



for



Copyrights & Tech giants

What are the expectations in Europe?

March 2019

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

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

Summary

Survey methodology	P.3
Perception of relations between the EU and the tech giants	P.4
Perception on the actions done by the EU regarding the internet and US tech giants	P.8
Focus on the protection and the remuneration of creators	P.12
Perception of the threats US tech giants pose to democracy and information	P.16
Focus on the general attitude of US tech giants	P.23
General approval for a tax on the revenue of US tech giants	P.27



Survey methodology



Survey conducted **online** from the **15th to the 22th of february 2019**.

European sample of 6600 people representative of the population aged 18 and over in Czech Republic, France, Germany, Greece, Italy, Poland, Romania and Spain



France : sample of **1000** 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 

The numbers highlighted in blue (**/august 2018**) are from a survey conducted in the same conditions from the 24th to the 30th of august 2018



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



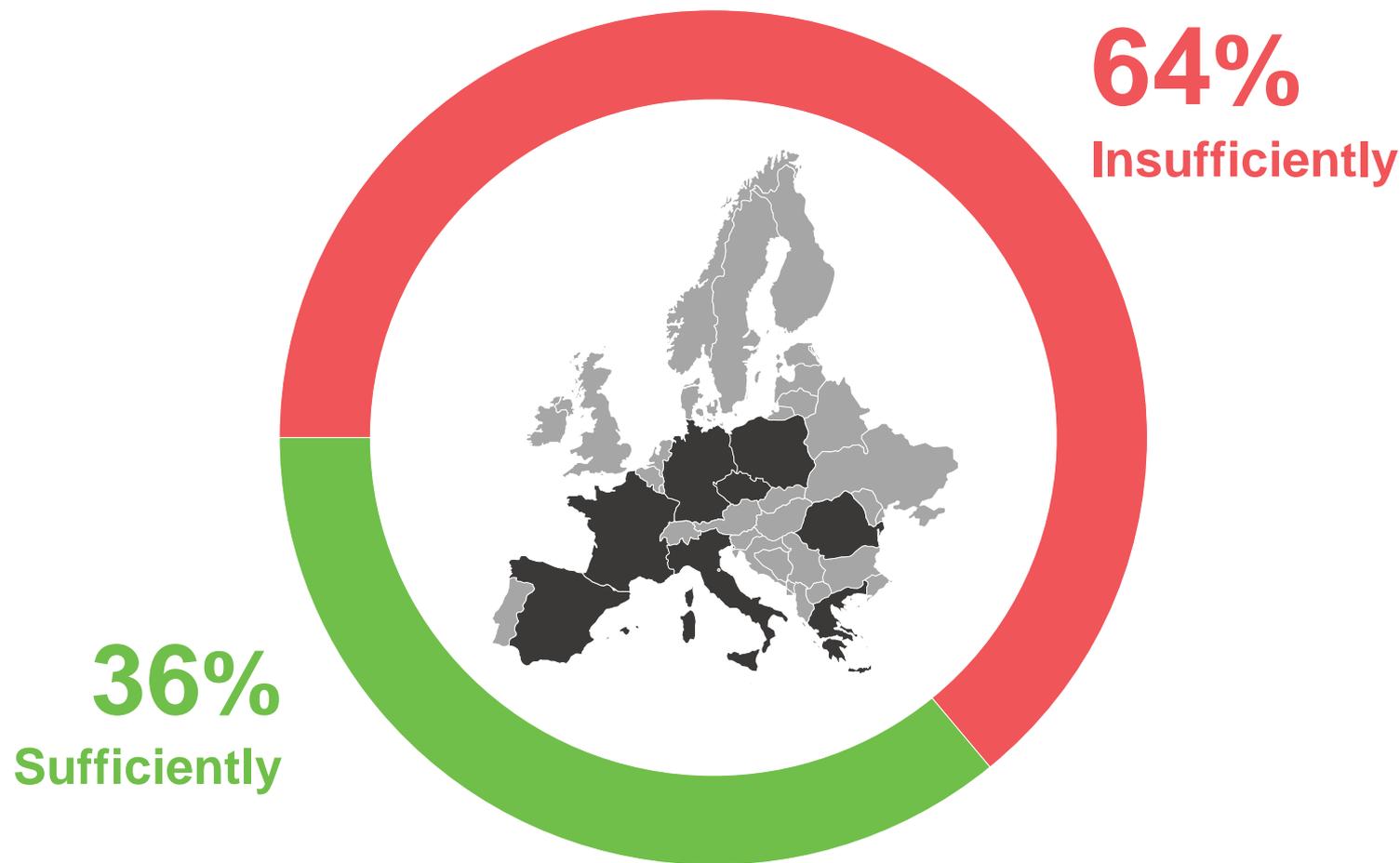
Perception of relations between the EU and the tech giants



Perception on the efforts made by the European union to regulate the power of US tech giants

In your opinion, has the European Union sufficiently or insufficiently regulated the power of US tech giants (i.e. large American Internet companies, such as Google, Apple, Facebook or Amazon) over the past 5 years ?

- To all, in % -



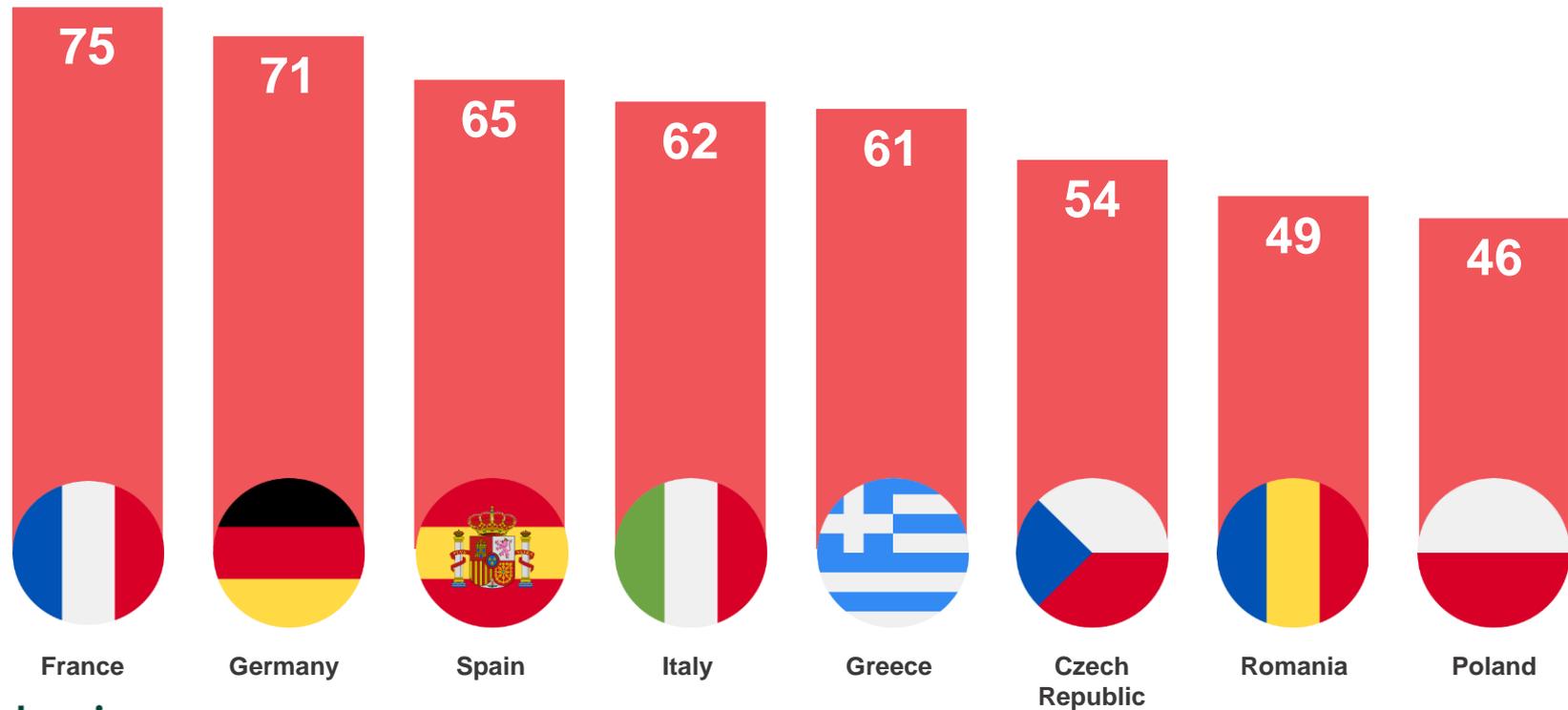
Perception on the efforts made by the European union to regulate the power of US tech giants, by country

In your opinion, has the European Union sufficiently or insufficiently regulated the power of US tech giants (i.e. large American Internet companies, such as Google, Apple, Facebook or Amazon) over the past 5 years ?

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



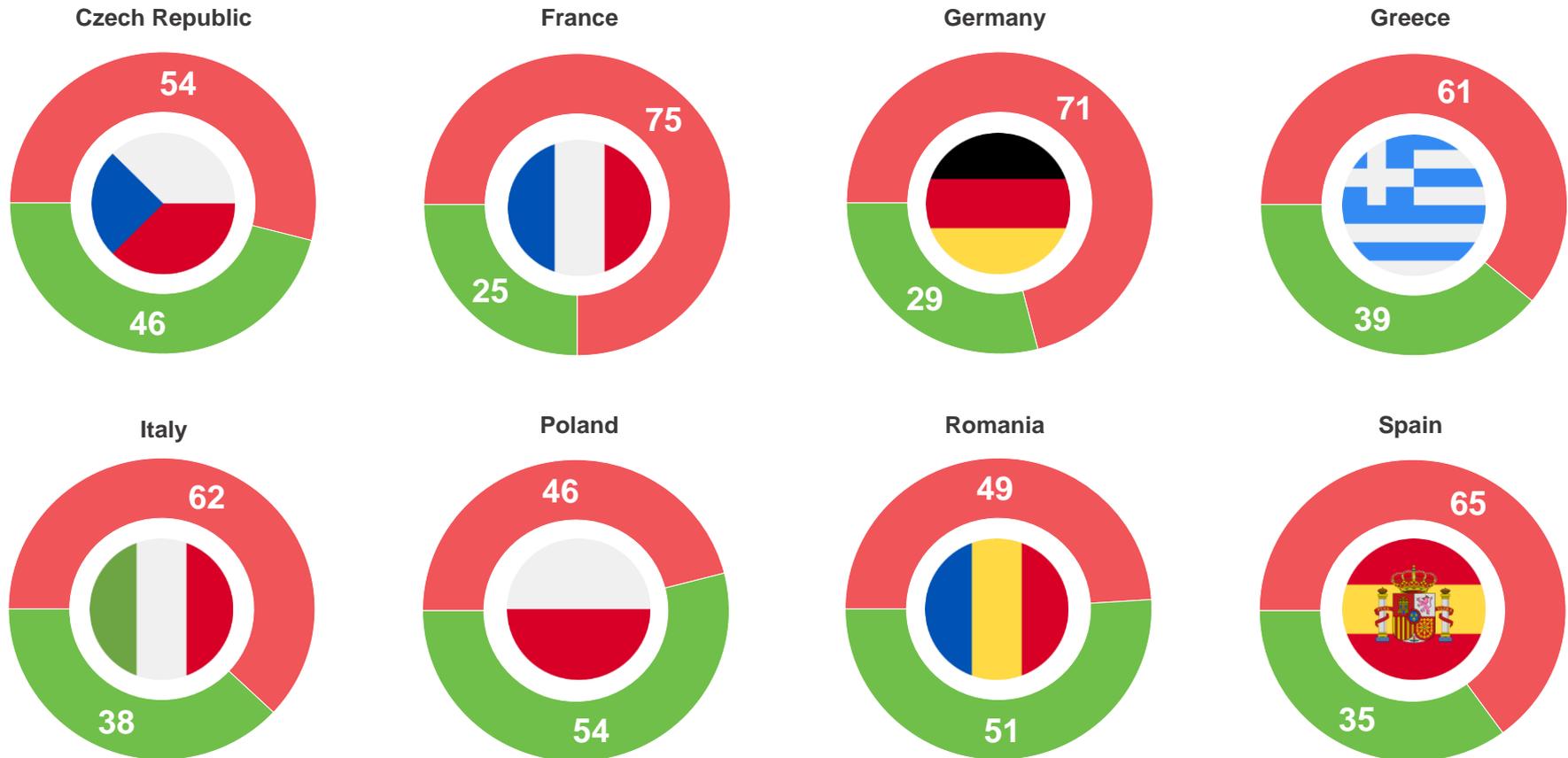
64%
Insufficiently



Feeling that UE has sufficiently or insufficiently regulated the power of US tech giants over the past 5 years, by country

In your opinion, has the European Union sufficiently or insufficiently regulated the power of US tech giants (i.e. large American Internet companies, such as Google, Apple, Facebook or Amazon) over the past 5 years ?

- To all, in % -



**Perception on the actions done
by the EU regarding the internet
and US tech giants**



The action of the UE is mainly perceived as insufficient in terms of the remuneration of artists and content creators, protection of citizens' datas and taxation of US tech giants

In your opinion, over the past 5 years has the European Union sufficiently or insufficiently acted to...?

- To all, in % -

Ensure that artists and content creators are remunerated for the distribution of their work on internet platforms (Facebook, YouTube, Instagram, etc.)



Guarantee the impartiality of information on social networks and internet platforms



Properly tax the revenue of US tech giants (i.e. large American Internet companies, such as Google, Apple, Facebook or Amazon) making a profit in European Union countries



■ Sufficiently

■ Insufficiently

Perception that UE has sufficiently or insufficiently acted, by country

In your opinion, over the past 5 years has the European Union sufficiently or insufficiently acted to...?

- To all, in % of « Sufficiently »-



Czech Republic



France



Germany



Greece



Ensure that artists and content creators are remunerated for the distribution of their work on internet platforms (Facebook, YouTube, Instagram, etc.)



Guarantee the impartiality of information on social networks and internet platforms



Properly tax the revenue of US tech giants



Perception that UE has sufficiently or insufficiently acted, by country

In your opinion, over the past 5 years has the European Union sufficiently or insufficiently acted to...?

- To all, in % of « Sufficiently »-



Ensure that artists and content creators are remunerated for the distribution of their work on internet platforms (Facebook, YouTube, Instagram, etc.)



47



56



54



40

Guarantee the impartiality of information on social networks and internet platforms



37



46



44



30

Properly tax the revenue of US tech giants



34



48



47



32

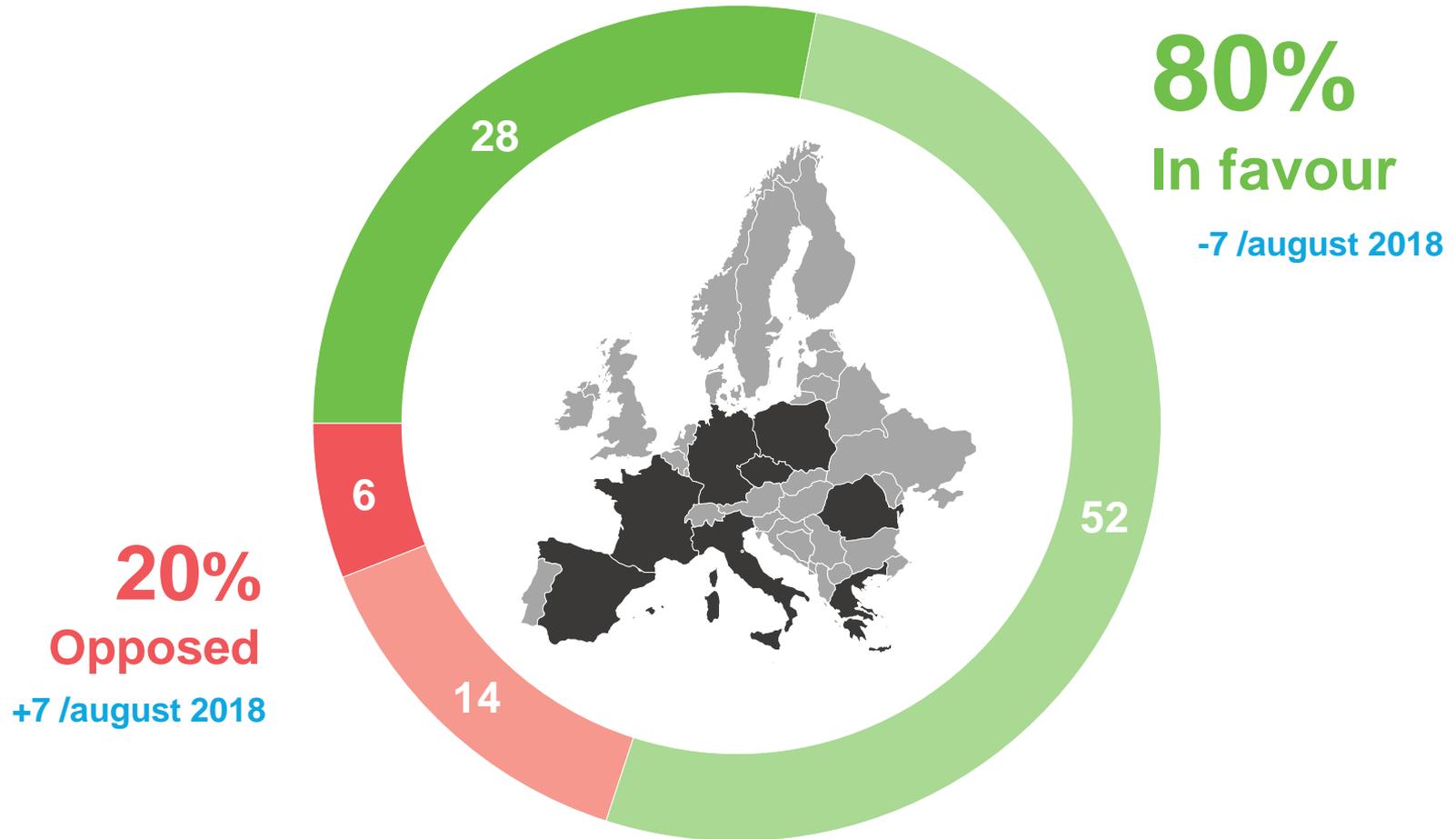
Focus on the protection and the remuneration of creators



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 % -



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

Approval of the protection and remuneration of creators, by country

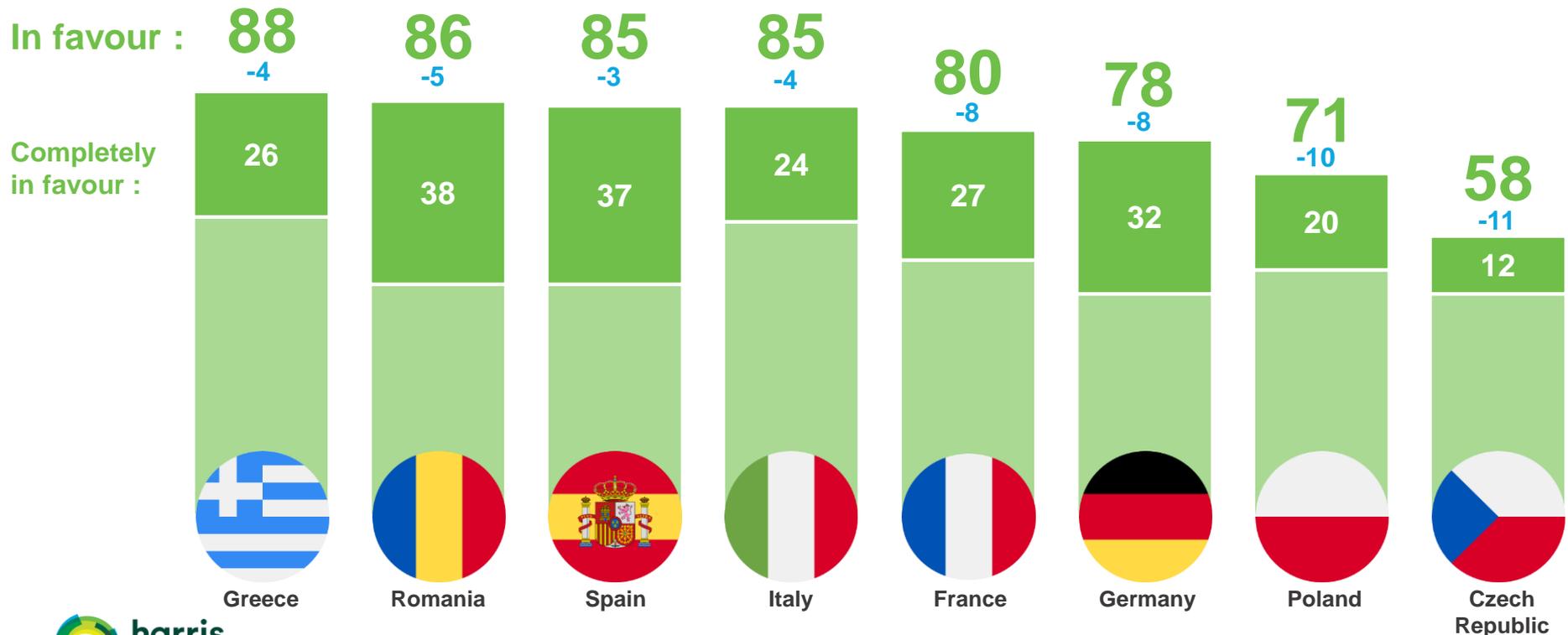
Are you in favour of or against the European Union implementing rules to guarantee the remuneration of artists and content creators for the distribution of their content on internet platforms (YouTube, Facebook, etc.)?

- To all, in % of « In favour » -



80% In favour

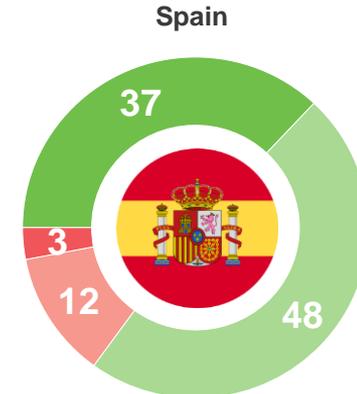
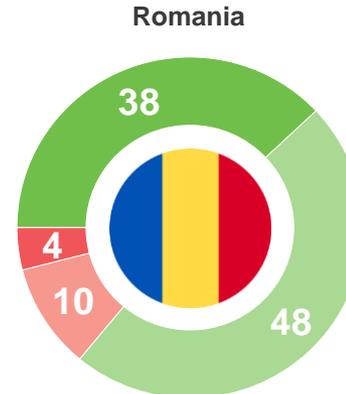
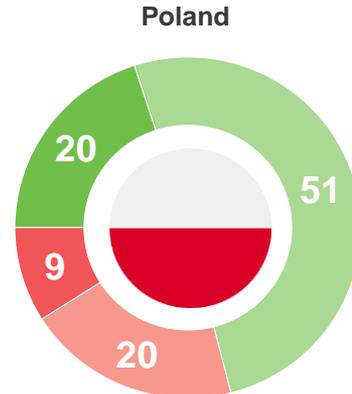
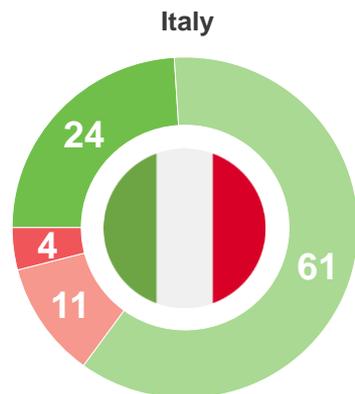
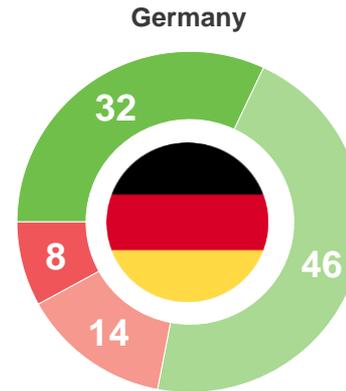
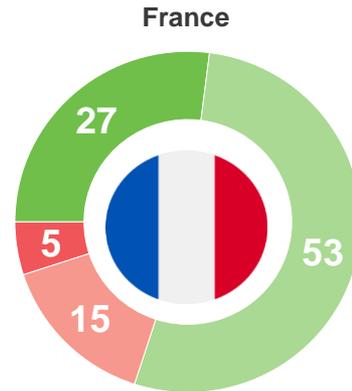
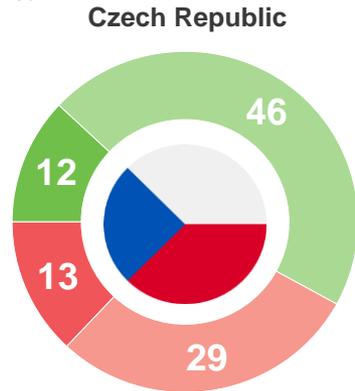
28% Completely in favour



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 % -



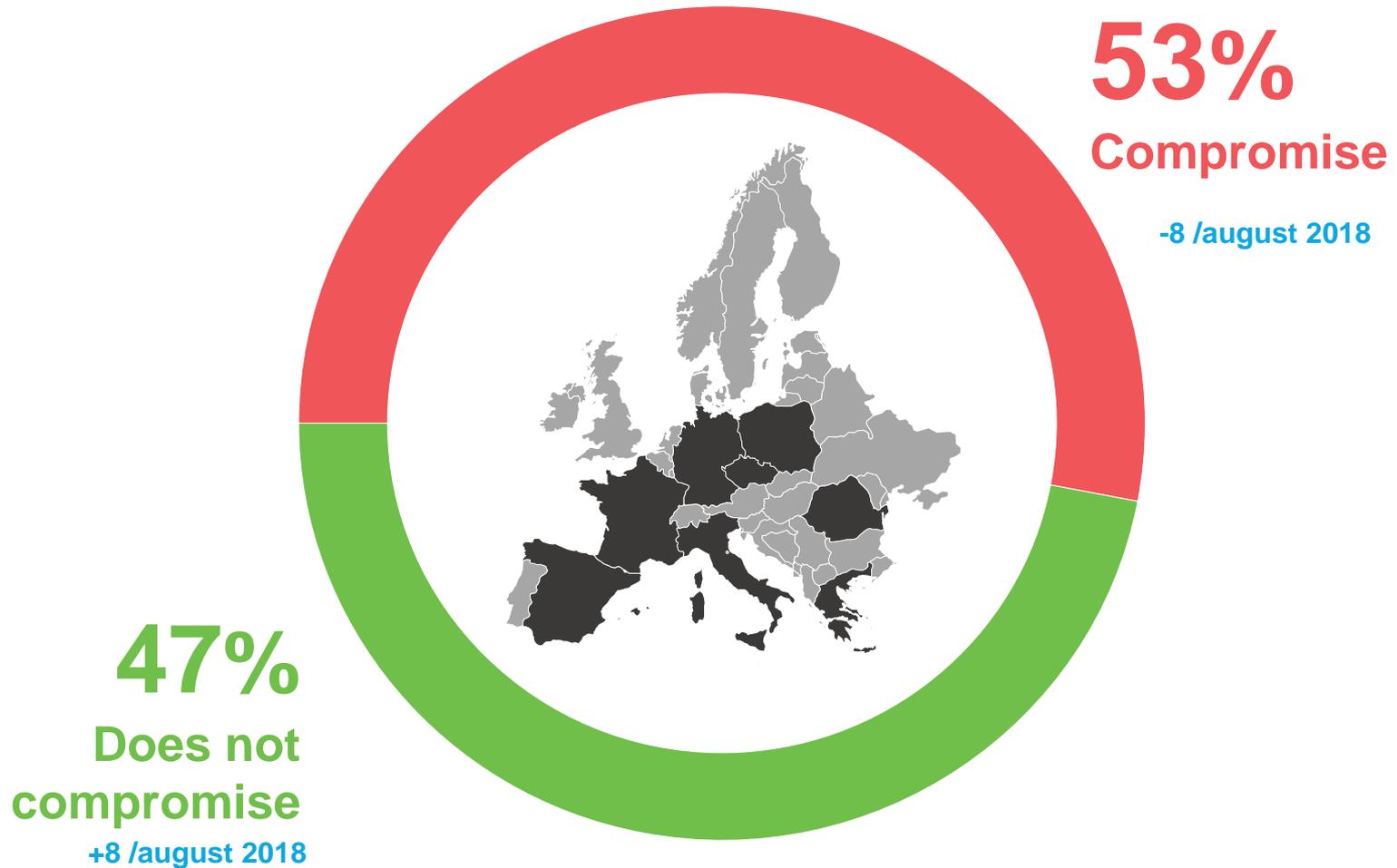
Perception of the threats US tech giants pose to democracy and information



Tech Giants are mainly 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 % -



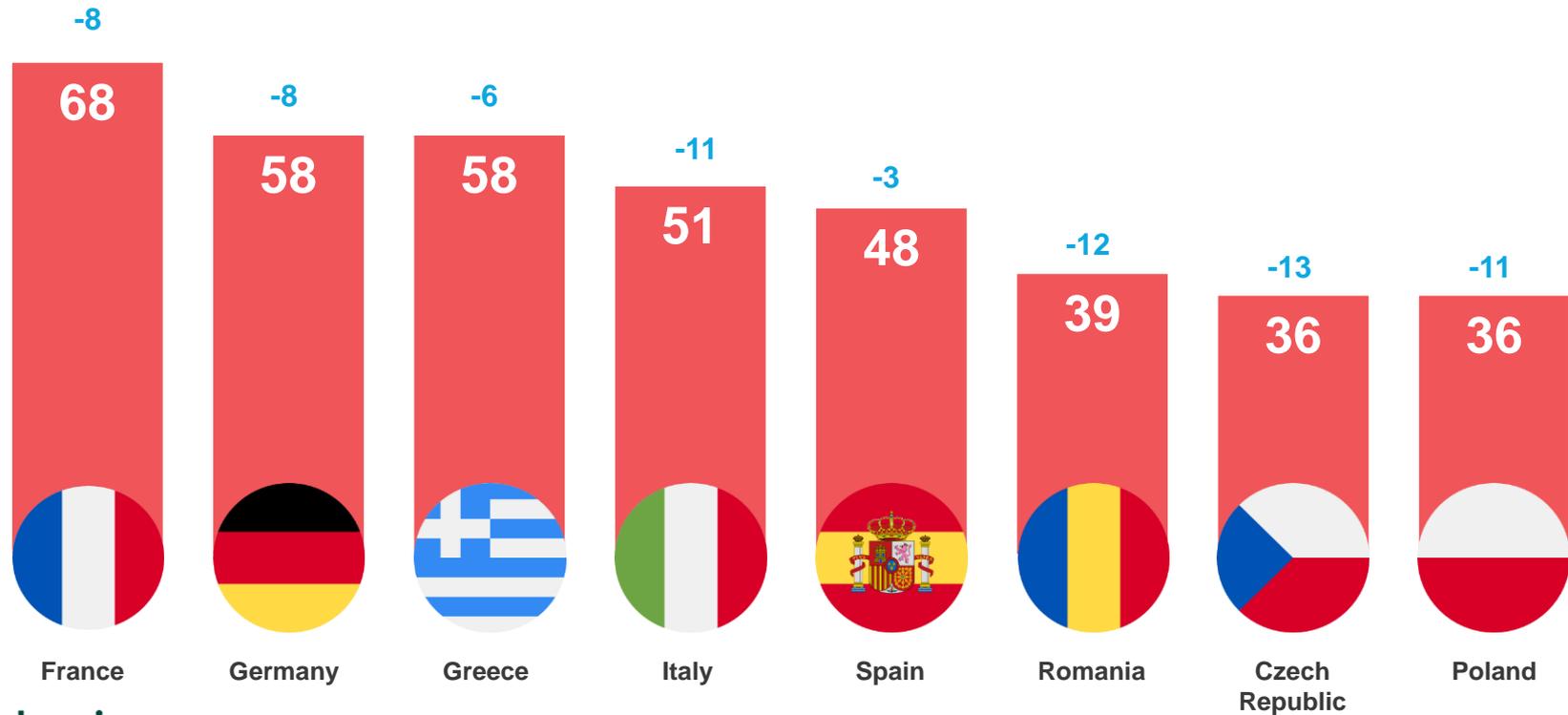
Feeling that tech giants compromise or not the functioning of democracy in Europe by country

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** » -



53%
Compromise

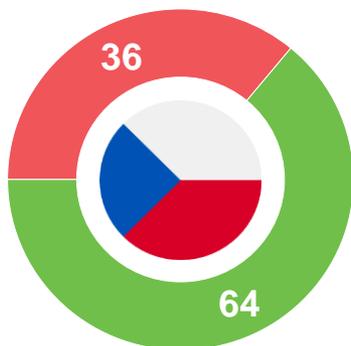


Perception of the risk tech giants can possibly pose to the functioning of European democracies in each country

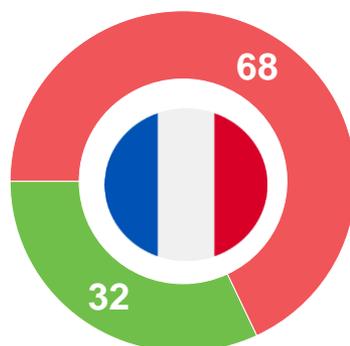
Would you say that US tech giants (such as Google, Apple, Facebook or Amazon), by the means of influence, compromises or not the proper functioning of democracy in Europe?

- To all, in % -

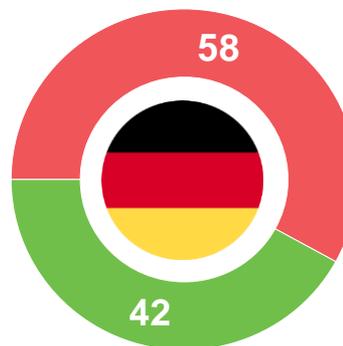
Czech Republic



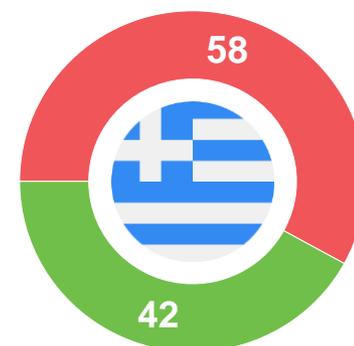
France



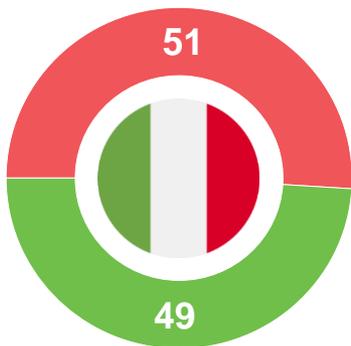
Germany



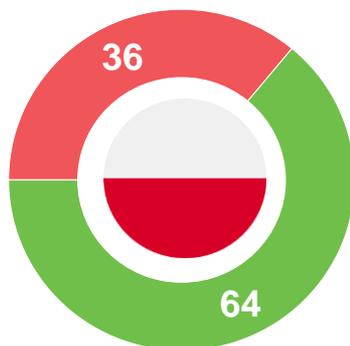
Greece



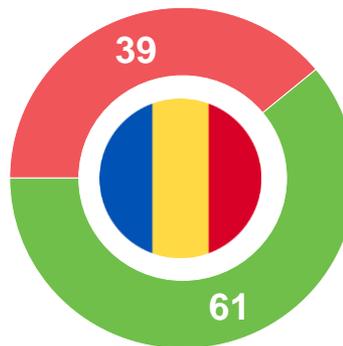
Italy



Poland



Romania



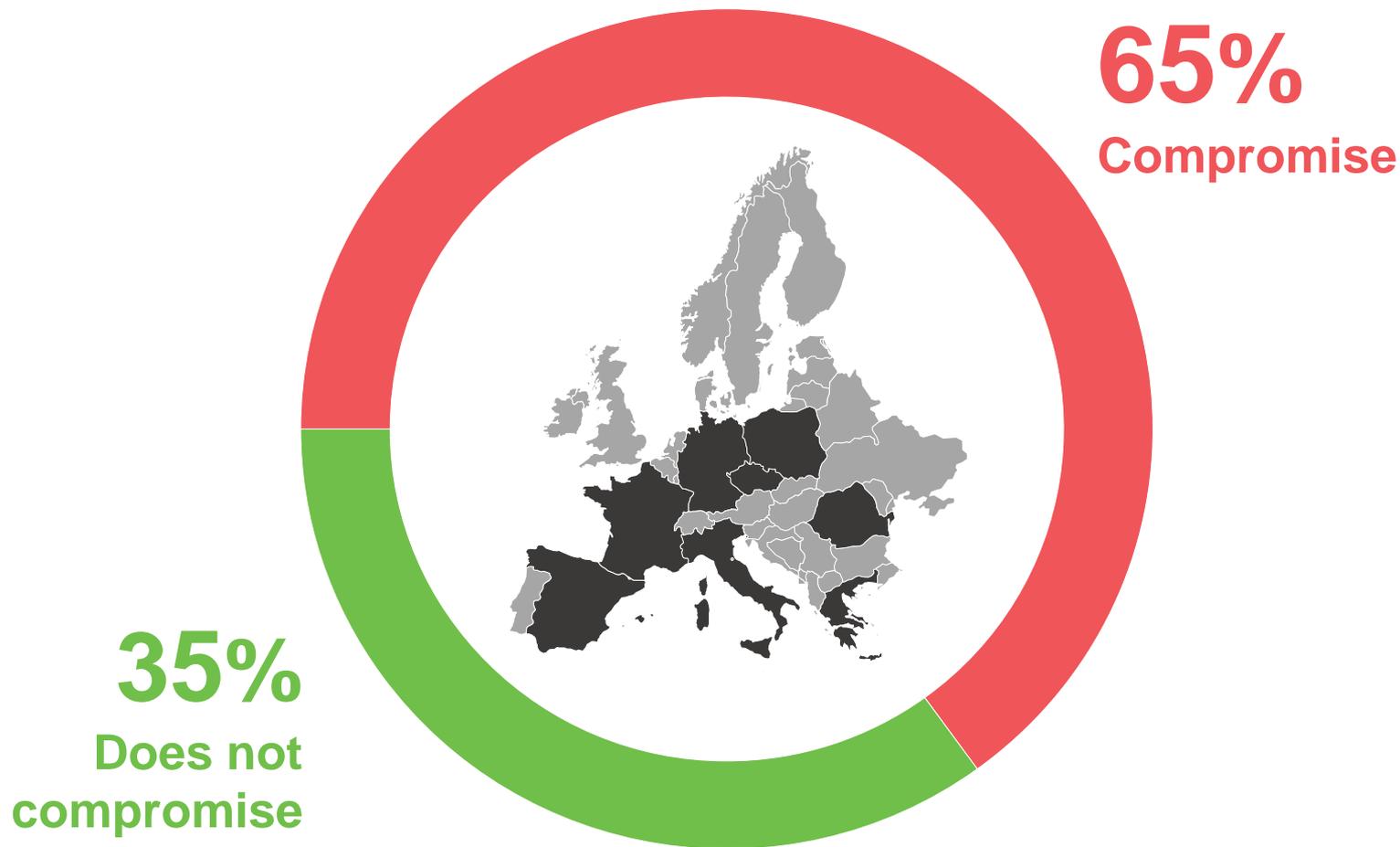
Spain



Tech Giants are even more perceived as being a potential risk for the circulation of an accurate information in European countries

Would you say that US tech giants (such as Google, Apple, Facebook or Amazon), by the means of influence, compromise or not the circulation of accurate information in European countries?

- To all, in % -



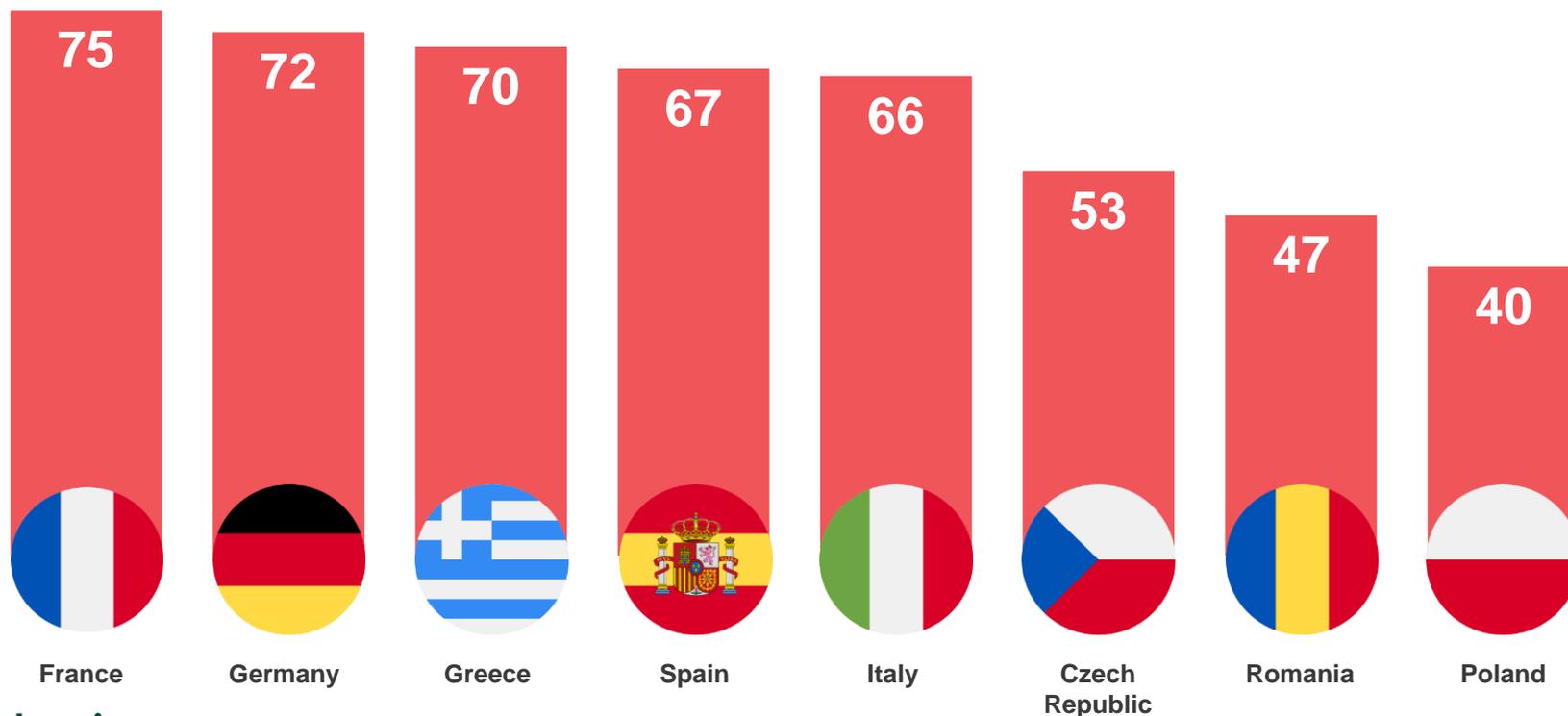
Feeling that tech giants compromise or not the circulation of accurate information in European countries

Would you say that US tech giants (such as Google, Apple, Facebook or Amazon), by the means of influence, compromise or not the circulation of accurate information in European countries?

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



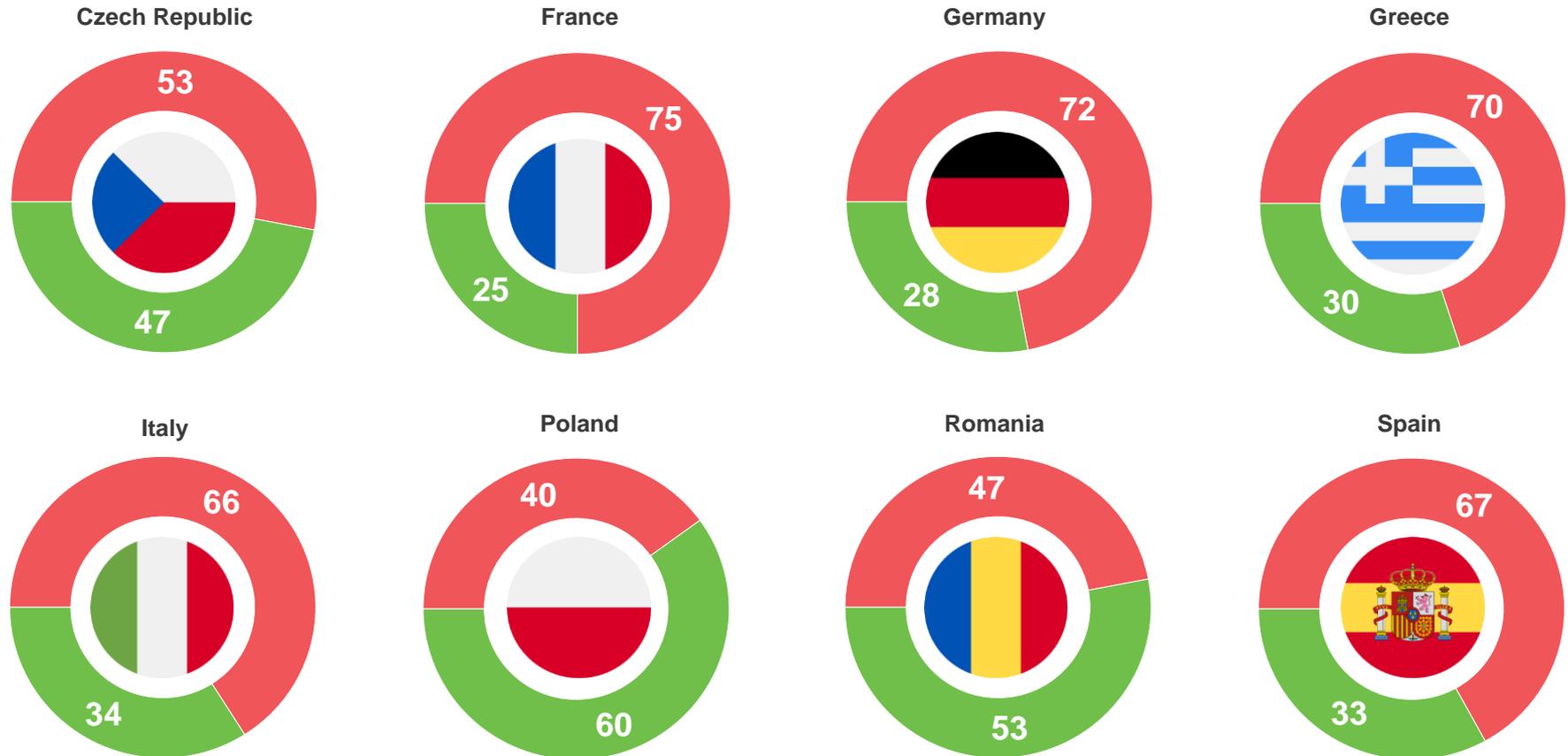
65%
Compromise



Perception of the risk tech giants can possibly pose to the circulation of accurate information in European countries

Would you say that US tech giants (such as Google, Apple, Facebook or Amazon), by the means of influence, compromise or not the circulation of accurate information in European countries?

- To all, in % -



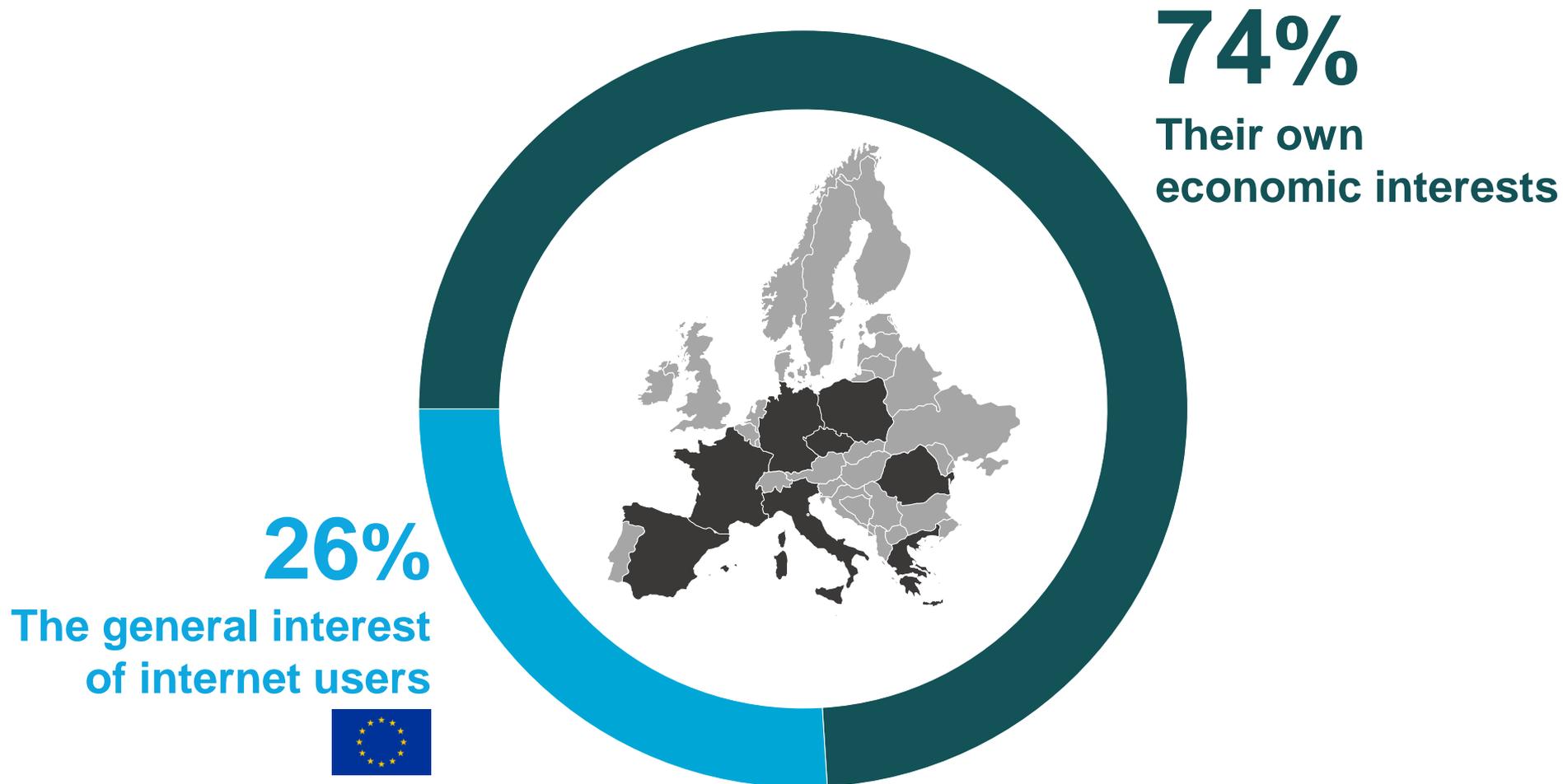
**Focus on the general attitude of
US tech giants**



Tech Giants are mainly perceived as protecting their own economic interests rather than the general interest of internet users

In your opinion, when US tech giants (such as Google, Apple, Facebook or Amazon) speak out, do they above all protect...

- To all, in % -



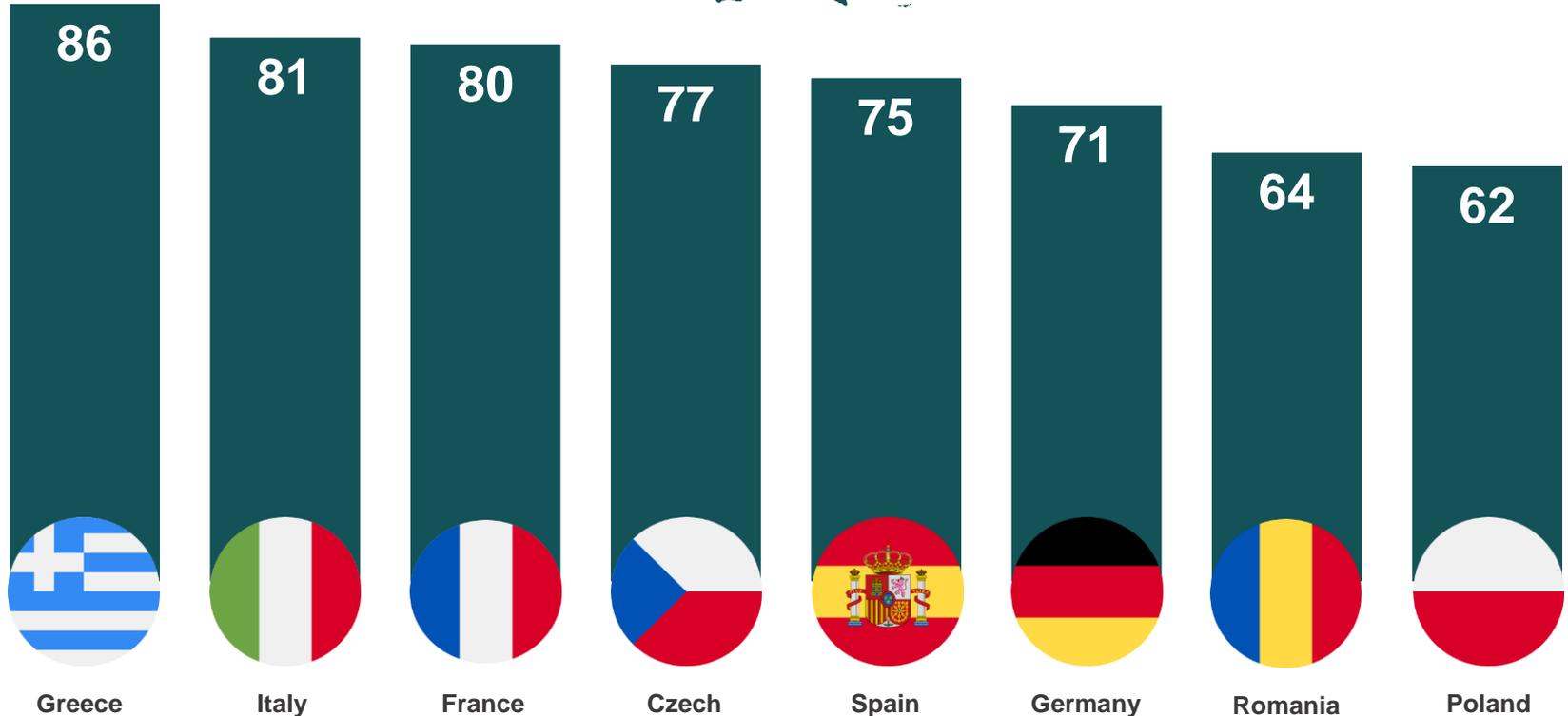
Perception of the interests followed by the US tech giants

In your opinion, when US tech giants (such as Google, Apple, Facebook or Amazon) speak out, do they above all protect...

- To all, in % « **Their own economic interests** » -



74%
Their own
economic interests

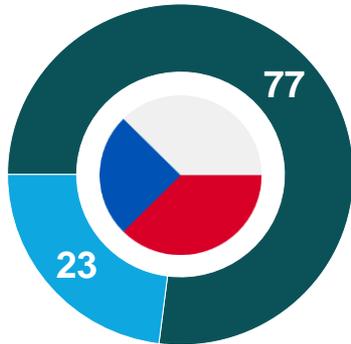


Perception of the interests followed by the US tech giants by country

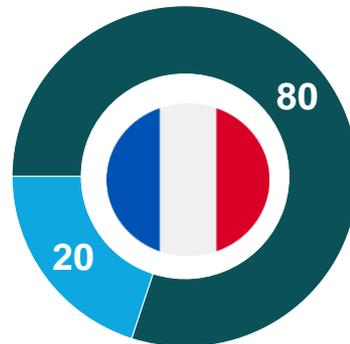
In your opinion, when US tech giants (such as Google, Apple, Facebook or Amazon) speak out, do they above all protect...

- To all, in % -

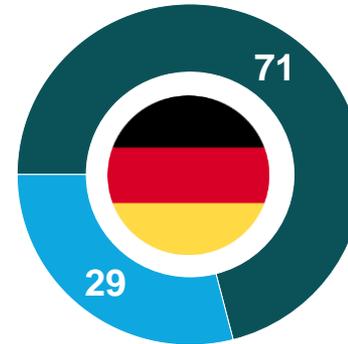
Czech Republic



France



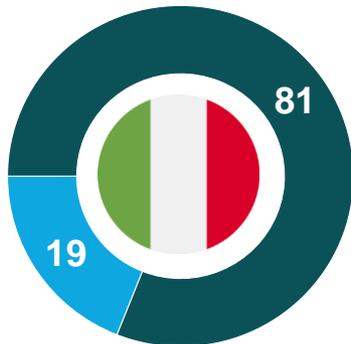
Germany



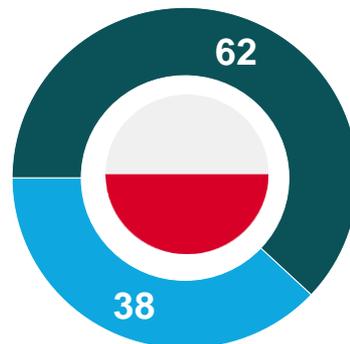
Greece



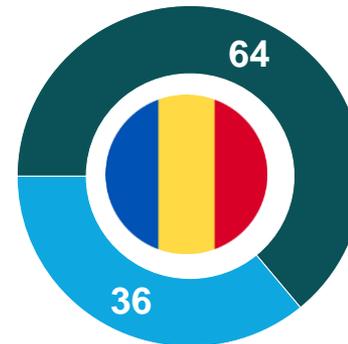
Italy



Poland



Romania



Spain



- Their own economic interests
- The general interest of internet users

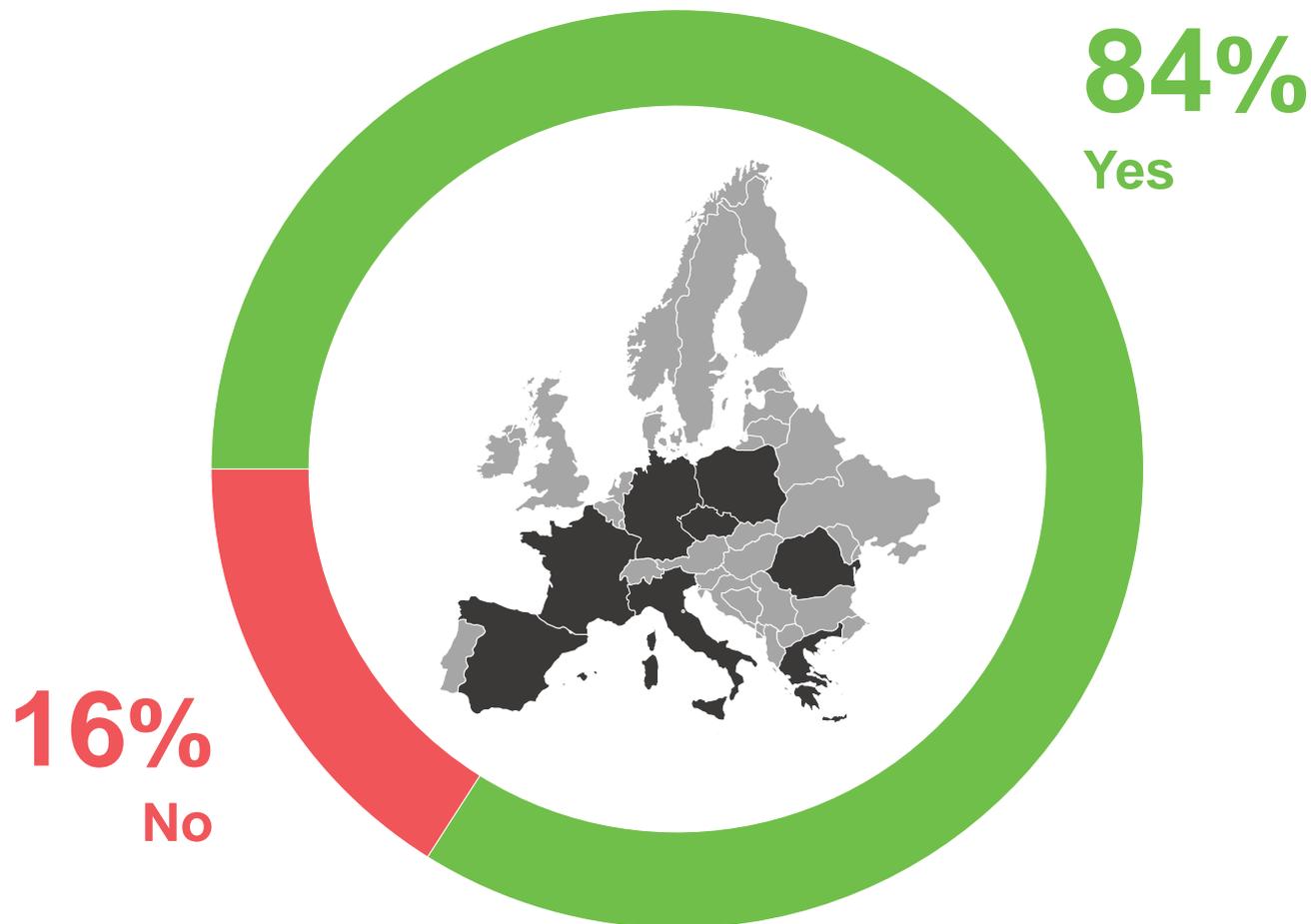
**General approval for a tax on
the revenue of US tech giants**



There is a major approval among the different countries about the introduction of a tax on the revenue of US tech giants making a profit in European Union countries

Do you think that the European Union should have introduced a tax on the revenue of US tech giants (i.e. large American Internet companies, such as Google, Apple, Facebook or Amazon) making a profit in European Union countries?

- To all, in % -



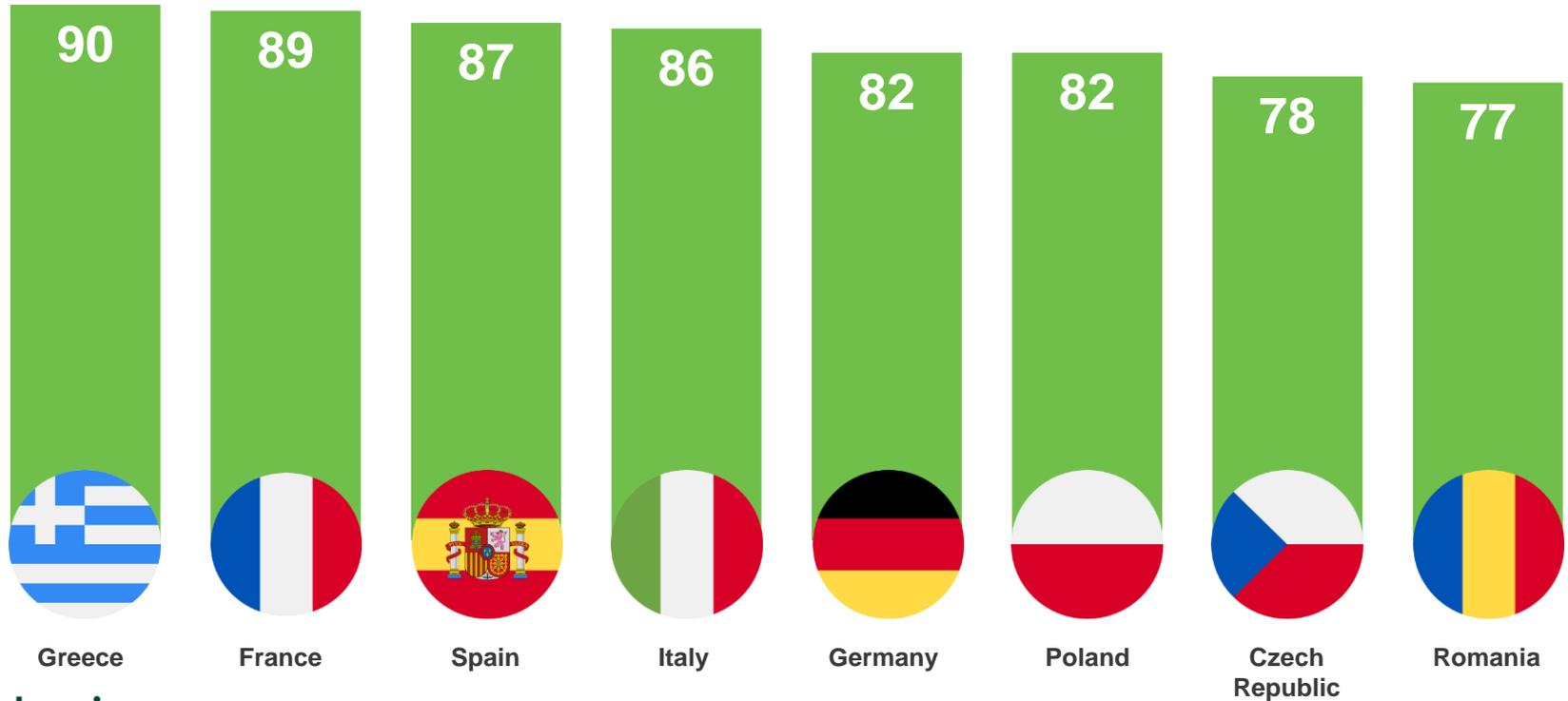
Approval for a tax on the revenue of US tech giants, by country

Do you think that the European Union should have introduced a tax on the revenue of US tech giants (i.e. large American Internet companies, such as Google, Apple, Facebook or Amazon) making a profit in European Union countries?

- To all, in % of « Yes » -



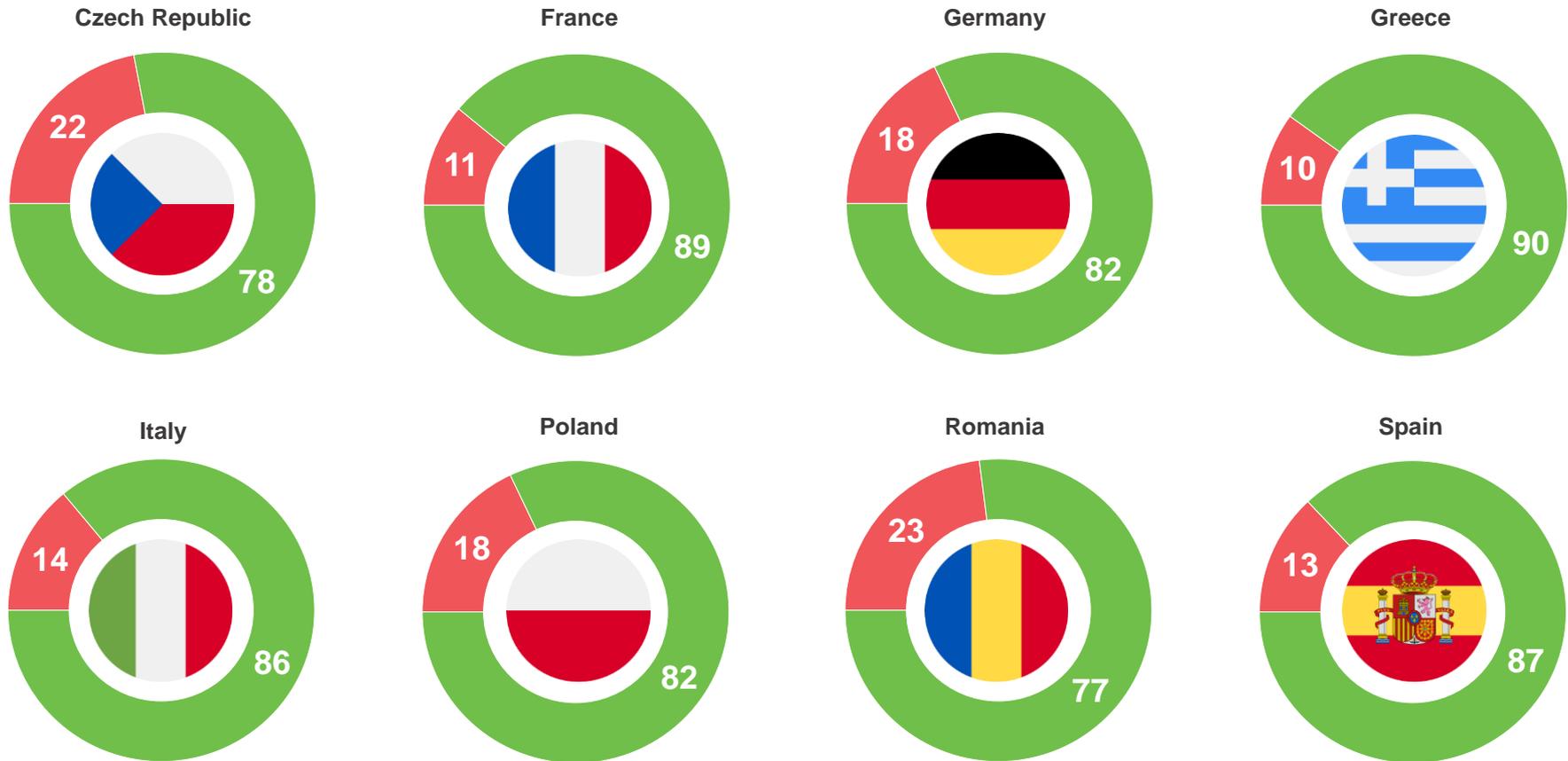
84%
Yes



Approval for a tax on the revenue of US tech giants, by country

Do you think that the European Union should have introduced a tax on the revenue of US tech giants (i.e. large American Internet companies, such as Google, Apple, Facebook or Amazon) making a profit in European Union countries?

- To all, in % -



Contacts

Jean-Daniel Lévy

Head of the Opinion department of Harris Interactive France

01 44 87 60 30 - jdlevy@harrisinteractive.fr

Follow the Harris Interactive news on:



www.harris-interactive.com



[Facebook](#)



[Twitter](#)



[LinkedIn](#)

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