

For Immediate Release

MUSIC AND MOVIE DOWNLOADS NOT STEALING, SAY YOUNG CANADIANS

BOOMERS ARE OUT OF SYNC WITH THEIR KIDS – SURVEY FINDS SHARP GENERATIONAL DIFFERENCES IN ATTITUDES TOWARD USE OF COPYRIGHTED MATERIAL

TORONTO – April 21, 2003. A majority of young Canadians reject the notion that downloading music and movies off the Internet can be equated to physical theft, according to an independent consumer trend study on technology, media and entertainment conducted by [Solutions Research Group Consultants Inc. \(SRG\)](#). “As the first generation raised on the ‘browse, sample and share’ culture of the Internet, Gen Y is mounting a challenge to traditional notions of intellectual property,” said Kaan Yigit, Partner with SRG and the Study Director.

The survey asked Canadians about their views on “unauthorized use of copyrighted material such as music, movies and software, without payment.”

- 55% of Boomers (now in their 40s through to mid-50s) agree that “downloading songs off the Internet” is theft – in contrast, a minority, 31%, of Canadians 12-24 (Gen Y) agrees.
- When asked about “downloading movies off the Internet,” 59% of Boomers say it’s “theft,” versus only 43% of Gen Y.
- Gen Y opinion is split on “making copies of computer software” – just over half, 54%, say it’s “theft.” However, the generation gap persists – 67% of Boomers say it’s stealing.
- The one area where there is little generational difference is views on the “use of an unauthorized satellite dish to view TV signals” (satellite signal piracy). When asked if they believe this activity is “theft,” 68% of Boomers and 62% of Gen Y agree.

“Empowered with the ability to seek and share information easily and instantly, Gen Y expects transparent value. ‘Show me the money,’ is the mantra of a generation that is forcing cultural industries to operate in a newly constructed world of glass walls,” said Michele Erskine, a VP with SRG and a youth marketing expert.

According to the SRG study, nearly 7 million Canadians downloaded songs off the Internet at some point in the past, and movie and video downloads are becoming “the next big thing” with an estimated 3 million Canadian downloaders.



The information for this release comes from the 2003 edition of *IN THE NAME OF COOL*, an independent consumer trend study on technology, media and entertainment. The study is based on a scientific telephone survey of 1,500 Canadians, aged 12 and older in February 2003. The sample for the study statistically reflects the regional and age/sex composition of the Canadian population. The results of the survey are accurate to ± 2.5 points for the population as a whole, 19 times out of 20.

Along with its 1996, 1998 and 2000 editions and the 2001 update, *IN THE NAME OF COOL* represents the most comprehensive independent consumer trend study on technology, media and entertainment in Canada, with over 7,500 detailed interviews conducted over a 7-year period. The emphasis of the 2003 edition is on interactive and digital technologies.

This is the second of a series of data releases from the study. Upcoming releases will cover trends in *Television & Interactive, Digital Cable & DTH, Internet, Wireless, Music, Radio* and *Entertainment Retail*.

For more information, point your browser to... **www.inthenameofcool.com**

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