



for



Copyrights & US tech giants

What are the expectations in Europe?

September 2018

Jean-Daniel Lévy, Head of the Opinion department of Harris Interactive France

Pierre-Hadrien Bartoli, Research Manager - Opinion department of Harris Interactive France

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Survey methodology



Survey conducted **online** from the **24th to the 30th of August 2018**.



European sample of 6 600 people representative of the population aged 18 and over in Czech Republic, France, Germany, Greece, Italy, Poland, Romania and Spain

France : sample of **1 000** people representative of the population aged 18 and over 

Spain, Italy, Germany, Poland, Czech Republic, Romania and Greece : samples of **800** people representative of the population aged 18 and over in each country 



Quota method and adjustments applied to:
sex, age, socio-professional category / incomes, living area.



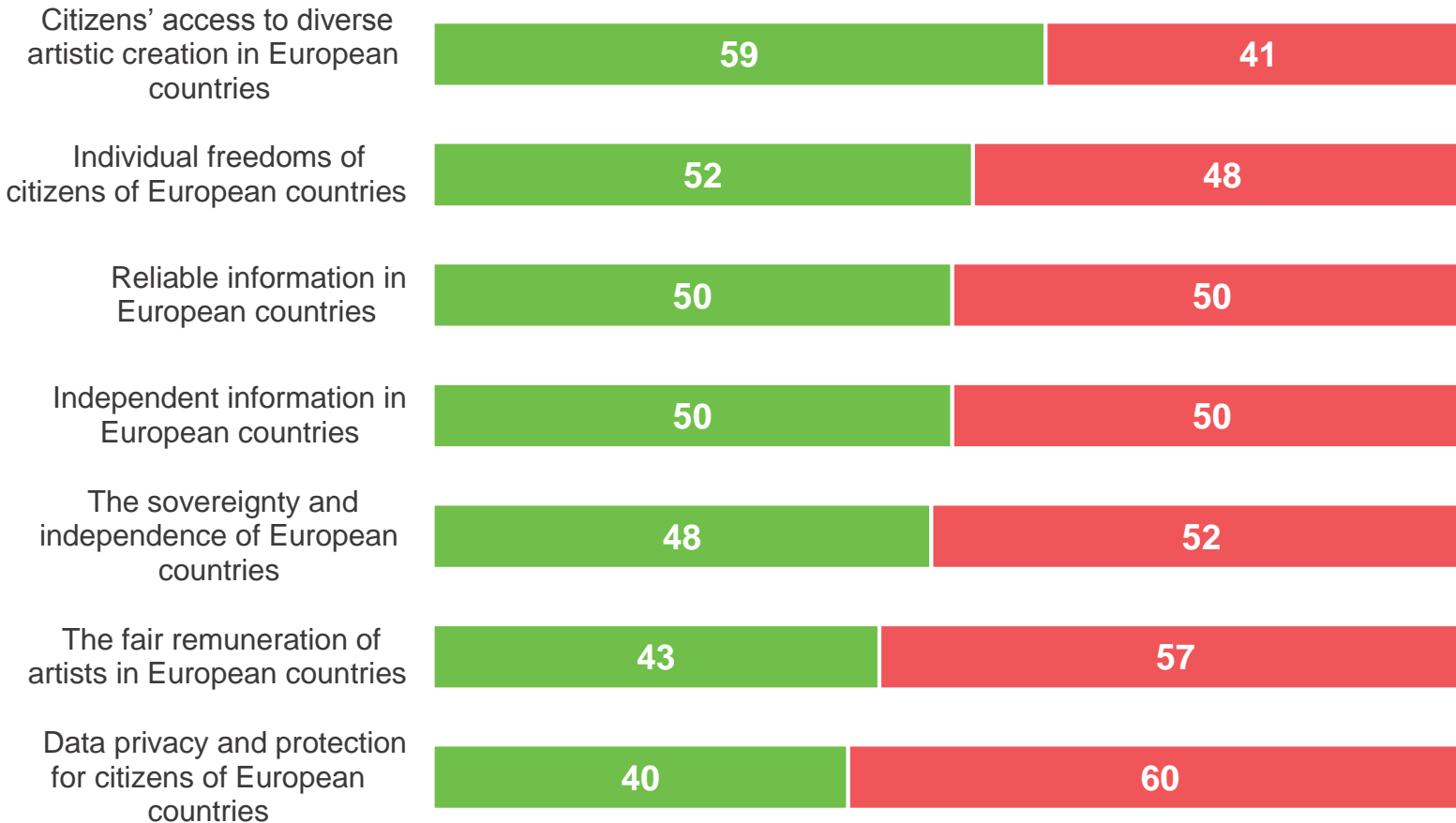
Perception of relations between the EU and the US tech giants



Views are quite mixed among the different countries on the role of US tech giants in Europe

Do you think US tech giants (such as Google, Apple, Facebook or Amazon) preserve or do not preserve the following ...?

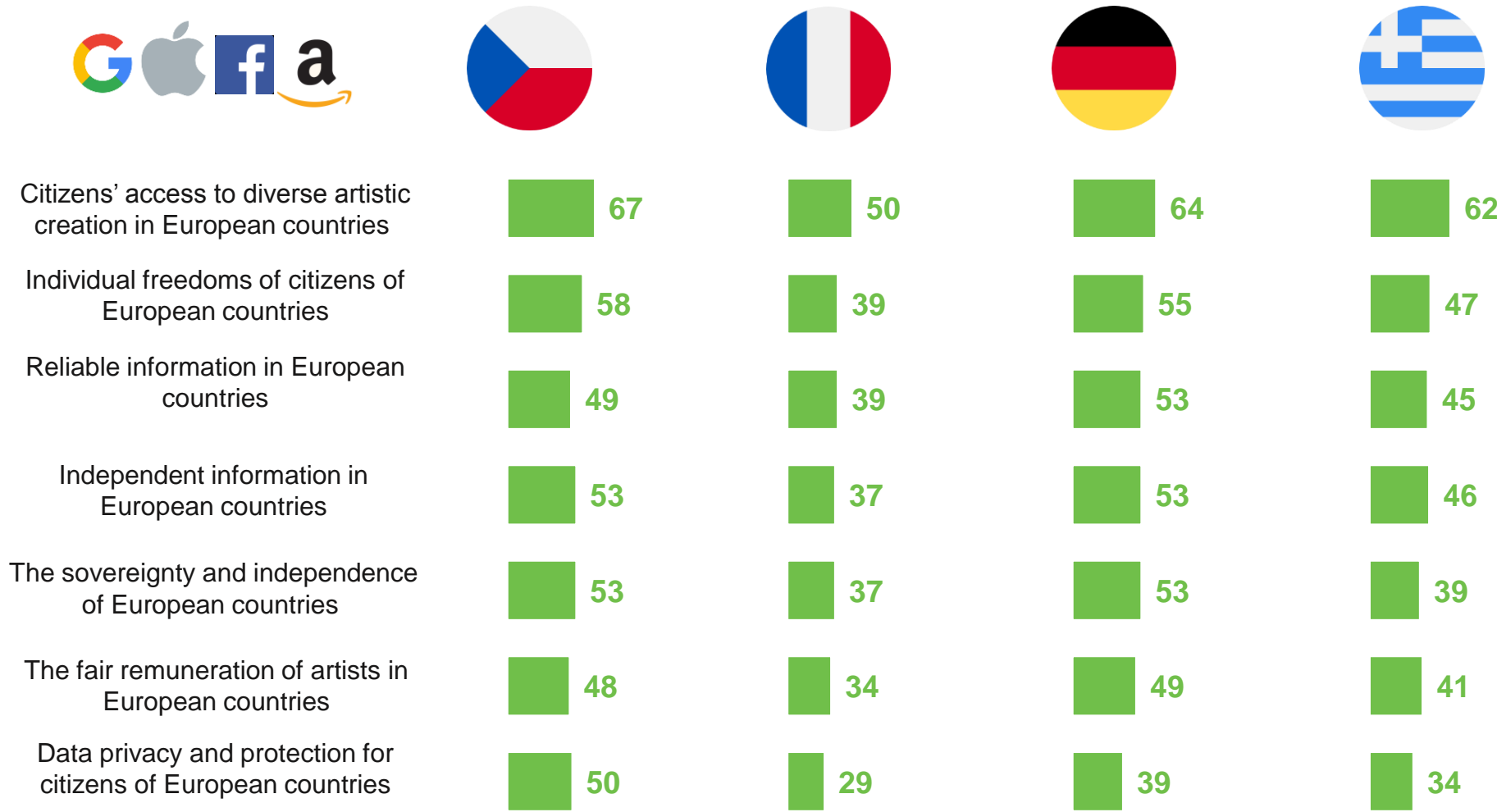
- To all, in % -



Views on the role of US tech giants in Europe, detailed by country

Do you think US tech giants (such as Google, Apple, Facebook or Amazon) preserve or do not preserve the following ...?

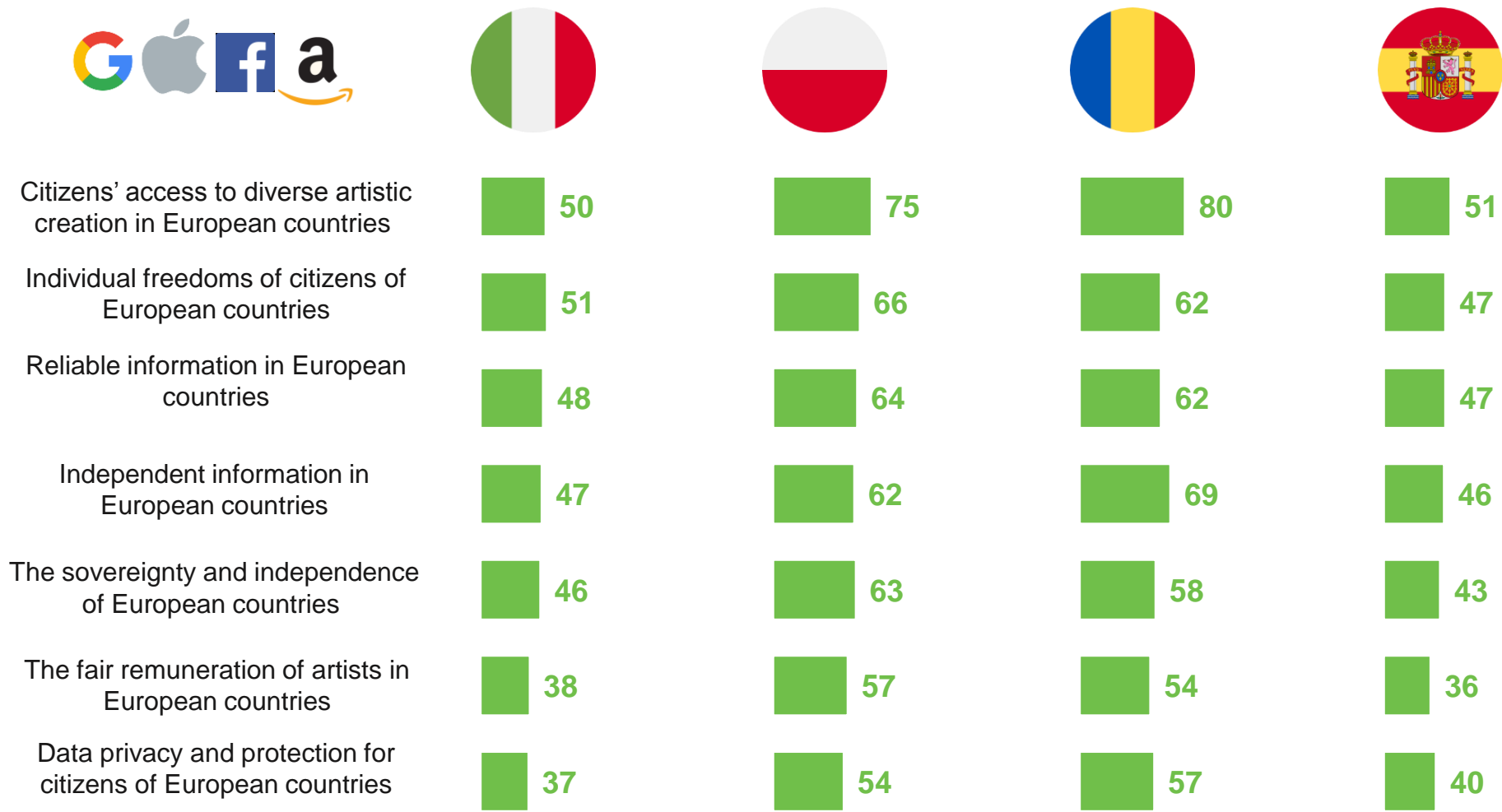
- To all, in % of « **Preserve** »-



Views on the role of US tech giants in Europe, detailed by country

Do you think US tech giants (such as Google, Apple, Facebook or Amazon) preserve or do not preserve the following ...?

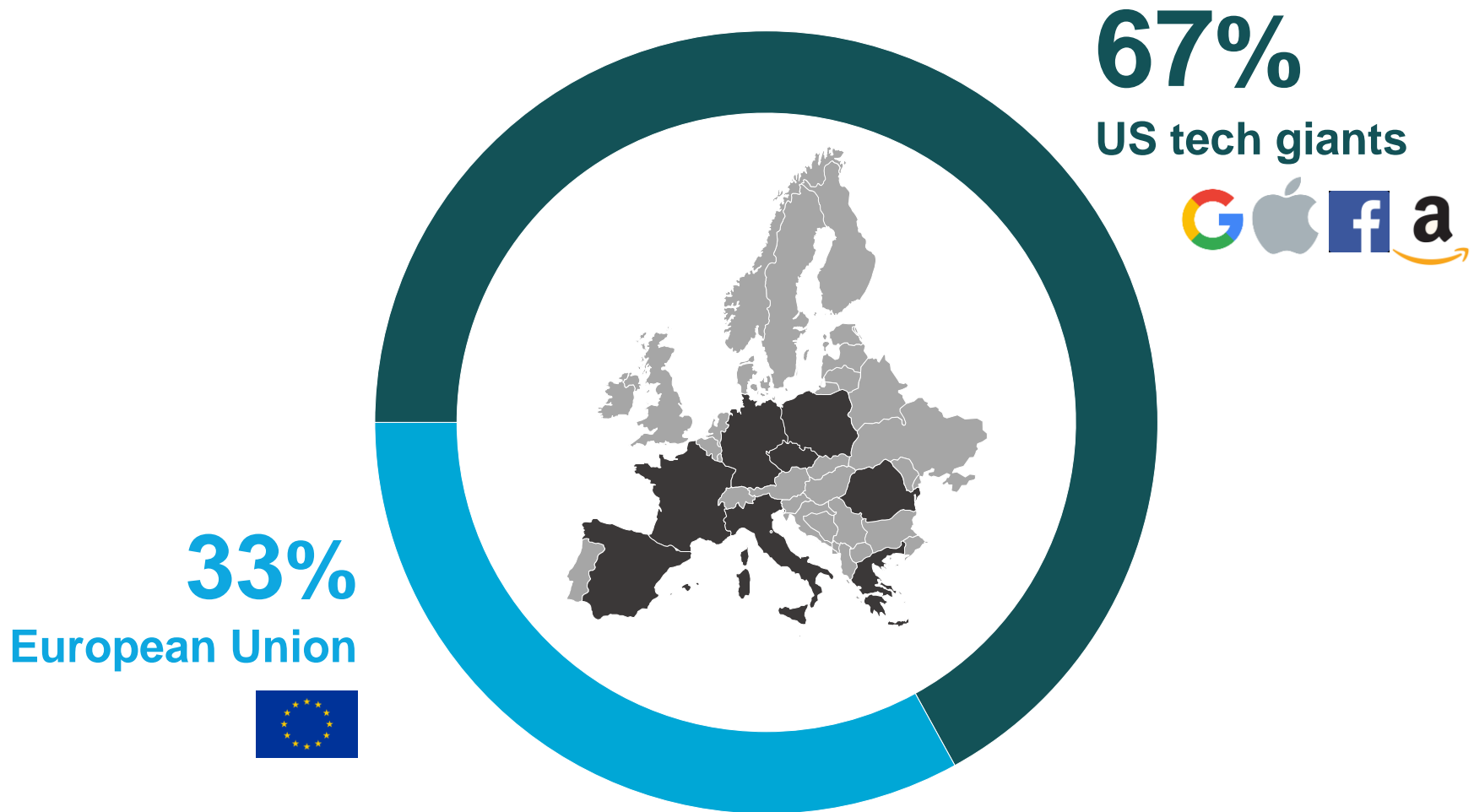
- To all, in % of « **Preserve** »-



Perception of the power balance between EU and US tech giants by the population

In your opinion, which has the most power, the European Union or US tech giants such as Google, Apple, Facebook or Amazon?

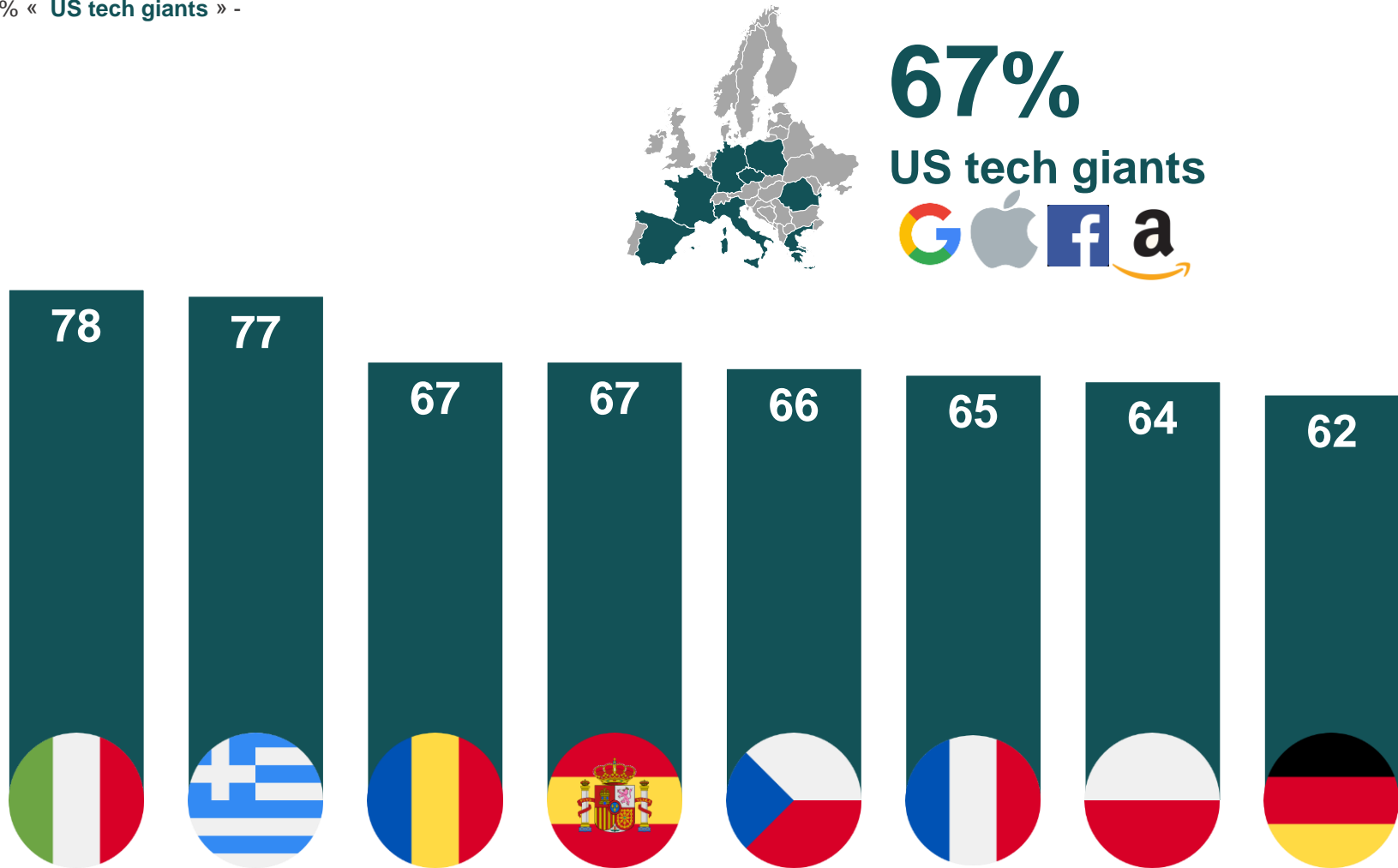
- To all, in % -



Perception of the power of US tech giants by country

In your opinion, which has the most power, the European Union or US tech giants such as Google, Apple, Facebook or Amazon?

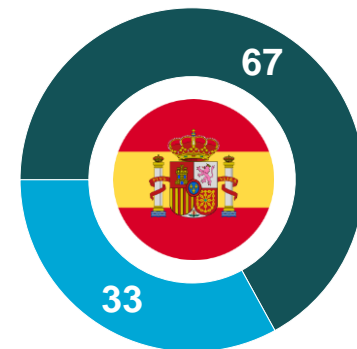
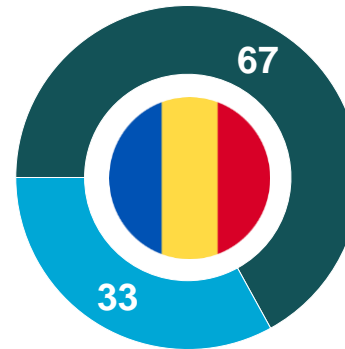
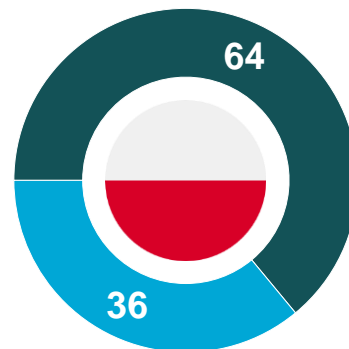
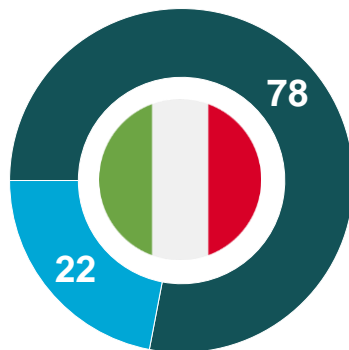
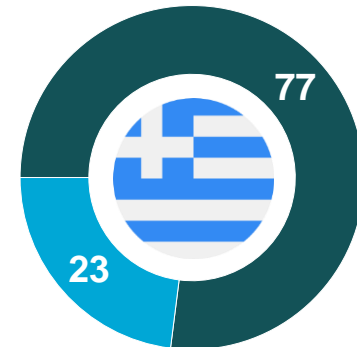
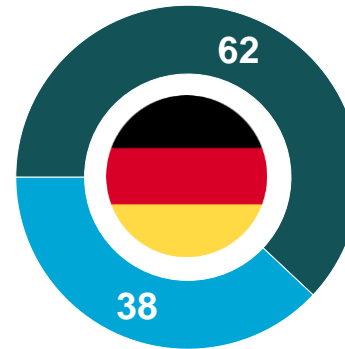
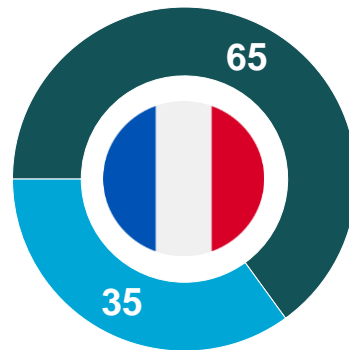
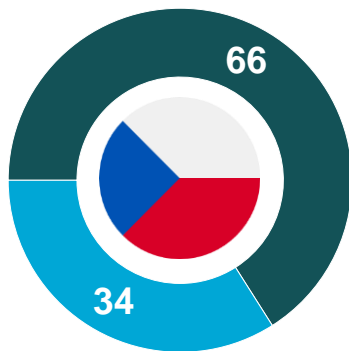
- To all, in % « **US tech giants** » -



Perception of the power balance between EU and US tech giants in each country

In your opinion, which has the most power, the European Union or US tech giants such as Google, Apple, Facebook or Amazon?

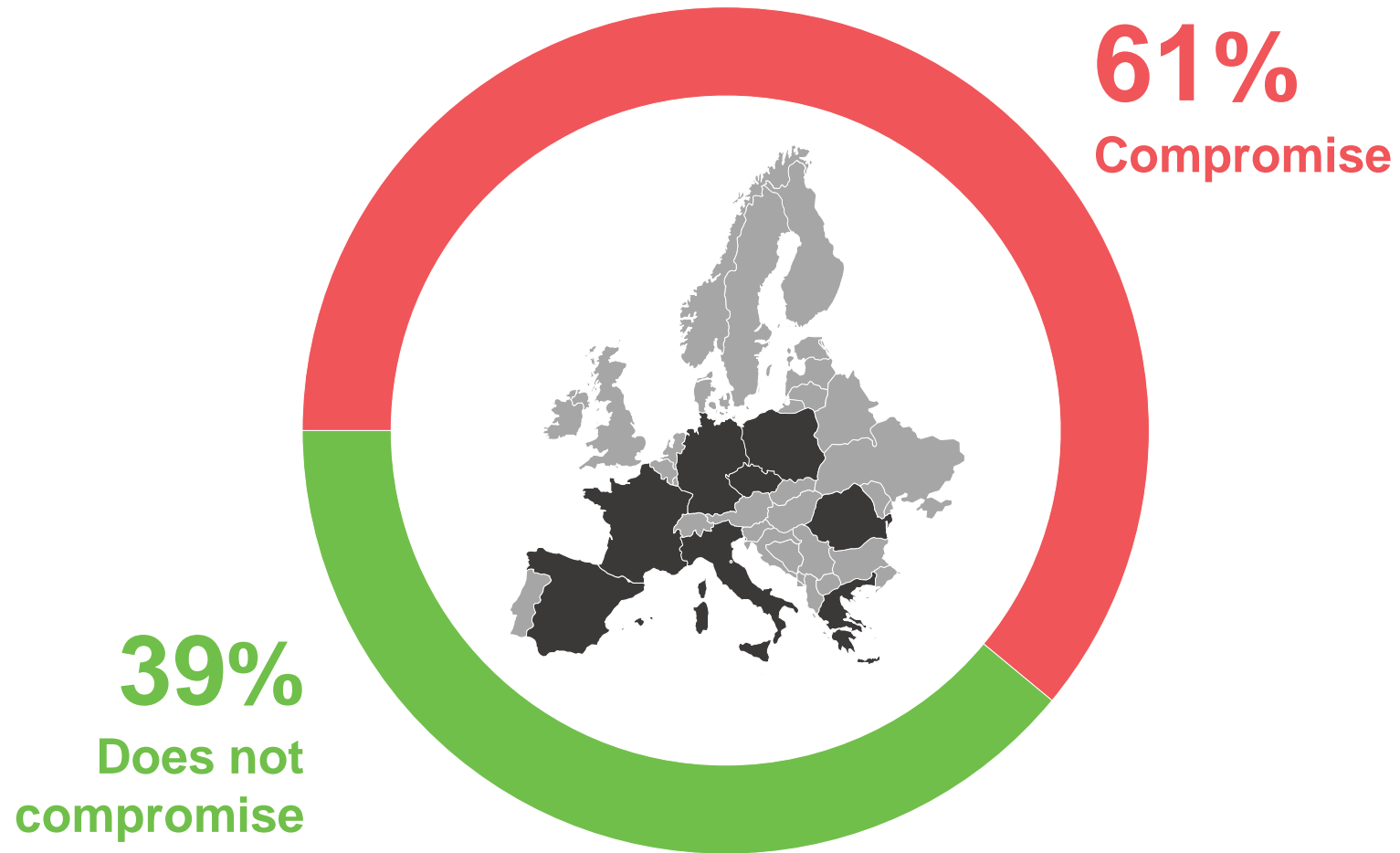
- To all, in % -



US tech Giants are generally perceived as being a potential risk for the functioning of European democracies

Would you say that US tech giants (such as Google, Apple, Facebook or Amazon), by the means of influence, compromises or not the proper functioning of democracy in Europe?

- To all, in % -



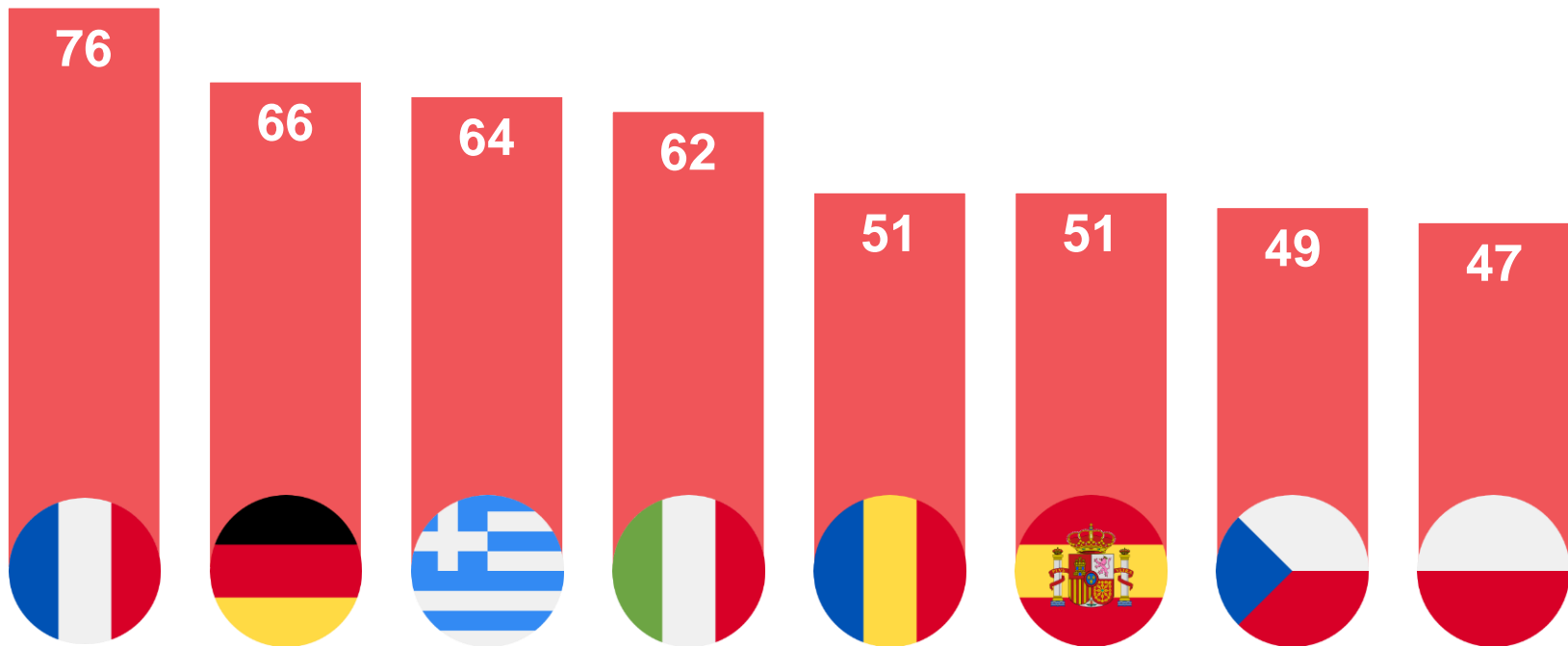
Feeling that US tech giants compromise or not the functioning of democracy in Europe by country

Would you say that US tech giants (such as Google, Apple, Facebook or Amazon), by the means of influence, compromises or not the proper functioning of democracy in Europe?

- To all, in % of « **Compromise** » -



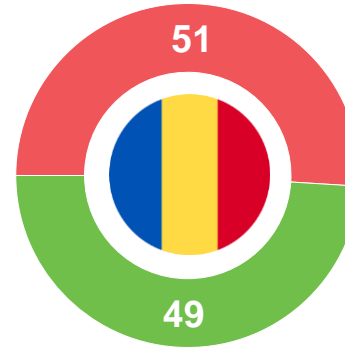
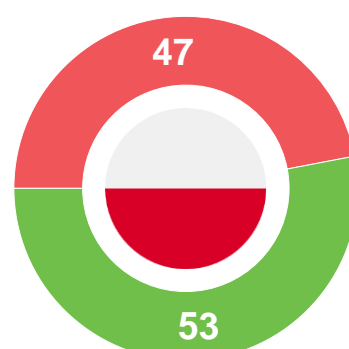
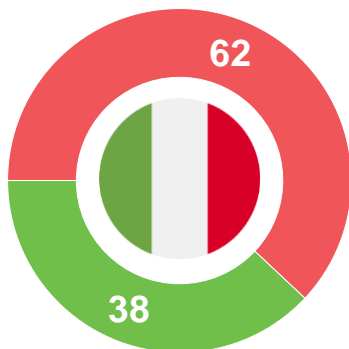
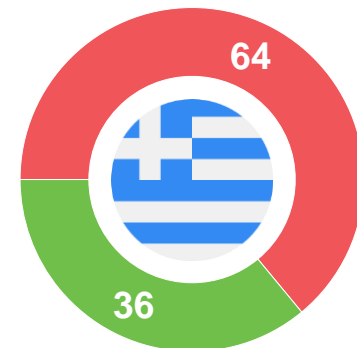
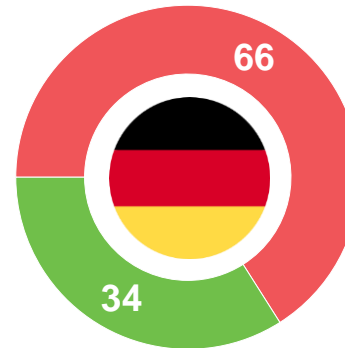
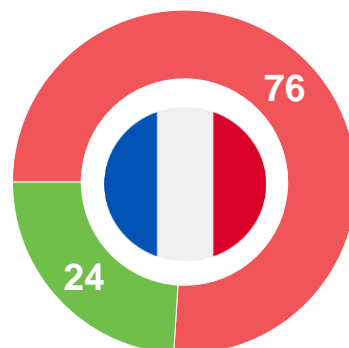
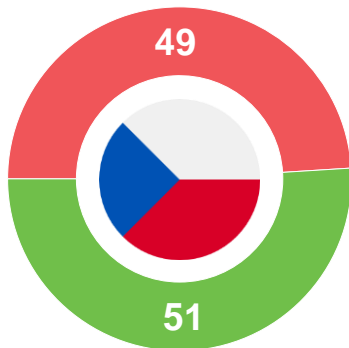
61%
Compromise



Perception of the risk US tech giants can possibly pose to the functioning of European democracies in each country

Would you say that US tech giants (such as Google, Apple, Facebook or Amazon), by the means of influence, compromises or not the proper functioning of democracy in Europe?

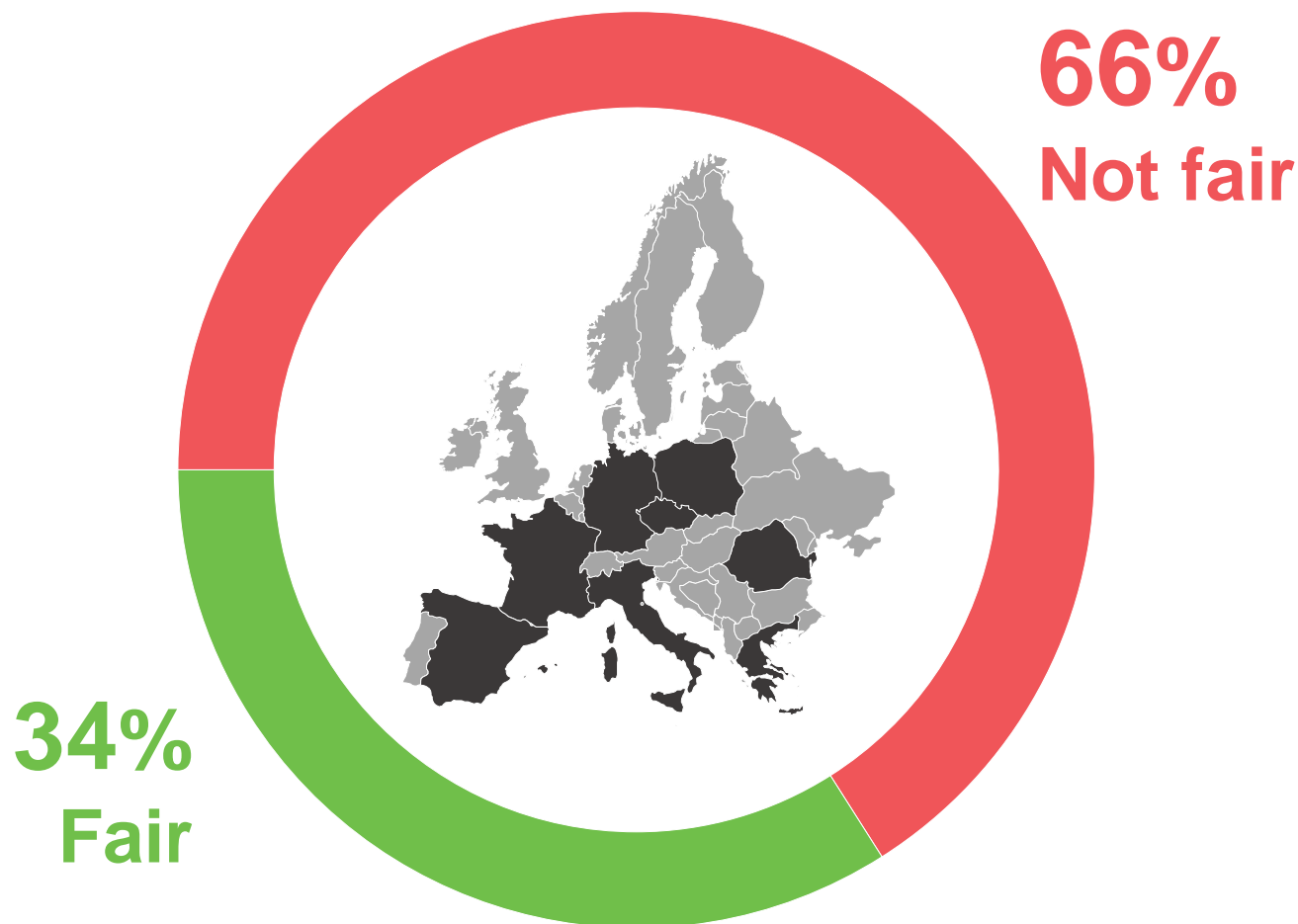
- To all, in % -



A feeling of unfairness dominates concerning the way internet platforms share the revenue generated by their services with artists and content creators whose content appears on their platforms

Do you think that internet platforms (like Google, Facebook, etc.) are fair or not fair in the way they share the revenue generated by their services with artists and content creators whose content appears on their platforms?

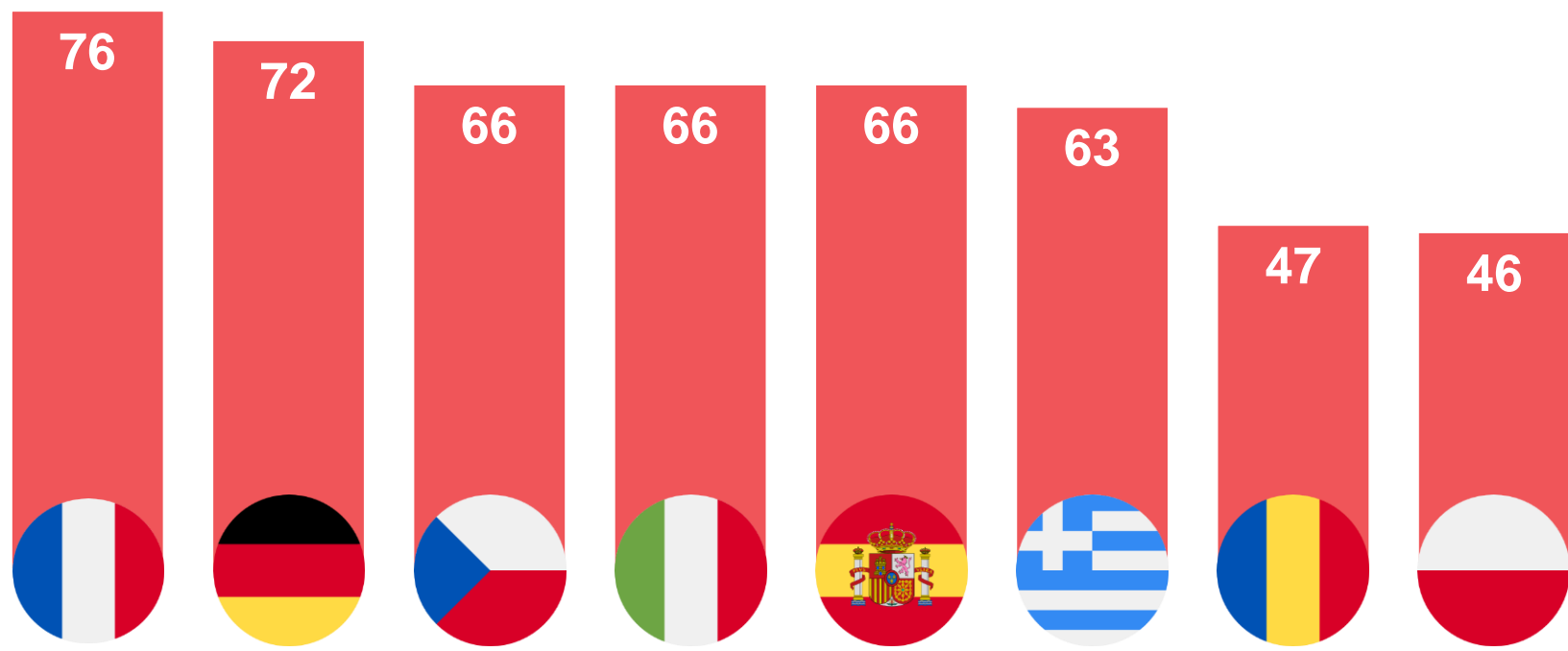
- To all, in % -



Perception of unfairness regarding the way internet platforms share the revenue generated by their services with artists and content creators, by country

Do you think that internet platforms (like Google, Facebook, etc.) are fair or not fair in the way they share the revenue generated by their services with artists and content creators whose content appears on their platforms?

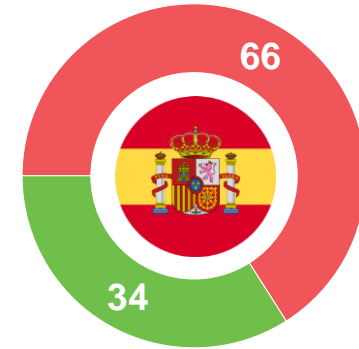
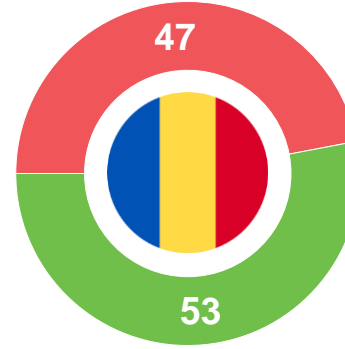
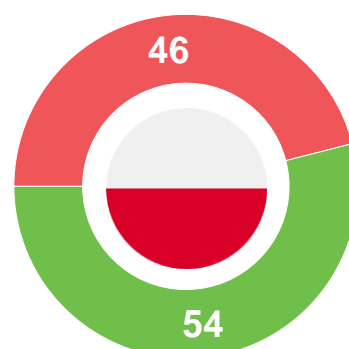
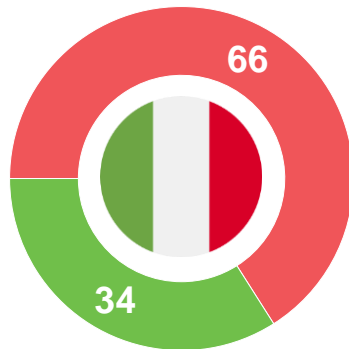
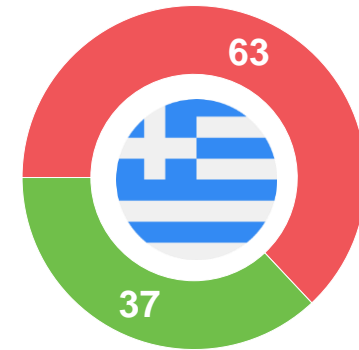
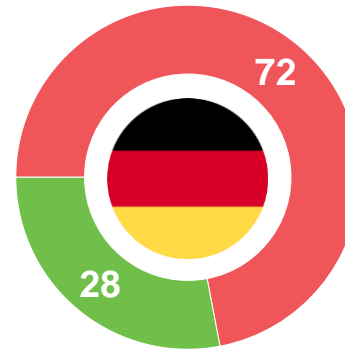
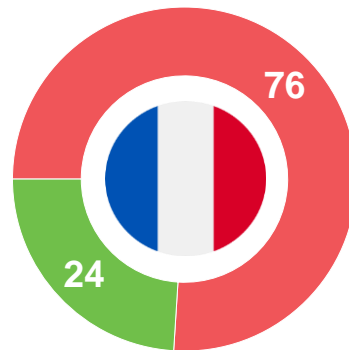
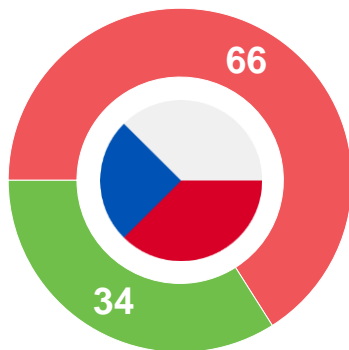
- To all, in % of « Not fair » -



Perception on the way internet platforms share the revenue generated by their services with artists and content creators, in each country

Do you think that internet platforms (like Google, Facebook, etc.) are fair or not fair in the way they share the revenue generated by their services with artists and content creators whose content appears on their platforms?

- To all, in % -



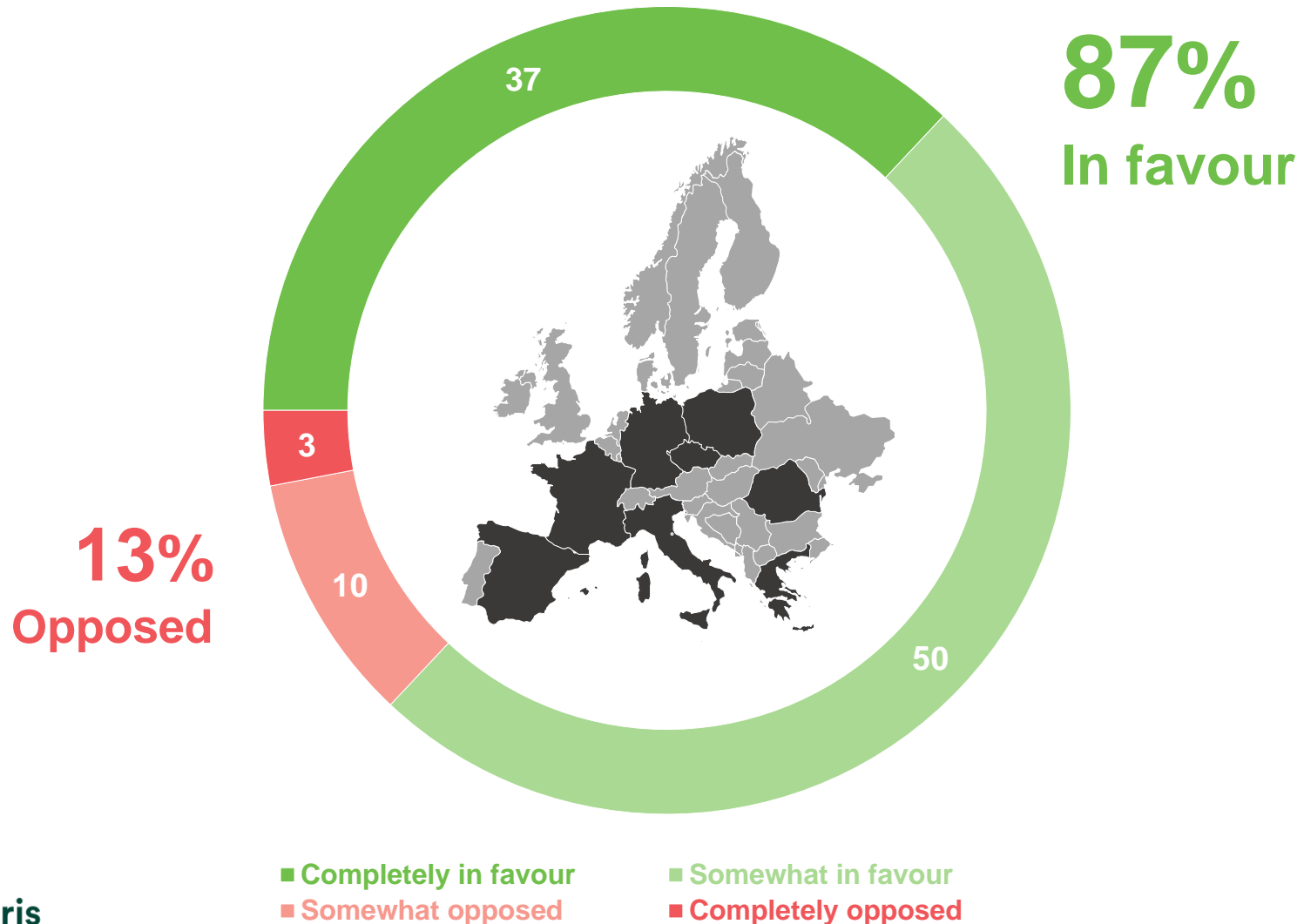
Focus on the protection and the remuneration of creators



There is a major approval among the different countries about the introduction of rules to guarantee creators' protection and remuneration

Are you in favour of or against the European Union implementing rules to guarantee the remuneration of artists and content creators for the distribution of their content on internet platforms (YouTube, Facebook, etc.)?

- To all, in % -



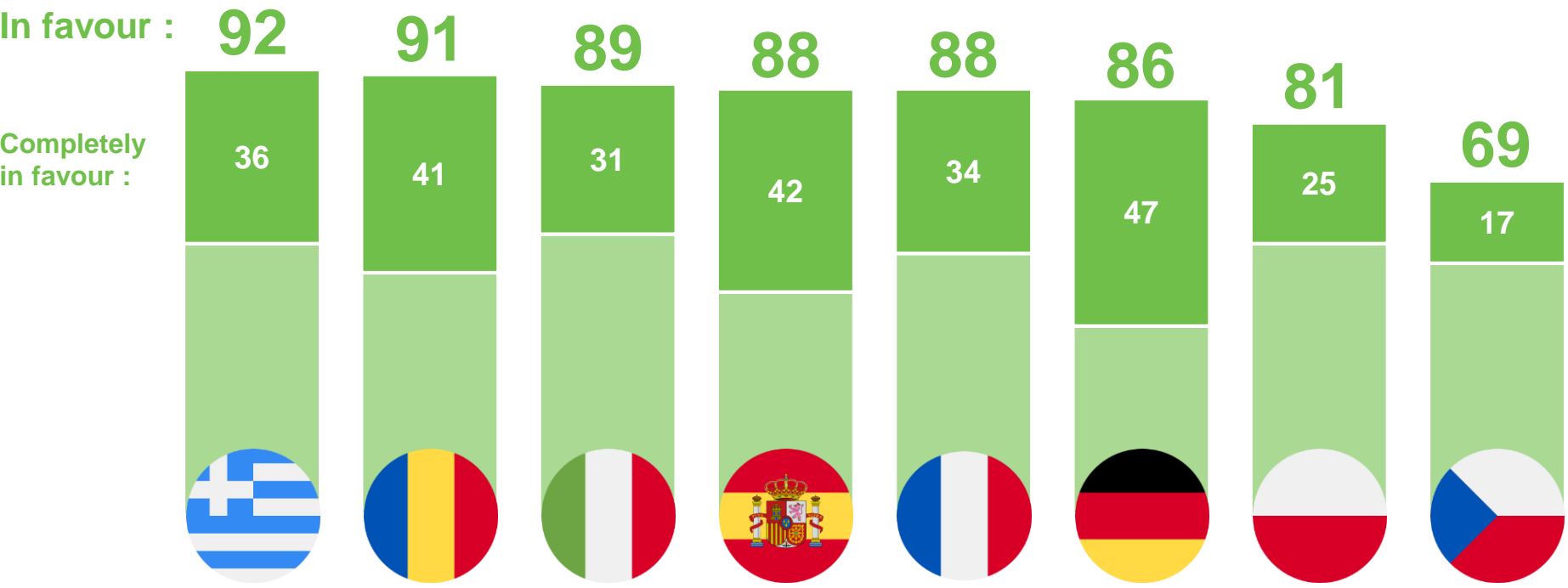
Approval of the protection and remuneration of creators, by country

Are you in favour of or against the European Union implementing rules to guarantee the remuneration of artists and content creators for the distribution of their content on internet platforms (YouTube, Facebook, etc.)?

- To all, in % of « In favour » -



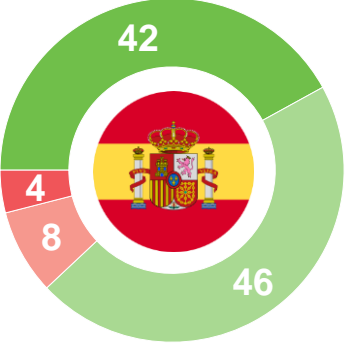
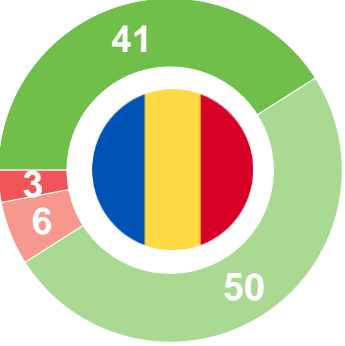
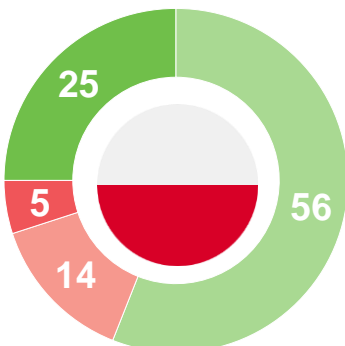
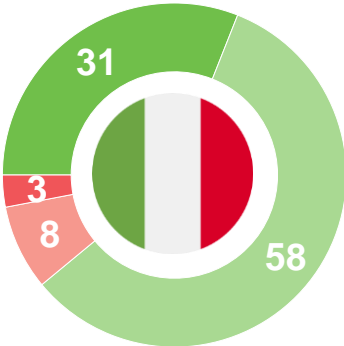
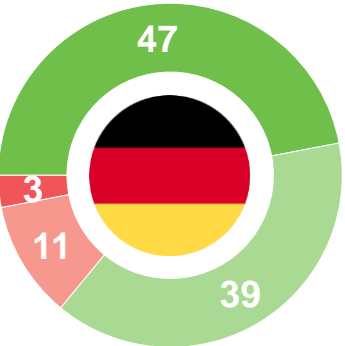
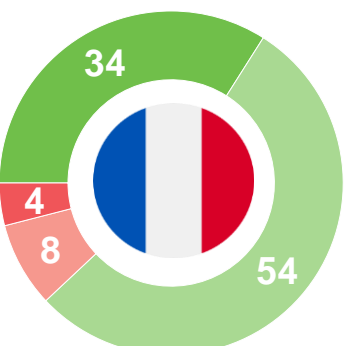
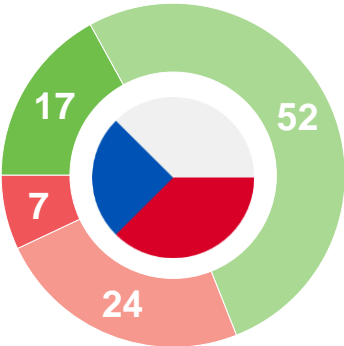
87% In favour
37% Completely in favour



Attitude on the European Union implementing rules concerning the protection and remuneration of creators, in each country

Are you in favour of or against the European Union implementing rules to guarantee the remuneration of artists and content creators for the distribution of their content on internet platforms (YouTube, Facebook, etc.)?

- To all, in % -



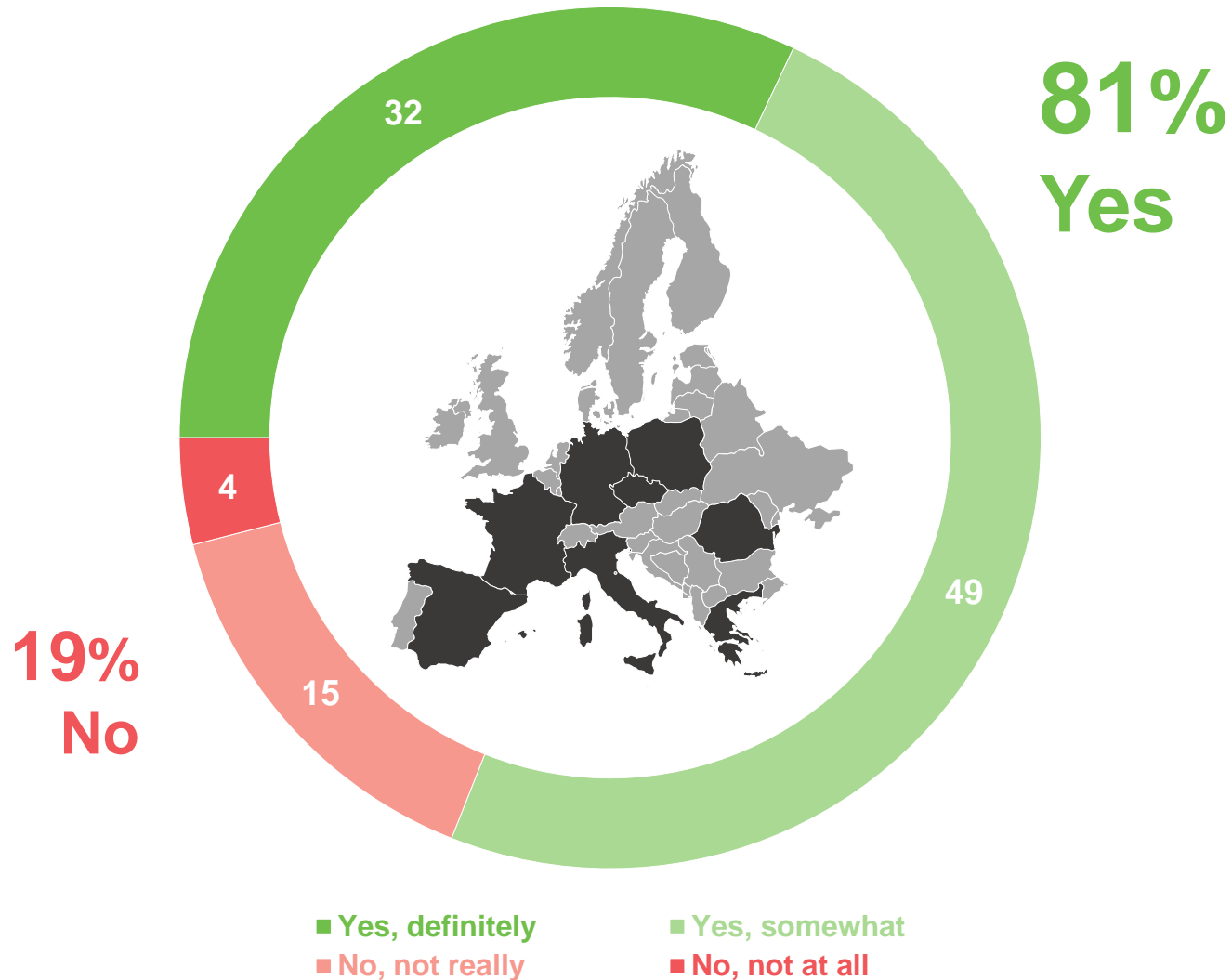
Adherence to Article 11



People mostly think as well that internet platforms should remunerate media organisations when they reuse their content, which is precisely the purpose of Article 11

Do you think that platforms like Google or Facebook should remunerate media organisations when they reuse their content (articles, photos, videos, etc.)?

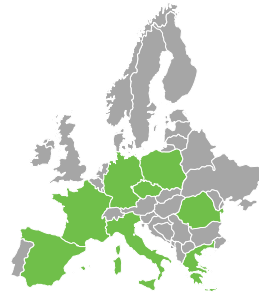
- To all, in % -



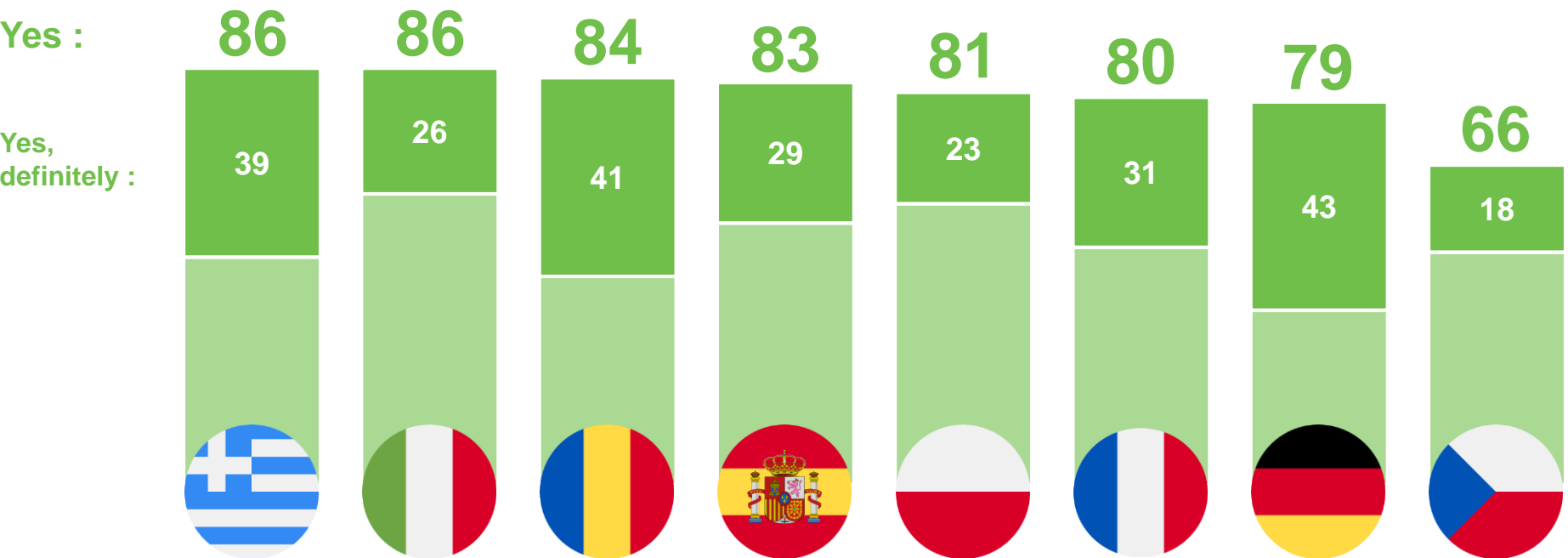
Adherence to Article 11 by country

Do you think that platforms like Google or Facebook should remunerate media organisations when they reuse their content (articles, photos, videos, etc.)?

- To all, in % of « Yes » -



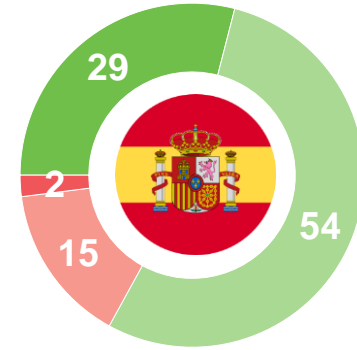
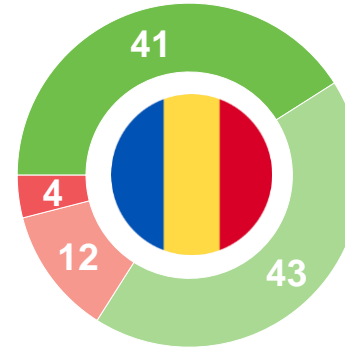
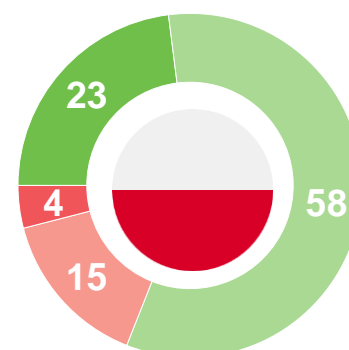
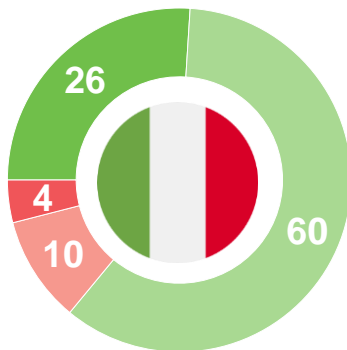
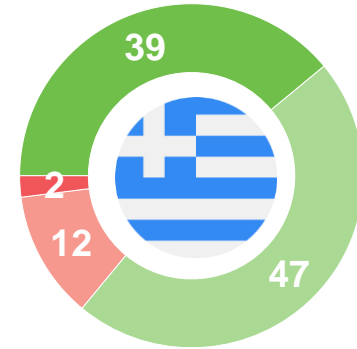
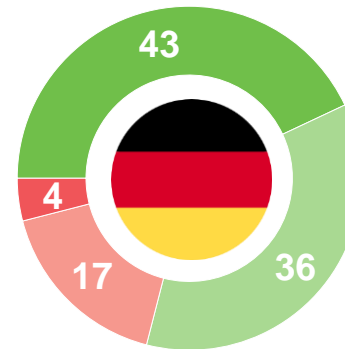
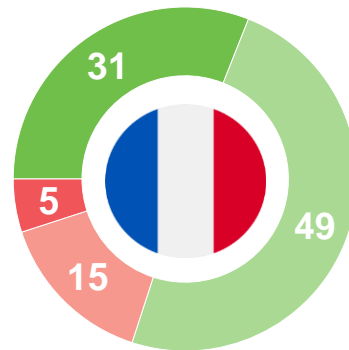
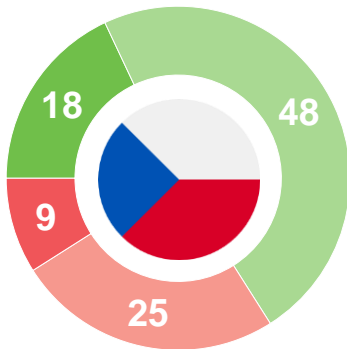
81% Yes
32% Yes, definitely



Attitude regarding Article 11, in each country

Do you think that platforms like Google or Facebook should remunerate media organisations when they reuse their content (articles, photos, videos, etc.)?

- To all, in % -



Contacts

Jean-Daniel Lévy

Head of the Opinion department of Harris Interactive France

01 44 87 60 30 - jdlevy@harrisinteractive.fr

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