

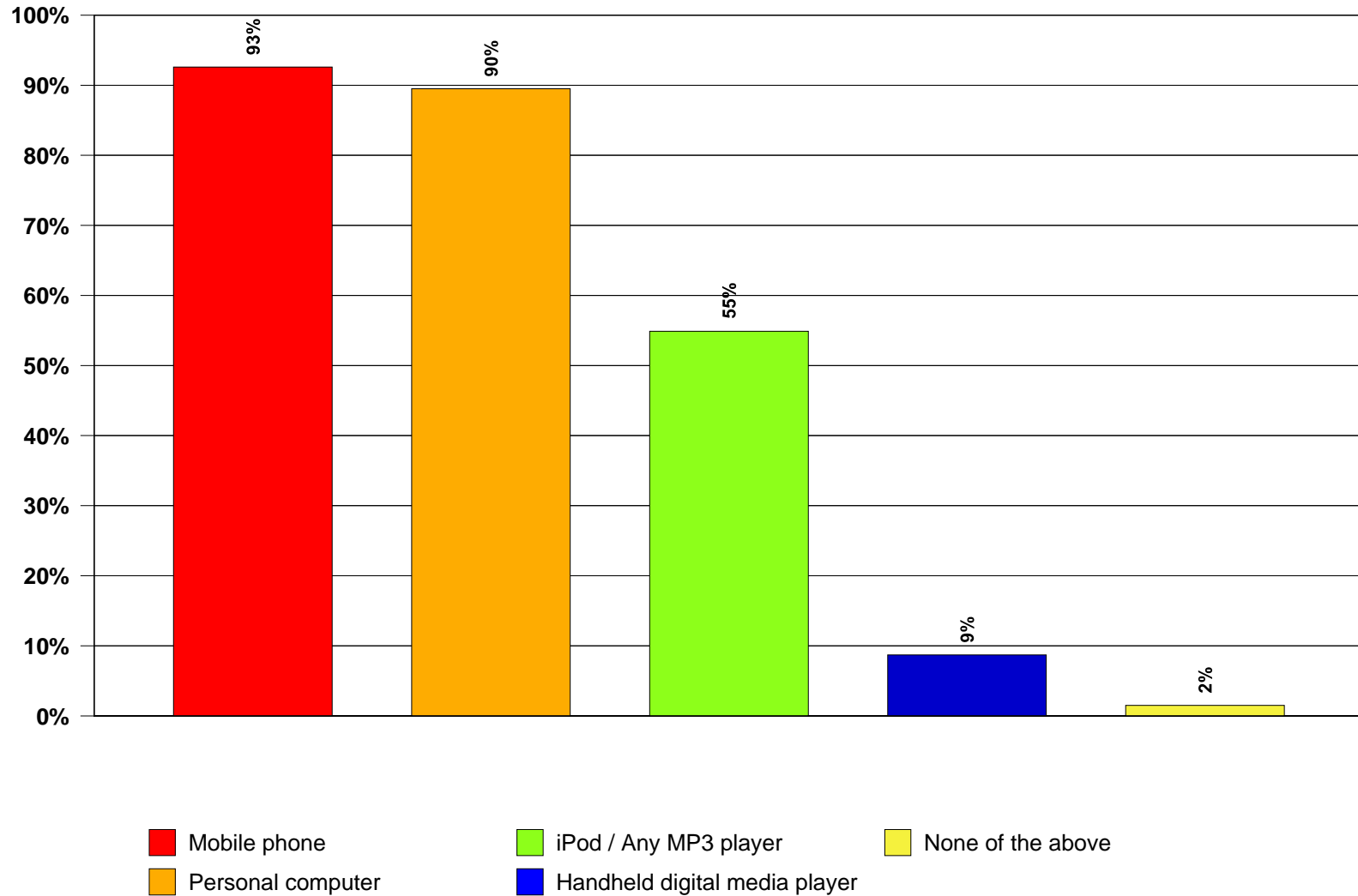
Tickbox.net survey

Digital Downloads

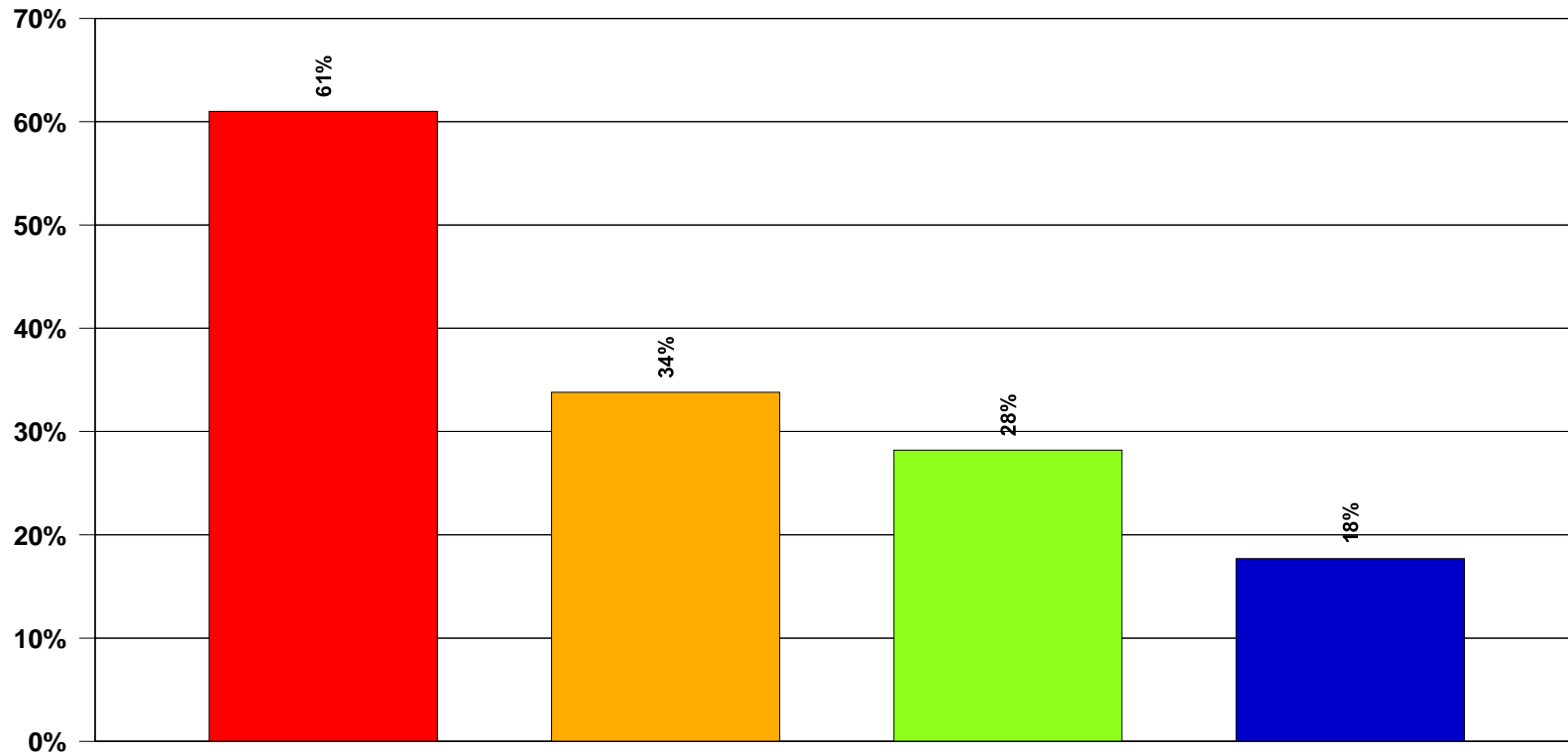
**for
ALCS**

**Total Survey Sample Base : 1223
Survey conducted: 18.01.08 – 22.01.08**

Q1. Which of the following devices do you own?

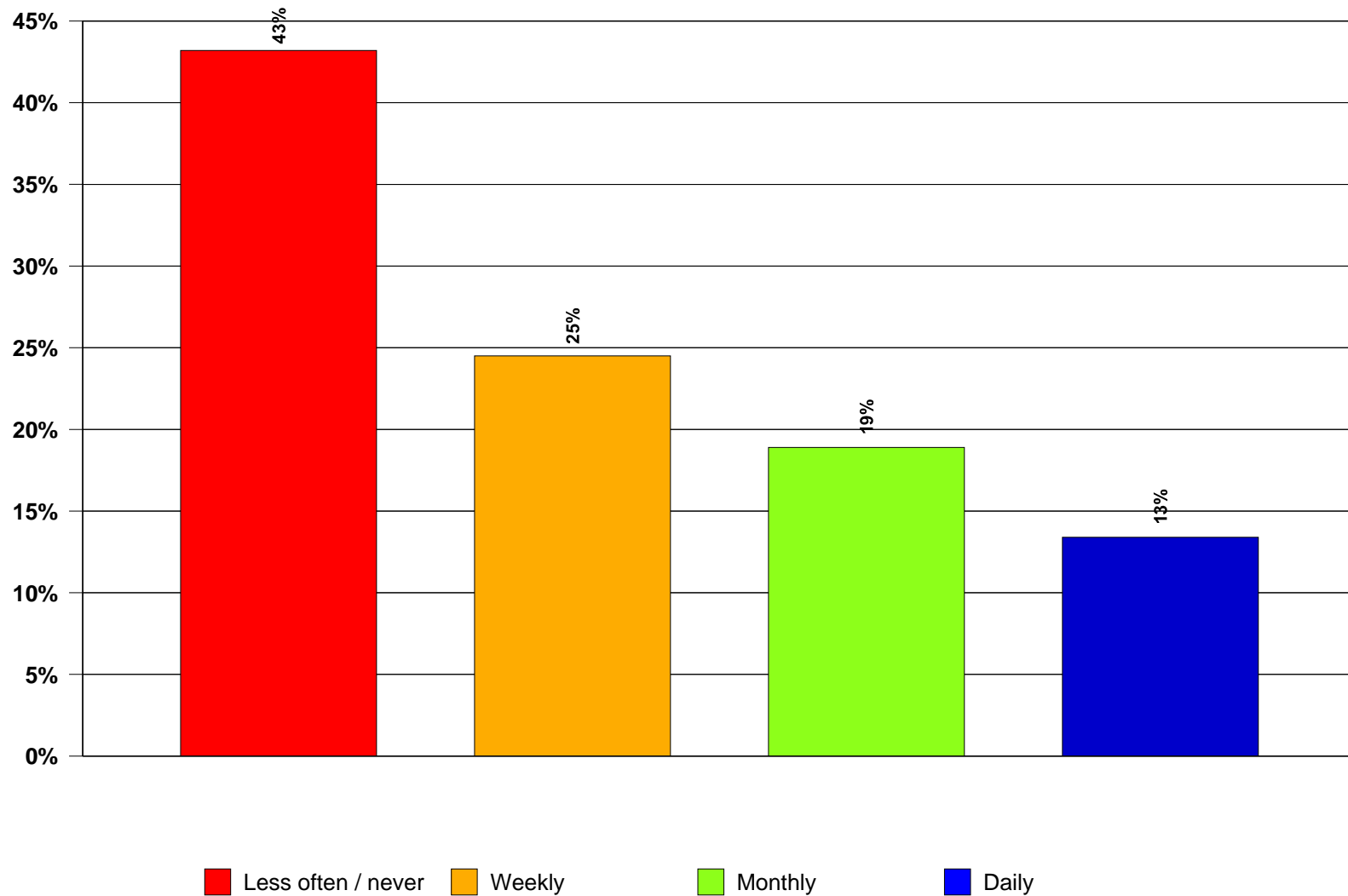


Q2. What content do you store on these devices to view or listen to?

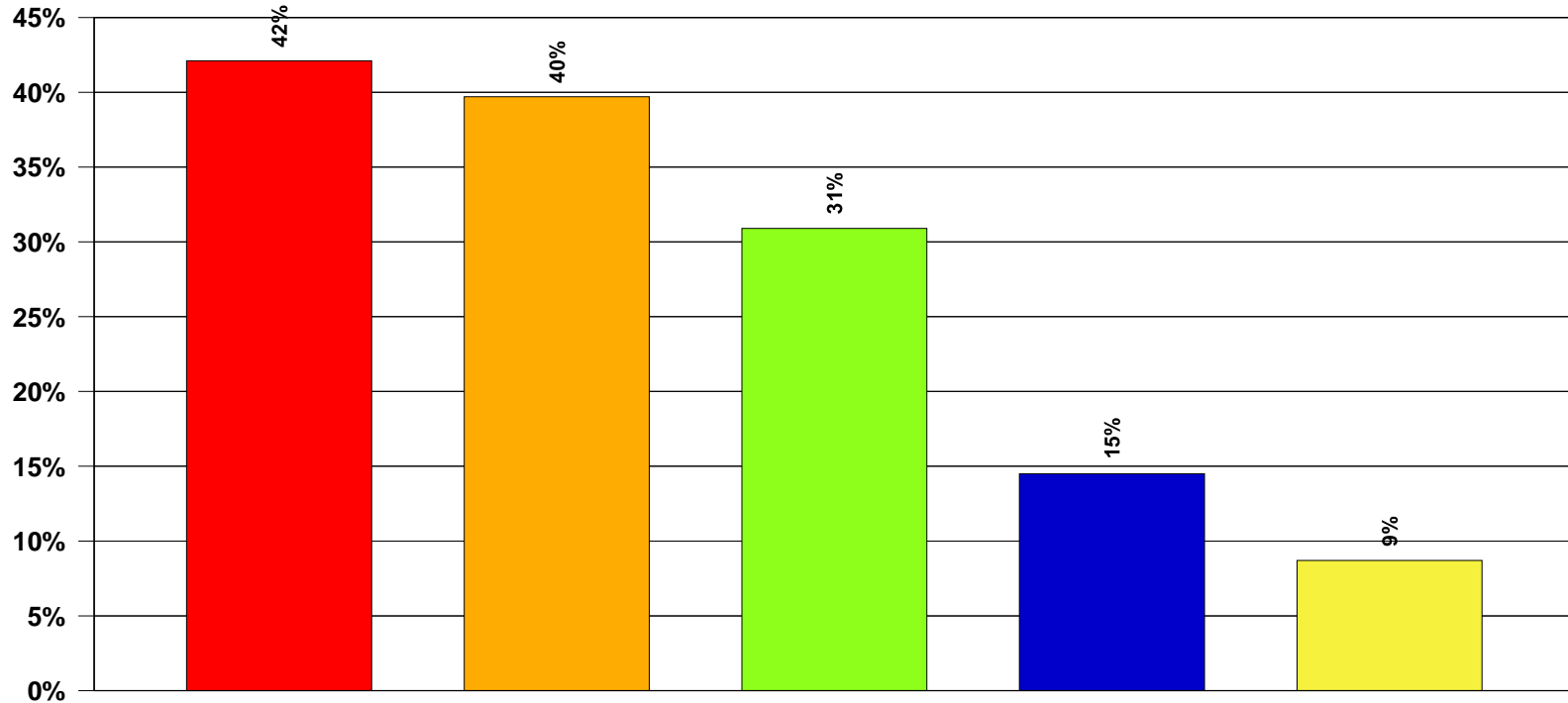


- Copied DVDs / CDs / VHS etc which you own
- Paid for downloads
- Downloads that have not been paid for (e.g. peer-to-peer downloads)
- Other copied DVDs / CDs / VHS etc

Q3. How often do you view / listen to copied and paid for DVDs/CDs/VHS etc which you own?

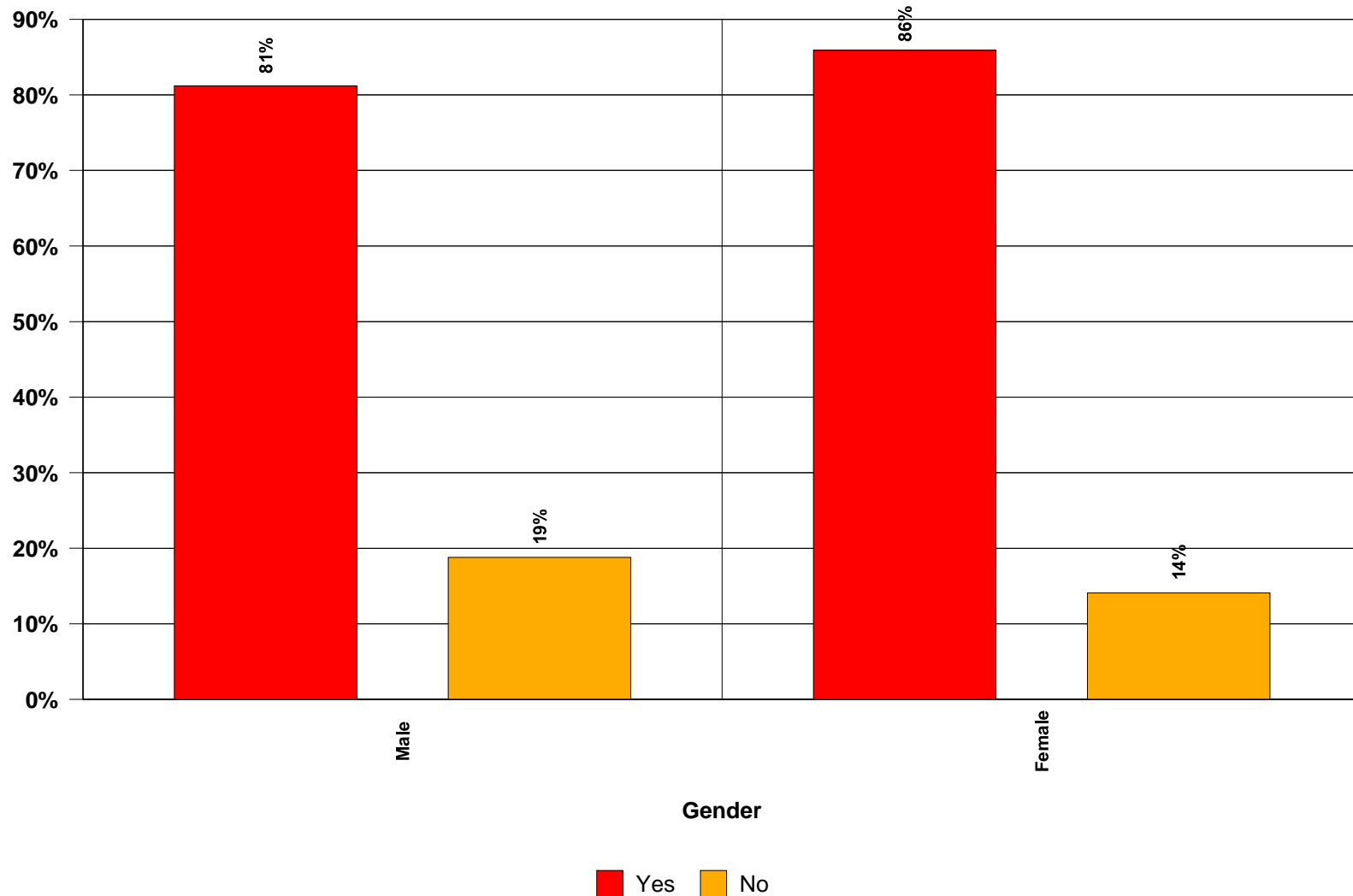


Q4. What ONLINE services do you use to access media content?

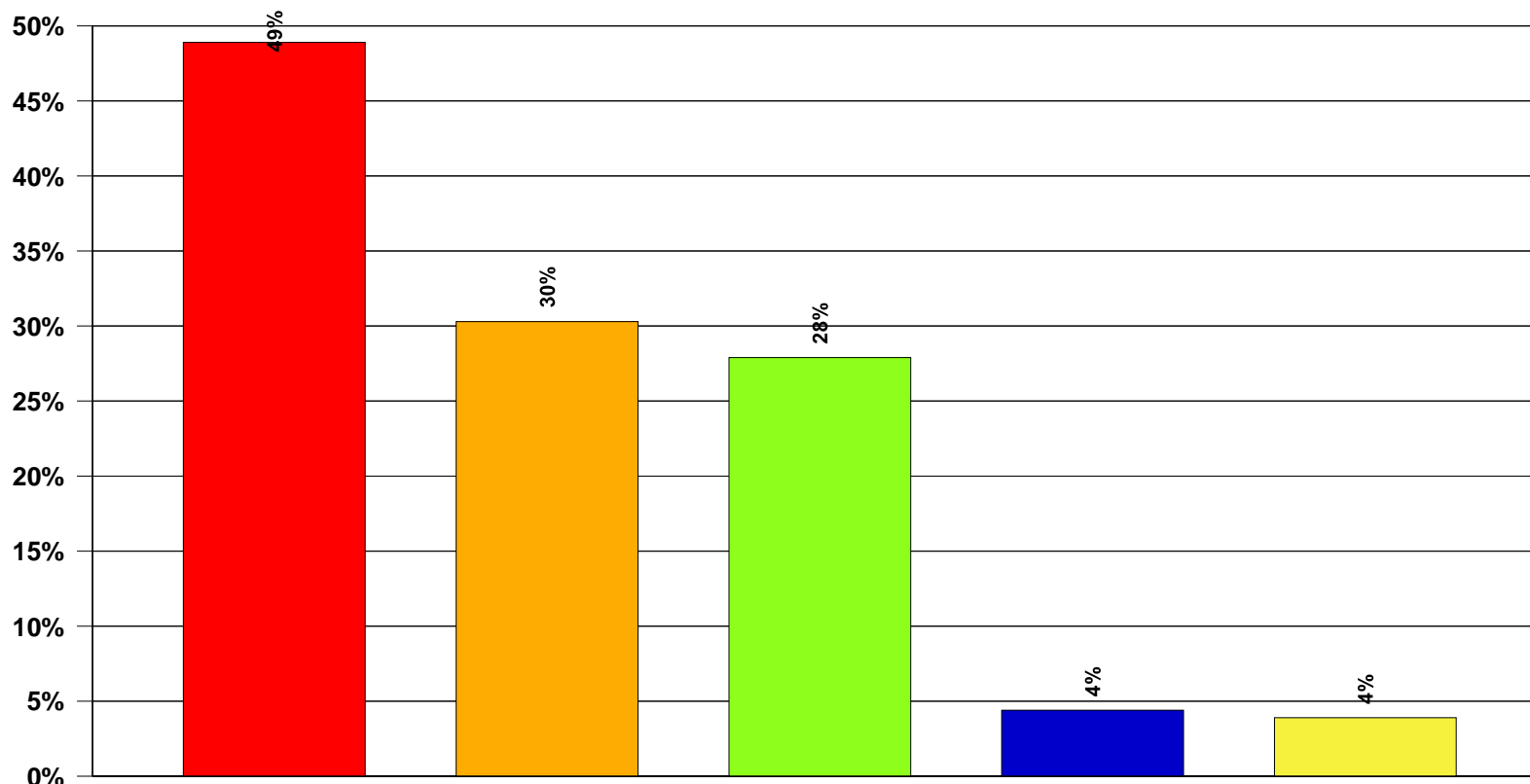


- Video clip sites (e.g. YouTube, MySpace)
- I do not use online services to access media on the internet
- Web streaming (e.g. BBC iPlayer, 4oD, ITV Online)
- Free film/television downloads from a peer-to-peer website (e.g. Torrent sites, eDonkey etc)
- Other

Q5. It is very likely that copying film, TV and music that you have paid for and already own onto a hand-held player such as the iPod, is to be made legal. Do you think it's a good idea? - by Gender

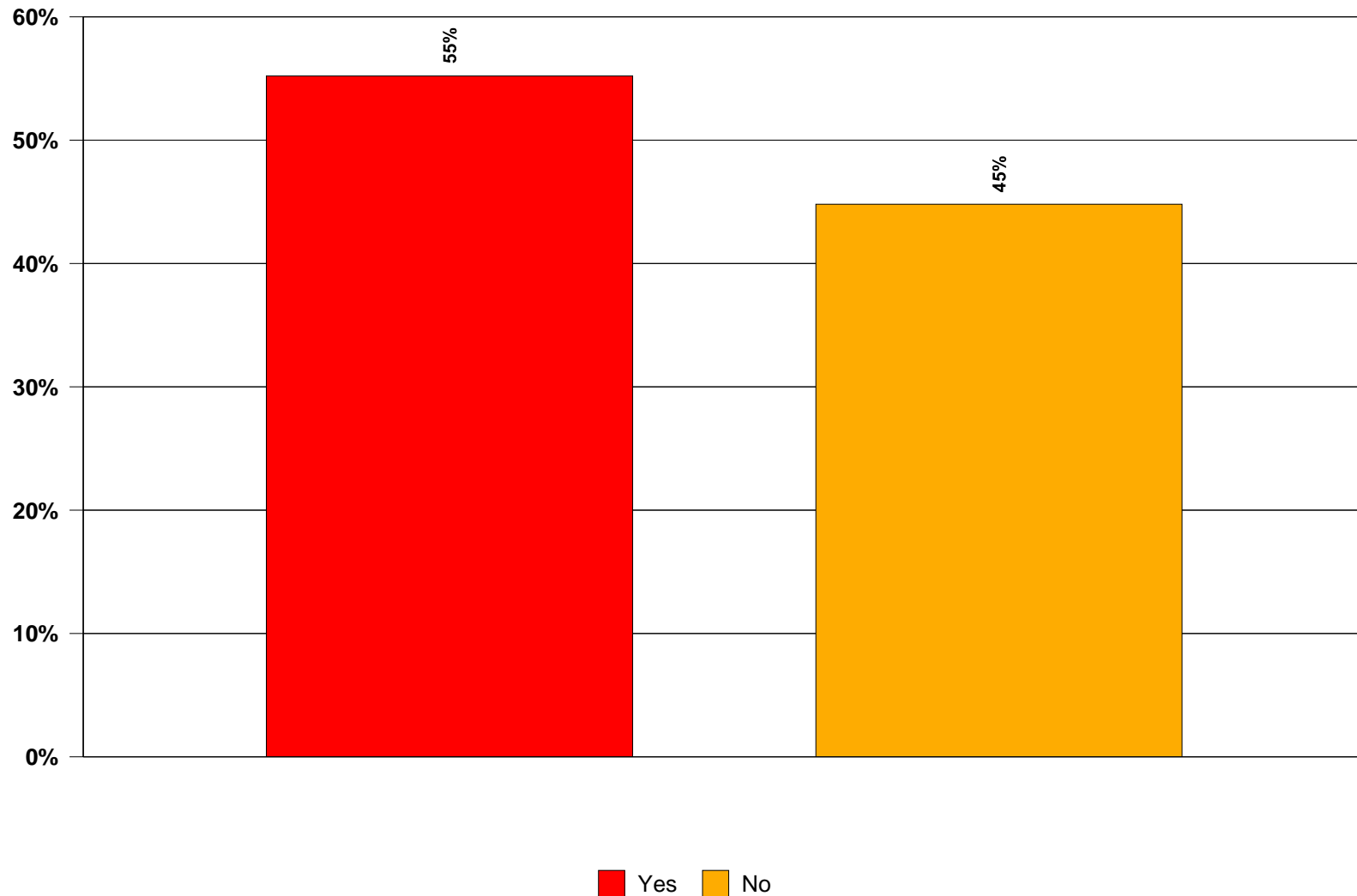


Q6. The UK estimated loss for digital piracy (e.g. copying and distribution of works not owned or paid for by consumers) of film and television in 2006 was £152 million. What do you think are the likely implications of this for film and television?

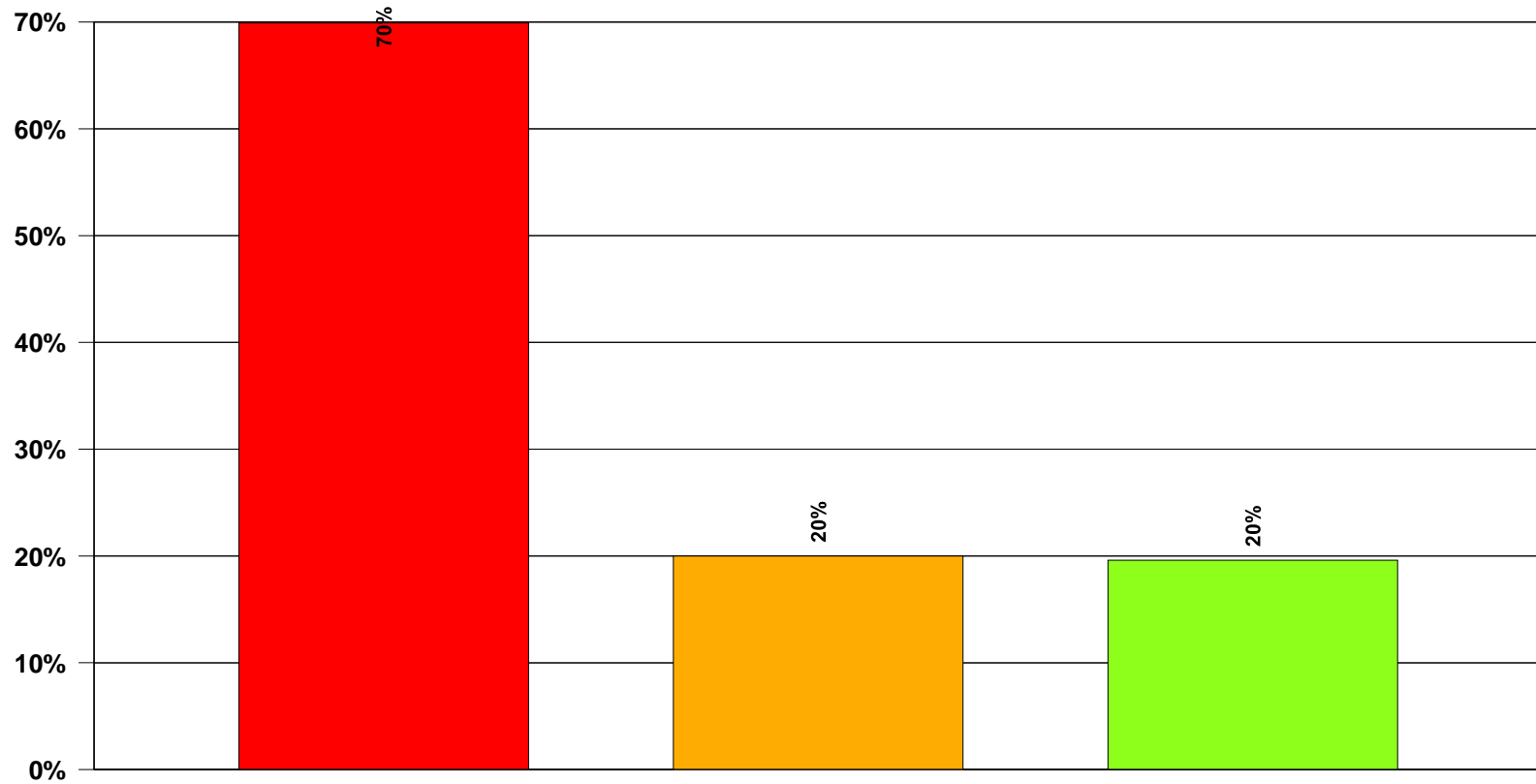


- I don't think it would have an impact on quality or choice
- Less choice of film and TV programmes
- Lower quality of film and TV programmes
- More choice of film and TV programmes
- Higher Quality of film and TV programmes

Q7. Piracy of film and television has a direct impact on the earnings of creative contributors (e.g. scriptwriters). Do you think there should be a system of compensation for this loss?

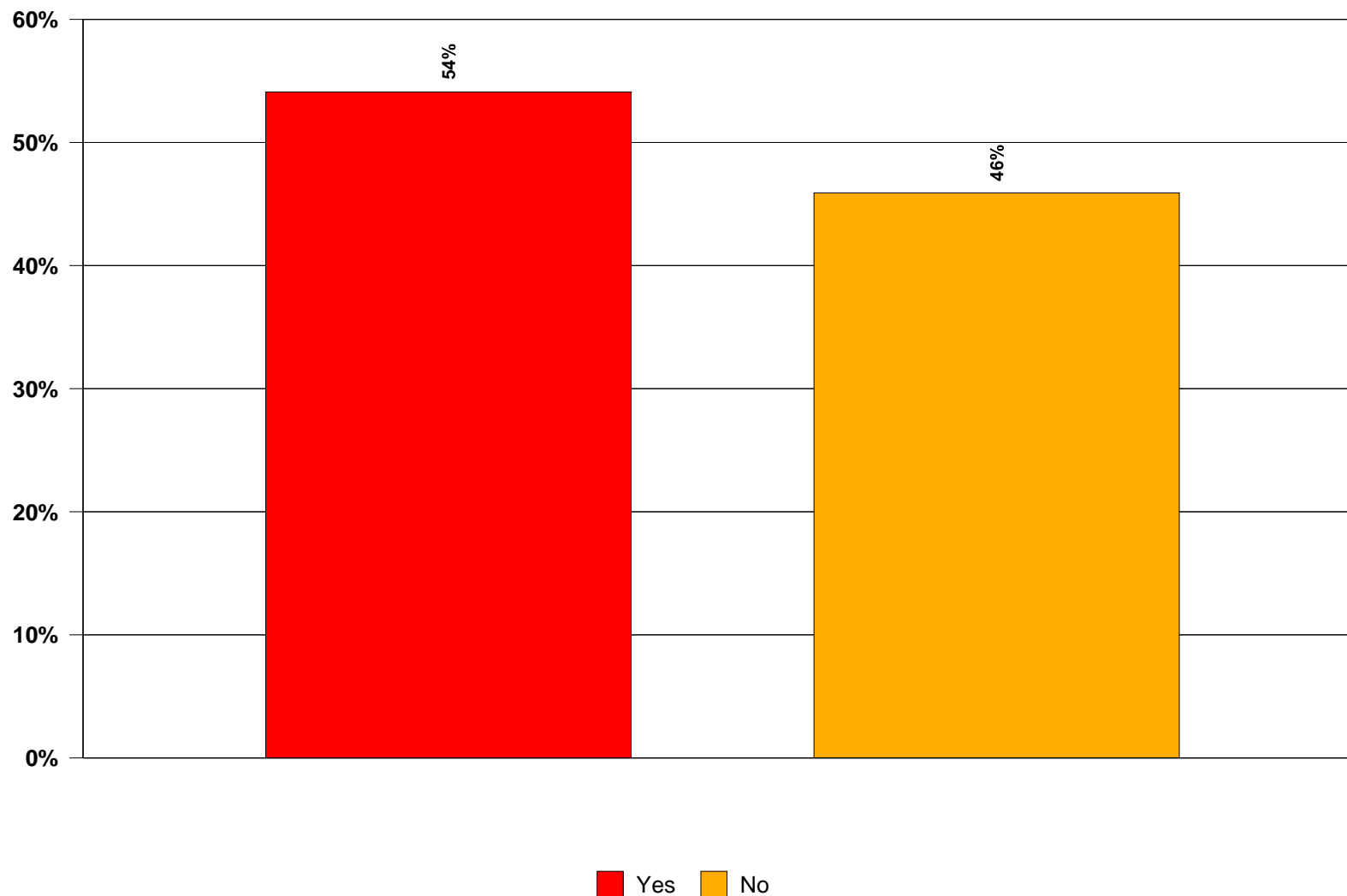


Q8. How do you think creators should be compensated for the income lost due to pirated film and television?

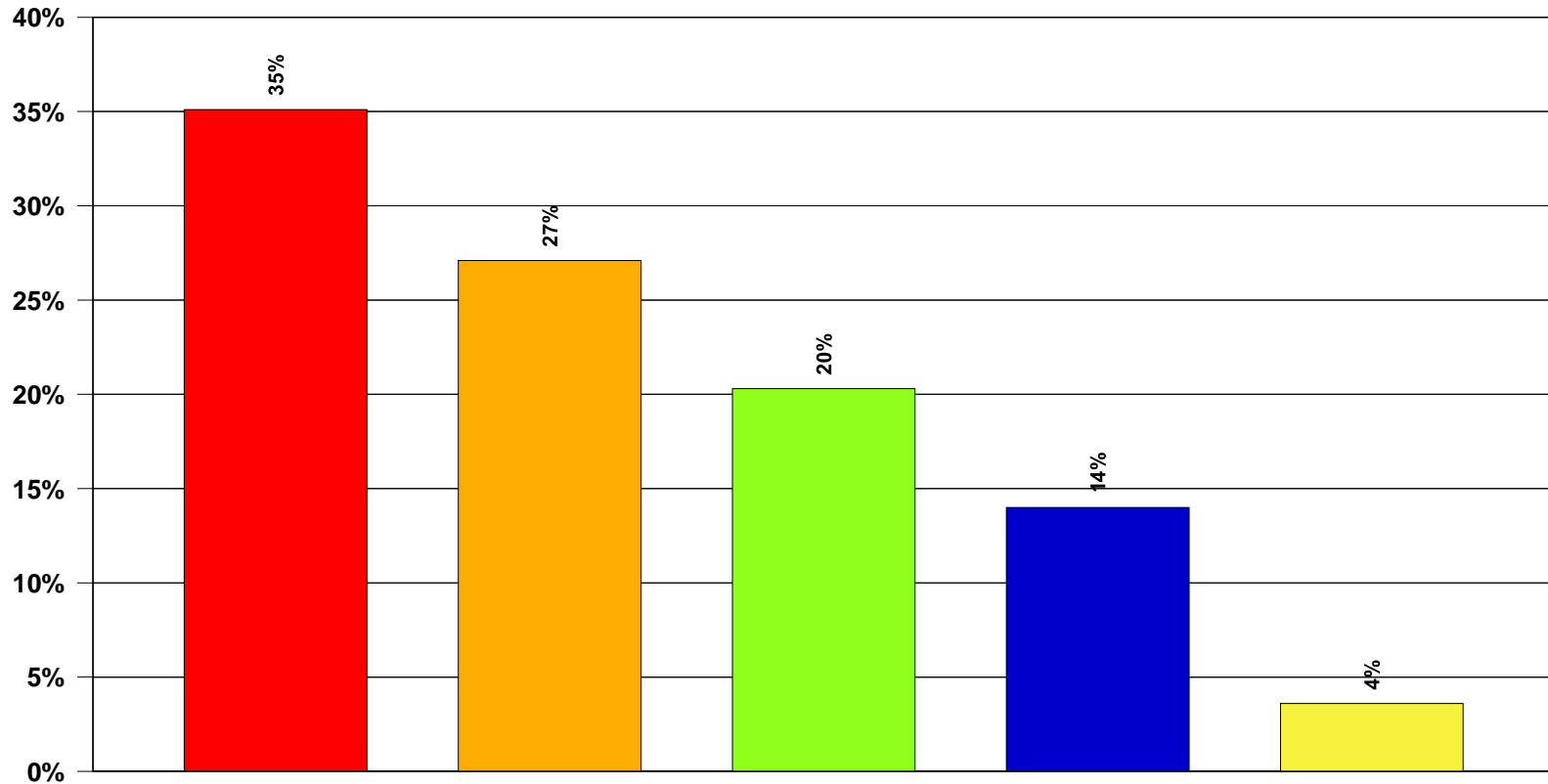


- By charging the companies who sell the digital recording equipment
- By charging the consumer
- Other

Q9. Would you be prepared to pay a reasonable sum added to the price of digital recording equipment as happens in many there countries to compensate creative contributors for their loss of income?



Q10. What do you consider to be a reasonable sum to compensate creative contributors?



- 1% of the retail cost of digital recording equipment
- 2% of the retail cost of digital recording equipment
- 3% of the retail cost of digital recording equipment

- 4% of the retail cost of digital recording equipment
- 5% or more of the retail cost of digital recording equipment

Tickbox.net survey

Digital Downloads

for
ALCS

The research for (the brand) was carried out online by Tickbox.net between **18.01.08** and **22.01.08** amongst a nationally representative sample of **1223** UK adults aged 16+.

Tickbox.net is a leading market research organisation, carrying out consumer, corporate and niche market surveys online amongst a 50,000+ member panel.

Tickbox.net follow the codes of the MRS (Market Research Society) and are fully registered and compliant with the Data Protection Registrar, as well as being the preferred research supplier of the PRCA (Public Relations Consultants Association).