

Main findings of the 2021 private copying survey

The objective of the survey was to investigate the total amount of private copying in Finland

- According to the study, music covered by legal private copying was copied by 145 000 and video material by over 742 000 Finns between 15-79 years of age. There were altogether about 849 000 copiers of music and video material. The number of people making copies has been in decline year by year. In 2014 there were still over 1.6 million people making private copies.
- In 2021 the estimate of the quantity of private copying of video files is lower than in the 2020 study, but music files have been copied in 2021 slightly more than in previous year. The estimated total number of private copying (music and video files) is lower than in 2020.
- It is estimated, that in Finland altogether 226–257 million files of legal private copies are made by 15–79 year olds. The corresponding estimate of the amount of private copying in 2020 study was 258–276 million files. In 2013–2017 the amount of private copying decreased from 725 million to about 260 million copies, and after that (2017–2021) has remained between 261 and 297 million copies.
- Mobile phone and computer are the most common devices into which music content is copied. The most common platform for copying video content is still a recordable set-top box. The most often used sources for copying music are streaming services (offline saving), freely downloadable files from the internet (e.g. artists' own web pages) and original CD discs. Of these, only the music copied from original CD's is included in the figures of private copying. Copies of videos are most often copies of TV programmes.
- Over half of those who had copied music would have acquired the copied material from some other source, if the possibility of copying did not exist. More than a third of those who copied music would have used chargeable sources for acquiring the music. A chargeable streaming service was mentioned as a source more often than in the 2020 study. Less than a third of those who had copied video files would have acquired the copied video material in some other way, if the possibility of copying did not exist. The share is smaller than in the 2020 study. Chargeable source would have been used by less than a fifth of the respondents.
- Three out of four of the residents of Finland have printed, saved, photocopied or scanned graphic material for private use during the past year. The most frequently used ways of copying are printing and saving, which also comprise the largest number of saves also when considered in terms of pieces (number of pages). Photocopied or scanned materials are most often official forms or invoices/bank statements, printed or saved materials in turn are most often official forms, photographs, recipes, educational materials or articles. Publishers of the printed or saved graphic materials are most often private persons (webpages or blogs), a company (e.g. Valio), or public administration. The estimate of the number of pages covered by remuneration of private copying is 415–489 million pages. The basis of the estimate is the material type classification of Kopiosto).

Summary or the results

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

Similar information was last gathered in 2020 by Taloustutkimus.

In addition to the estimates regarding private copying, the survey also gives a comprehensive view into the use of entertainment electronics by residents of Finland, as well as their consumer-behaviour regarding music and video content. The study also investigated the harm caused by copying of music and video material. In addition, regarding graphic materials, the study investigated the frequency of private copying, as well as the total amount of copying.

The results of the survey implemented by Taloustutkimus Oy are based on a broad sample representative of the population, over 3000 Finns between the ages 15–79 were interviewed face-to-face. Based on the survey, altogether 840 000 (margin of error is $\pm 3.1\%$ at confidence level of 95 %) residents of Finland copy music, movies and TV-programs for private use.

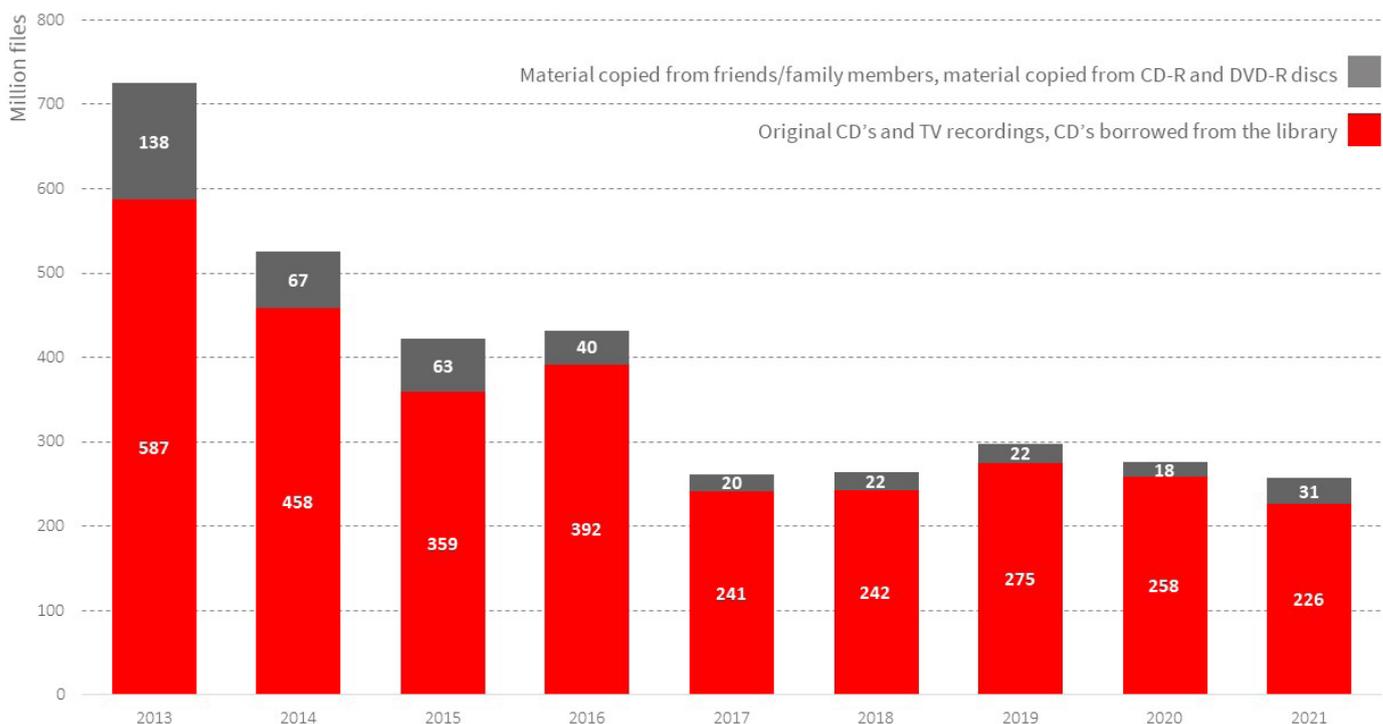
The total amount of annual private copying among the 15–79 year olds is approximately 226–257 million music and video files. This total number (226 million files) includes only the legal private copying described in the Copyright Act. For example, self-made material, illegal downloading, as well as copies included in the cost of chargeable services, or copies which are otherwise legal have been excluded.

The law also allows copying for friends and family members. On annual basis 31 million files of material are copied from friends and family members, or from CD-R and DVD-R discs. Because the origin of these files could not be clarified by the survey, the estimate of total amount of private copying is between 226 and 257 million copied files (picture 1 and table 1). In the 2020 survey the estimate of private copying was 258–276 million files (15–79 year olds).

The total amount of copying in private households (also including non-remunerated private copying) is approximately 380 million files per year. The total amount of copying in 2020 was 440 million files.

Private copying 2012–2021

Picture 1. Total amount of private copying in 2012–2021. Taloustutkimus 2021.



Copying of music files (thousand copies)

Table 1a. Music. Total amount of private copying by source in 2013–2021. Age group of 15–79 year olds. Taloustutkimus 2021.

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021
From original CD's	192 631	164 090	65 688	89 474	47 680	21 532	51 018	55 973	36 614
From CD-R, DVD-R, Blu-ray discs	11 912	23 187	10 459	26 683	8 030	3 611	4 556	1 639	8 685
From CD's borrowed from the librar	12 355	10 936	7 429	6034	1 302	4 255	9 053	3 225	14 175
From friends/family members	111 902	41 601	43 136	9 541	7 783	9 517	8 502	6 213	14 053

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

Copying of video files (thousand copies)

Table 1b. Video files. Total amount of private copying by source in 2013–2021. Age group of 15–79 year olds. Taloustutkimus 2021.

Year	2013	2014	2015	2016	2017	2018	2019	2020	2021
Video-tiedostoja televisiosta	381 981	282 591	285 433	296 023	192 288	216 035	215 402	199 117	174 830
Kavereilta/perheen-jäseniltä	13 975	2 793	9 606	3 394	4 222	9 024	8 812	10 464	8 567
Total private copying	395 956	285 384	295 039	299 417	196 510	225 059	224 214	209 581	183 397

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

When copying music at the most recent occasion of copying, the most common sources are streaming services (36 %, margin of error ± 3.9 %p.), freely downloadable files from the internet, e.g. artists' own webpages (19 %, margin of error ± 3.3 %p.) and original CD discs (15 %, margin of error ± 2.9 %p.). Video files are most often copied from TV (62 % of respondents, margin of error ± 3.4 %p.). The most common devices onto which music content is copied are mobile phones and computers. Video files are most often saved onto a recordable set-top box.

According to the survey almost 4 million 15–79 year olds (margin of error ± 1.1 %) have a computer and mobile phone for their private use, on which music files can be saved. Almost 3.3 million (margin of error ± 1.6 %) 15–79 year olds have a USB flash drive. Over 2.8 million (margin of error ± 1.7 %) 15–79 year olds have a tablet device. A separate MP3-player or iPod is still only used by about 774 000 (margin of error ± 1.4 %) 15–79 year olds.

Music streaming service Spotify, or some corresponding service is used by over 2.5 million (margin of error ± 1.8 %) 15–79 year olds. Internet cloud file storage services (like Dropbox, Google Drive, Apple iCloud etc.) are already used by almost 2.7 million (margin of error ± 1.8 %) 15–79 year olds.

Netflix, HBO Nordic, Viaplay or some other monthly charged subscription streaming service is used by over 2.5 million 15–79 year olds (margin of error ± 1.8 %). In 2020 over 2.3 million Finns were users of monthly charged VOD services.

Online storage services for TV programs, like Elisa Viihde, Telia TV with recording feature or a similar service, are used by almost 1.4 million (margin of error ± 1.7) 15–79 year olds. The numbers regarding music and video services do not describe the number of customers of these services. The service can for example be used by the respondent, while it is subscribed to by another resident of the same household.

The survey also investigated the consumer behaviour of the residents of Finland regarding the consumption of music and video material. Radio is still the most popular source of listened music. Of the 15–79 year olds who listen to music, 95 % listen to music from radio. The next most often used sources are Youtube (78 %). Music from physical recordings is at least sometimes listened to by 59 % of the 15–79 year olds. The share is lower than in the 2020 study (64 %). Among the users of Youtube and free or chargeable music streaming services, the share of those who listen to physical recordings is the same as in the population as a whole (59 % of the users of these services listen to physical recordings).

Live TV broadcasts are watched at least sometimes by 90 % of the population and Internet TV broadcasts are watched by 86 %. Material saved on recordable set-top boxes is watched by 31 % of the 15–79 year olds. Of those who use Internet TV, online storage services and VOD streaming services (e.g. Netflix), 91 % also watch TV as live broadcasts. A larger share of the users of the aforementioned services still saves TV content on recordable set-top boxes, than users of TV in general. Various devices and services are still used in diverse ways, side by side for listening to music and watching videos

Of the 15–79 year olds who had copied music, 53 % would have acquired the material in some other way, if the possibility of copying did not exist. Some chargeable service would have been used by 37 % of those who copied music. The share of those acquiring music from chargeable source is higher than in 2020. Less than a fifth (16 %) of those who copied music would have listened to music from a chargeable streaming service (e.g. Spotify) and almost as large a share (15 %) would have purchased the music as a recording (e.g. CD disc), if the possibility of copying did not exist. Less than a tenth (6 %) would have purchased the music as an audio file. Free streaming service (e.g. Youtube) would have been used by 10 % of those who had copied music. Music would have been borrowed from a friend/library 6 % of those who copied music. Chargeable music streaming services are mentioned more often, than in the 2020 study.

Of the 15–79 year olds, who had saved video material, less than a third (31 %) would have acquired the material in some other way, if the possibility of copying did not exist. Some chargeable service would have been used by less than a fifth (16 %) of those who copied video files. Of those who had copied video files 8 % would have viewed the audiovisual content from a chargeable streaming service (e.g. Ruutu+, Netflix, Viaplay). Of those who had copied video files 5 % would have bought the material as a recording (e.g. DVD disc). A movie would have been rented (e.g. Elisa Viihde) by 4 % of those who had copied video material. The material would have been viewed from a free streaming service (e.g. YLE Areena, Katsomo, Ruutu) by 11 % of those who had copied video material. The video material would have been borrowed from a library or friend by 5 % of those who had saved video files.

The 15–79 year olds who had copied music files estimate, that they listen to a copied piece of music 58 times on average (58 times in 2020). The 15–79 year olds who had copied audiovisual material estimate they view it an average of 5 times (approx. 8 times in 2020).

What is the definition of private copying in the survey?

In this survey private copying means the copying of music and videos from original sources (original CD's, TV-broadcasts). The study has aimed to exclude such private copies, where the legality or lack of legality of the source is unknown. The law also allows copying from friends and family members. Because the interviews are not capable of providing conclusive information about the origin of the music copied from friends and family members, the estimate of the total amount of copying is presented as an estimate between two figures, the lower end including copying from original sources only and the upper end a 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 copying has been demarcated outside private copying. The question setting of the survey also excludes self-made music, self-taped videos or other self-made video material, as well as the copying of music or video material for professional use.

Copying of graphic material

In 2017 the copying frequency of graphic material was asked about for the total of all copying methods. In 2018 the question was changed so, that the copying frequency was asked about separately for each copying method.

According to the 2021 study, three out of four (77 %) of the 15–79 year olds have copied some graphic material at least sometimes during the year. Of the respondents 50 % said they had saved digital graphic material digitally during the past year. Digital material was printed on paper last year by 60 % of the respondents. Graphic material on paper was photocopied on paper by 43 % of the respondents and graphic material on paper was scanned into digital form by 43 % of the respondents. Of those 15–79 year olds, who had copied graphic material (book, newspaper article, picture, sheet music etc.) at least sometimes 38 % printed it, 35 % saved it, 13 % scanned it and 12 % photocopied the material on the most recent occasion of copying.

The most recent graphic material photocopied or scanned for private use was most often a form, e.g. official form (26 %), or an invoice/bank statement or such (12 %). The most recent graphic material printed or saved for private use was most often an official form (20 %) photograph (18 %), a recipe (10 %), learning material (9 %), or an article (8%). The publisher of the most recent graphic material printed or saved for private use was most often a private person, e.g. webpage or blog of a private person (20 %), some company (18 %) or public administration (16 %). The shares are at the same level as in the 2020 study.

During the past year altogether 740 million pages of graphic material was copied by 15–79 year olds. The largest number of copying was from digital onto paper (about 346 million pages). The second most often used way was digital into digital (over 292 million pages). The next most frequent was photocopying from paper to paper (about 61 million pages) and scanned from paper into digital (about 39 million pages).

The number of pages is classified according to the type of most recently copied material into non-remunerated, remunerated and partially remunerated material. This classification is based on the generally used classification of materials by Kopiosto. Based on this classification the amount of remunerated material is approximately 415–489 pages (535–613 million pages in 2020).

How the survey was conducted?

The survey was conducted by face-to-face interviews. The target group comprised of 15–79 year old Finnish consumers, excluding Åland. Altogether 3064 interviews were conducted.

The sample was created through quota sampling, in which the determining quotas were the national distribution of age and gender, as well as the county and municipality distribution. The sample was weighted to correspond with the target group. The weighted N-figures correspond to the Finnish 15–79 year old population in thousands (Official Statistics of Finland 31st December 2020). The face-to-face interviews were conducted from 27th February to 6th August. Interviewing work was done by 25 interviewers trained by Taloustutkimus. The respondents of the survey were from 147 different localities.

The output was done by using the T-test which tests whether each tabulated background variable differs from other respondents more than the amount of random variation at confidence level of 95 %. The survey includes a calculated estimate on the total amount of files copied per year, using weighted coefficients to represent the population. The estimate has been calculated according to the number of copies made during the most recent occasion of copying by the respondent, and a coefficient to express the respondents' copying frequency.

Copyright Act

The Copyright Act states that everyone has the right to copy published works e.g. music, movies and TV programs for private use. The Act provides remuneration for private copying, which the state pays to the authors, performers and producers for the copying of their works for private use. Private copying and its prevalence are researched to enable determining the remuneration correctly.

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Taloustutkimus Oy is a Finnish full-service market research company established in 1971. Taloustutkimus employs approximately 70 full-time market research professionals in Finland and about 300 interviewers around the country. In addition to the headquarters in Helsinki, there are domestic regional offices in Tampere, Turku and Oulu. The company has foreign subsidiaries and affiliate companies in Russia and all the Baltic countries. Taloustutkimus is a member of the international WIN-network, which operates in over 50 countries.

In all its research activities Taloustutkimus follows 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 has been certified by SGS Finland.

