo Turja, Research Manager of Taloustutkimus comments on the outcome.

Purchases from legal on-line stores are increasing. Last year, 24% of the respondents reported purchases of music, computer games or movies from a legitimate on-line store while this year that number is already 29%.

“This result is good news to all people trying to make a living in culture and entertainment”, Lauri Kaira, Project Manager of LYHTY comments, delighted. “We are particularly happy with the fact that the growth in Internet-based piracy seems to be levelling off.”

LYHTY (Lantern) is a joint project of actors in the culture and content production field, with the mission of improving the operating conditions of the creative sector.

The Copyright Barometer constitutes a part of the Telebus survey involving the telephone interview of 1001 person during the first week of July. The sample was adjusted for age, gender, domicile and size of households to represent the target group.

*For a true translation:*  
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