

Key aspects of the methodology

Survey method and sampling



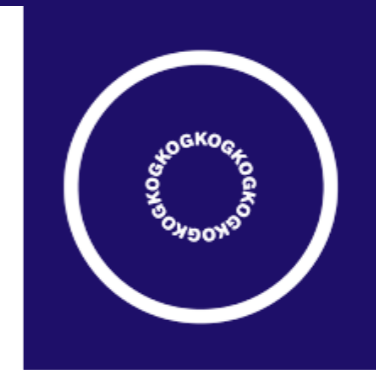
Survey method

Quantitative survey of online panel users



Sample size

N=1198



Target groups

Lithuanian population aged 14-64 actively using the internet, with an additional distinction of those aged 14-29

Categories of online content analysed



Films, TV series, TV shows, videos



Music



Sports streaming



Recordings of dramatic works



Written content



Sheet music



Educational audiovisual content



Video games



Computer programmes

8 indicators for monitoring and forecasting

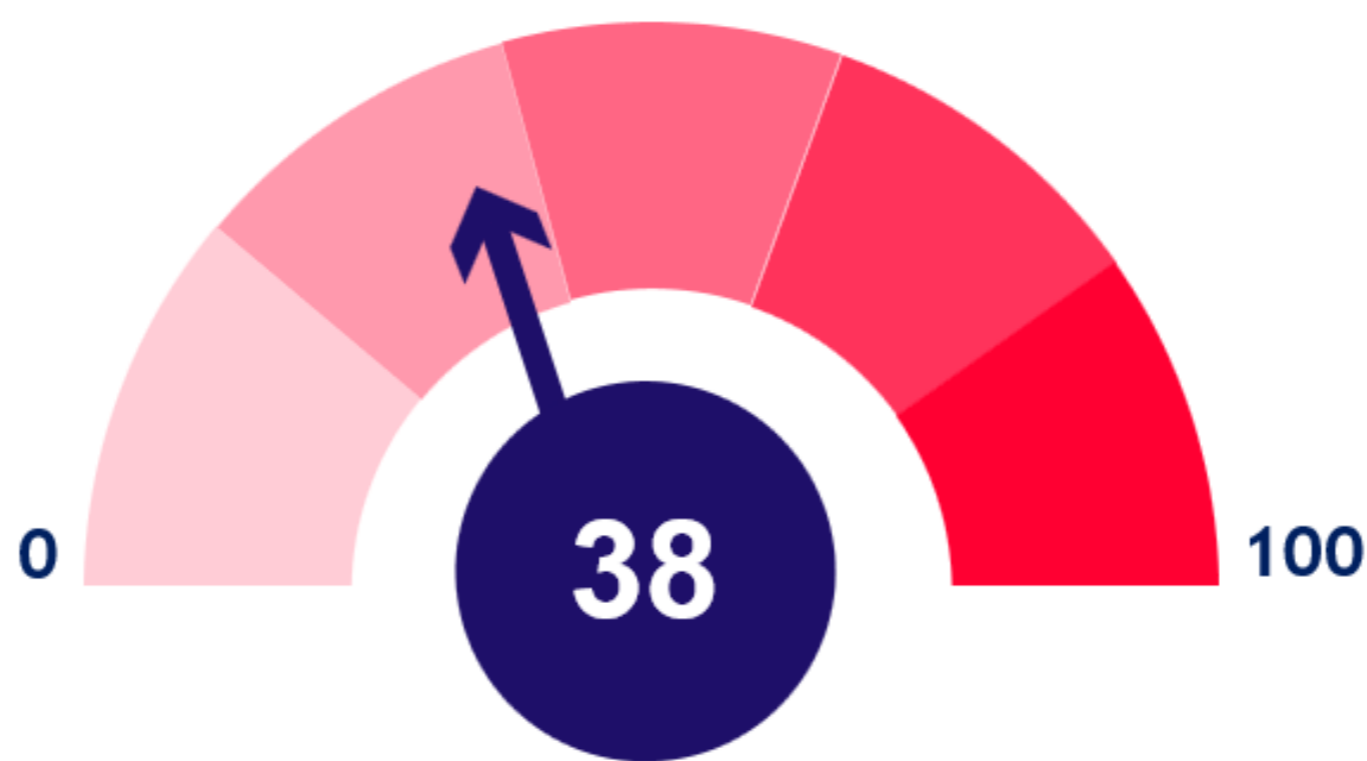
I1. Piracy Index

An average of 4 indicators (expressed as a score between 0 and 100)

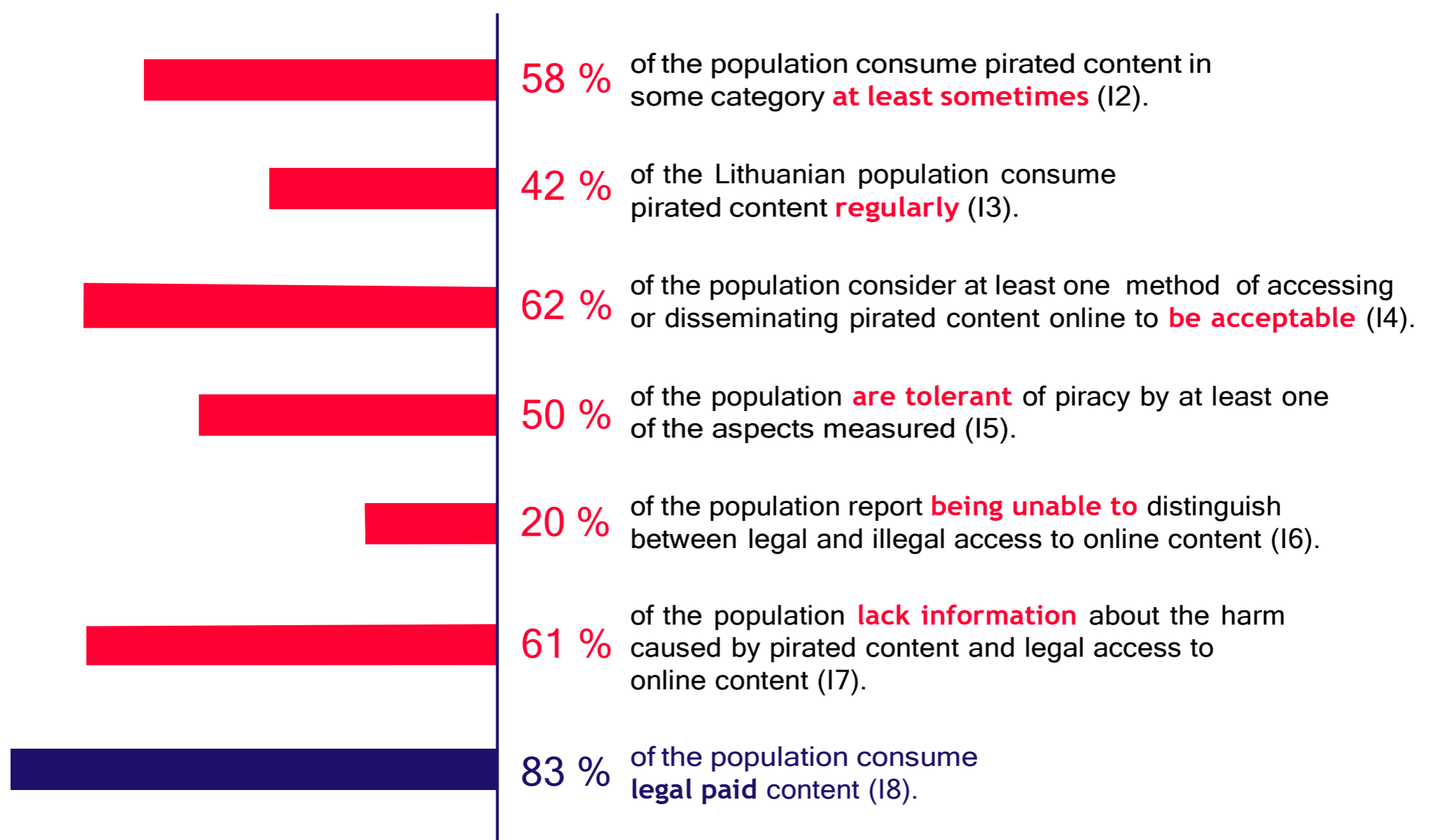
12. Overall level of consumption of pirated content	13. Regular users of pirated content	Two behavioral indicators
14. Acceptability of different actions with pirated content	15. Tolerance of pirated content consumption	Two attitude indicators
Additional indicators		
16. Inability to distinguish between legal and illegal access to online content	17. Lack of information	18. Consumption of legal paid content

Results of the study

Key indicators



Piracy Index (I1)

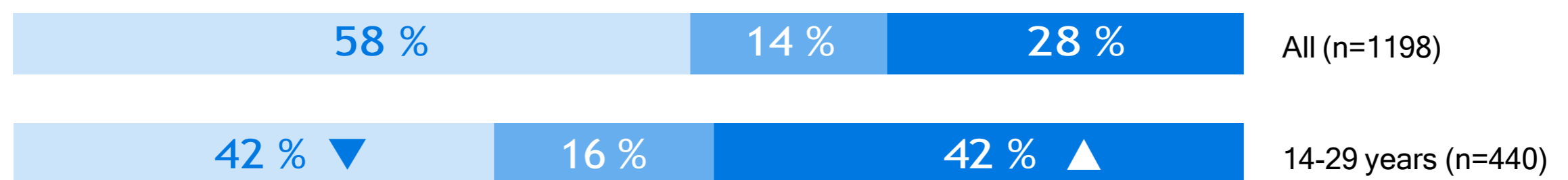


Note: The sample of the study was 1198 respondents. The statistical margin of error for this sample size is ± 3.1 percentage points.

Other results of the study

Types of population by the level of piracy

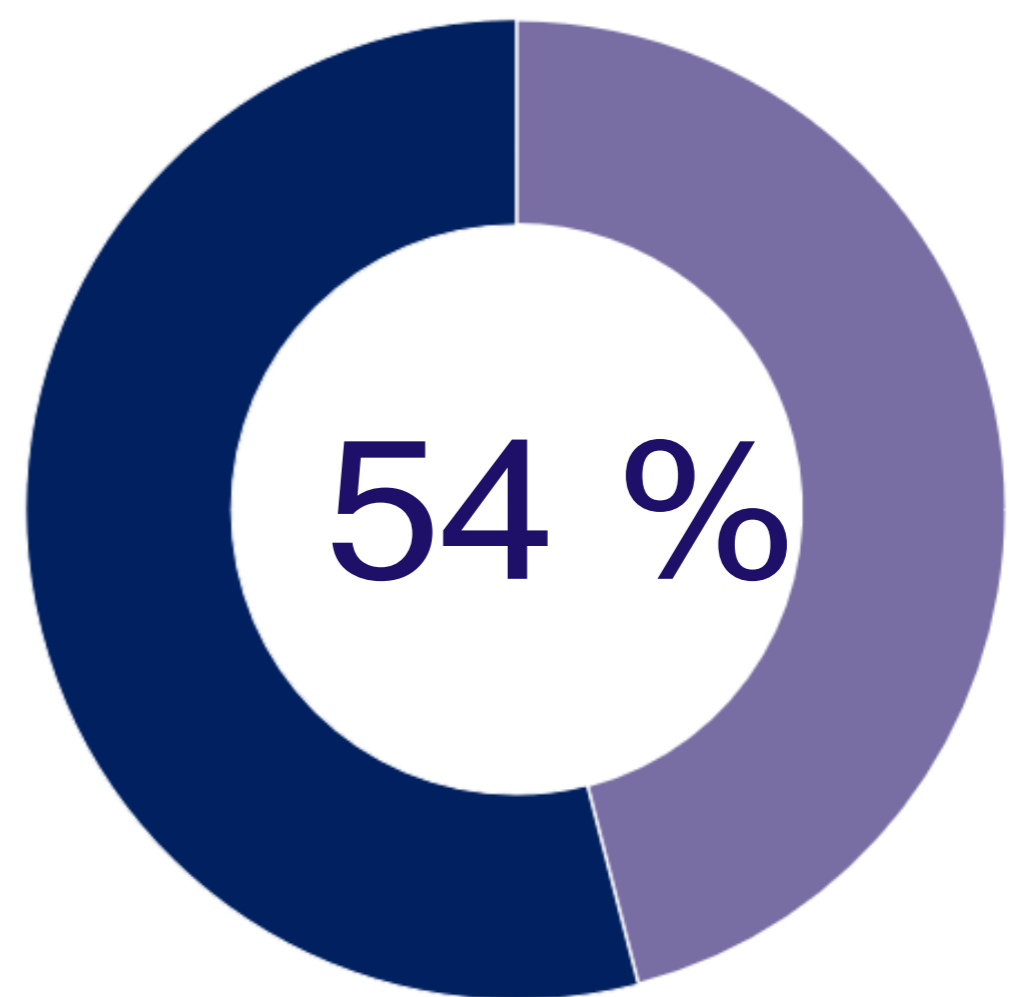
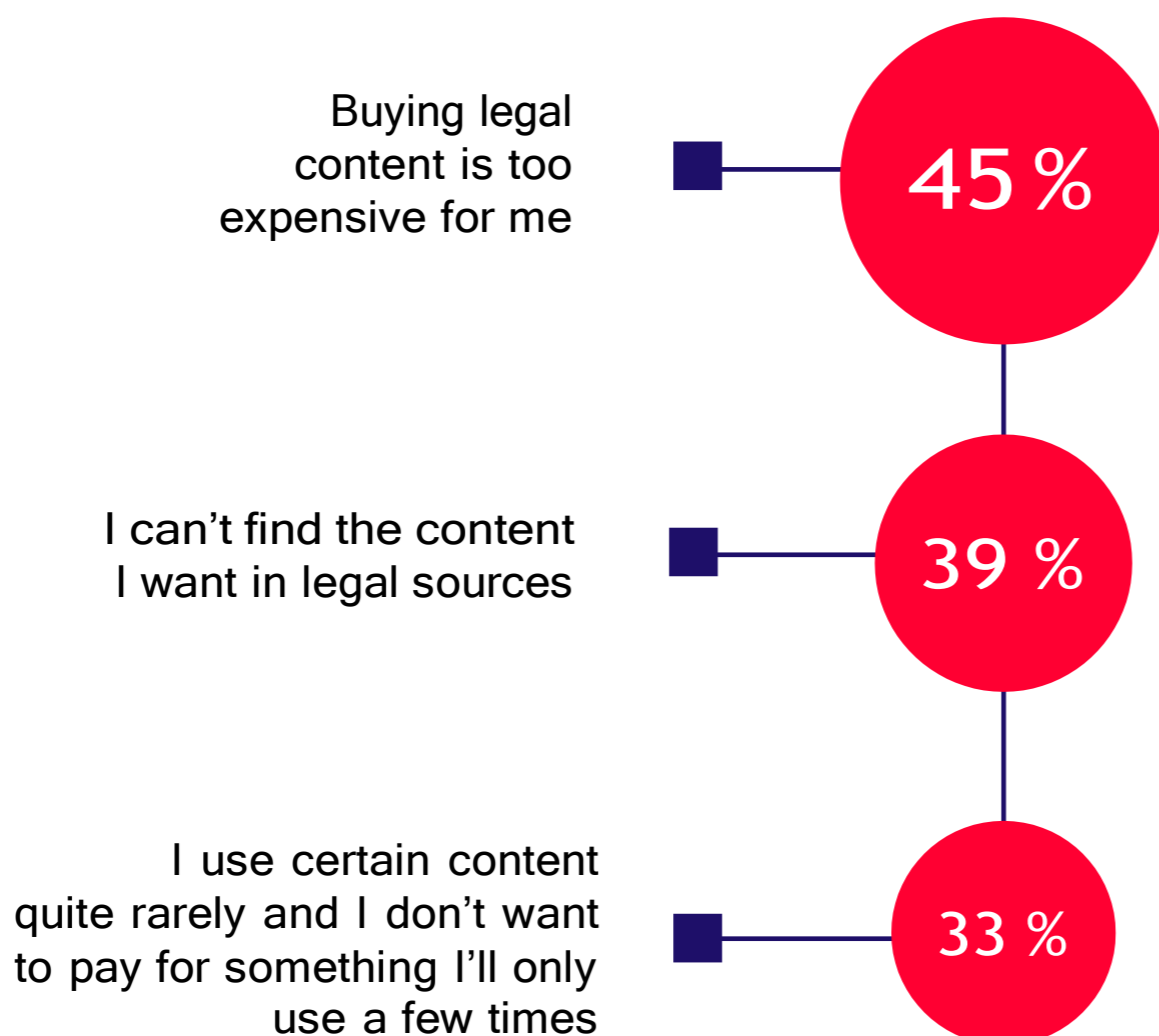
■ Not a pirate ■ Occasional pirate ■ Regular pirate



▲ ▼ Statistically significantly more / less than the total population

Regular users of pirated content are more often male, 14-29-year-olds, residents of Vilnius, students and pupils.

The 3 main reasons for consuming pirated content



Such part of the population that consumes pirated content would be encouraged to stop doing it by the fine of up to €200