

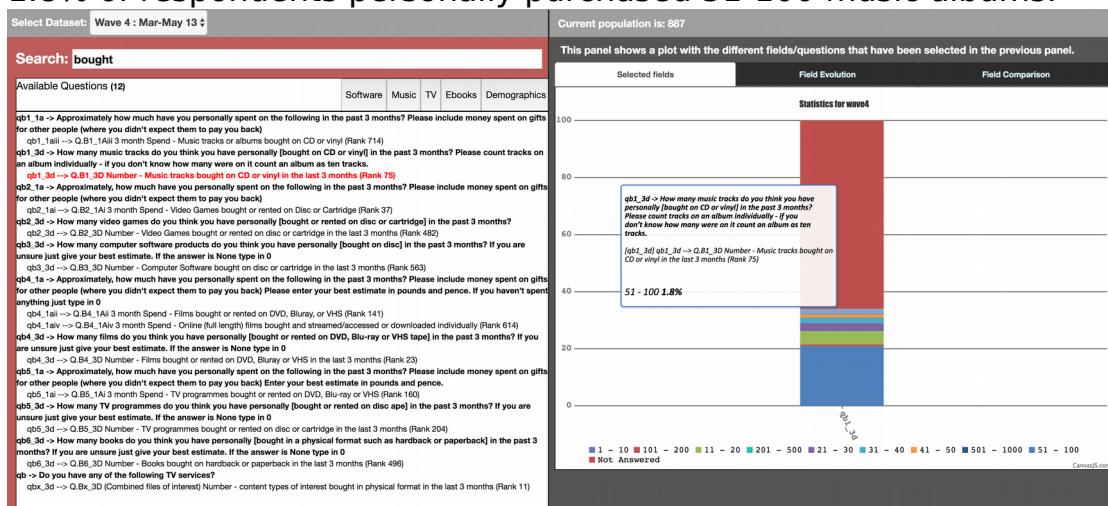
Case Study 2: Infringers and Spenders

The OCI Tracker Surveys ask respondents an extensive range of questions that cover online activity, media consumption, whether this might be legal or illegal, what respondents are prepared to pay and what they spend on online content and what might encourage them to change their behaviour. Over 5000 data points have been collected from the OCI Tracker Surveys creating a huge pool of data. For example, respondents are asked how many music tracks, video games, e-books etc. they have personally bought in the past 3 months. These same respondents are then asked how many music tracks, video games and e-books they have downloaded or streamed for free, and of these, how many they thought they were accessing legally.

The OCI Tracker Surveys collect demographic information from respondents; age, gender, social group and whether there are children present in the household. This allows answers to be analysed by group. A business that was trying to develop its market share in legal digital content might be interested in which groups were the biggest consumers of digital content in order to inform its marketing strategy, and in which groups were consuming the most content illegally who might be persuaded to consume more of their content legally.

If a business were to look at the Report for Wave 4 (March – May 2013) it would find that in relation to demographics, that ‘those who downloaded or streamed illegally were skewed towards males (60%), those under 34 (70%) and ABC1s (51%)’ and that ‘average quarterly spend [across the whole survey] ranged from £5.05 for TV programmes to £21.15 for music’. The Report also states that ‘those who consumed a mix of legal and illegal content claims to spend more on that particular content type over the three-month period than those who consumed either 100% legally or 100% illegally.’

In contrast, the OMeBa tool allows the user to look at specific questions that relate to purchasing activity and the answers to these. For example, searching the word ‘bought’ allows the user to see that in Wave 4 (March – May 2013), 1.8% of respondents personally purchased 51-100 music albums.



The OMeBa tool can also be used to contrast two sets of answers. For example, the spending category can be compared by age. For example, looking only at the highest spenders across the three-month period in Wave 5 (March – May

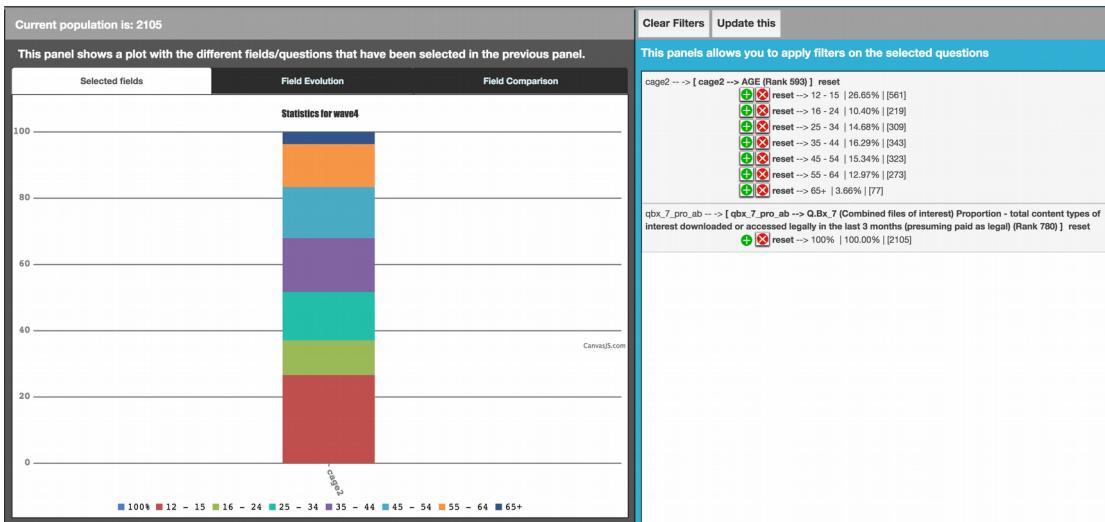
2015) shows that the majority (25.45%) of the top spenders (who spent £100+) were in the 12-15 age group (and therefore spending their parents money!).



These results can then be compared to the level of infringement. By adding 'age' as a comparator question, and filtering results to only the top infringers, it becomes clear that those in the 12-15 age group are also the top infringers.



The same exercise can be carried out in relation to legal consumption. Again, the OCI Tracker Surveys show that the age 12-15 age group are the biggest legal consumers of online content.



In contrast, the results show that those over 65 are neither big spenders, nor big infringers, nor big consumers of legal content. For a business interested in promoting digital content, this type of analysis will provide input into marketing strategies in a cost-effective manner, allowing for new business models to evolve in response to empirical research rather than speculation.

The data shown in Case Study 2 is available as [Example](#) data on the OMeBa website.