Copyrights & US tech giants

What are the expectations in Europe?

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Summary

Survey methodology  P.3

Perception of relations between the EU and the US tech giants  P.4

Focus on the protection and remuneration of creators  P.17

Media organisations content  P.21
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 % -

<table>
<thead>
<tr>
<th>Issue</th>
<th>Preserve</th>
<th>Do not preserve</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reliable information in European countries</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>The sovereignty and independence of European countries</td>
<td>48</td>
<td>52</td>
</tr>
<tr>
<td>The fair remuneration of artists in European countries</td>
<td>43</td>
<td>57</td>
</tr>
<tr>
<td>Data privacy and protection for citizens of European countries</td>
<td>40</td>
<td>60</td>
</tr>
</tbody>
</table>
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 …?

<table>
<thead>
<tr>
<th></th>
<th>Czech Republic</th>
<th>France</th>
<th>Germany</th>
<th>Greece</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reliable information in European countries</td>
<td>49</td>
<td>39</td>
<td>53</td>
<td>45</td>
</tr>
<tr>
<td>The sovereignty and independence of European countries</td>
<td>53</td>
<td>37</td>
<td>53</td>
<td>39</td>
</tr>
<tr>
<td>The fair remuneration of artists in European countries</td>
<td>48</td>
<td>34</td>
<td>49</td>
<td>41</td>
</tr>
<tr>
<td>Data privacy and protection for citizens of European countries</td>
<td>50</td>
<td>29</td>
<td>39</td>
<td>34</td>
</tr>
</tbody>
</table>
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 »-

<table>
<thead>
<tr>
<th>Country</th>
<th>Reliable information in European countries</th>
<th>The sovereignty and independence of European countries</th>
<th>The fair remuneration of artists in European countries</th>
<th>Data privacy and protection for citizens of European countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>48</td>
<td>46</td>
<td>38</td>
<td>37</td>
</tr>
<tr>
<td>Poland</td>
<td>64</td>
<td>63</td>
<td>57</td>
<td>54</td>
</tr>
<tr>
<td>Romania</td>
<td>62</td>
<td>58</td>
<td>54</td>
<td>57</td>
</tr>
<tr>
<td>Spain</td>
<td>47</td>
<td>43</td>
<td>36</td>
<td>40</td>
</tr>
</tbody>
</table>

Source: harris interactive
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 % -

67% US tech giants

33% European Union
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 of US tech giants by country

67%
US tech giants

Italy 78
Greece 77
Romania 67
Spain 67
Czech Republic 66
France 65
Poland 64
Germany 62
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 % -

<table>
<thead>
<tr>
<th>Country</th>
<th>EU</th>
<th>US tech giants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Czech Republic</td>
<td>34</td>
<td>66</td>
</tr>
<tr>
<td>France</td>
<td>35</td>
<td>65</td>
</tr>
<tr>
<td>Germany</td>
<td>38</td>
<td>62</td>
</tr>
<tr>
<td>Greece</td>
<td>23</td>
<td>77</td>
</tr>
<tr>
<td>Italy</td>
<td>22</td>
<td>78</td>
</tr>
<tr>
<td>Poland</td>
<td>36</td>
<td>64</td>
</tr>
<tr>
<td>Romania</td>
<td>33</td>
<td>67</td>
</tr>
<tr>
<td>Spain</td>
<td>33</td>
<td>67</td>
</tr>
</tbody>
</table>

[Images of flags and percentage distributions for each country]
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 % -

61% Compromise

39% Does not compromise
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

76% France
66% Germany
64% Greece
62% Italy
51% Romania
51% Spain
49% Czech Republic
47% Poland
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 % -

- Czech Republic
  - Compromises: 49%
  - Does not compromise: 51%

- France
  - Compromises: 76%
  - Does not compromise: 24%

- Germany
  - Compromises: 66%
  - Does not compromise: 34%

- Greece
  - Compromises: 64%
  - Does not compromise: 36%

- Italy
  - Compromises: 62%
  - Does not compromise: 38%

- Poland
  - Compromises: 47%
  - Does not compromise: 53%

- Romania
  - Compromises: 51%
  - Does not compromise: 49%

- Spain
  - Compromises: 51%
  - Does not compromise: 49%
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 % -

66% Not fair

34% Fair
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 » -

66%
Not fair

France 76
Germany 72
Czech Republic 66
Italy 66
Spain 66
Greece 63
Romania 47
Poland 46

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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 % -

<table>
<thead>
<tr>
<th>Country</th>
<th>Fair</th>
<th>Not fair</th>
</tr>
</thead>
<tbody>
<tr>
<td>Czech Republic</td>
<td>66</td>
<td>34</td>
</tr>
<tr>
<td>France</td>
<td>76</td>
<td>24</td>
</tr>
<tr>
<td>Germany</td>
<td>72</td>
<td>28</td>
</tr>
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<td>Greece</td>
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<td>37</td>
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<td>53</td>
</tr>
<tr>
<td>Spain</td>
<td>66</td>
<td>34</td>
</tr>
</tbody>
</table>

- Fair
- Not fair
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 % -

**87%**

In favour

**13%**

Opposed

- Completely in favour
- Somewhat in favour
- Somewhat opposed
- Completely opposed
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

In favour:
- Greece: 92%
- Romania: 91%
- Italy: 89%
- Spain: 88%
- France: 88%
- Germany: 86%
- Poland: 81%
- Czech Republic: 69%

Completely in favour:
- Greece: 36%
- Romania: 41%
- Italy: 31%
- Spain: 42%
- France: 34%
- Germany: 47%
- Poland: 25%
- Czech Republic: 17%
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 % -

Czech Republic
- Completely in favour: 52%
- Somewhat in favour: 24%
- Somewhat opposed: 7%
- Completely opposed: 17%

France
- Completely in favour: 54%
- Somewhat in favour: 11%
- Somewhat opposed: 4%
- Completely opposed: 8%

Germany
- Completely in favour: 39%
- Somewhat in favour: 11%
- Somewhat opposed: 3%
- Completely opposed: 47%

Greece
- Completely in favour: 56%
- Somewhat in favour: 6%
- Somewhat opposed: 2%
- Completely opposed: 36%

Italy
- Completely in favour: 58%
- Somewhat in favour: 8%
- Somewhat opposed: 3%
- Completely opposed: 31%

Poland
- Completely in favour: 56%
- Somewhat in favour: 14%
- Somewhat opposed: 5%
- Completely opposed: 25%

Romania
- Completely in favour: 50%
- Somewhat in favour: 6%
- Somewhat opposed: 3%
- Completely opposed: 41%

Spain
- Completely in favour: 46%
- Somewhat in favour: 8%
- Somewhat opposed: 4%
- Completely opposed: 42%
Media organisations content
People mostly think as well that internet platforms should remunerate media organisations when they reuse their content

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 % -

81% Yes

19% No

Yes, definitely
Yes, somewhat
No, not really
No, not at all
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

**Reuse of media content by country**

- Greece: Yes: 86%, Yes, definitely: 39%
- Italy: Yes: 86%, Yes, definitely: 26%
- Romania: Yes: 84%, Yes, definitely: 41%
- Spain: Yes: 83%, Yes, definitely: 29%
- Poland: Yes: 81%, Yes, definitely: 23%
- France: Yes: 80%, Yes, definitely: 31%
- Germany: Yes: 79%, Yes, definitely: 43%
- Czech Republic: Yes: 66%, Yes, definitely: 18%
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 % -

- Yes, definitely
- Yes, somewhat
- No, not really
- No, not at all

Czech Republic
- 18% Yes, definitely
- 25% Yes, somewhat
- 2% No, not really
- 48% No, not at all

France
- 9% Yes, definitely
- 5% Yes, somewhat
- 31% No, not really
- 49% No, not at all

Germany
- 9% Yes, definitely
- 15% Yes, somewhat
- 4% No, not really
- 36% No, not at all

Greece
- 9% Yes, definitely
- 5% Yes, somewhat
- 2% No, not really
- 47% No, not at all

Italy
- 4% Yes, definitely
- 4% Yes, somewhat
- 26% No, not really
- 60% No, not at all

Poland
- 4% Yes, definitely
- 4% Yes, somewhat
- 23% No, not really
- 58% No, not at all

Romania
- 4% Yes, definitely
- 4% Yes, somewhat
- 2% No, not really
- 43% No, not at all

Spain
- 2% Yes, definitely
- 2% Yes, somewhat
- 29% No, not really
- 54% No, not at all
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