



for



Copyrights & US 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

Spain



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.14
Media organisations content	P.17



Survey methodology



Survey conducted **online** from the **24th to the 30th of August 2018**.



Sample of 800 people representative of the Spanish population aged 18 and over, among a 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 (**1 000** in France and **800** in the other countries).



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

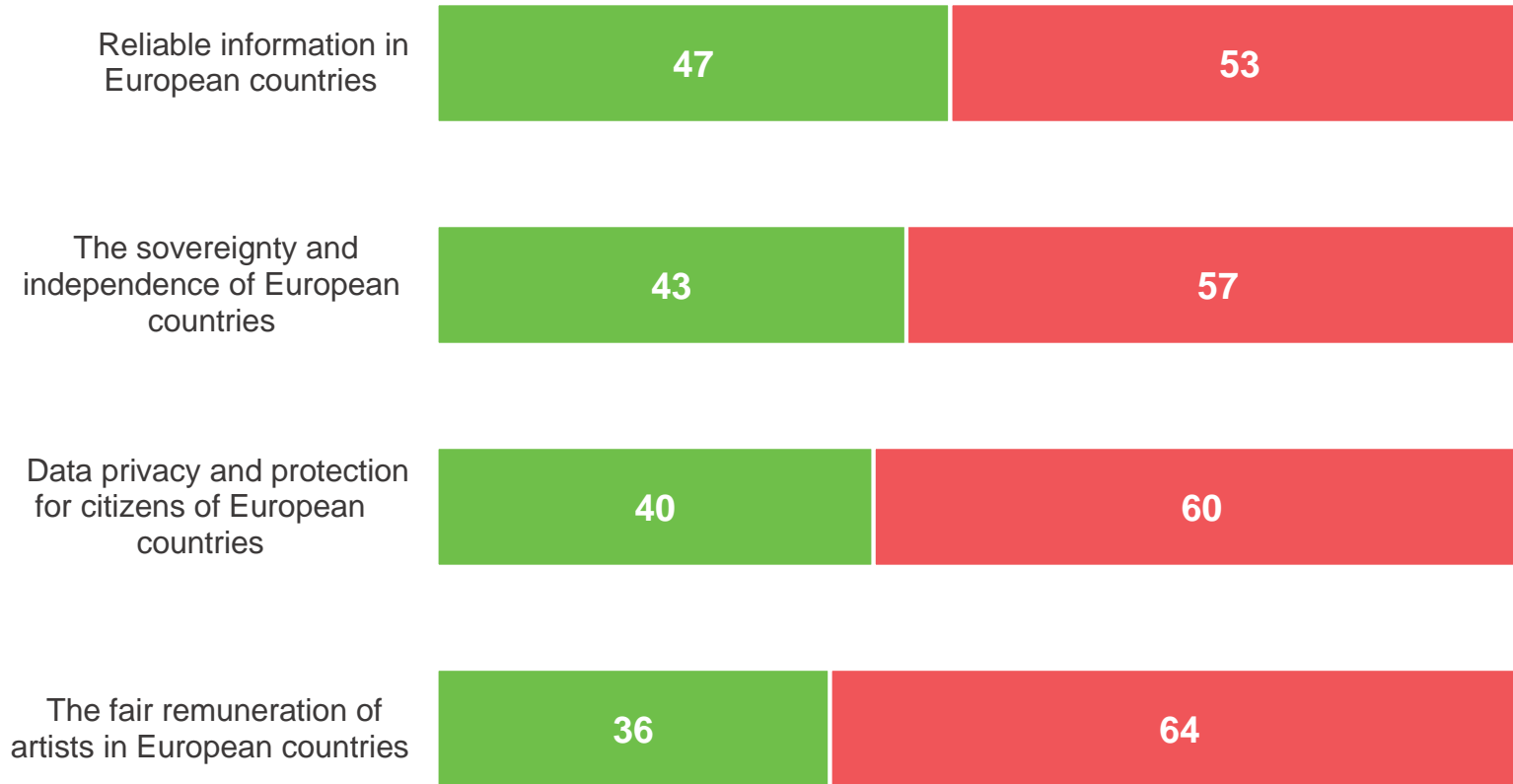
Perception of relations between the EU and the US tech giants



64% of Spaniards consider that US tech giants do not preserve the fair remuneration of artists in the European countries

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

- To all, in % -



■ Preserve

■ Do not preserve

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 »-



Czech Republic



France



Germany



Greece



Reliable information in European countries



49



39



53



45

The sovereignty and independence of European countries



53



37



53



39

Data privacy and protection for citizens of European countries



50



29



39



34

The fair remuneration of artists in European countries



48



34



49

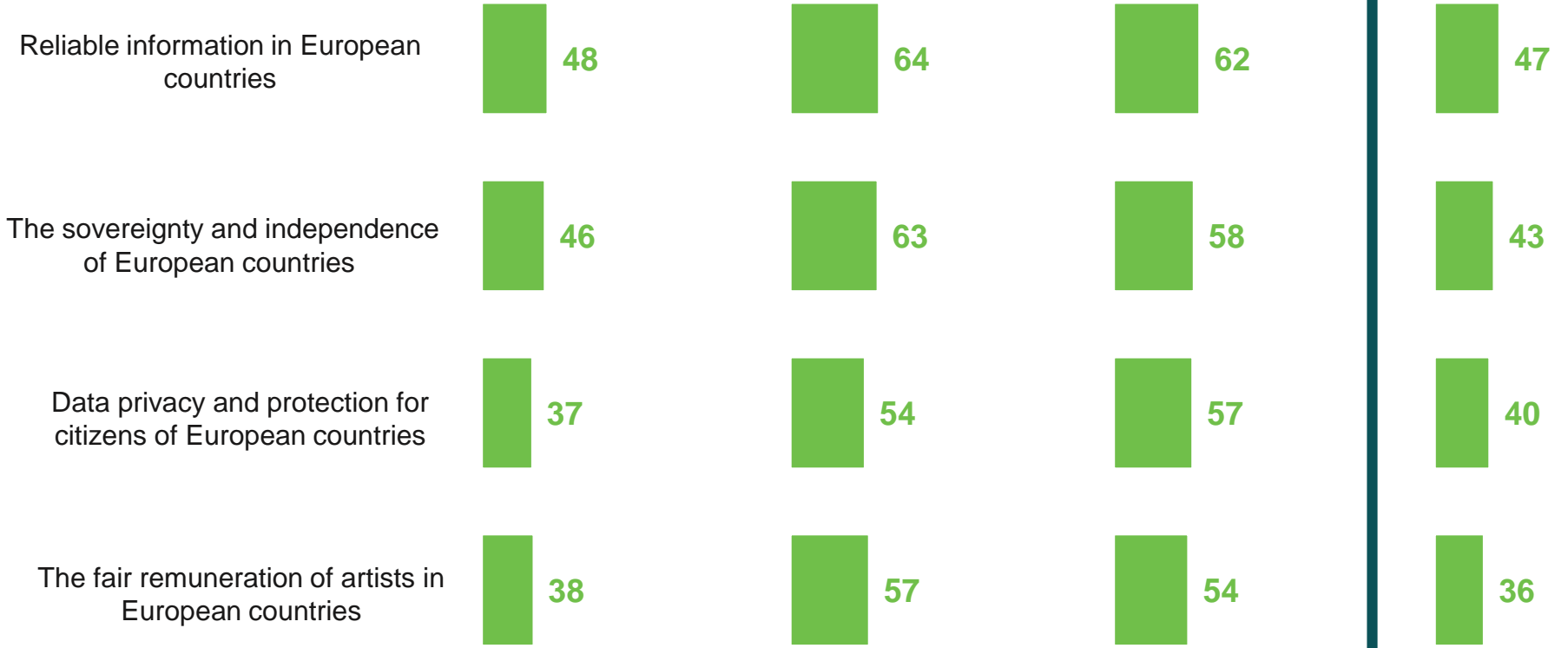
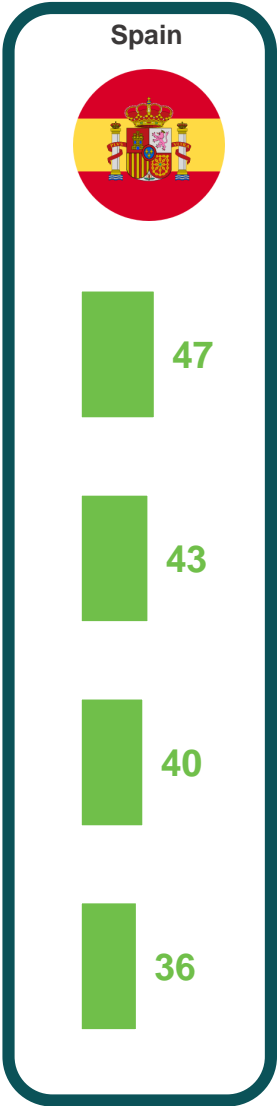


41

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 ...?

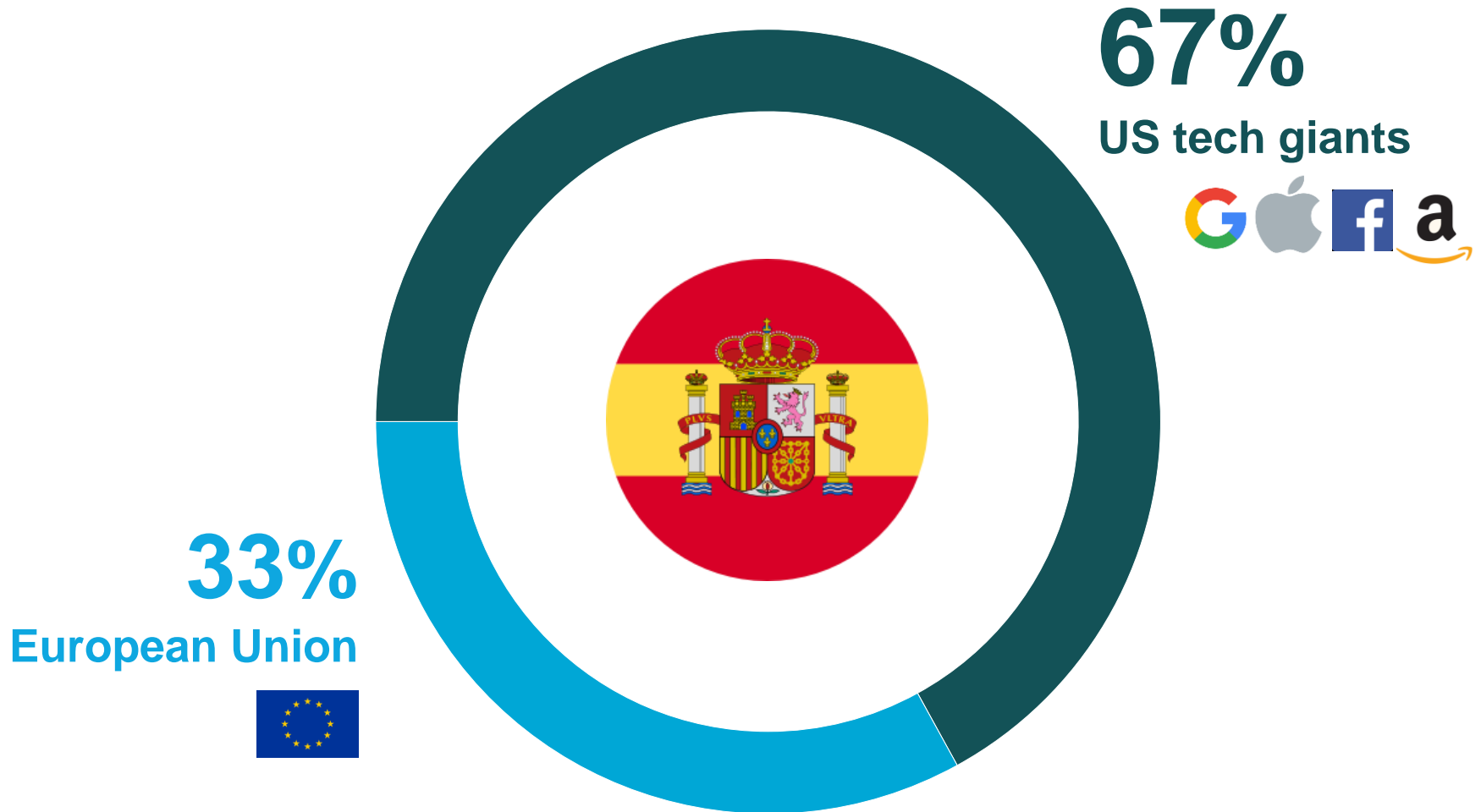
- To all, in % of « **Preserve** »-



According to 67% of Spaniards, US tech giants have more power than the 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 % -



Perception of the power of US 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?

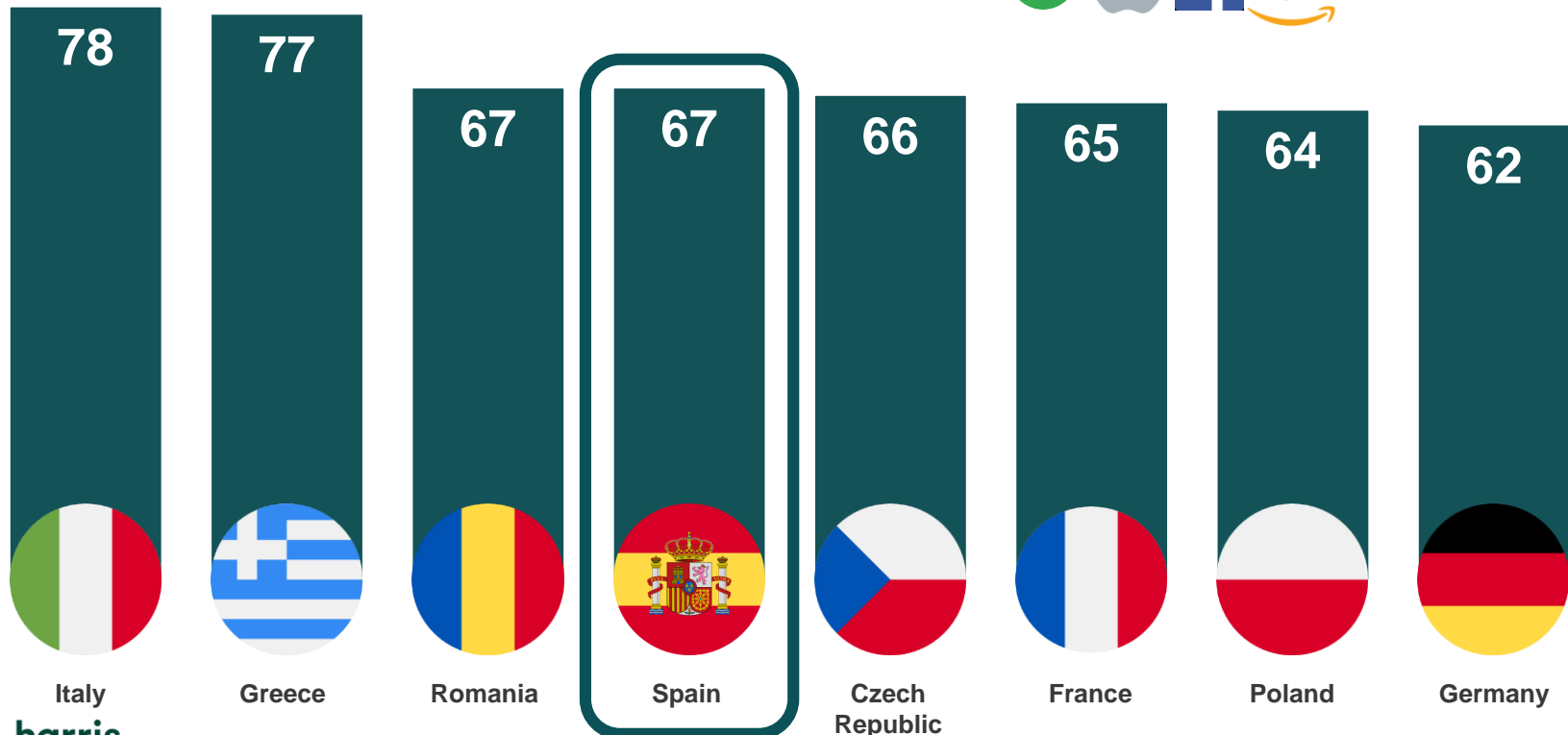
- To all, in % « **US tech giants** » -



Mean in the 8 European countries :

67%

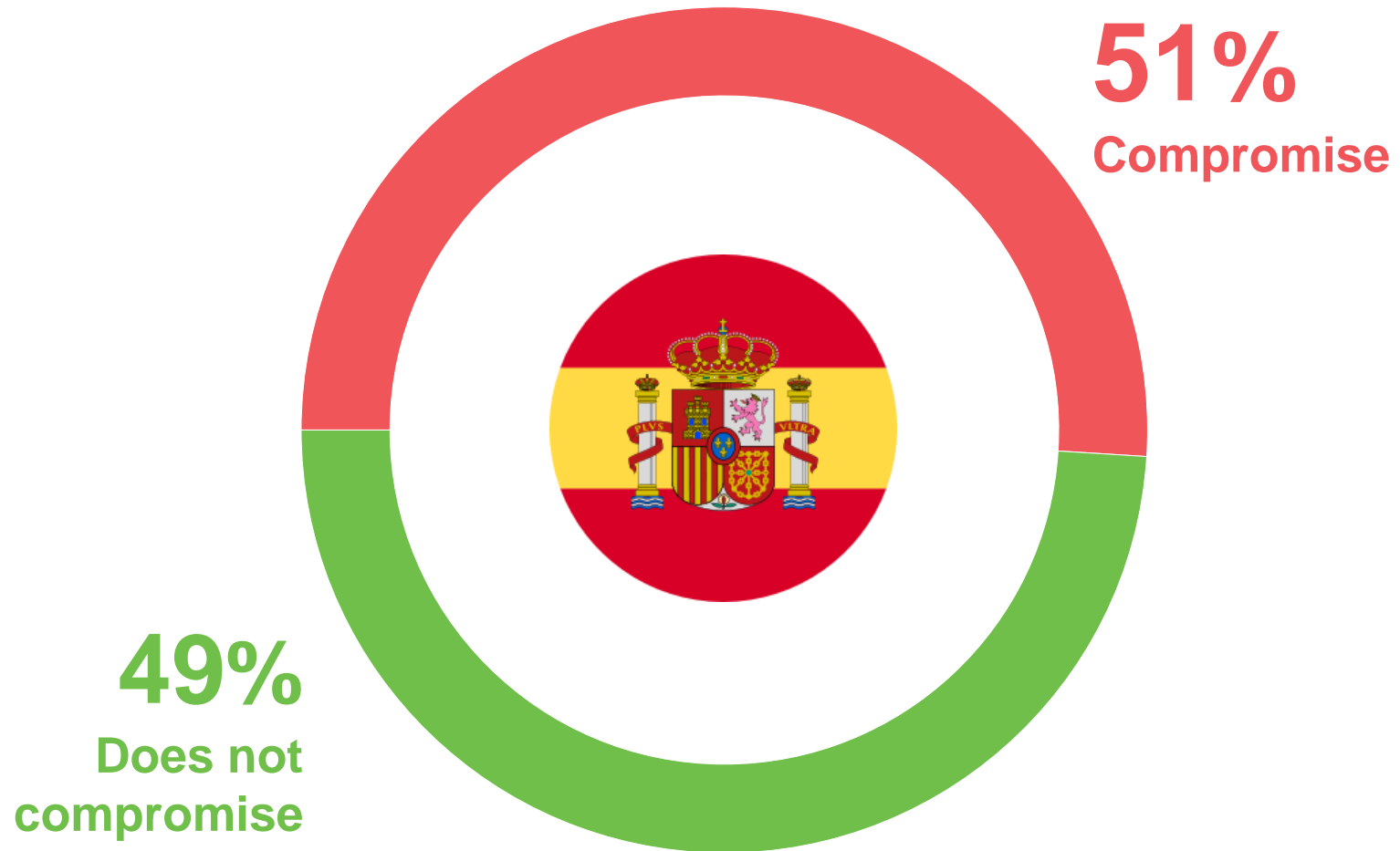
US tech giants



51% of Spaniards consider that the US tech giants compromise the proper functioning of democracy in Europe

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

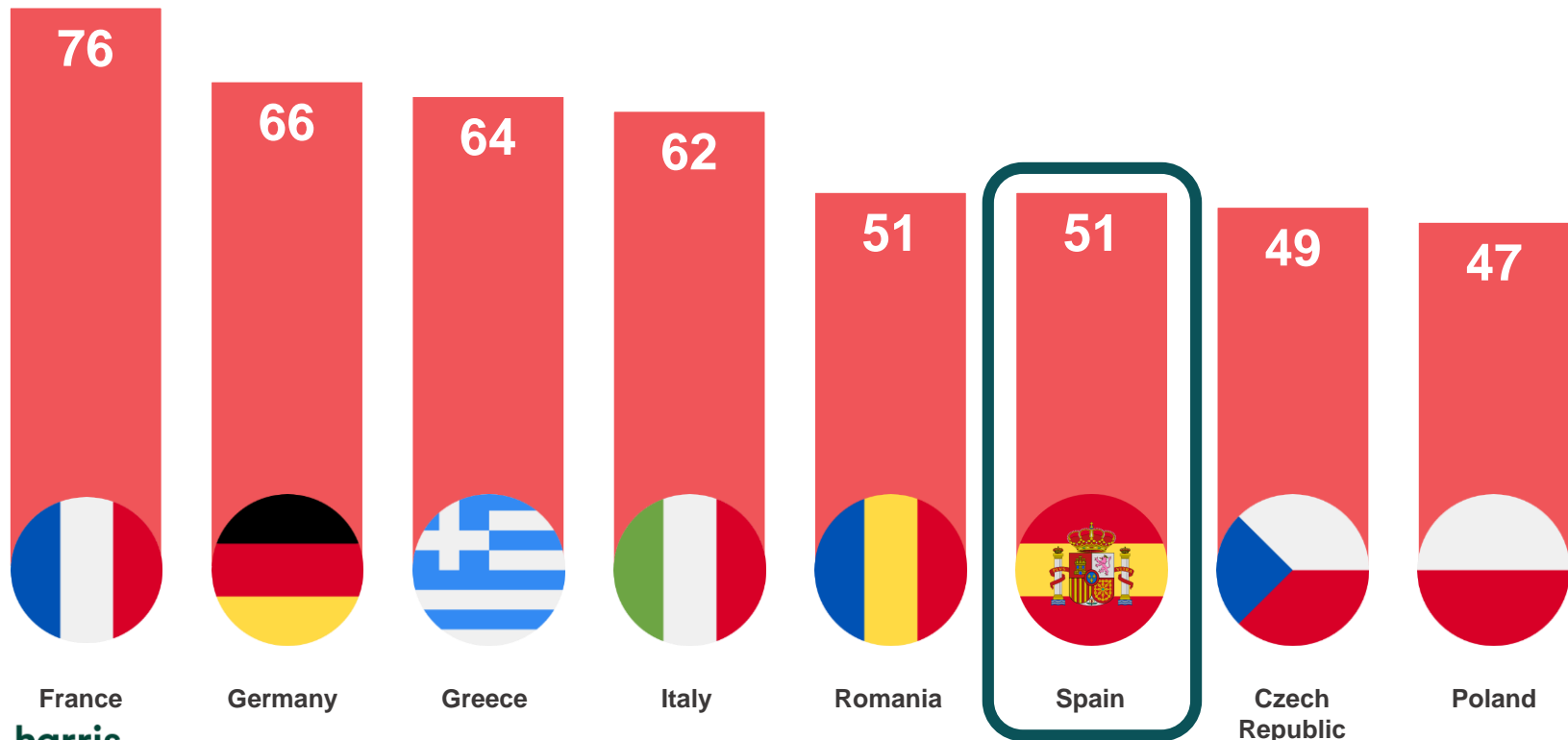
Would you say that US tech giants (such as Google, Apple, Facebook or Amazon), by the means of influence, compromises or not the proper functioning of democracy in Europe?

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



Mean in the 8 European countries :

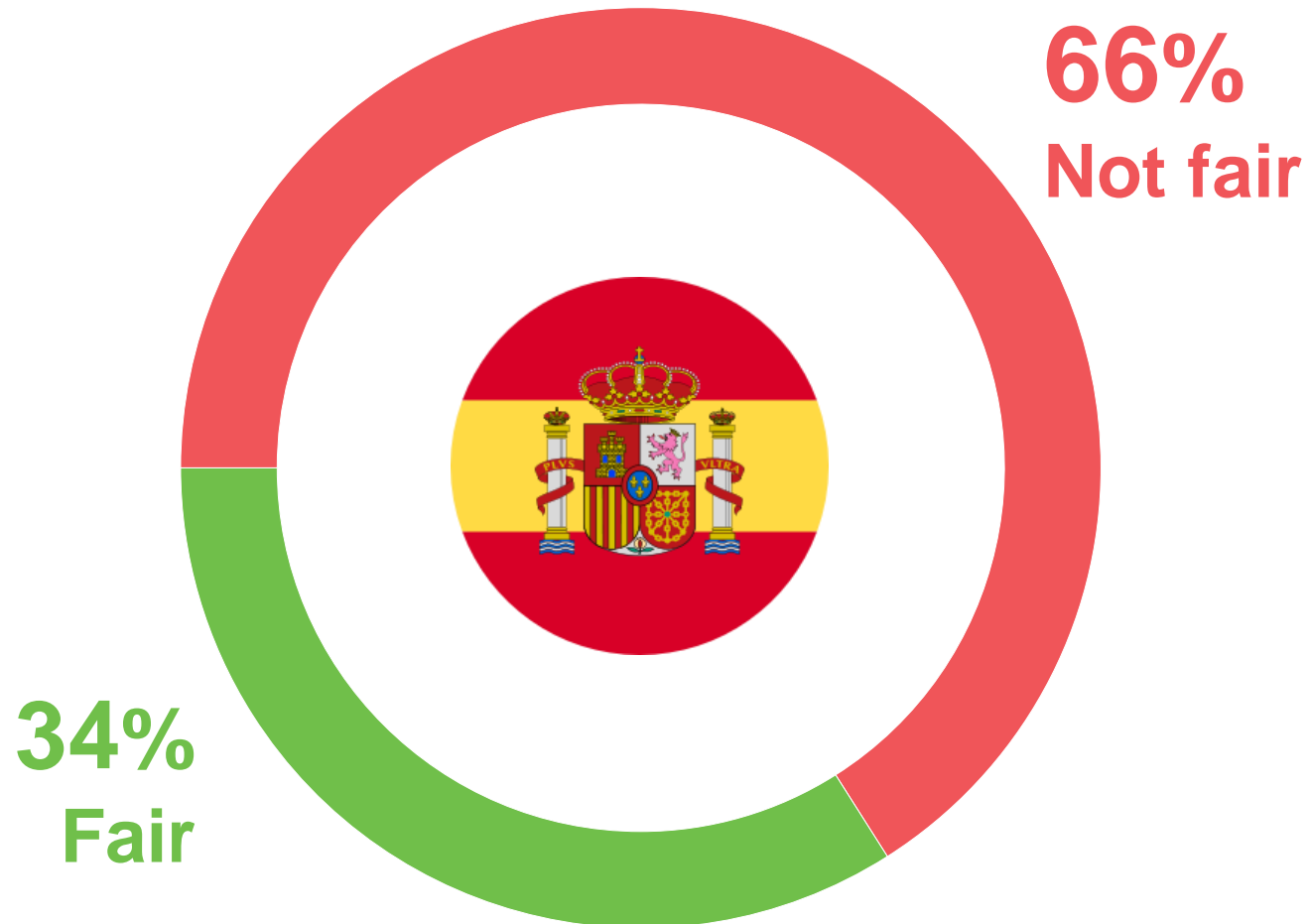
61%
Compromise



According to 66% of Spaniards, internet platforms are not fair when they share their revenues generated by their services with artists and content creators

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

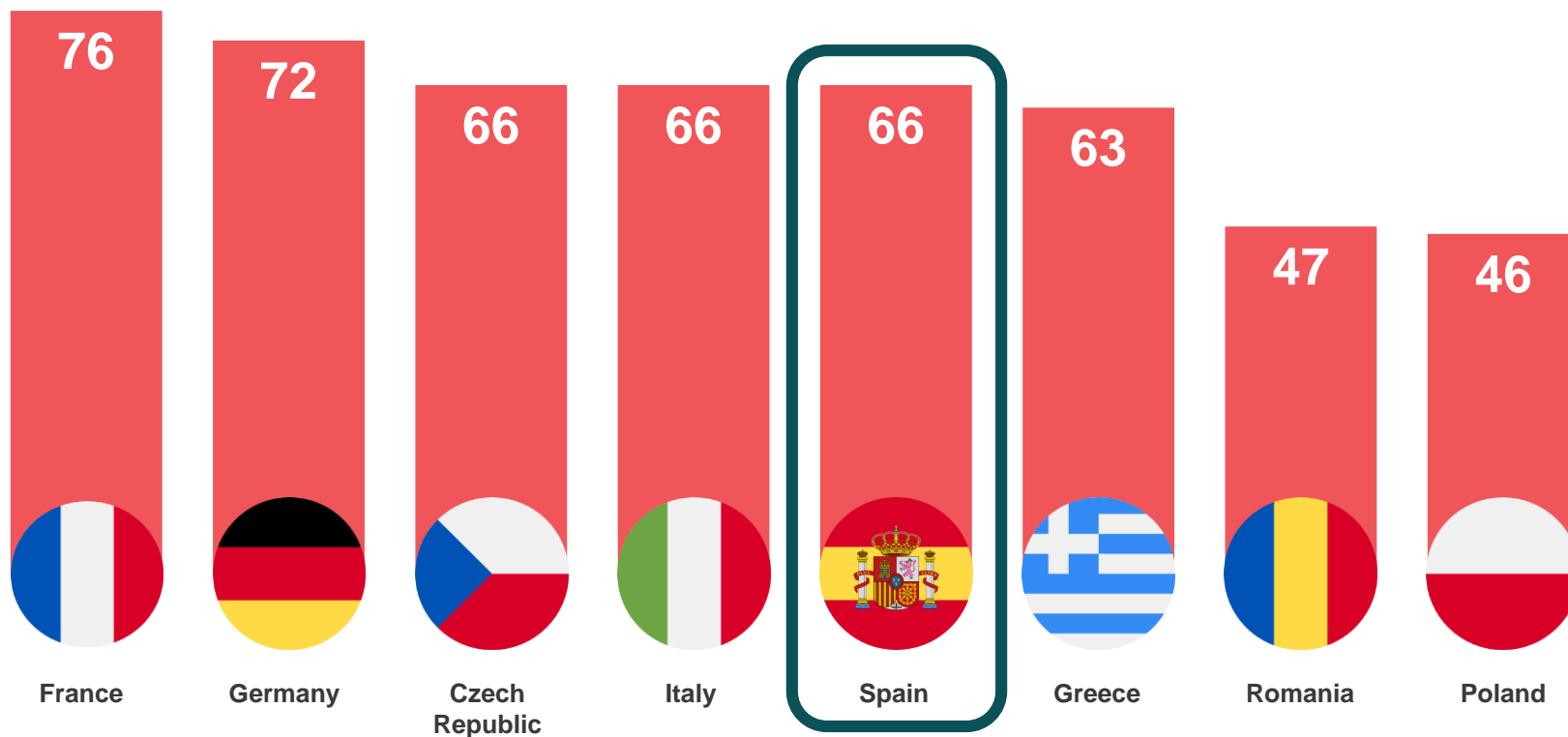
Do you think that internet platforms (like Google, Facebook, etc.) are fair or not fair in the way they share the revenue generated by their services with artists and content creators whose content appears on their platforms?

- To all, in % of « **Not fair** » -



Mean in the 8 European countries :

66%
Not fair



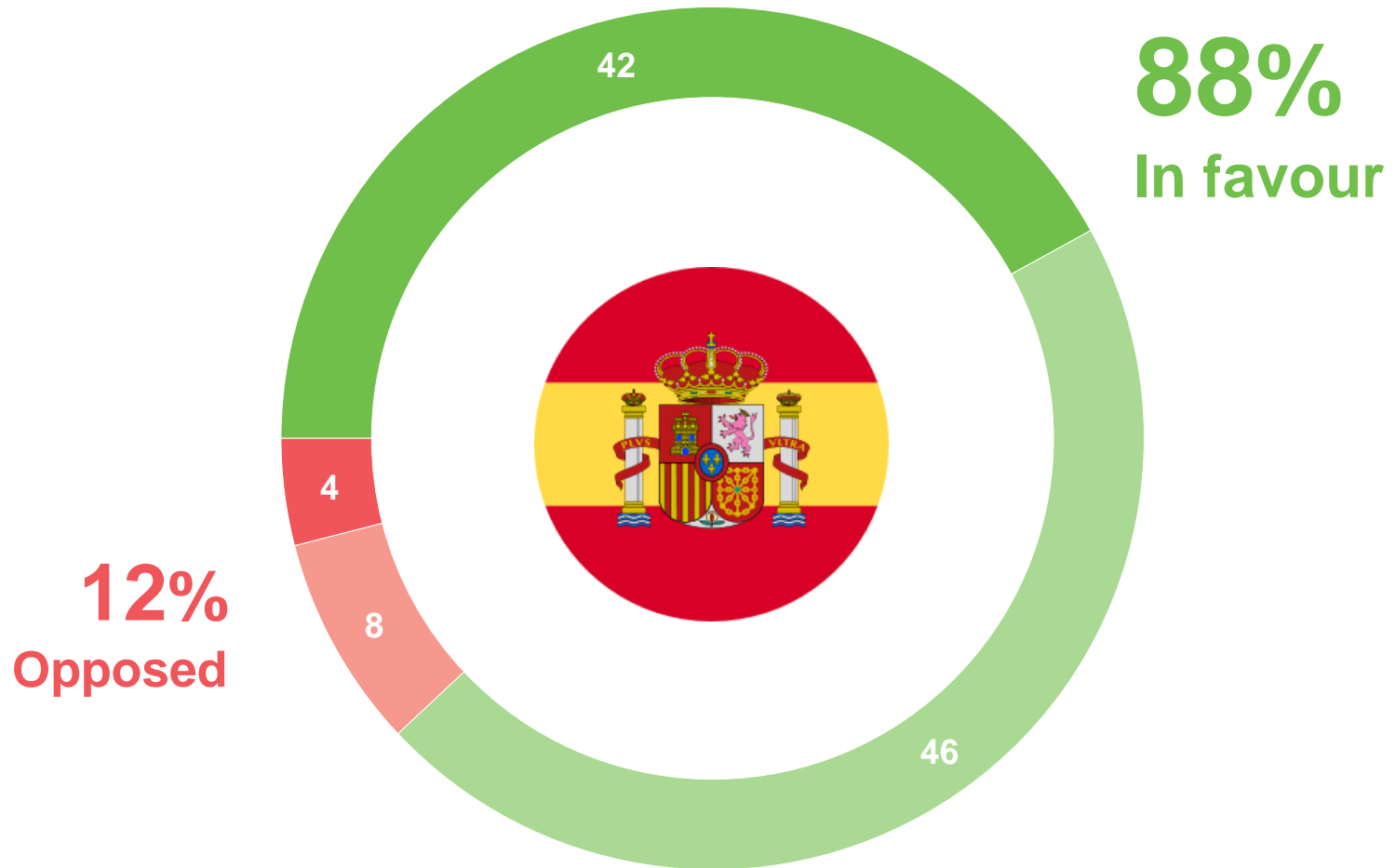
Focus on the protection and the remuneration of creators



88% of Spaniards approve the implementation 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.)?

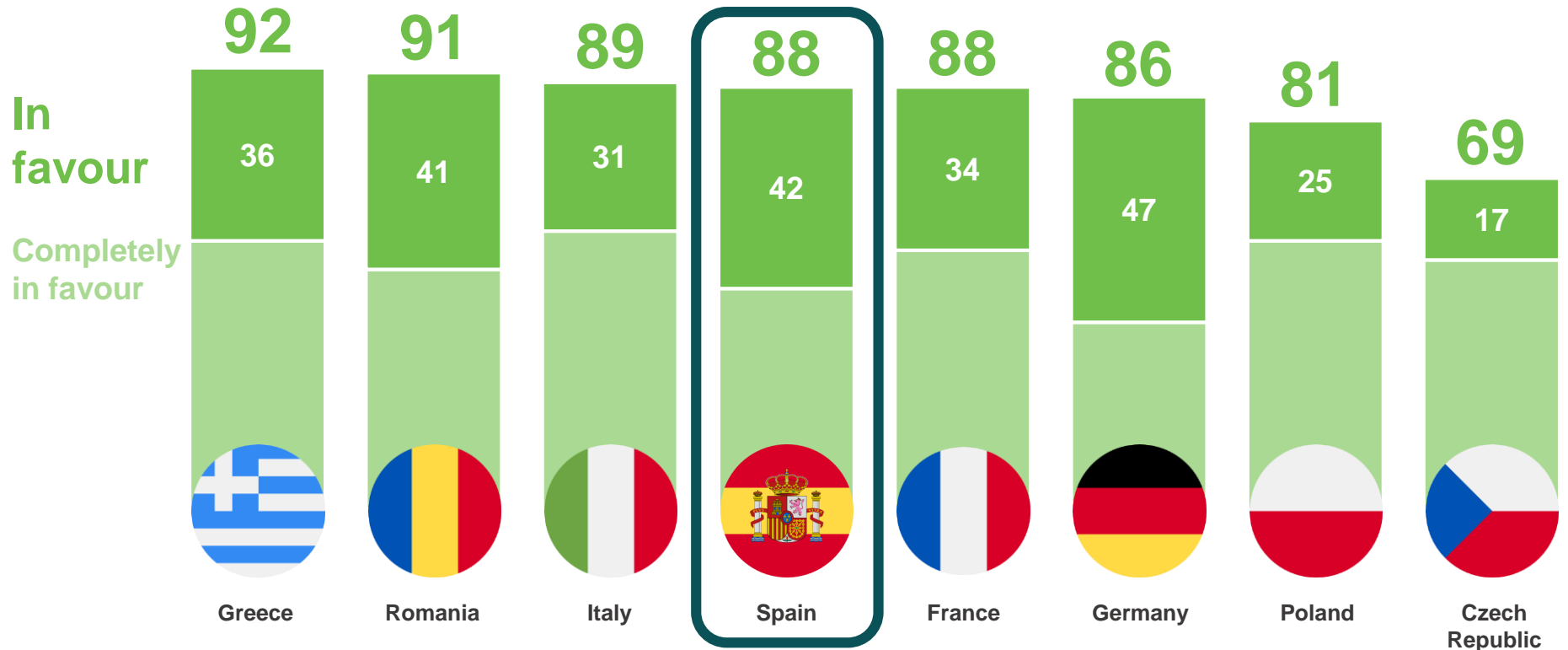
- To all, in % of « In favour » -



Mean in the 8 European countries :

87% In favour

37% Completely in favour



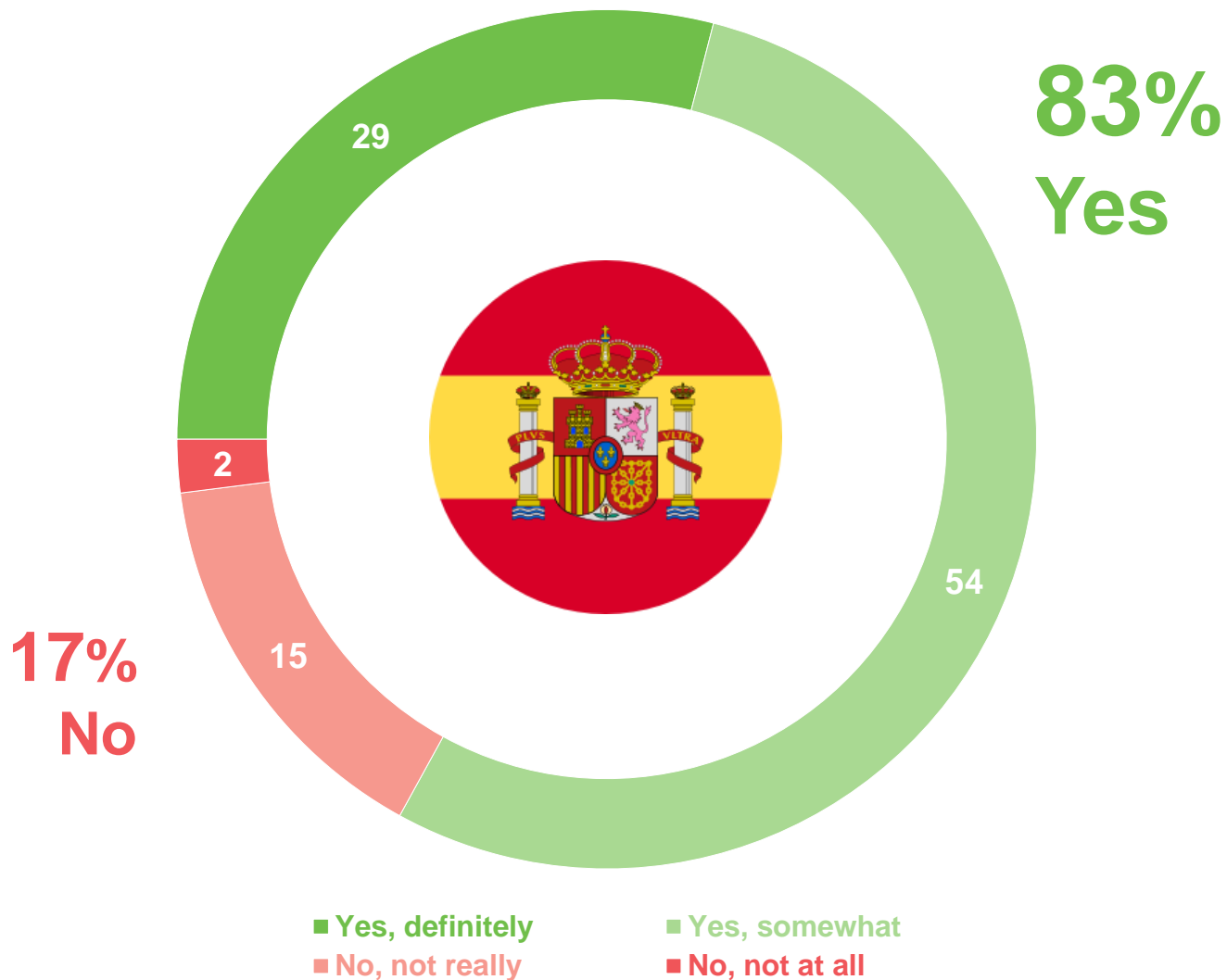
Media organisations content



83% of Spaniards think 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.)?

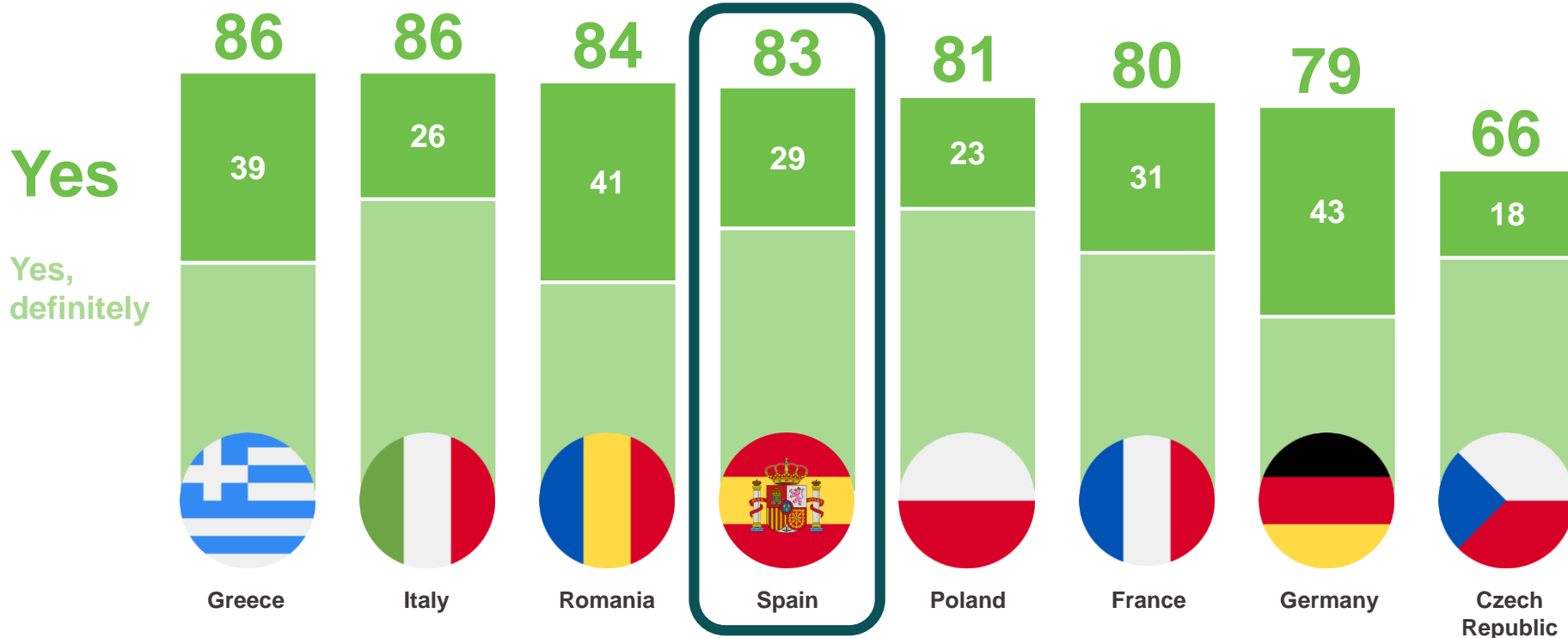
- To all, in % of « Yes » -



Mean in the 8 European countries :

81% Yes

32% Yes, definitely



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