



for



# Copyrights & 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

# Summary

<b>Survey methodology</b>	<b>P.3</b>
<b>Perception of relations between the EU and the tech giants</b>	<b>P.4</b>
<b>Focus on the protection and remuneration of creators</b>	<b>P.17</b>
<b>Media organisations content</b>	<b>P.21</b>



# 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.**



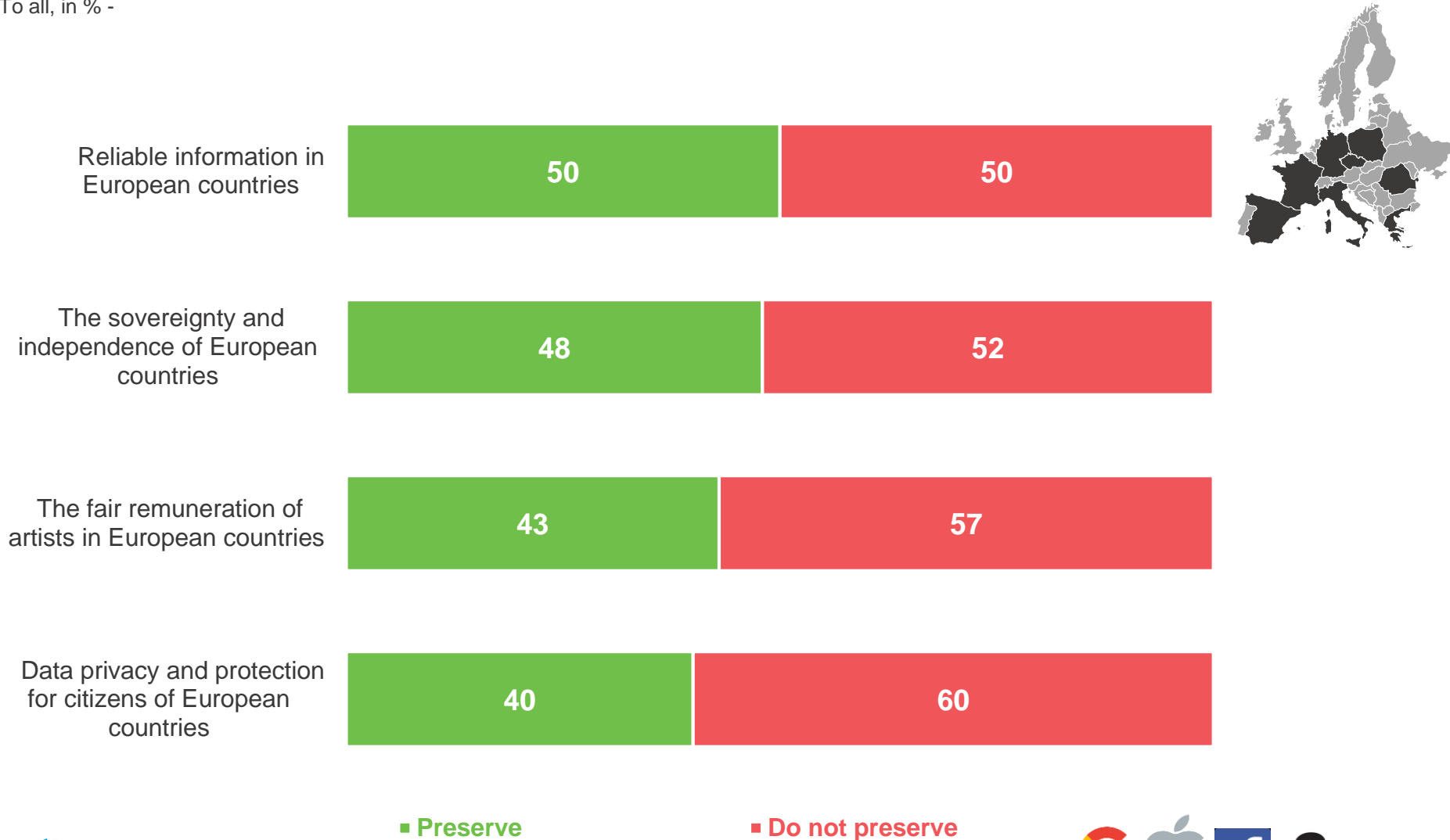
# Perception of relations between the EU and the tech giants



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

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

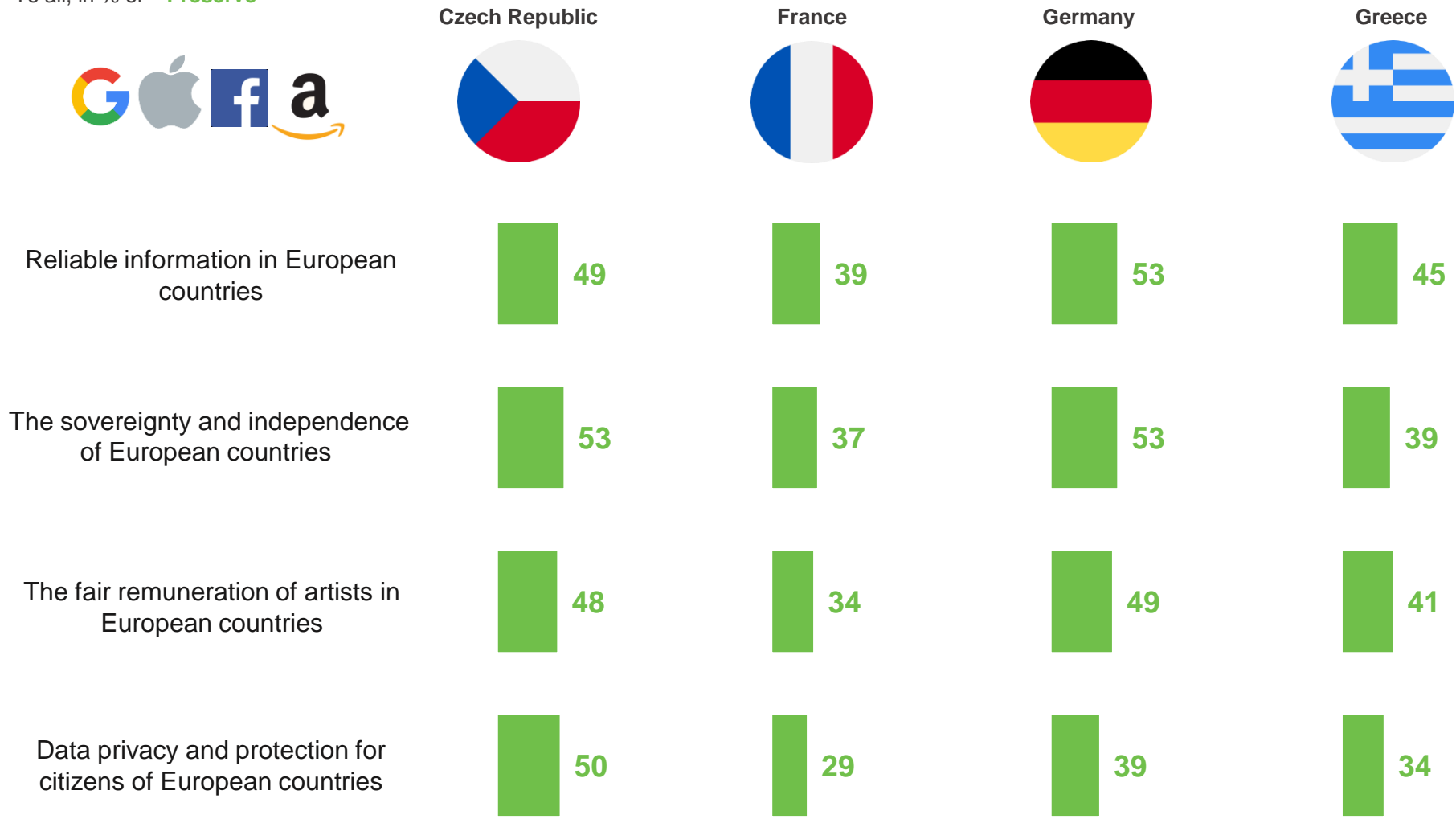
- To all, in % -



# Views on the role of 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 ...?

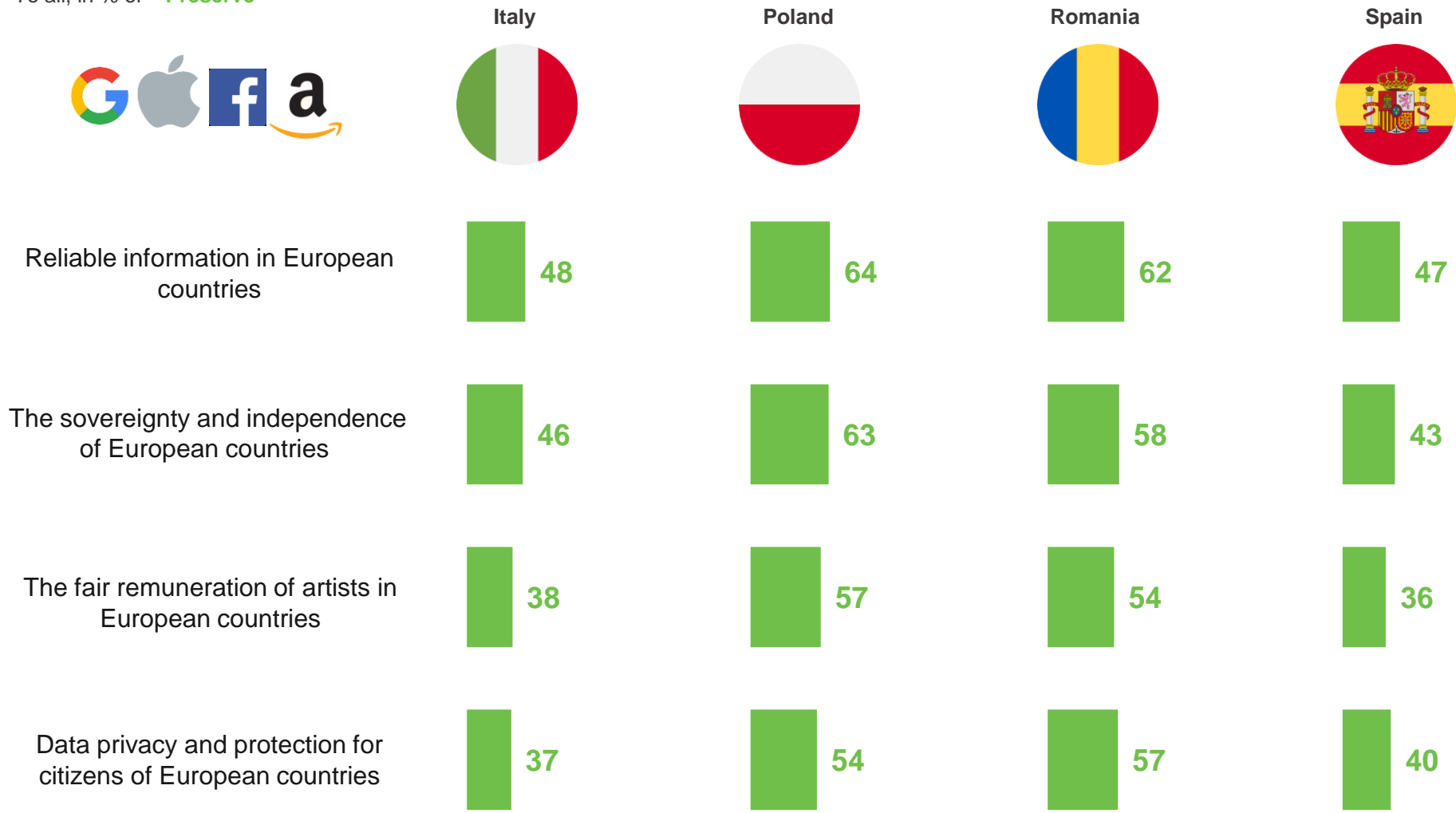
- To all, in % of « **Preserve** »-



# Views on the role of 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 ...?

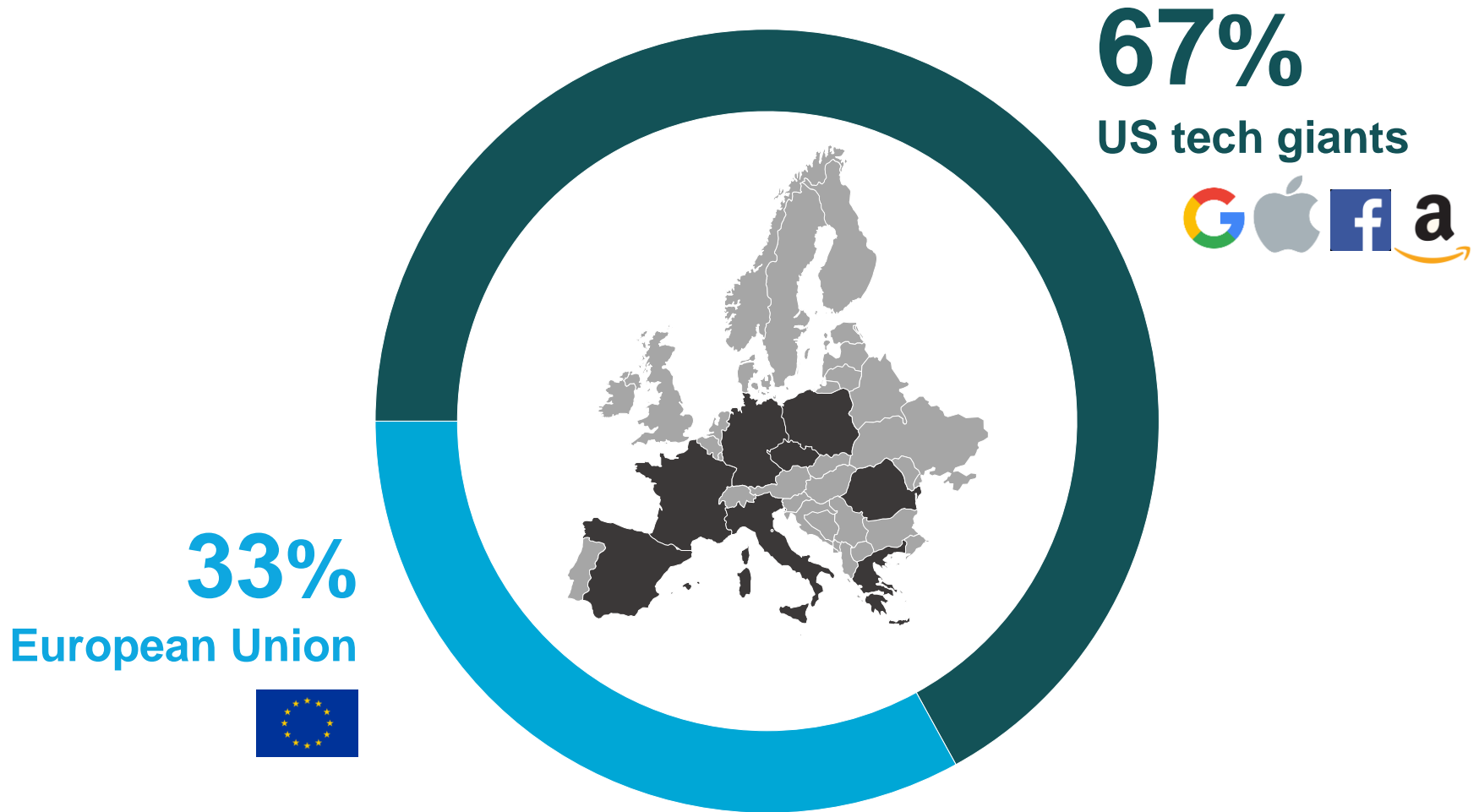
- To all, in % of « **Preserve** »-



# Perception of the power balance between EU and 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 % -

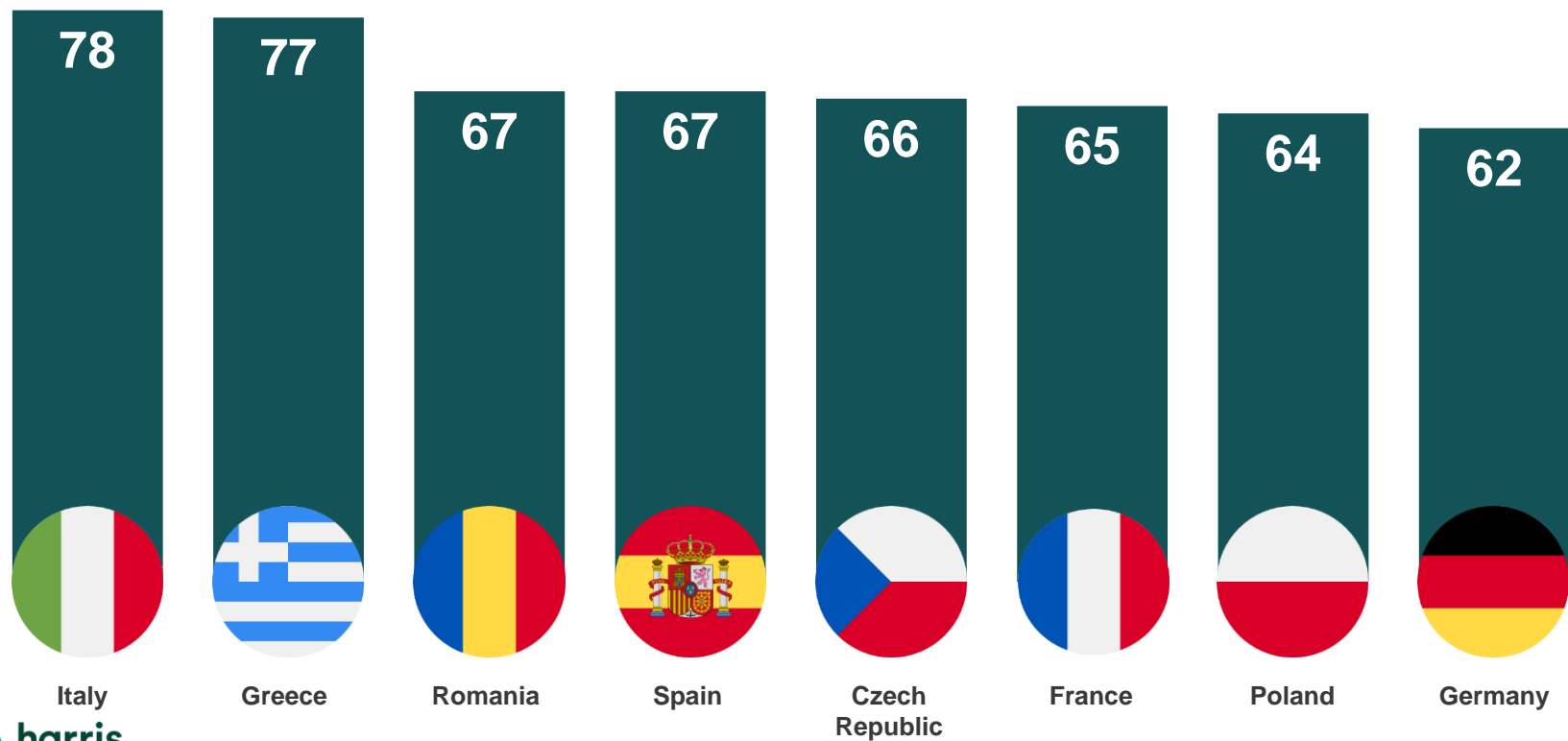
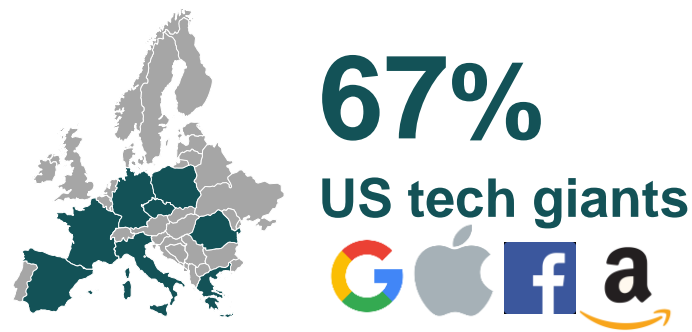




## Perception of the power of tech giants by country

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** » -

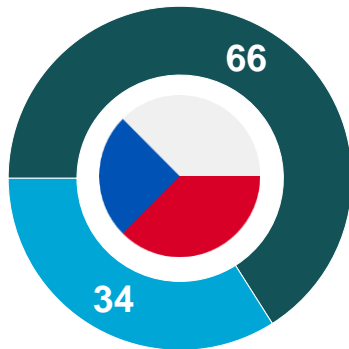


# Perception of the power balance between EU and tech giants in each country

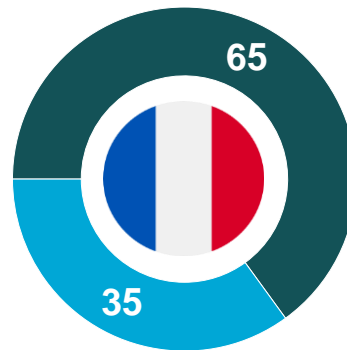
In your opinion, which has the most power, the European Union or US tech giants such as Google, Apple, Facebook or Amazon?

- To all, in % -

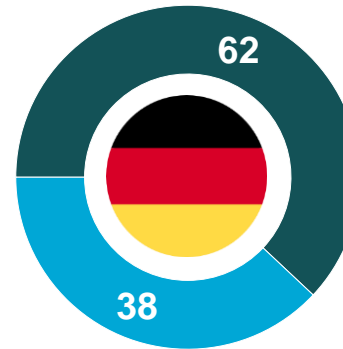
Czech Republic



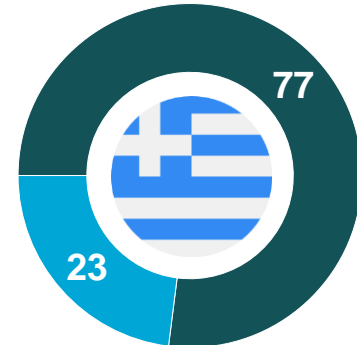
France



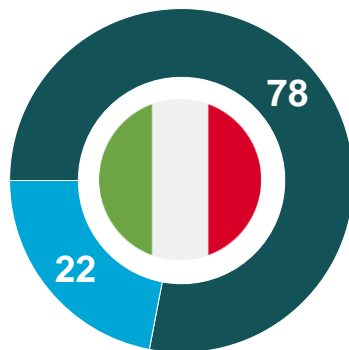
Germany



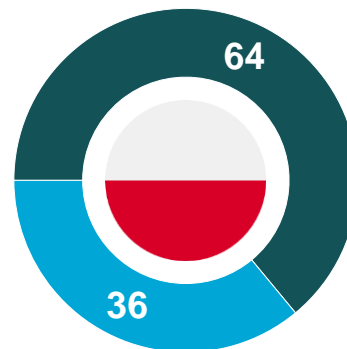
Greece



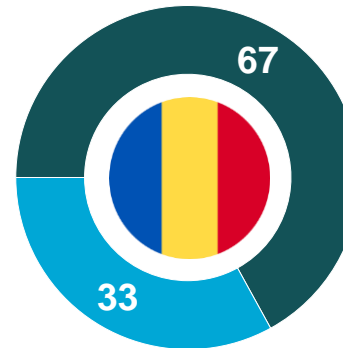
Italy



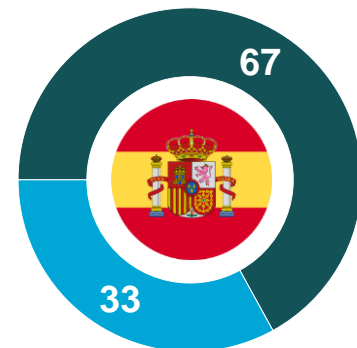
Poland



Romania



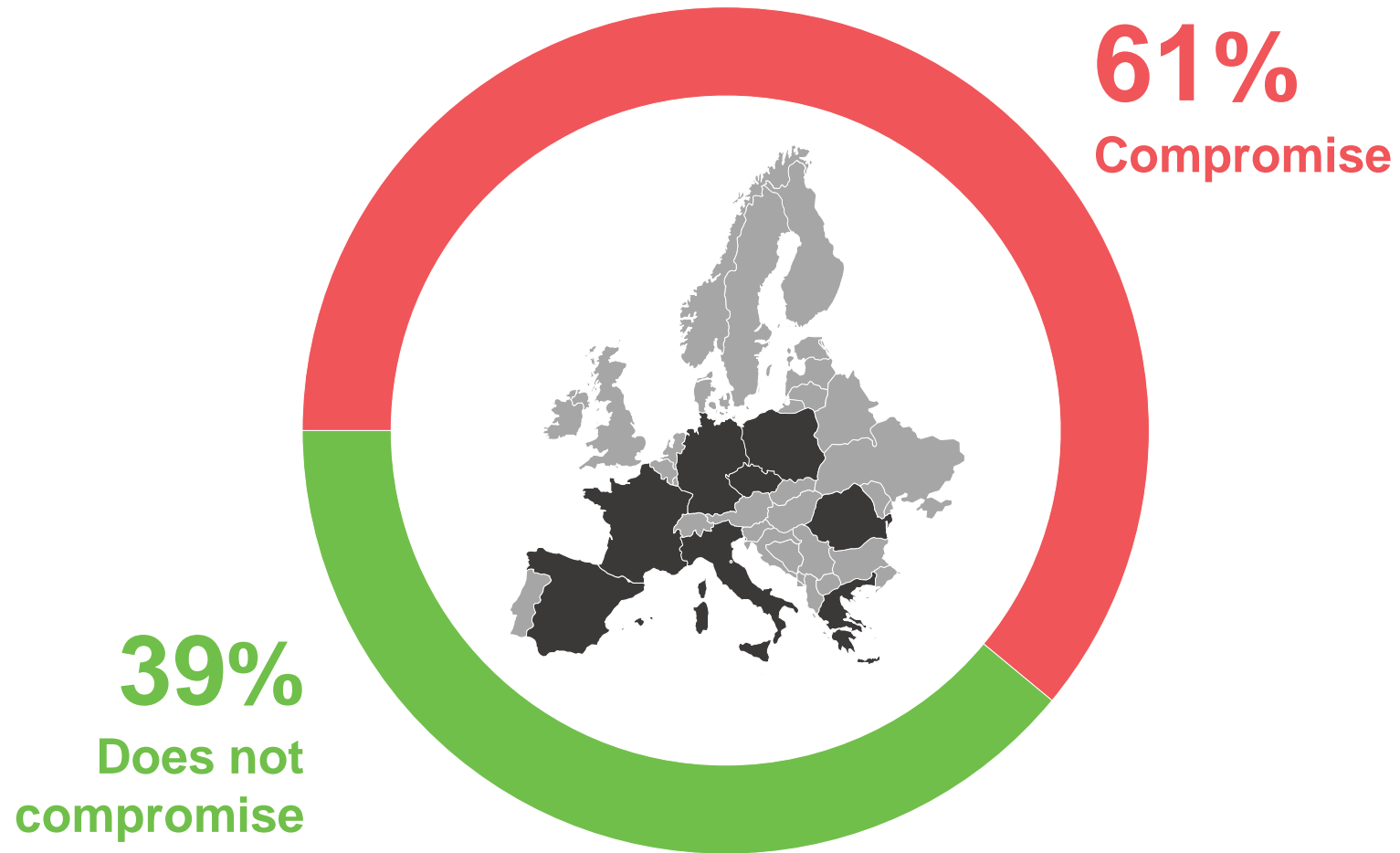
Spain



# 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 % -



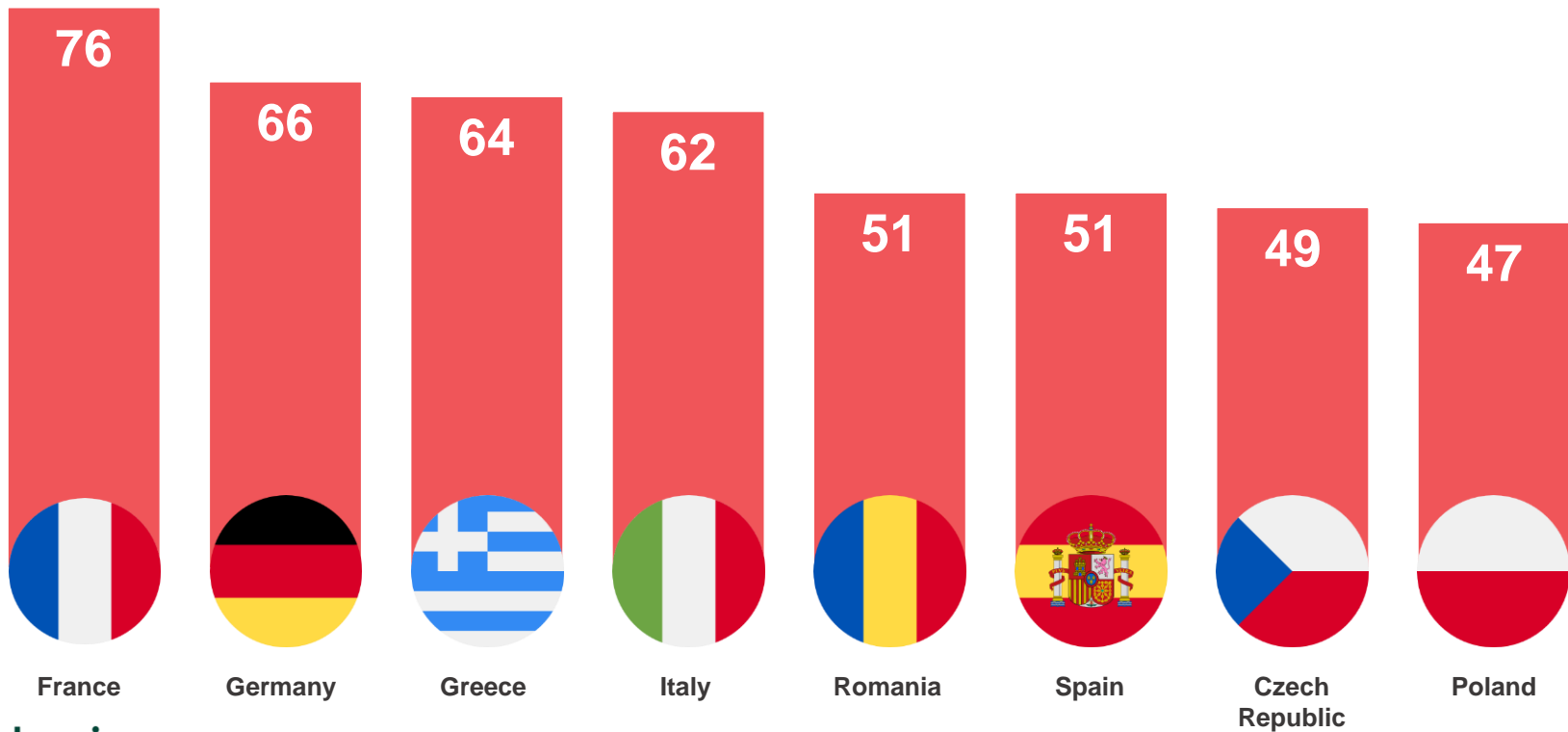
# Feeling that tech giants compromise or not the functioning of democracy in Europe by country

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**

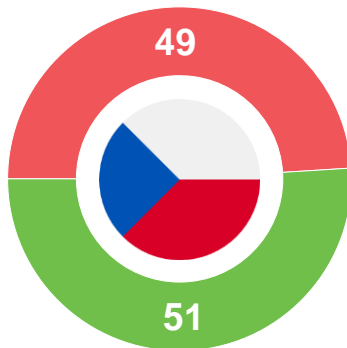


# Perception of the risk tech giants can possibly pose to the functioning of European democracies in each country

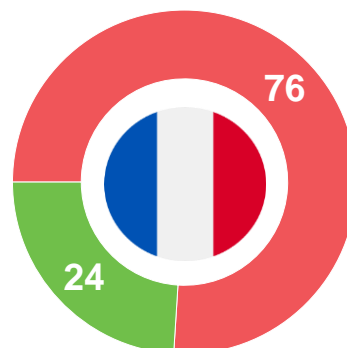
Would you say that US tech giants (such as Google, Apple, Facebook or Amazon), by the means of influence, compromises or not the proper functioning of democracy in Europe?

- To all, in % -

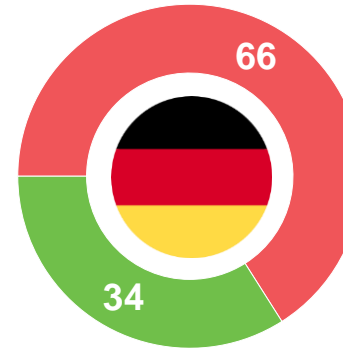
Czech Republic



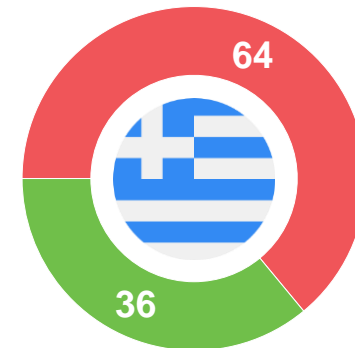
France



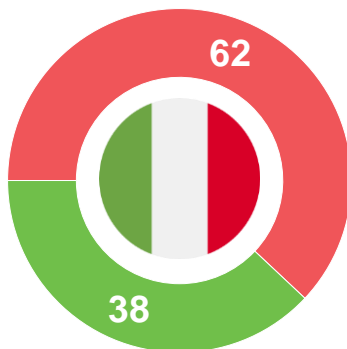
Germany



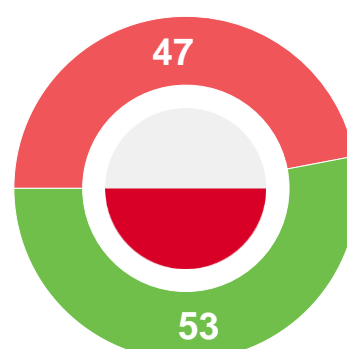
Greece



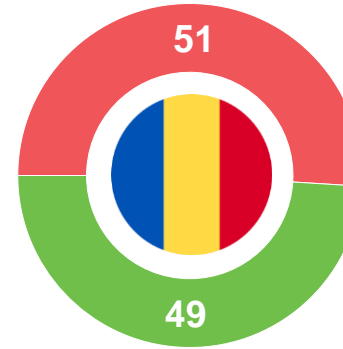
Italy



Poland



Romania



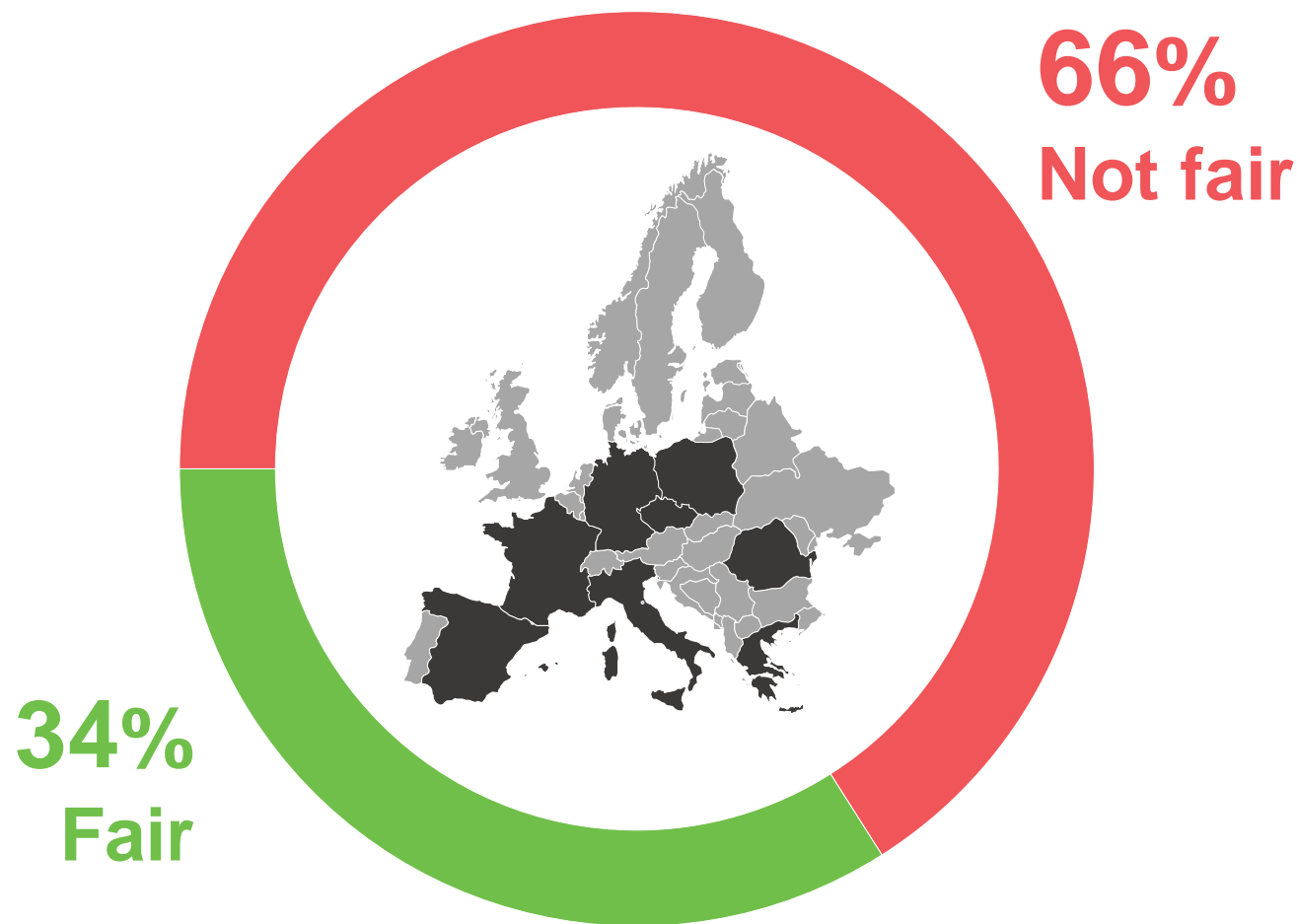
Spain



## 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 % -



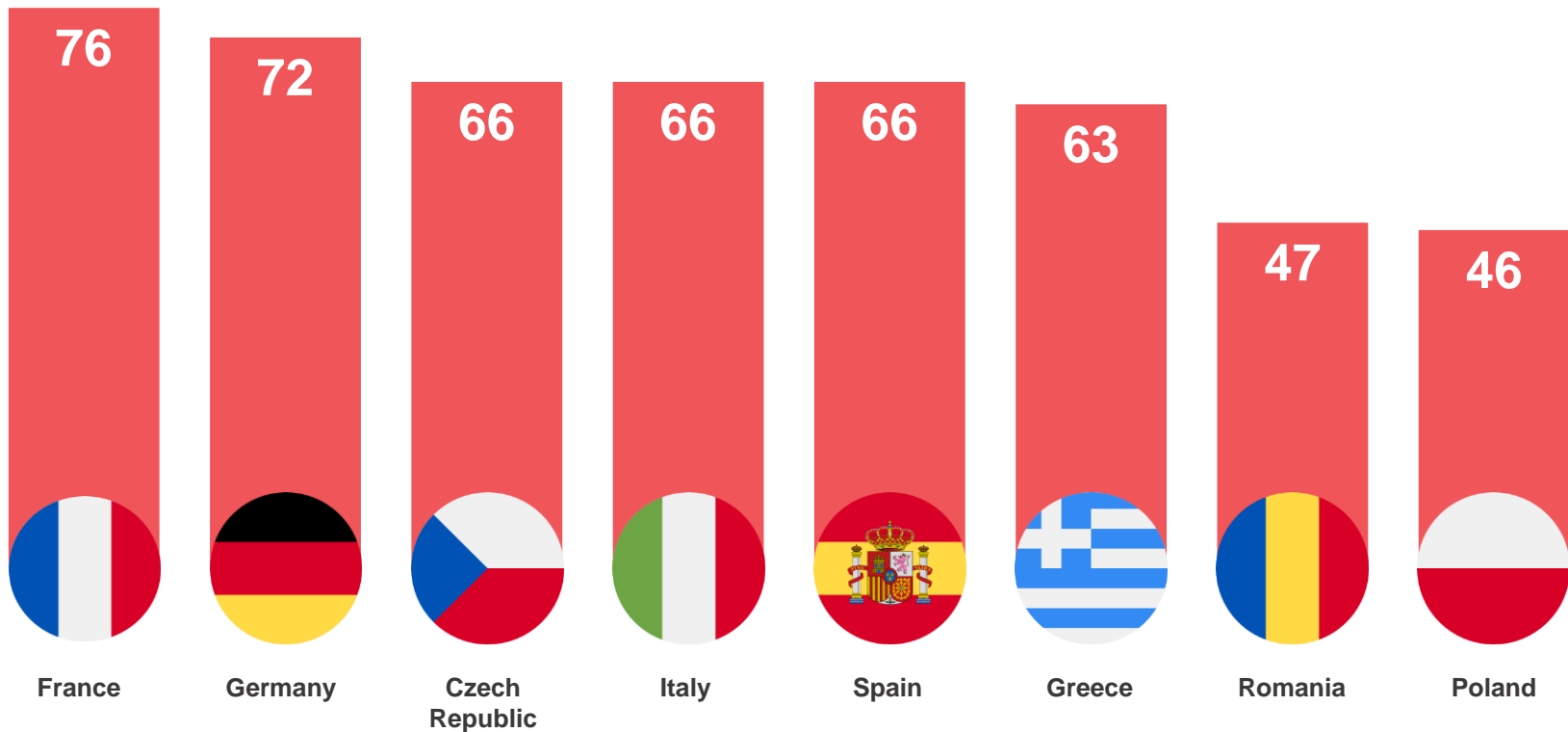
# Perception of unfairness regarding the way internet platforms share the revenue generated by their services with artists and content creators, by country

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** » -



**66%**  
**Not fair**

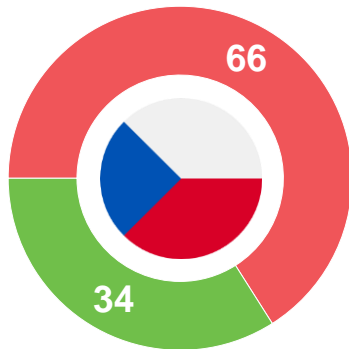


# Perception on the way internet platforms share the revenue generated by their services with artists and content creators, in each country

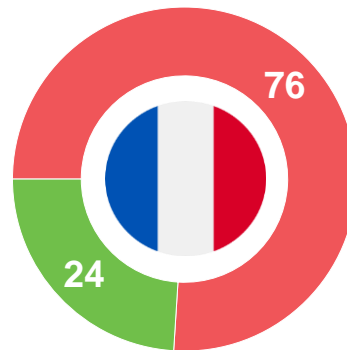
Do you think that internet platforms (like Google, Facebook, etc.) are fair or not fair in the way they share the revenue generated by their services with artists and content creators whose content appears on their platforms?

- To all, in % -

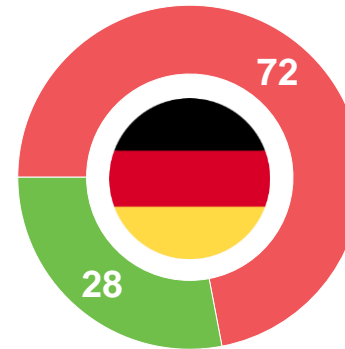
Czech Republic



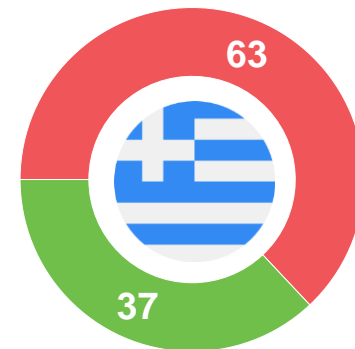
France



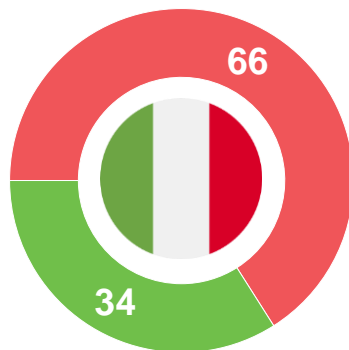
Germany



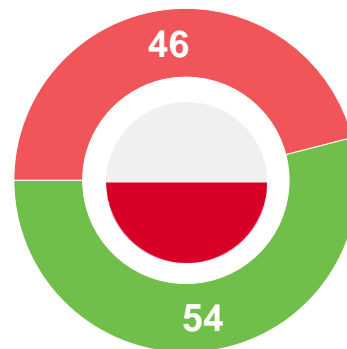
Greece



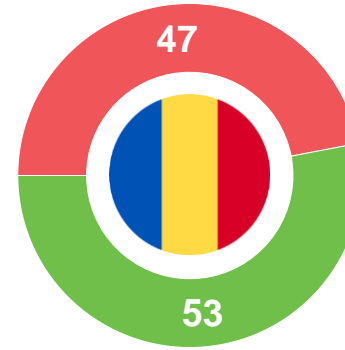
Italy



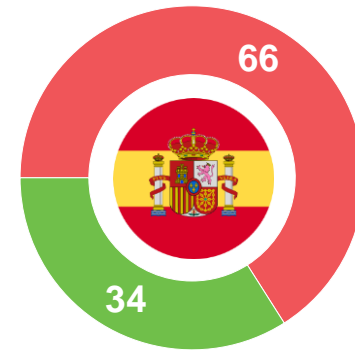
Poland



Romania



Spain





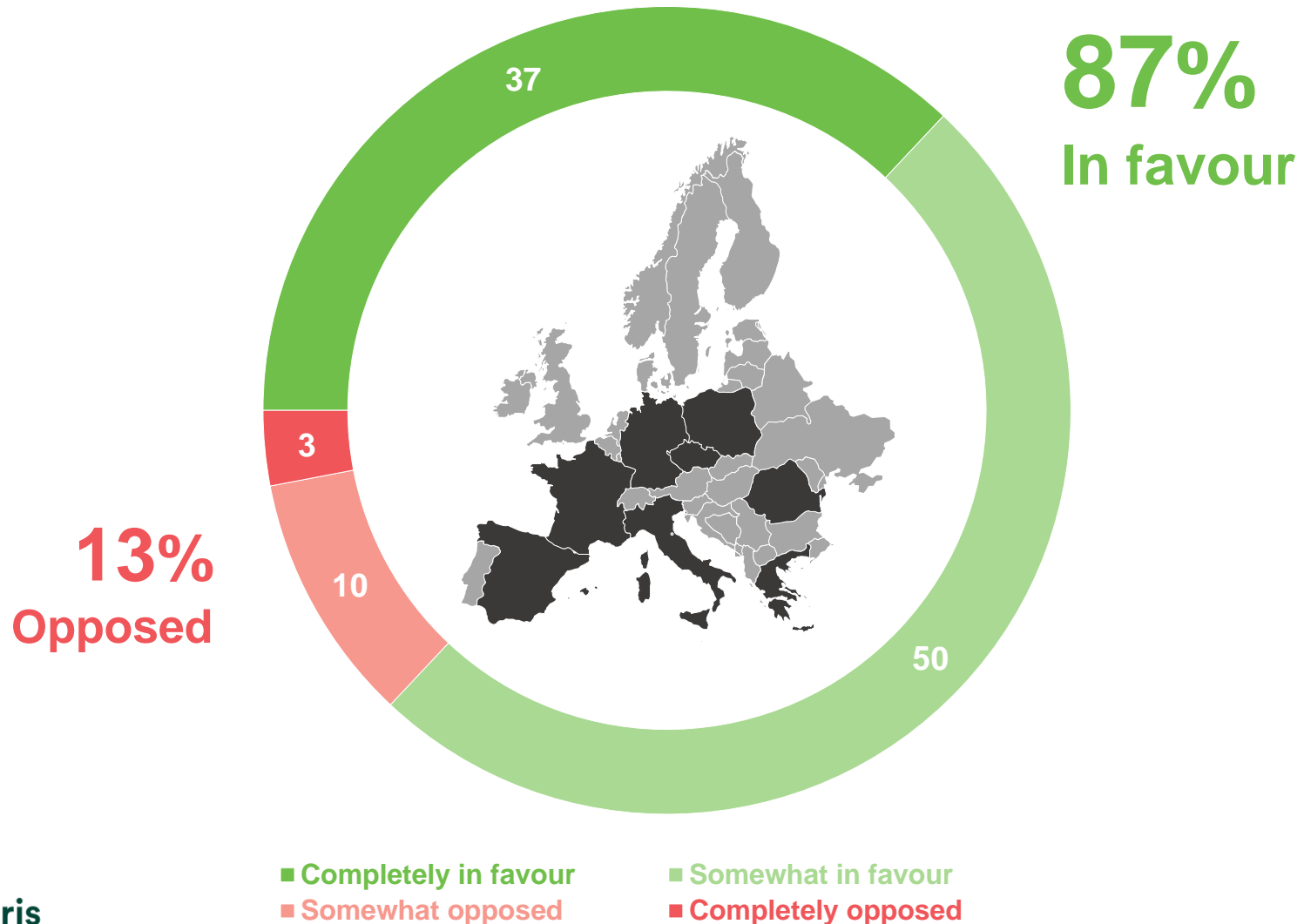
**Focus on the protection and the remuneration of creators**



# 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 % -



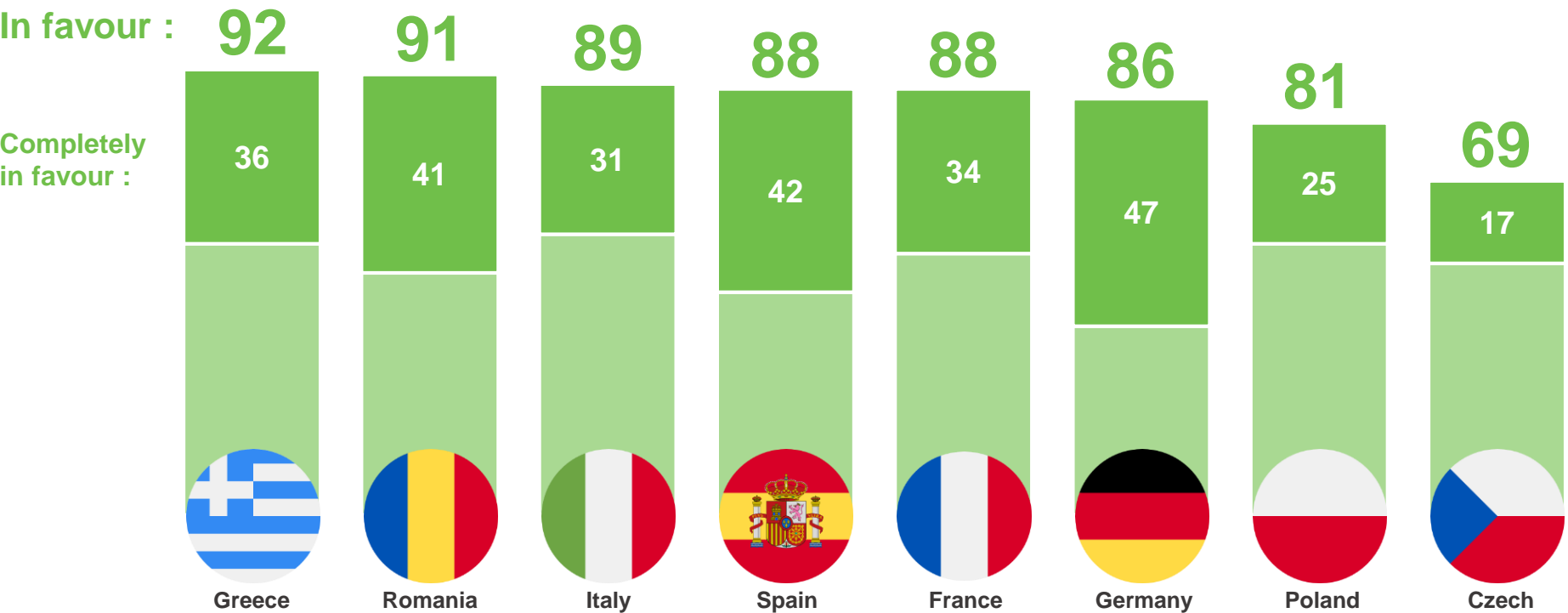
# Approval of the protection and remuneration of creators, by country

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

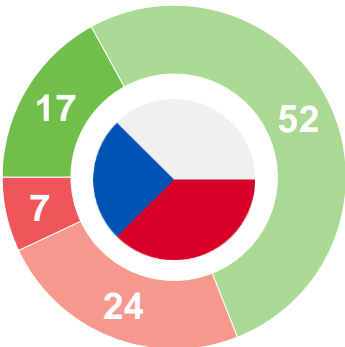


# Attitude on the European Union implementing rules concerning the protection and remuneration of creators, in each country

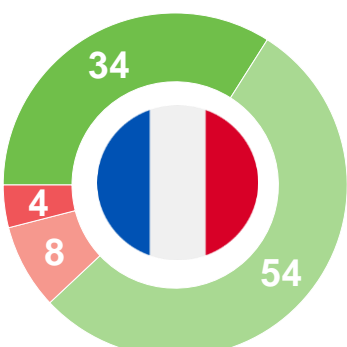
Are you in favour of or against the European Union implementing rules to guarantee the remuneration of artists and content creators for the distribution of their content on internet platforms (YouTube, Facebook, etc.)?

- To all, in % -

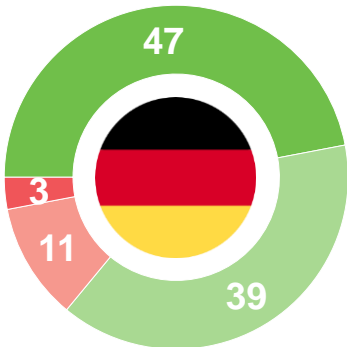
Czech Republic



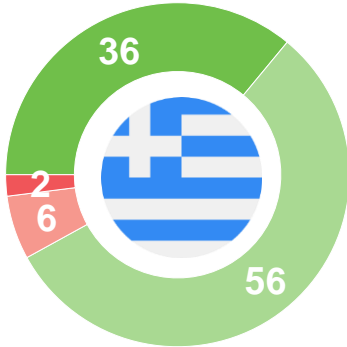
France



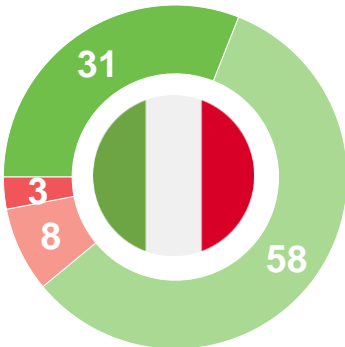
Germany



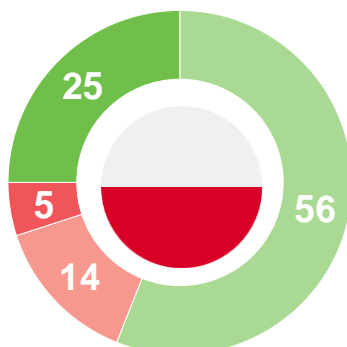
Greece



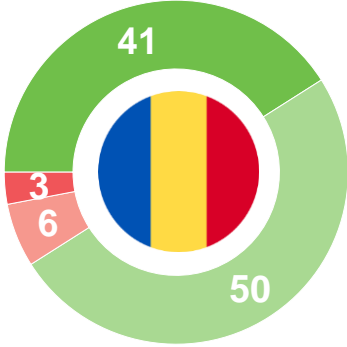
Italy



Poland



Romania



Spain



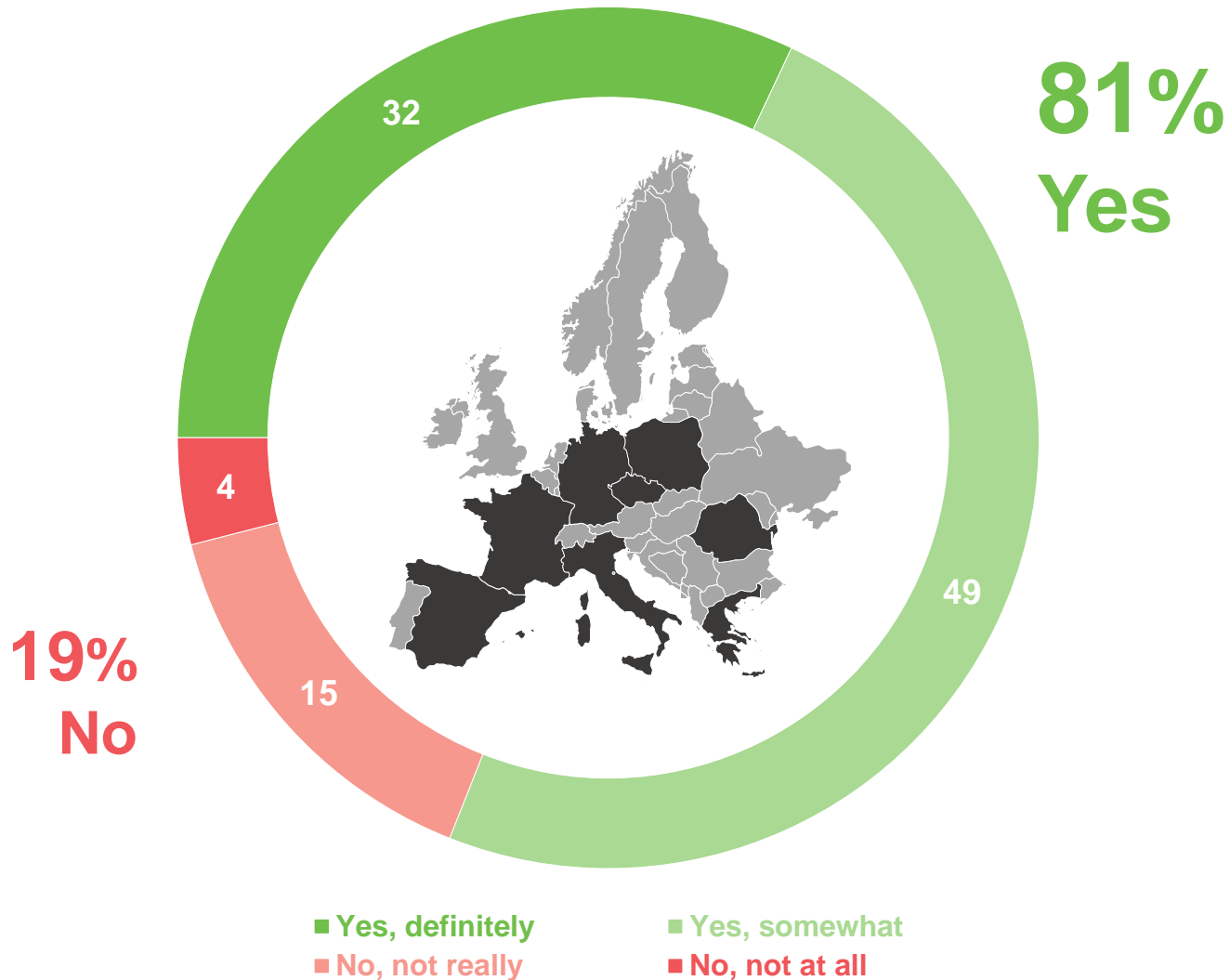
# Media organisations content



## 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 % -



## Reuse of media content 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 » -

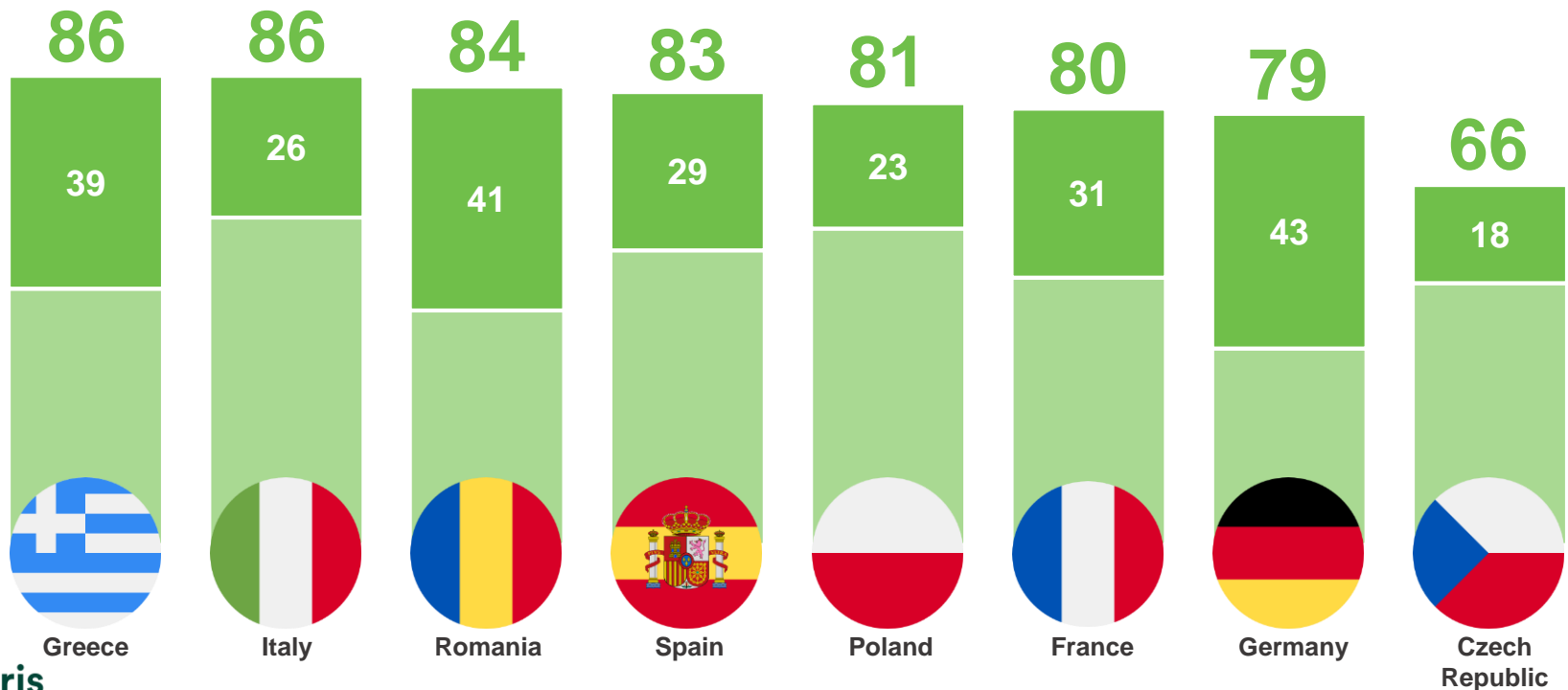


# 81% Yes

## 32% Yes, definitely

Yes :

Yes,  
definitely :

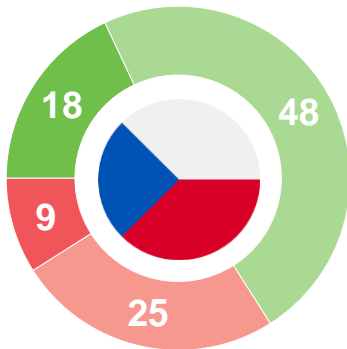


## Reuse of media content, in each country

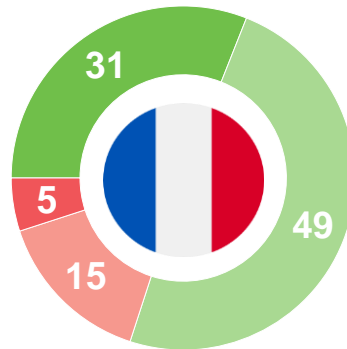
Do you think that platforms like Google or Facebook should remunerate media organisations when they reuse their content (articles, photos, videos, etc.)?

- To all, in % -

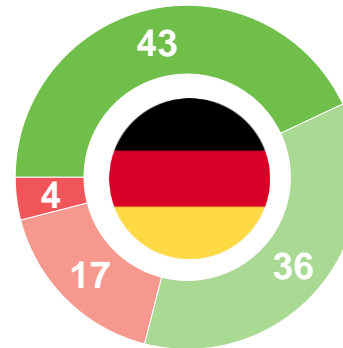
Czech Republic



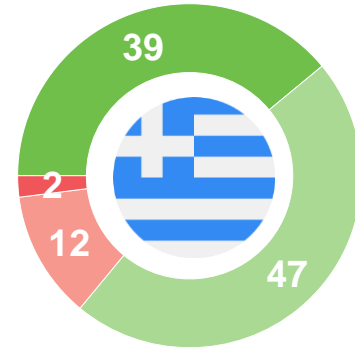
France



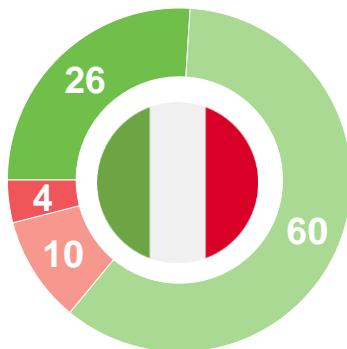
Germany



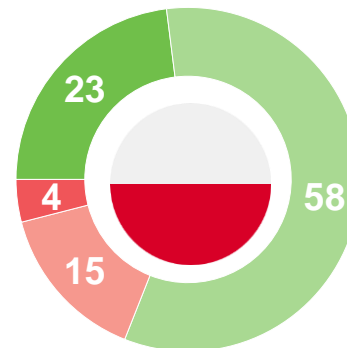
Greece



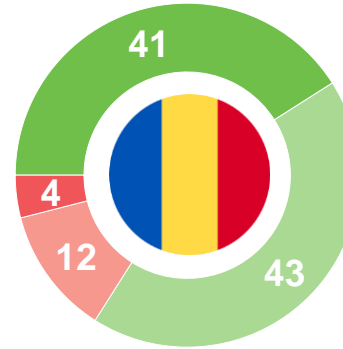
Italy



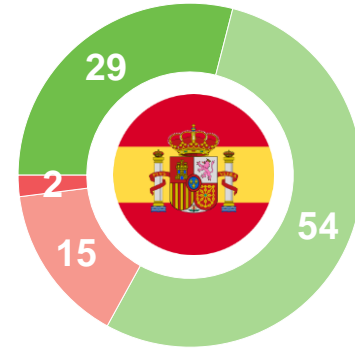
Poland



Romania



Spain





# Contacts

Jean-Daniel Lévy

Head of the Opinion department of Harris Interactive France

01 44 87 60 30 - [jdlevy@harrisinteractive.fr](mailto:jdlevy@harrisinteractive.fr)

---

Follow the Harris Interactive news on:



[www.harris-interactive.com](http://www.harris-interactive.com)



[Facebook](https://www.facebook.com/harrisinteractive)



[Twitter](https://twitter.com/harrisinteractive)



[LinkedIn](https://www.linkedin.com/company/harrisinteractive)

---

## About Harris Interactive...

Harris Interactive France is a historic player in the research market, proposing innovative, qualitative and quantitative approaches, in France and abroad. proposant des approches innovantes, qualitatives et quantitatives, en France comme à l'international.

**Driven by the energy of passion, inspired by innovation and convinced that the marked is in full mutation, Harris Interactive supports its clients facing new challenges and re-thinks the research profession with them.**

**Since July 2014**, Harris Interactive Europe (uniting Harris Interactive France, Germany and UK) has joined **ITWP** thus allowing this **international group** to expand its presence in the research field.

ahead of what's next