

2025 private copying survey – Key findings

The objective of the survey was to examine the total volume of legal private copying in Finland.

- According to the study, music that fell under the scope of legal private copying was copied by 107,000 and video material by more than 575,000 15–79-year-old residents in Finland. In total, around 661,000 people in Finland copied either music or video material. This figure is lower than the figure for 2024, when 709,000 people copied either music or videos.
- The 2025 survey estimates the total number for private copies of music and video files copied by Finnish residents to be slightly higher than the survey conducted in 2024. Both music and video files have been copied slightly more than in 2024. However, the number of files copied is close to the level it has been in recent years.
- The estimated number of music and video files copied legally for private use during the year in Finland is 161–194 million*. In the period 2013–2017, the volume of private copying decreased from 725 million to about 260 million copies, and after that (2018–2024) the number of copies has remained between 180 and 297 million.
- The mobile phone and the computer remain the most popular devices for saving music. Compared to 2024, when examining the most recent time music was copied, it was more likely stored on a mobile phone and less likely on a computer. Video material is most often saved on mobile phones and online TV programme recording services, followed by computers and digital set-top boxes. The popularity of saving video material in online TV programme recording services increased compared to the 2024 study, whereas the use of digital set-top boxes reduced compared to 2024. The most commonly used sources for copying music are streaming services (offline saving), freely downloadable files from the internet (e.g. artists' own web pages) and original CDs. Of these, only music copied from original CDs is included in the figures for private copying. The number of music downloads from streaming services has increased compared to previous years. TV programmes were the most commonly used original source for saved video material.
- More than half of those who copied music say they would have acquired the copied material in some other way if it had not been possible to copy it. More than two fifths would have paid to acquire the music. A third of those who copied videos would have acquired the copied material from another source if copying had not been possible. Less than a fifth would have acquired the video material from a fee-charging source.

- More than four fifths of residents in Finland have printed, saved, photocopied or scanned graphic material for private use during the past year. The most frequently used methods of copying are saving and printing, also in terms of the number of pages copied. Photocopied and scanned materials are most often official forms or invoices/bank statements, whereas printed and saved materials are typically photographs, recipes, official forms, articles or educational materials. Materials that are printed or saved are most often published by a company (e.g. Valio), private individuals (web pages or blogs) or Wikipedia, Facebook or other online social networking service. The estimated number of pages covered by the remuneration for private copying is between 476 and 655 million pages (2024: 567–678 million pages). The estimate is based on the classification of material types by Kopiosto.

**DEFINITION OF A PRIVATE COPY: Material saved from the following original sources:*

MUSIC FILES: original CDs in their entirety, CDs borrowed from libraries, certain music copied from CD-r or DVD-r discs, Blu-ray discs, certain material copied from friends/family members

VIDEO FILES: television, certain material copied from friends or family

Summary of the results

The main objective of the survey was to determine the volume of private copying of music and video material in Finland.

Similar information was last gathered by Taloustutkimus in 2024.

In addition to estimates of the volume of private copying, the survey also provides comprehensive insight into the use of entertainment electronics by Finnish residents, as well as the consumer behaviour regarding music and video content. The study also looked into the harm caused by the copying of music and video material. Furthermore, the study investigated the frequency and total volume of the private copying of graphic material.

The results of the survey conducted by Taloustutkimus Oy are based on a broad sample representative of the population, with more than 3,000 people between the ages of 15 and 79 interviewed in person. Based on the survey, a total of 661,000 (margin of error is $\pm 3.1\%$ at a confidence level of 95%) residents of Finland copy music, movies and

TV programmes for private use.

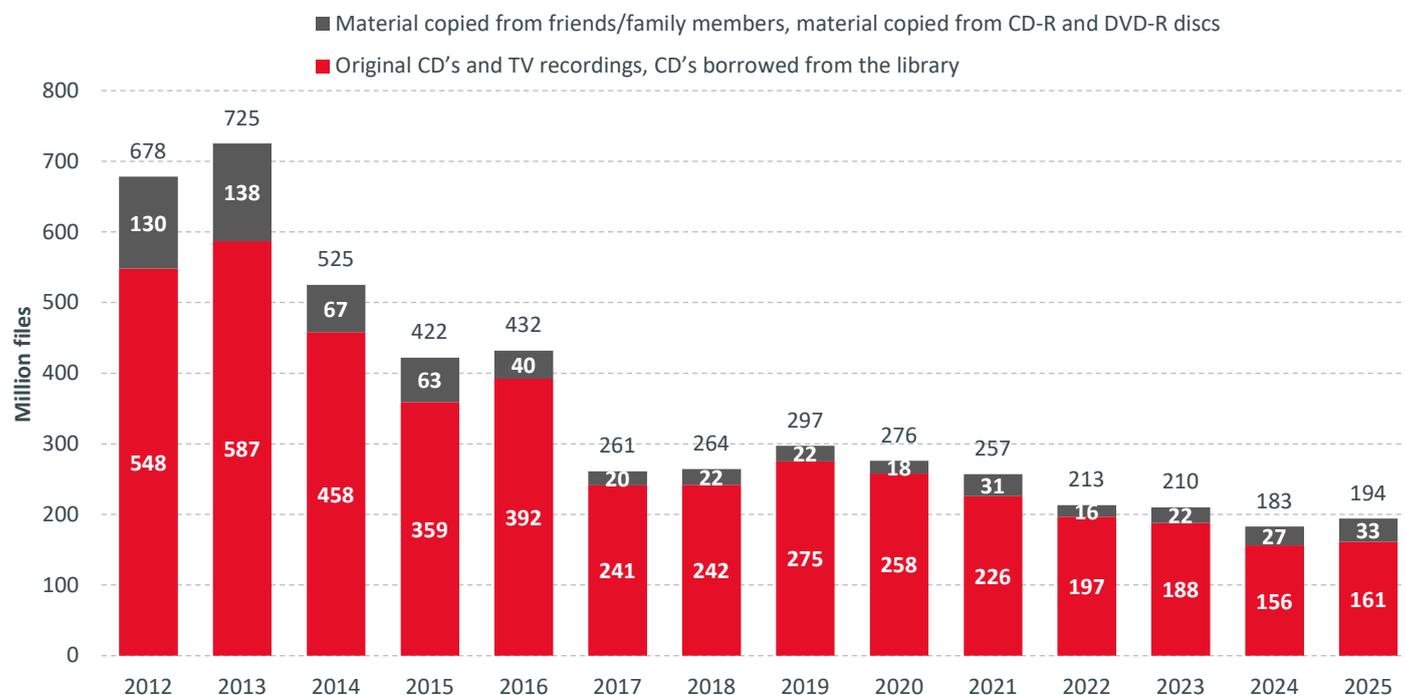
The total volume of annual private copying totals about 161–194 million music and video files. The lower figure (161 million files) includes only the legal private copying referred to in the Copyright Act. For example, self-made material, illegal downloads, copies included in the cost of paid services and copies that are allowed under express permission of the copyright holder have been excluded.

The law also permits copying for friends and family members. Annually, 33 million files of material are copies from friends and family members or from CD-R and DVD-R discs. Since the origin of these files could not be reliably verified in the survey, the estimate of the total volume of private copying is 161–194 million copied files (Figure 1, Table 1). In the 2024 survey, the corresponding estimated figure was 156–183 million files.

Households copy approximately 339 million music and video files per year (including non-remunerated private copying) (2024: 357 million files).

Private copying in 2012–2025

Figure 1. Total volume of private copying in 2012–2025, 15–79-year-olds. Taloustutkimus 2025



Copying of music files

Table 1a. Music Total volume of private copying by source, 2015–2025. Taloustutkimus 2025.

15–79-year-olds											
year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Files (millions)											
From original CD's/ CD's borrowed from the library	73	96	50	26	60	59	51	34	35	29	34
From CD-R, DVD-R, Bluray discs from friends/ family members	54	36	16	13	13	8	23	7	11	16	19
Total private copying	127	132	65	39	73	67	74	41	46	45	53
Estimates according to the most recent occasion of copying, by using coefficients representing the population.											

Copying of video files

Table 1b. Video files. Total volume of private copying by source, 2015–2025. Taloustutkimus 2025.

15–79-year-olds											
year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Files (millions)											
From original CD's/ CD's borrowed from the library	285	296	192	216	215	199	175	163	153	127	128
From CD-R, DVD-R, Bluray discs from friends/ family members	10	3	4	9	9	10	9	9	11	11	14
Total private copying	295	299	197	255	224	210	183	172	164	138	142
Estimates according to the most recent occasion of copying, by using coefficients representing the population.											

When examining the most recent time materials were copied, the most frequently used source for music copying was streaming services (42% margin of error ± 4.1 percentage points), which are now mentioned much more frequently than in 2024. The next most frequently cited sources are files copied for free from the internet, such as artists' websites (12%, margin of error ± 2.7 percentage points), original CDs (9%, margin of error ± 2.5 percentage points) and friends/family members (8%, margin of error ± 2.2 percentage points). Video files are most often recordings of TV programmes (41%, margin of error ± 3.4 percentage points). The most popular devices for saving music were mobile phones and computers. Video material was most commonly saved on mobile phones, online TV programme recording service, computers and digital set-top boxes.

Almost 4 million Finnish residents (margin of error $\pm 1.09\%$) have a private computer, while almost 4.3 million Finnish residents have a mobile phone that they can use to save music (margin of error $\pm 0.73\%$). More than 2.9 million Finnish residents use a USB flash drive (margin of error $\pm 1.68\%$), while almost 1.8 million use an external hard drive (margin of error $\pm 1.73\%$).

Among Finnish residents, 485,000 reported using an MP3 player or iPod (margin of error $\pm 1.1\%$) (2024: 568,000). Tablet devices were used by almost 2.4 million people (margin of error $\pm 1.76\%$).

More than 2.9 million (margin of error $\pm 1.69\%$) use Spotify or another music streaming service. In 2024, the number of users of Spotify or other similar music streaming services was lower (2.6 million). Over a million people reported using an IPTV service (margin of error $\pm 1.5\%$).

More than 2.7 million people (margin of error $\pm 1.72\%$) subscribe to Netflix, HBO Max, Viaplay or another monthly subscription video service that can be viewed online. The figures for music and video services do not constitute the number of customers of these services. A respondent may use a service that another resident of the same household has a subscription to.

Cloud storage services (such as Google Drive, Microsoft OneDrive, Apple iCloud and Dropbox) were used by more than 3.2 million people (margin of error $\pm 1.59\%$).

The study also investigated consumer behaviour with regard to music and video material. The radio was still clearly the most popular source of music. Among Finnish residents, of those who listen to music, 91% listen to the radio. YouTube and physical recordings of music were the next most popular sources for music. People listen to music on YouTube far more than on physical recordings. Among 15–79-year-olds, 66% listen to music on YouTube every month.

Of these, 26% listen to physical recordings every month. However, 58% of YouTube and other streaming service users still listen to physical records.

Of Finnish residents, 91% report watching live television broadcasts at least sometimes. The percentage of those who watch online TV is 85% and 20% for those who watch set-top box recordings. Most (91%) of those who use internet TV, online storage services and VOD streaming services (such as Netflix) also watch TV as live broadcasts.

Of the people who copied music, 56% would have acquired the copied material from another source if copying had not been possible (2024: 50%). Up to 42% would have acquired the music from a paid source (2024: 33%).

If copying would not have been possible, 20% of 15–79-year-olds said they would have used a paid streaming service such as Spotify. Slightly fewer people would have bought music as a physical recording (e.g. on a CD) (15%). Of those who copied music, 11% would have listened to music from a free streaming service, such as YouTube. Fewer than one in ten (8%) would have bought the music as a file. Only 3% would have borrowed it from a friend or a library. More than one third (36%) of those who copied music would not have tried to obtain the music they copied elsewhere. Paid sources were mentioned more often than in the 2024 study (33% \rightarrow 42%).

One third (34%) of those who copied video material would have acquired the copied material from another source if copying had not been possible (2024: 33%). Fewer than one fifth (18%) of those who copied video material would have paid for the video material (2024: 17%). Of those who copied video files, 13% would have watched the audiovisual material in question on a free streaming service (such as Yle Areena, Katsomo or Ruutu) and 10% on a subscription-based streaming service (such as Netflix, HBO Max, Viaplay). Of those who copied audiovisual materials, 6% would have bought the material in question as a physical recording (such as a DVD). Of 15–79-year-olds, 3% would have borrowed the audiovisual material from the library or from a friend or rented it from a service (such as Elisa Viihde). Of those who had recorded video material during the last year, 56% say they would not have purchased the material anywhere.

What does private copying refer to in the context of this survey?

In this survey, private copying means the copying of music and videos from original sources (original CDs, TV broadcasts, etc.). The aim was to exclude such private copies where the legality of the source is unknown. The law also permits making copies of material owned by friends and family members. As the interviews could not provide conclusive proof of the origin of the music copied from friends and family members, the estimate of the total volume of copying is presented as a range, with the lower figure including copying from original sources only and the upper figure also including material copied from friends and family members, as well as music copied from CD-R, DVD-R and Blu-ray discs.

Licensed material bought online, material downloaded from illegal sources and automatic back-up copies were not included in the definition of private copying here. Self-made music, videos filmed by the respondent or other self-made video material, as well as copies of music or video material made for professional use, have been excluded from the survey.

Copying of graphic material

In 2017, the question about the frequency of copying of graphic material covered all copying methods. The following year, each copying method was asked about separately.

More than four out of five (85%) respondents reported they had saved digital material as digital, printed digital material on paper, photocopied paper documents or images to paper or scanned them into digital format in the last year. In 2024, the corresponding share was 83%. More than a quarter (29%) of the adult population (aged 15+) save digital materials in a digital format on a weekly basis, less than a tenth (9%) print digital materials onto paper, and 5% photocopy paper to paper and scan paper materials in a digital format.

Of the respondents who had copied graphic material (books, newspaper articles, pictures, sheet music, etc.) at least occasionally, 53% reported saving the material (digital to digital, by, for example, using the copy and paste function, taking a screenshot or a photograph) and 26% printing the material when they last copied such material. Fewer than a tenth (9%) reported photocopying the material from paper to paper or scanning material as digital (9%).

The most recent graphic material photocopied or scanned was typically a form, such as an official form (22%), an invoice, a bank statement or similar (15%). The most recent graphic material printed or saved for private use was typically a photograph (20%), a recipe (15%) or an official form (14%). The material that was last printed for private use was most commonly published by a company (such as Valio) (21%), a private person (such as anyone who has their own website or a blog) (18%) or by Wikipedia, Facebook or other online social networking service (16%).

Over the past year, a total of 829 million pages of graphic material was copied by (2024: 841 million pages). The most common method of copying was digital to digital (around 419 million pages) and printing digital materials to paper (around 260 million pages). The next most frequently used methods were scanning paper material to a digital format (about 51.6 million pages) and photocopying paper material to paper (34.8 million pages).

The volume of non-remunerated, remunerated and partially remunerated material copied was estimated on the basis of

the most recently copied material. This classification is based on the classification of materials generally used by Kopiosto. Based on this classification, the volume of remunerated graphic material copied was approximately 576–655 pages (2024: 567–678 million pages).

How was the survey conducted?

The survey was carried out as individual interviews. The target group comprised 15–79-year-old residents in Finland, excluding Åland Islands. Altogether 3,073 people were interviewed.

The sample was created through quota sampling, in which the determining quotas were the national distribution of age and gender and the regional distribution. The sample was weighted to correspond to the target group. The weighted N figures correspond to the Finnish 15–79-year-old population on the level of thousands (Official Statistics of Finland 31 December 2024). The in-person interviews were conducted between 8 April and 22 July 2025. Forty interviewers trained by Taloustutkimus took part in the interviews. The respondents came from 168 municipalities.

A T-test was used in the analysis, testing whether the result for each tabulated background variable differs from other respondents' results more than what could be attributed to random variation at a 95% confidence level. The survey included a calculated estimate of the total volume of files copied per year, using weighted coefficients to represent the population. The estimate was calculated on the basis of the number of copies made by the respondents when they last copied material and a coefficient depicting the respondents' copying frequency.

Copyright Act

The Copyright Act states that everyone has the right to copy published works, for example music, films and TV programmes, for private use. The Act provides for remuneration for private copying, which the state pays to the authors, performers and producers when their works are copied for private use. Private copying and its prevalence are surveyed to enable the correct determination of the remuneration.

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Taloustutkimus Oy is a Finnish full-service market research company established in 1971. Taloustutkimus employs approximately 55 full-time market research professionals and about 190 interviewers in different locations across Finland. In addition to its headquarters in Helsinki, Taloustutkimus has regional offices in Tampere and Oulu. The company has foreign subsidiaries and affiliate companies in all the Baltic countries. Taloustutkimus is a member of the international WIN network, which operates in over 40 countries.

In all its research activities, Taloustutkimus complies with the research standards of the International Chamber of Commerce (ICC) and ESOMAR (the European Society for Opinion and Marketing Research). Taloustutkimus also uses the international market research industry standard ISO 20252, which was certified by SGS Finland.

