

For Immediate Release

AMERICANS DIVIDED OVER FILE SHARING Digital Divide Underscores Generation Gap

TORONTO (June 21, 2005) – With a Supreme Court ruling in the MGM v. Grokster case believed to be due before the end of June, a new research study finds that American public opinion is divided over peer-to-peer file sharing. In a national survey with a random sample of 1,062 Americans conducted in May 2005, 45% say file sharing services should be outlawed while 39% say they should be allowed (16% are “not sure”).

The research found significant differences in opinions by age, education and Internet use. Among key highlights:

- ▶ Among Internet users, the vote was split down the middle with 44% saying these services should be outlawed and 44% saying they should be allowed.
- ▶ Support for allowing file sharing services was much higher than average among:
 - Younger Internet users aged 12-29 (54% allow, 34% outlaw)
 - Those who own MP3 players (55% vs. 35%)
 - Broadband users (48% vs. 38%)
 - Those who downloaded music – free or paid – sometime in the past (63% vs. 27%)
 - Those in the North East (43% vs. 33%).
- ▶ Those who paid for songs online in the past were also in support of allowing file sharing services – 52% were in support of allowing file sharing services and 35% were opposed.
- ▶ Strongest opposition to file sharing services was among older Americans: 51% of Americans 50+ said file sharing services should be outlawed, while 27% said they should be allowed. Regionally, opposition is much higher than average in the West (51% outlaw, 32% allow), and in the South (50% outlaw, 39% allow).

“The magnitude of the generation gap in attitudes toward file sharing is striking,” said Kaan Yigit, Director of the study. “As the first generation raised on the ‘browse, sample and share’ culture of the Internet, young Americans are challenging the traditional notions of intellectual property.”



The information for this release comes from a random national sample of 1,062 interviews conducted in the U.S. via telephone between May 7-24, 2005. The survey is part of a series of North American syndicated research programs by Toronto-based Solutions Research Group – *Digital Life America* in the U.S. and *Fast Forward™* in Canada. To maintain an unbiased perspective, the company funds its own syndicated research.

The sample for the survey statistically reflects the regional and age/sex composition of the U.S. population. The results of the overall survey are accurate to ±3.0 points for the population, 19 times out of 20.

**Views on Peer-to-Peer File Sharing Services
U.S. 12+ Population
May 2005**

	<i>Total 12+ %</i>	<i>Male 12+ %</i>	<i>Female 12+ %</i>	<i>12-19 %</i>	<i>20-29 %</i>	<i>30-49 %</i>	<i>50+ %</i>
<i>Should be Outlawed</i>	45	43	48	37	33	51	51
<i>Should be Allowed</i>	39	42	36	57	50	37	27
<i>Not Sure / Don't Know</i>	16	15	16	6	17	12	22

Q: Right now, courts in the United States are trying to decide whether to make it illegal to provide file sharing services which could be used to share illegal copies of music and movies.

(ROTATE STATEMENTS)

One/The other side says that these file sharing services help people to steal music and movies, and their existence encourages people to do this. They say these services should therefore be outlawed.

One/The other side says that it is wrong to outlaw a service simply because it could be used to share illegal copies of music and movies, and that such a ruling would stifle growth and innovation on the Internet. They say these file sharing services should be allowed.

Which of these comes closest to your own view?

- 30 -

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