

2024 private copying survey – Key findings

The objective of the survey was to investigate 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 130,000 and video material by more than 616 000 15–79-year-old residents in Finland. In total, approximately 709,000 people between the ages 15 and 79 copied music and video material. This figure is lower than the figure for in 2023, when a total of 755,000 people in the corresponding age group copied music or video material. When including people between the ages of 12 and 14, music was copied by 133,000 Finnish residents and video material by 638,000. All in all, music or video material has been copied by 732,000 people aged 12–79 living in Finland (2020: 941,000).
- The 2024 survey estimates the total number for private copies of music and video files copied by 15–79-year old Finnish residents to be lower than the survey conducted in 2023. 15–79-year-olds had copied less both music and video files than in the previous year. When looking at the target group (12–79-year-old Finnish residents), the estimated number of privately copied music and video files is clearly lower than in 2020.
- In 2024, the number of privately copied music and video files obtained legally in Finland was estimated to be 156–183 million among 15–79-year-olds, while the corresponding figure for the 12–79 age bracket was 162–191 million.* In the years 2013–2017, the total amount of private copying (among 15-79-year-olds) decreased from 725 million to approx. 260 million copies and has since (2018–2023) been between 210 and 297 million copies.
- The mobile phone and the computer remain the most popular devices for saving music. Video material is most often saved to mobile phones and digital set-top boxes, followed by online services for recording TV programmes and computers. The popularity of saving video material in online TV programme recording services reduced compared to the 2023 study. 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. TV programmes were the most commonly used original source for saved video material.

- 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. Two thirds 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.
- Almost a fifth of Finnish residents aged 12–79 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, official forms, recipes, educational materials and articles. Materials that are printed or saved are most often published by a company (e.g. Valio), private individuals (web pages or blogs) or public administration. On estimate, 15–79-year-olds used 567–678 million pages of material covered by remuneration for private copying (2023: 554–631 pages). The corresponding number for 12–79-year-olds was 582–697 million (2020: 545–624 pages). This estimate is based on Kopiosto's material type classification.

**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 2023. The 2024 study was expanded to also cover children between the ages of 12 and 14. The last time the aforementioned target group was included in the survey was in 2020.

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. The survey also included 160 in-person interviews with 12–14-year-old respondents. Based on the survey, a total of 709,000 (margin of error is $\pm 3,2\%$ at a confidence level of 95%) Finnish residents between the ages of 15 and 79 copy music, movies and TV programmes for private use. With 12 to 14-year-old residents included, a total of 732,000 people reported copying music or video material.

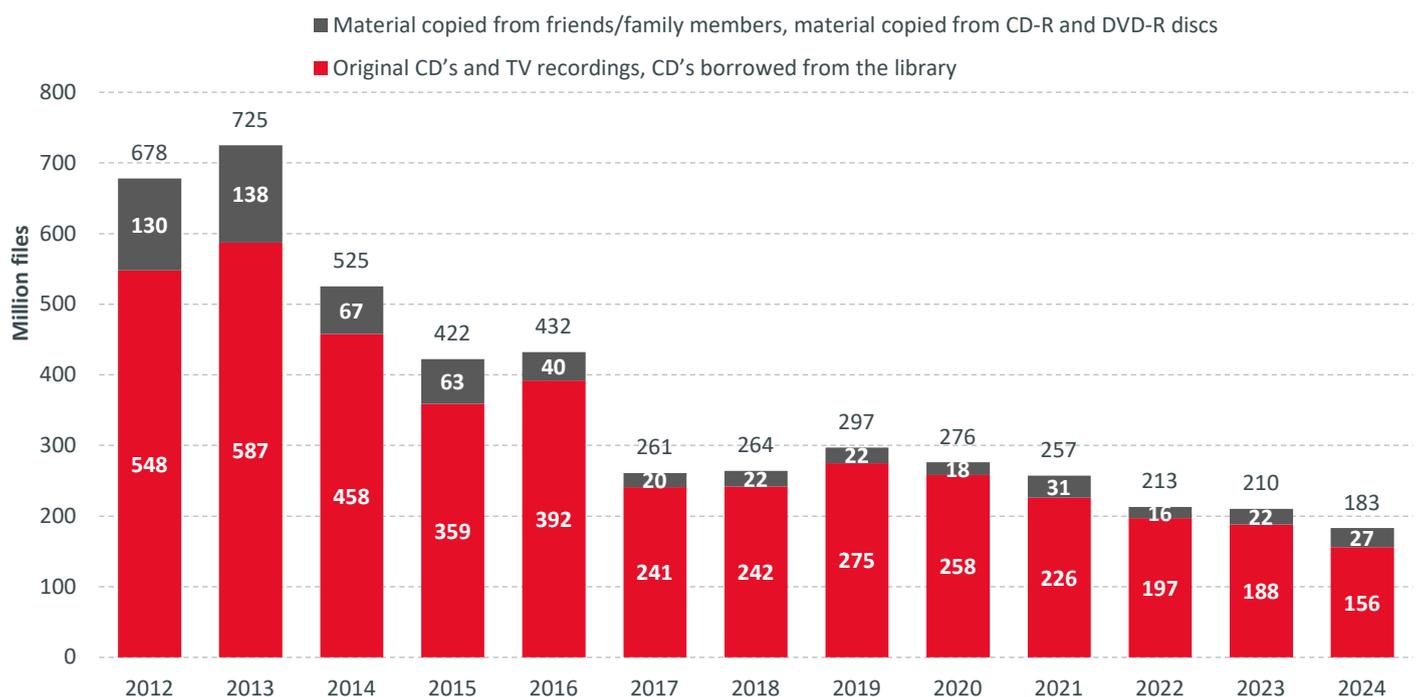
The study found that the total annual volumes of private copying were 156–183 million and 162–191 music and video files copied by 15–79- and 12–79-year-olds respectively. The total figures (156 and 162 million files) include only the legal private copying referred to in the Copyright Act. For example, 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, people between the ages of 15 and 79 copy 27 million files from friends, family members, CD-R discs or DVD-R discs. For people between the ages of 12 and 79, the corresponding number was 29 million. Since the origin of these files could not be reliably verified in the survey, the estimate of the total volume of private copying among people between 15 and 79 years of age is 156–183 copied files, while the estimate for people between 12 and 79 years of age is 162–191 files in total (Figure 1, Table 1). In the 2023 survey, the corresponding estimated figure was 188–210 million files (15–79-year-olds).

Total annual household copying of music and video material (including non-remunerated private copying) is estimated to account for around 357 million files among 15–79-year olds and 373 million files among 12–79-year-olds.

Private copying in 2012–2024

Figure 1. Total volume of private copying in 2012–2024, 15–79-year olds. Taloustutkimus 2024.



Copying of music files (thousand files)

Table 1a. Music Total volume of private copying by source, 2015–2024. Taloustutkimus 2024.

15–79-year-olds										
year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Files (pcs)										
From original CD's / CD's borrowed from the library	73 117 000	95 508 000	49 787 000	25 787 000	60 069 000	59 198 000	50 789 000	33 772 000	35 165 000	29 234 000
From CD-R, DVD-R, Bluray discs From friends/ family members	53 595 000	36 224 000	15 813 000	13 128 000	13 058 000	7 852 000	22 738 000	6 986 000	10 767 000	15 624 000
Total private copying	126 712 000	131 732 000	64 795 000	38 915 000	73 129 000	67 050 000	73 527 000	40 758 000	45 932 000	44 858 000

Estimates according to the most recent occasion of copying, by using coefficients representing the population.

12–79-year-olds			
year	2016	2020	2024
Files (pcs)			
From original CD's / CD's borrowed from the library	96 327 000	59 378 000	34 453 000
From CD-R, DVD-R, Bluray discs From friends/ family members	42 136 000	8 005 000	15 706 000
Total private copying	138 463 000	67 383 000	50 159 000

Estimates according to the most recent occasion of copying, by using coefficients representing the population.

Table 1b. Video files. Total volume of private copying by source, 2015–2024. Taloustutkimus 2024.

15–79-year-olds										
year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Files (pcs)										
Video files from TV	285 433 000	296 023 000	192 288 000	216 035 000	215 402 000	199 117 000	174 830 000	163 247 000	152 972 000	126 929 000
From friends/ family members	9 606 000	3 394 000	4 222 000	9 024 000	8 812 000	10 464 000	8 567 000	9 125 000	11 131 000	10 846 000
Total private copying	295 039 000	299 417 000	196 510 000	255 059 000	224 214 000	209 581 000	183 397 000	172 372 000	164 103 000	137 775 000
Estimates according to the most recent occasion of copying, by using coefficients representing the population.										

15–79-year-olds			
year	2016	2020	2024
Files (pcs)			
Video files from TV	3030 448 000	199 947 000	127 737 000
From friends/ family members	9 449 000	11 137 000	13 599 000
Total private copying	312 897 000	211 084 000	141 336 000
Estimates according to the most recent occasion of copying, by using coefficients representing the population.			

When asked which source they copied music from last, respondents named streaming services (15–79-year-olds: 42%, 12–79-year-olds: 43%, margin of error $\pm 4\%$ pt.), internet sources providing freely downloadable files such as artists' web pages (15–79-year-olds: 19%, 12–79-year-olds: 19%, margin of error: $\pm 3.3\%$ pt.) and original CDs (15–79-year-olds: 12%, 12–79-year-olds: 11%, margin of error: $\pm 2.9\%$ pt.) as the most popular original sources. Video files are most often recordings of TV programmes (15–79-year-olds: 43%, 12–79-year-olds: 41%, margin of error: $\pm 3.4\%$ pt.). The most popular devices for saving music were mobile phones and computers. Video material was most commonly saved on mobile phones, a digital set-top box or an online TV program recording service.

Almost 4 million 15–79-year-olds (margin of error: $\pm 1.1\%$) have a private computer that they can use to save music files, while almost 4.2 million 15–79-year-olds have a mobile phone that they can use to save music (margin of error: $\pm 0.71\%$). When 12–14-year-olds are included, 4.1 million 12–79-year-olds (margin of error: $\pm 1.1\%$) have a private computer that they can use to save music files, while almost 4.4 million 12–79-year-olds have a mobile phone that they can use to save music (margin of error: $\pm 0.71\%$). A total of 3.1 million 15–79-year-olds use an USB flash drive (margin of error: $\pm 1.7\%$), while almost 1.8 million use an

external hard drive (margin of error $\pm 1.8\%$). Almost 3.2 million target group respondents (including 12–79-year-olds, margin of error: $\pm 1.7\%$) reported using an USB stick, while 1.8 million respondents reported using an external hard drive (margin of error: $\pm 1.8\%$). 568,000 of 15–79-year-old respondents reported using an MP3 player or iPod (margin of error: $\pm 1.2\%$). The figure was higher in 2023, with 672,000 respondents reporting that they used these devices. When 12–14-year-olds are included in the figure, there are 588,000 respondents who use an MP3 player (margin of error: $\pm 1.2\%$). Tablet devices were used by almost 2.4 million Finnish residents between 15 and 79 years of age (margin of error: $\pm 1.8\%$). When children from ages 12 to 14 are included, the total number of Finnish residents who use tablet devices amounts to almost 2.5 million (margin of error: $\pm 1.8\%$).

Over 2.6 million 15–79-year-olds (margin of error: $\pm 1.8\%$) and 2.8 million 12–79-year-olds (margin of error: $\pm 1.8\%$) use Spotify or a similar service for streaming music. Over a million people between the ages of 12 and 79 reported using an IPTV service (margin of error: $\pm 1.6\%$).

Almost 2.7 million 15–79-year-olds reported using a subscription-based movie streaming service such as Netflix, HBO Max or C More. For 12–79-year-olds, the corresponding figure was almost 2.9 million (margin of error: $\pm 1.8\%$) 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 nearly 3.1 million 15–79-year-olds and over 3.2 million 12–79-year-olds (margin of error for both groups: $\pm 1.6\%$).

The study also investigated consumer behaviour with regard to music and video material. The radio was still by far the most popular source of music. 91% of 15–79-year-old Finnish residents who listen to music listen to the radio (12–79-year-olds: 90%). YouTube and physical recordings of music were the next most commonly used sources for music, with YouTube being clearly the more popular out of the two. 65% of 15–79-year-olds and 64% of 12–79-year-olds listen to music on YouTube every month.

29% of 15–79-year-olds listen to physical records every month (the figure for 12–79-year-olds is the same). However, 59% of YouTube and other streaming service users between the ages of 15 and 79 still listen to physical records (for 12–79-year-olds, the corresponding figure was 58%).

Of Finnish residents between the ages of 15 and 79, 91% report watching live television broadcasts at least sometimes (the figure for 12–79-year-olds was the same). 86% of 15–79-year-olds report watching online TV (the figure for 12–79-year-olds is the same), and 23% of 15–79-year-olds (the figure for 12–79-year-olds is the same) say they watch TV programmes recorded on digital set-top boxes. Most of those who use internet TV, online TV programme recording services and VOD streaming services (e.g. Netflix) also watch TV as live broadcasts (91% of 15–79-year-olds and 12–79-year-olds).

Of the 15–79-year-olds who copied music, 50% would have acquired the copied material from another source if copying had not been possible (2023: 60%). The corresponding figure for 12–79-year-olds is the same. 33% of 15–79-year-olds who copied music would have acquired the music from a paid source (2023: 40%). An equally large percentage of 12–79-year-olds would have done the same.

If copying would not have been possible, 15% of 15–79-year-olds said they would have used a paid streaming service such as Spotify. For 12–79 year-olds, the corresponding figure was 16%. Slightly fewer (13% of both 15–79-year-olds and 12–79-year-olds) of those who copied music would have listened to music from a free streaming service such as YouTube if copying had not been possible. Over a tenth (of both 15–79-year-olds and 12–79-year-olds) would have bought the music as a recording (such as a CD), while less than a tenth (of both 15–79-year-olds and 12–79-year-olds) would have opted for buying the music as a file. Only 4% of both target groups (15–79-year-olds and 12–79-year-olds) would have borrowed music from a friend/library. Out of both 15–79-year-olds and 12–79-year-olds, two out of five (42%) of those who copied music would not have tried to obtain the music they copied elsewhere. Compared to the 2023 survey, 15–79-year-old respondents mentioned paid sources less often.

Of the 15–79-year-olds who copied music, a third (33%) would

have acquired the copied material from another source if copying had not been possible (2023: 36%). The percentage for 12–79-year-olds is equally large. Almost a fifth (17% of both 15–79-year-olds and 12–79-year-olds) of those who copied video files said they would have acquired the video material from a paid source (15–79-year-olds in 2023: 17%). Of those who copied video files, 10% (of both 15–79-year-olds and 12–79-year-olds) would have watched the audiovisual material in question on a free streaming service (such as Yle Areena, Katsomo or Ruutu) or on a subscription-based streaming service (such as Netflix, HBO Max, C More, Elisa Viihde or Viaplay). Of the 15–79-year-olds who had saved audiovisual material, 6% report they would have borrowed the material from a library, 4% say they would have rented it (on a service such as Elisa Viihde) and 3% say they would have purchased it as a recording. The percentages for 12–79-year-olds were the same. Of those who had recorded video material during the last year, 60% (of both 15–79-year-olds and 12–79-year-olds) say they would not have purchased the material anywhere.

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

In this survey, the term private copying is used to refer to 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. Because 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 (83%) respondents (of both 15–79-year-olds and 12–79-year-olds) 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 the last year. In 2023, the corresponding figure for 15–79-year-olds was 80%. About a quarter (24% of 15–79-year-olds and 25% of 12–79-year-olds) reported saving digital material to digital every week, while less than a tenth (9% of 15–79-year-olds and 12–79-year-olds) said they printed digital material on paper. Of both

15–79-year-olds and 12–79-year-olds, 5% report photocopying paper documents or images and 4% said they scanned paper documents or images as digital.

Of those 15–79-year-old respondents who had copied graphic material (books, newspaper articles, pictures, sheet music, etc.) at least occasionally, 44% reported saving the material (digital to digital, by e.g. using the Copy and paste function, taking a screenshot or a photograph) and 33% printing the material when they last copied such material. Over a tenth (11%) reported photocopying the material from paper to paper, while a tenth (10%) reported scanning material as digital. The corresponding figures for 12–79-year-olds who had copied graphic material were the same, with the exception of the percentage of those who saved from digital as digital, which was 45%.

The most recent graphic material photocopied or scanned was typically a form, e.g. an official form (15–79-year-olds: 20%, 12–79-year-olds: 19%), or an invoice / bank statement or such (15–79-year-olds: 19%, 12–79-year-olds: 18%). The most recent graphic material printed or saved for private use was typically a photograph (15–79-year-olds: 17%, 12–79-year-olds: 18%) or an official form (15–79-year-olds: 18%, 12–79-year-olds: 17%).

The material that 15–79-year-olds last printed for private use was most commonly published by a company (such as Valio) (19%), a private person (such as anyone who has their own website or a blog) (18%) or by public administration (14%). The percentages for 12–79-year-olds were the same.

Over the past year, a total of 841 million pages of graphic material was copied by 15–79-year-olds (2023: 769 million pages), while the corresponding figure for 12–79-year-olds was 859 million pages. Most pages were saved from digital as digital (15–79-year-olds: around 446 million pages, 12–79-year-olds: around 461 million pages) and printed from digital to paper (15–79-year-olds: around 266 million pages, 12–79-year-olds: around 267 million pages). The next most popular methods were photocopying from paper to paper (15–79-year-olds: around 77.1 million pages, 12–79-year-olds: around 77.4 million pages) and scanning from paper as digital (15–79-year-olds: around 52 million pages, 12–79-year-olds: 53 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, 15–79-year-olds have copied around 567–678 million pages of remunerated graphic material (2023: 544–631 million pages). The corresponding figure for 12–79-year-olds was approximately 582–697 million pages (2020: 545–624 million pages).

How was the survey conducted?

The survey was carried out as individual interviews. The target group comprised 12–79-year-old Finnish residents, excluding Åland Islands. Taloustutkimus interviewed a total of 3,171 respondents (of which 160 were interviews with 12–14-year-olds, conducted with parental permission).

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 2023). The in-person interviews were conducted between 1 February and 6 May 2024. The interviews were conducted by 42 interviewers trained by Taloustutkimus. The respondents came from 154 municipalities.

The analysis was performed with the T test, which tests each social variable in the table to determine whether the difference between the groups exceeds random variation at a confidence interval of 95%. 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 50 countries.

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