



## **Flash Eurobarometer 411**

# **CROSS-BORDER ACCESS TO ONLINE CONTENT**

## **REPORT**

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This survey has been requested by the European Commission, Directorate-General for Networks, Content and Technology (DG CONNECT) and co-ordinated by the Directorate-General for Communication.

This document does not represent the point of view of the European Commission. The interpretations and opinions contained in it are solely those of the authors.

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### **Cross-border access to online content**

Conducted by TNS Political & Social at the request of the European Commission, Directorate General for Communications Networks, Content and Technology (DG CONNECT)

Survey co-ordinated by the European Commission, Directorate-General for Communication (DG COMM "Strategy, Corporate Communication Actions and Eurobarometer" Unit)

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## INTRODUCTION

The development of digital technology has provided a range of opportunities for both social and economic growth across Europe. The digital economy is developing rapidly worldwide as the single most important driver of innovation, competitiveness and growth. It is growing at a rate that is up to seven times faster than growth in other sectors of the economy. The Juncker Commission has identified the completion of the Digital Single Market as one of its top 10 political priorities<sup>1</sup>.

The modernisation of EU copyright rules is one of the reforms announced in this context and forms part of the Commission's 2015 work programme<sup>2</sup>. The need to adapt copyright rules to evolving consumer behaviour in the digital environment is one of the drivers of this reform. In particular, the Commission aims to enable Europeans to access the online services they want on the devices of their choice, wherever they are in Europe<sup>3</sup>.

This report provides information on the current experience of Europeans with a range of online digital content and services, as well as their attitudes towards cross-border use of digital content and services on the Internet. It explores a range of areas, including:

- The proportion of Europeans who use the Internet, and the devices they use to connect to the Internet;
- Frequency and type of access to a range of digital content, including audio-visual content, sports, music, video games and e-books;
- Perceptions of the availability of different types of content on the Internet;
- Cross-border portability of online subscriptions to digital services;
- Experiences in accessing digital content across borders;
- Reasons why Europeans do or do not try to access online content in other Member States.

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<sup>1</sup> [http://ec.europa.eu/priorities/docs/pg\\_en.pdf#page=6](http://ec.europa.eu/priorities/docs/pg_en.pdf#page=6)

<sup>2</sup> [http://ec.europa.eu/priorities/digital-single-market/index\\_en.htm](http://ec.europa.eu/priorities/digital-single-market/index_en.htm)

<sup>3</sup> [http://ec.europa.eu/commission/sites/cwt/files/commissioner\\_mission\\_letters/oettinger\\_en.pdf](http://ec.europa.eu/commission/sites/cwt/files/commissioner_mission_letters/oettinger_en.pdf)

This survey was carried out by TNS Political & Social network in the 28 Member States of the European Union between 7 and 15 January 2015. Some 26,586 respondents from different social and demographic groups were interviewed via telephone (landline and mobile phone) in their mother tongue on behalf of the European Commission, DG for Communications Networks, Content and Technology (DG CONNECT). The methodology used is that of Eurobarometer surveys as carried out by the Directorate-General for Communication ("Strategy, Corporate Communication Actions and Eurobarometer" Unit)<sup>4</sup>. A technical note on the manner in which interviews were conducted by the Institutes within the TNS Political & Social network is appended as an annex to this report. Also included are the interview methods and confidence intervals<sup>5</sup>.

Note: In this report, countries are referred to by their official abbreviation. The abbreviations used in this report correspond to:

| ABBREVIATIONS |                     |      |                                   |
|---------------|---------------------|------|-----------------------------------|
| BE            | Belgium             | LT   | Lithuania                         |
| BG            | Bulgaria            | LU   | Luxembourg                        |
| CZ            | Czech Republic      | HU   | Hungary                           |
| DK            | Denmark             | MT   | Malta                             |
| DE            | Germany             | NL   | The Netherlands                   |
| EE            | Estonia             | AT   | Austria                           |
| IE            | Ireland             | PL   | Poland                            |
| EL            | Greece              | PT   | Portugal                          |
| ES            | Spain               | RO   | Romania                           |
| FR            | France              | SI   | Slovenia                          |
| HR            | Croatia             | SK   | Slovakia                          |
| IT            | Italy               | FI   | Finland                           |
| CY            | Republic of Cyprus* | SE   | Sweden                            |
| LV            | Latvia              | UK   | The United Kingdom                |
|               |                     | EU28 | European Union – 28 Member States |

\* Cyprus as a whole is one of the 28 European Union Member States. However, the 'acquis communautaire' has been suspended in the part of the country which is not controlled by the government of the Republic of Cyprus. For practical reasons, only the interviews carried out in the part of the country controlled by the government of the Republic of Cyprus are included in the 'CY' category and in the EU28 average.

\* \* \* \* \*

*We wish to thank the people throughout the European Union who have given their time to take part in this survey. Without their active participation, this study would not have been possible.*

<sup>4</sup> [http://ec.europa.eu/public\\_opinion/index\\_en.htm](http://ec.europa.eu/public_opinion/index_en.htm)

<sup>5</sup> The results tables are included in the annex. It should be noted that the total of the percentages in the tables of this report may exceed 100% when the respondent has the possibility of giving several answers to the question.

## KEY FINDINGS

### Access to the Internet

- 82% of respondents use the Internet. The countries with the highest proportion of Internet users are located in northern and western areas of the EU.
  - 69% of respondents use the Internet daily or almost daily.
- Respondents are most likely to access the Internet from a personal computer (desktop computer, laptop or netbook) (90%), a mobile device (tablet, mobile phone or e-reader) (73%) or a home entertainment device (Smart TV or game console) (21%).
  - Spain and Italy are the only Member States where smartphone access is more common than access from a laptop/netbook or desktop computer.

### Access to digital content online

- Respondents are most likely to have accessed or downloaded music (60%) and audio-visual content (excluding sports) (59%), followed by video games (37%), sports (35%) and e-books (27%) in the last twelve months.
  - Music and audio-visual content are the most likely to be downloaded or streamed on a daily or weekly basis.
- Respondents are most likely to have paid (either by subscription or per item) to access or download e-books (46%), followed by video games (34%), audio-visual content (30%), music (29%), and sports (19%).
  - Subscriptions are more common than pay-per-item for audio-visual content (20% vs. 15%) and sports (14% vs. 7%).
  - Pay-per-item is the most common option for e-books (39%), video games (20%) and music (19%).
  - E-books and video games represent the types of content that respondents are most likely to access, whether free of charge or for payment: around one in five who accessed online e-books or video games for free, mention that they have also paid for these types of online content over the past 12 months (22% and 18%). The proportion is lower in the case of audio-visual content (16%), music (11%), and sports content (6%).
- Most respondents who have NOT used the Internet in the last 12 months to access or download these types of content say they are not interested in them (63%), while 43% prefer to access them in other ways, such as DVDs, CDs and books.
  - 18% of respondents say that they do not know where or how to access or download these kinds of content.

- At least nine out of ten respondents say that they have been able to find the content they were looking for online. However, less than half of respondents (49%) report that they can *always* find the music they are looking for, while this proportion is 43% for sports, 42% for video games, 32% for audio-visual content and 31% for e-books.

### **Language options when watching films or series**

- Over a quarter of respondents (26%) in the Member States where English is not the official language say that they watch films or series with audio or subtitles in English.
- However, the majority of Europeans say that they only watch films or series that have either audio or subtitles in their national language(s) (62%).
- The younger the respondents, the less likely they are to only watch with audio or subtitles in the national language(s) (45% of those aged 15-24 vs. 57%-71% of older people). They are also more likely to watch in English or other languages. For example, 35% of those aged 15-24 watch in English with no subtitles, compared with 11% of those aged 55+.

### **Cross-border portability of subscriptions**

- Two in ten Internet users (20%) pay a subscription to access online digital content.
- Almost two in ten respondents who pay a subscription (17%) have tried to use it to access online content while in another Member State. Around two in ten (21%) have never tried this, but would be interested in doing so in the future.
- The youngest respondents are the most likely to have tried to use their paid subscription in another Member State (22% of those aged 15-24 vs. 11%-19% of older respondents).
- 33% of those who do not currently have a paid subscription (for audio-visual content, music, e-books or video games) say that if they took out such a service in the future it would be important for them to be able to access it when in another Member State.

### **Cross-border access to digital content online**

- A very limited number of Internet users (8%) have tried to access content through online services generally meant for users in other Member States, most usually audio-visual content (5%).
  - The proportion of respondents who have tried to access online content cross border is higher among people aged 15-24 (17% of those aged 15-24 vs. 4%-10% of older respondents). This is particularly the case for audio-visual content (9% vs. 2%-6%) and music (6% vs. 1%-4%).



- Looking for content unavailable in their country (53%) and a wider choice of content (40%) are the main reasons for which respondents have tried to access online services generally meant for users in other Member States.
- Overall, more than half of respondents (56%) who have tried to access content cross border have experienced problems: in particular 27% only had limited access to the content and could not access or download what they wanted.
- Lack of interest in digital content (54%) and sufficient choice in their own country (51%) are the main reasons why Europeans have not tried to access content through online services generally meant for users in other Member States.
- The respondents who have not tried to access digital content through an online service generally meant for users in another Member State would be most likely to be interested in accessing audio-visual content (29%) or music (23%).

## 1. ACCESS TO THE INTERNET

This section of the report considers Internet penetration across Europe and the frequency of Internet access. The means of accessing the Internet (computer, tablet, mobile phones, etc.) are also discussed.

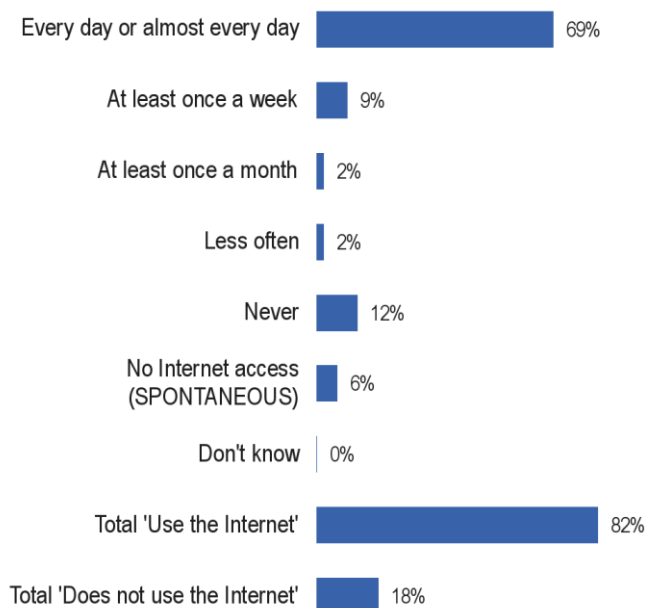
### 1.1. Frequency of Internet access

#### - More than eight out of ten Europeans use the Internet -

A large majority of respondents use the Internet (82%)<sup>6</sup>, with more than two-thirds saying that they do so every day (69%)<sup>7</sup>. A further 9% use the Internet at least once a week, while 2% do so once a month and 2% less often.

Just over one in ten (12%) never use the Internet, while 6% say they have no Internet access.

Q1. Do you use the Internet?



 EU28

Base: all respondents (26,586)

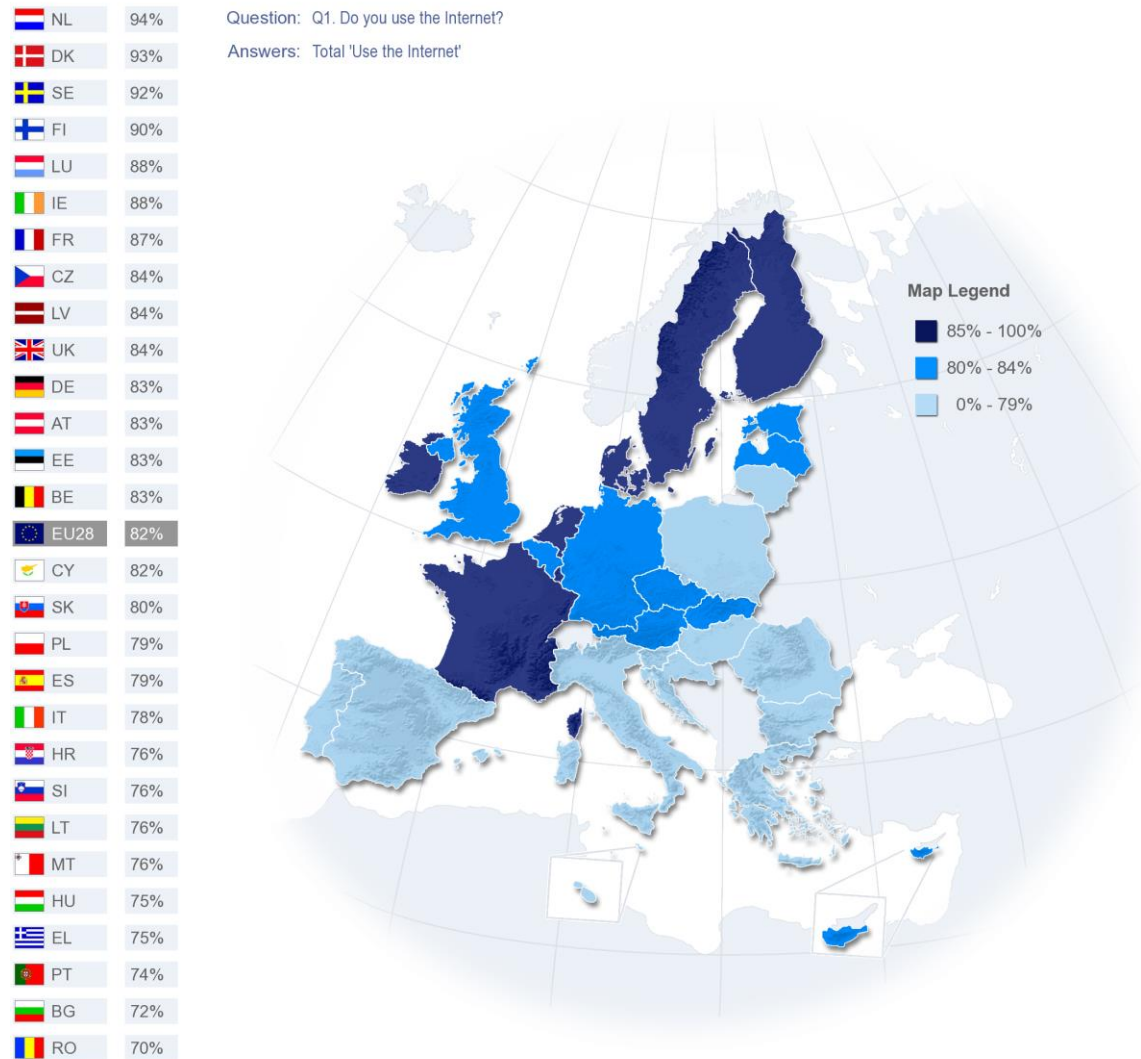
<sup>6</sup> Total 'Use the Internet' represents the aggregated answers: Every day or almost every day; At least once a week; At least once a month; Less often.

<sup>7</sup> Total 'Does not use the Internet' represents the aggregated answers: Never; No Internet access.

<sup>7</sup> Q1 Do you use the Internet? Every day or almost every day; At least once a week; At least once a month; Less often; Never; No Internet access (DO NOT READ OUT); DK/NA.

The map below demonstrates that the proportion of Internet users is higher in northern and western areas of the EU, with at least nine out of ten respondents in the Netherlands (94%), Denmark (93%), Sweden (92%) and Finland (90%) using the Internet.

Romania (70%), Bulgaria (72%) and Portugal (74%) are the only Member States where fewer than three-quarters of respondents use the Internet, but even there this represents a large majority.
































Base: all respondents (26,586)

At least eight out of ten respondents in Denmark (88%), the Netherlands (86%) and Sweden (84%) use the Internet daily or almost daily. In fact, at least half of all respondents in every Member State say they use the Internet daily or almost daily, with those in Romania the least likely to do so (53%).

Poland (12%) and Italy and Romania (both 11%) have the highest proportion of respondents who use the Internet to a limited extent - at least once a week - compared with only 4% in Denmark and Cyprus. Less than one in twenty respondents in any Member State say they use the Internet 'at least once a month', and the same is true for those who use it less often.

Respondents in Bulgaria (25%), Malta (22%), Greece (21%) and Romania (20%) are the most likely to say that they never use the Internet, while in five Member States at least one in ten say that they have no Internet access: Hungary (14%) and Austria, Croatia, Portugal and Romania (all 10%).

## Q1. Do you use the Internet?

|  | Every day or almost every day | At least once a week | At least once a month | Less often | Never | No Internet access (SPONTANEOUS) | Don't know | Total 'Use the Internet' | Total 'Does not use the Internet' |
|--|-------------------------------|----------------------|-----------------------|------------|-------|----------------------------------|------------|--------------------------|-----------------------------------|
|  EU28 | 69%                           | 9%                   | 2%                    | 2%         | 12%   | 6%                               | 0%         | 82%                      | 18%                               |
|  NL   | 86%                           | 7%                   | 1%                    | 0%         | 3%    | 3%                               | 0%         | 94%                      | 6%                                |
|  DK   | 88%                           | 4%                   | 0%                    | 1%         | 4%    | 3%                               | 0%         | 93%                      | 7%                                |
|  SE   | 84%                           | 5%                   | 2%                    | 1%         | 4%    | 4%                               | 0%         | 92%                      | 8%                                |
|  FI   | 79%                           | 9%                   | 1%                    | 1%         | 8%    | 2%                               | 0%         | 90%                      | 10%                               |
|  IE   | 75%                           | 10%                  | 1%                    | 2%         | 11%   | 1%                               | 0%         | 88%                      | 12%                               |
|  LU   | 77%                           | 8%                   | 2%                    | 1%         | 8%    | 4%                               | 0%         | 88%                      | 12%                               |
|  FR   | 73%                           | 10%                  | 2%                    | 2%         | 8%    | 5%                               | 0%         | 87%                      | 13%                               |
|  CZ   | 71%                           | 10%                  | 2%                    | 1%         | 14%   | 2%                               | 0%         | 84%                      | 16%                               |
|  LV   | 74%                           | 7%                   | 2%                    | 1%         | 13%   | 3%                               | 0%         | 84%                      | 16%                               |
|  UK  | 75%                           | 6%                   | 2%                    | 1%         | 13%   | 3%                               | 0%         | 84%                      | 16%                               |
|  BE | 70%                           | 10%                  | 2%                    | 1%         | 10%   | 7%                               | 0%         | 83%                      | 17%                               |
|  DE | 71%                           | 8%                   | 1%                    | 3%         | 8%    | 9%                               | 0%         | 83%                      | 17%                               |
|  EE | 74%                           | 6%                   | 2%                    | 1%         | 10%   | 7%                               | 0%         | 83%                      | 17%                               |
|  AT | 69%                           | 10%                  | 2%                    | 2%         | 7%    | 10%                              | 0%         | 83%                      | 17%                               |
|  CY | 75%                           | 4%                   | 1%                    | 2%         | 13%   | 5%                               | 0%         | 82%                      | 18%                               |
|  SK | 66%                           | 9%                   | 1%                    | 4%         | 15%   | 5%                               | 0%         | 80%                      | 20%                               |
|  ES | 67%                           | 8%                   | 2%                    | 2%         | 17%   | 4%                               | 0%         | 79%                      | 21%                               |
|  PL | 62%                           | 12%                  | 3%                    | 2%         | 17%   | 4%                               | 0%         | 79%                      | 21%                               |
|  IT | 64%                           | 11%                  | 2%                    | 1%         | 14%   | 8%                               | 0%         | 78%                      | 22%                               |
|  HR | 65%                           | 7%                   | 1%                    | 3%         | 14%   | 10%                              | 0%         | 76%                      | 24%                               |
|  LT | 64%                           | 8%                   | 2%                    | 2%         | 17%   | 7%                               | 0%         | 76%                      | 24%                               |
|  MT | 66%                           | 8%                   | 1%                    | 1%         | 22%   | 2%                               | 0%         | 76%                      | 24%                               |
|  SI | 66%                           | 6%                   | 2%                    | 2%         | 17%   | 7%                               | 0%         | 76%                      | 24%                               |
|  EL | 64%                           | 8%                   | 1%                    | 2%         | 21%   | 4%                               | 0%         | 75%                      | 25%                               |
|  HU | 62%                           | 9%                   | 1%                    | 3%         | 11%   | 14%                              | 0%         | 75%                      | 25%                               |
|  PT | 63%                           | 7%                   | 1%                    | 3%         | 16%   | 10%                              | 0%         | 74%                      | 26%                               |
|  BG | 60%                           | 6%                   | 2%                    | 4%         | 25%   | 3%                               | 0%         | 72%                      | 28%                               |
|  RO | 53%                           | 11%                  | 3%                    | 3%         | 20%   | 10%                              | 0%         | 70%                      | 30%                               |

Base: all respondents (26,586)

**Socio-demographic analysis** shows that men are more likely to use the Internet than women (86% vs. 77%), and that they are more likely to use it daily or almost daily (74% vs. 64%).

Respondents aged 55+ are much less likely than younger respondents to use the Internet (58% vs. 90%-99%). Furthermore, the younger the respondent, the more likely they are to use the Internet daily or almost daily: 94% of 15-24 year olds do so, compared with 75% of 40-54 year olds and 43% of those aged 55+. More than one in ten of the respondents aged 55+ say that they have no Internet access (14%), compared with 2% or less for respondents in all the younger age groups.

The longer a respondent remained in education<sup>8</sup>, the more likely they are to use the Internet: 42% of those with the lowest education levels use the Internet, compared with 92% of those who completed education aged 20+. The same pattern applies to daily or almost daily use. Almost one in five of those who completed education aged 15 or younger say they do not have Internet access (19%).

In terms of occupation, employees and the self-employed are more likely to use the Internet than manual workers and those who are not working (96% and 93% vs. 86% and 68% respectively).

Q1 Do you use the Internet?

|                                    | Every day or almost every day | At least once a week | At least once a month | Less often | Never | No Internet access (SPONTANEOUS) | Don't know | Total 'Use the Internet' | Total 'Does not use the Internet' |
|------------------------------------|-------------------------------|----------------------|-----------------------|------------|-------|----------------------------------|------------|--------------------------|-----------------------------------|
| EU28                               | 69%                           | 9%                   | 2%                    | 2%         | 12%   | 6%                               | 0%         | 82%                      | 18%                               |
| <b>Sex</b>                         |                               |                      |                       |            |       |                                  |            |                          |                                   |
| Male                               | 74%                           | 8%                   | 2%                    | 2%         | 10%   | 4%                               | 0%         | 86%                      | 14%                               |
| Female                             | 64%                           | 9%                   | 2%                    | 2%         | 15%   | 8%                               | 0%         | 77%                      | 23%                               |
| <b>Age</b>                         |                               |                      |                       |            |       |                                  |            |                          |                                   |
| 15-24                              | 94%                           | 4%                   | 0%                    | 1%         | 1%    | 0%                               | 0%         | 99%                      | 1%                                |
| 25-39                              | 88%                           | 7%                   | 1%                    | 1%         | 2%    | 1%                               | 0%         | 97%                      | 3%                                |
| 40-54                              | 75%                           | 10%                  | 2%                    | 3%         | 8%    | 2%                               | 0%         | 90%                      | 10%                               |
| 55 +                               | 43%                           | 11%                  | 2%                    | 2%         | 28%   | 14%                              | 0%         | 58%                      | 42%                               |
| <b>Education (End of)</b>          |                               |                      |                       |            |       |                                  |            |                          |                                   |
| 15-                                | 28%                           | 9%                   | 2%                    | 3%         | 39%   | 19%                              | 0%         | 42%                      | 58%                               |
| 16-19                              | 65%                           | 11%                  | 2%                    | 2%         | 13%   | 7%                               | 0%         | 80%                      | 20%                               |
| 20+                                | 81%                           | 8%                   | 2%                    | 1%         | 6%    | 2%                               | 0%         | 92%                      | 8%                                |
| Still studying                     | 95%                           | 4%                   | 1%                    | 0%         | 0%    | 0%                               | 0%         | 100%                     | 0%                                |
| <b>Respondent occupation scale</b> |                               |                      |                       |            |       |                                  |            |                          |                                   |
| Self-employed                      | 83%                           | 6%                   | 2%                    | 2%         | 6%    | 1%                               | 0%         | 93%                      | 7%                                |
| Employee                           | 87%                           | 7%                   | 1%                    | 1%         | 3%    | 1%                               | 0%         | 96%                      | 4%                                |
| Manual workers                     | 61%                           | 17%                  | 4%                    | 4%         | 11%   | 3%                               | 0%         | 86%                      | 14%                               |
| Not working                        | 55%                           | 9%                   | 2%                    | 2%         | 21%   | 11%                              | 0%         | 68%                      | 32%                               |

Base: all respondents (26,586)

<sup>8</sup> The level of education is assessed by analysing results obtained for the following question: D4. How old were you when you stopped full-time education (open-ended numerical question). Answers are grouped in the following categories: 15-; 16-19; 20+; Still studying.

## 1.2. Means of Internet access

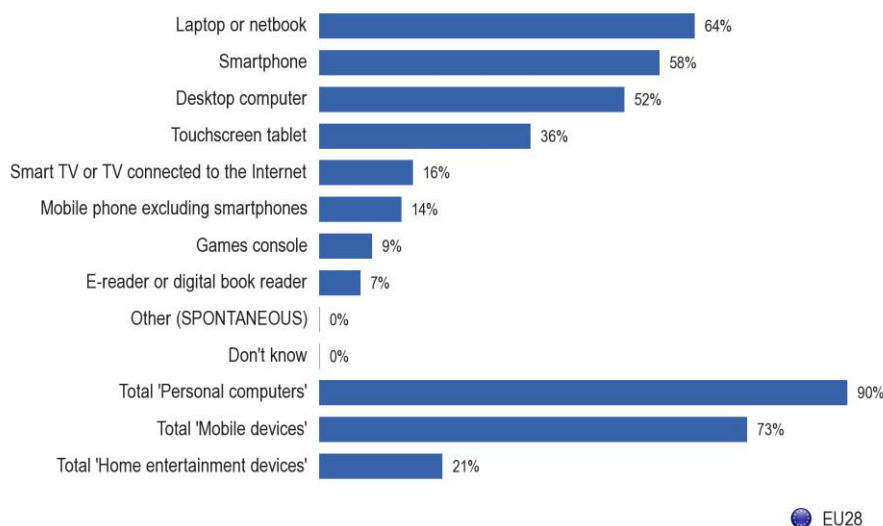
### - While personal computers remain the most common means of Internet access, mobile devices are catching up fast -

Respondents who use the Internet were asked what devices they use to go online<sup>9</sup>. Almost three-quarters use a laptop or netbook (64%), while 58% use a smartphone. Both of these devices are more likely to be mentioned than desktop computers (52%).

More than one-third use a tablet (36%), while 16% access the Internet via a Smart TV and 14% use a mobile phone that is not a smartphone. Game consoles (9%) and e-readers (7%) are least likely to be mentioned.

Expressed in more general terms, 90% of respondents access the Internet from a personal computer, 73% via a mobile device, and 21% using a home entertainment device<sup>10</sup>.

Q2. What devices do you use to access the Internet? (MULTIPLE ANSWERS POSSIBLE)



Base: Internet users (N=21,692, 82% of all respondents)

<sup>9</sup> Q2 What devices do you use to access the Internet? (MULTIPLE ANSWERS POSSIBLE) Desktop computer; Laptop or netbook; Touchscreen tablet; Smartphone; Mobile phone excluding smartphones; Smart TV or TV connected to the Internet; Games console; E-reader or digital book reader; Other (DO NOT READ OUT); DK/NA.

<sup>10</sup> Total 'Personal computers' represents the aggregated answers: Desktop computer; Laptop or netbook.

Total 'Mobile devices' represents the aggregated answers: Touchscreen tablet; Smartphone; Mobile phone excluding smartphones; E-reader or digital book reader.

Total 'Home entertainment' represents the aggregated answers: Smart TV or TV connected to the Internet; Games console.

In 23 Member States, respondents with Internet access are most likely to use a **laptop or netbook** to go online, most strikingly in Denmark (79%), Sweden (77%), Belgium and Portugal (both 76%) and Finland (75%). Across the EU, those in Romania (48%) and Slovenia (49%) are the least likely to use a laptop or netbook, although this is still the most mentioned device in Romania.

In Spain (71%) and Italy (61%) respondents are most likely to say that they use the Internet on their **smartphone** rather than other devices. Those in Spain are also more likely than respondents in any other Member State to mention a smartphone, followed by people in Denmark (70%) and Sweden, the UK and Ireland (all 69%). This compares with 28% in Slovakia and 37% in Romania and Bulgaria.

In Slovenia, Hungary and Croatia respondents are most likely to say that they access the Internet using a **desktop computer** (63%, 61% and 57% respectively). Desktop computers are also widely mentioned by respondents in the Czech Republic (63%) and Luxembourg and Latvia (both 61%). Those in Cyprus (31%), Portugal (36%) and Ireland (40%) are least likely to mention desktop computers.

At least one in five respondents in 26 Member States say that they access the Internet using a **tablet**, although the UK (59%), the Netherlands and Denmark (both 52%) are the only Member States where at least half do so. This compares with 15% of respondents in Hungary and 19% in Croatia.

**Smart TVs** are most likely to be mentioned by respondents in the UK (31%), Sweden (28%), Belgium (22%) and Denmark (21%), and least likely to be mentioned in Italy (4%) and Romania, Malta and Cyprus (all 5%).






























Respondents in Spain (29%), Slovakia (27%) and Portugal (25%) are most likely to say that they access the Internet via a **mobile phone** that is not a smartphone. It is worth noting that Spain also has the highest proportion of respondents who access the Internet via a smartphone. Respondents living in Malta and Estonia (both 3%) and Germany (4%) are the least likely to mention a mobile phone that is not a smartphone.

In nine Member States at least one in ten respondents access the Internet on a **game console**, particularly in the UK (23%). Respondents in Sweden (20%) and the UK (19%) are the most likely to say that they access the Internet on an **e-reader**.

Expressed in more general terms, at least 80% of respondents in every Member State access the Internet using a personal computer (desktop computer, laptop or netbook). Respondents in Spain, Sweden and the UK (all 87%) are the most likely to use a mobile device (tablet, mobile phone, or e-reader), while those in the UK (41%) and Sweden (34%) are the most likely to use a home entertainment device (Smart TV or game console).



## Q2 What devices do you use to access the Internet? (MULTIPLE ANSWERS POSSIBLE)

|  | Laptop or netbook | Smart-phone | Desktop computer | Touch-screen tablet | Smart TV or TV connected to the Internet | Mobile phone excluding smart-phones | Games console | E-reader or digital book reader | Other (DO NOT READ OUT) | Don't know | Total 'Personal computers' | Total 'Mobile devices' | Total 'Home entertainment devices' |
|--|-------------------|-------------|------------------|---------------------|--|-------------------------------------|---------------|---------------------------------|-------------------------|------------|----------------------------|------------------------|------------------------------------|
|  EU27 | 64%               | 58%         | 52%              | 36%                 | 16%                                      | 14%                                 | 9%            | 7%                              | 0%                      | 0%         | 90%                        | 73%                    | 21%                                |
|  BE   | 76%               | 54%         | 51%              | 42%                 | 22%                                      | 21%                                 | 14%           | 5%                              | 0%                      | 0%         | 95%                        | 76%                    | 29%                                |
|  BG   | 62%               | 37%         | 53%              | 25%                 | 7%                                       | 17%                                 | 2%            | 4%                              | 0%                      | 0%         | 92%                        | 58%                    | 8%                                 |
|  CZ   | 68%               | 41%         | 63%              | 31%                 | 13%                                      | 18%                                 | 5%            | 6%                              | 0%                      | 0%         | 96%                        | 63%                    | 17%                                |
|  DK   | 79%               | 70%         | 46%              | 52%                 | 21%                                      | 6%                                  | 11%           | 3%                              | 0%                      | 0%         | 95%                        | 84%                    | 27%                                |
|  DE   | 64%               | 59%         | 54%              | 30%                 | 15%                                      | 4%                                  | 7%            | 6%                              | 1%                      | 0%         | 92%                        | 67%                    | 18%                                |
|  EE   | 66%               | 55%         | 54%              | 26%                 | 11%                                      | 3%                                  | 3%            | 3%                              | 0%                      | 0%         | 95%                        | 63%                    | 13%                                |
|  IE   | 70%               | 69%         | 40%              | 41%                 | 13%                                      | 9%                                  | 14%           | 9%                              | 1%                      | 0%         | 86%                        | 81%                    | 23%                                |
|  EL   | 70%               | 51%         | 45%              | 33%                 | 8%                                       | 10%                                 | 6%            | 3%                              | 0%                      | 0%         | 92%                        | 66%                    | 12%                                |
|  ES   | 63%               | 71%         | 55%              | 43%                 | 18%                                      | 29%                                 | 14%           | 12%                             | 0%                      | 0%         | 87%                        | 87%                    | 28%                                |
|  FR   | 65%               | 53%         | 57%              | 39%                 | 18%                                      | 14%                                 | 11%           | 3%                              | 0%                      | 0%         | 93%                        | 72%                    | 24%                                |
|  HR   | 55%               | 48%         | 57%              | 19%                 | 10%                                      | 15%                                 | 3%            | 2%                              | 0%                      | 0%         | 90%                        | 64%                    | 12%                                |
|  IT   | 50%               | 61%         | 48%              | 23%                 | 4%                                       | 5%                                  | 2%            | 2%                              | 1%                      | 0%         | 80%                        | 69%                    | 5%                                 |
|  CY   | 71%               | 51%         | 31%              | 38%                 | 5%                                       | 17%                                 | 1%            | 1%                              | 0%                      | 0%         | 85%                        | 75%                    | 6%                                 |
|  LV   | 67%               | 50%         | 61%              | 32%                 | 19%                                      | 18%                                 | 5%            | 6%                              | 0%                      | 0%         | 96%                        | 70%                    | 22%                                |
|  LT   | 60%               | 47%         | 57%              | 21%                 | 8%                                       | 11%                                 | 3%            | 1%                              | 0%                      | 0%         | 93%                        | 59%                    | 10%                                |
|  LU   | 66%               | 64%         | 61%              | 48%                 | 15%                                      | 11%                                 | 11%           | 7%                              | 0%                      | 0%         | 93%                        | 81%                    | 23%                                |
|  HU   | 57%               | 50%         | 61%              | 15%                 | 8%                                       | 8%                                  | 3%            | 2%                              | 1%                      | 0%         | 94%                        | 58%                    | 10%                                |
|  MT  | 59%               | 52%         | 45%              | 33%                 | 5%                                       | 3%                                  | 2%            | 1%                              | 0%                      | 0%         | 86%                        | 64%                    | 7%                                 |
|  NL | 70%               | 65%         | 56%              | 52%                 | 19%                                      | 14%                                 | 10%           | 8%                              | 1%                      | 0%         | 95%                        | 83%                    | 25%                                |
|  AT | 65%               | 60%         | 56%              | 31%                 | 12%                                      | 6%                                  | 8%            | 7%                              | 1%                      | 0%         | 93%                        | 72%                    | 16%                                |
|  PL | 69%               | 46%         | 46%              | 25%                 | 14%                                      | 16%                                 | 4%            | 6%                              | 0%                      | 0%         | 94%                        | 63%                    | 16%                                |
|  PT | 76%               | 45%         | 36%              | 33%                 | 10%                                      | 25%                                 | 6%            | 2%                              | 1%                      | 0%         | 92%                        | 70%                    | 14%                                |
|  RO | 48%               | 37%         | 46%              | 24%                 | 5%                                       | 21%                                 | 2%            | 1%                              | 0%                      | 0%         | 81%                        | 64%                    | 6%                                 |
|  SI | 49%               | 41%         | 63%              | 22%                 | 9%                                       | 13%                                 | 2%            | 2%                              | 0%                      | 0%         | 93%                        | 56%                    | 10%                                |
|  SK | 61%               | 28%         | 45%              | 21%                 | 6%                                       | 27%                                 | 2%            | 1%                              | 0%                      | 0%         | 88%                        | 59%                    | 6%                                 |
|  FI | 75%               | 65%         | 54%              | 38%                 | 15%                                      | 9%                                  | 9%            | 3%                              | 0%                      | 0%         | 97%                        | 75%                    | 21%                                |
|  SE | 77%               | 69%         | 53%              | 48%                 | 28%                                      | 23%                                 | 13%           | 20%                             | 0%                      | 0%         | 97%                        | 87%                    | 34%                                |
|  UK | 71%               | 69%         | 51%              | 59%                 | 31%                                      | 19%                                 | 23%           | 19%                             | 0%                      | 0%         | 90%                        | 87%                    | 41%                                |

| Highest percentage per country | Lowest percentage per country |
|--------------------------------|-------------------------------|
| Highest percentage per item    | Lowest percentage per item    |

Base: Internet users (N=21,692, 82% of all respondents)

**Socio-demographic analysis** reveals the following:

- Men are more likely than women to use a desktop computer (56% vs. 48%), a smartphone (61% vs. 55%) or a game console (12% vs. 6%) to access the Internet.
- The older the respondent, the less likely they are to use a smartphone or a game console to access the Internet. For example, 83% of 15-24 year olds use a smartphone, compared with 32% of those aged 55 or older. In addition, those aged 15-39 are the least likely to use a desktop computer to access the Internet (42%-47% vs. 57%-59% of older respondents), but the most likely to use a laptop or a netbook (68%-69% vs. 59%-62% of older respondents).
- The longer a respondent remained in education, the more likely they are to use a desktop computer, laptop/netbook, tablet or smartphone to access the Internet. For example 49% of respondents with the lowest education levels use a laptop, compared with 69% of those with the highest levels.
- Employees and the self-employed are the most likely to use a tablet (41%-44%) or a smartphone (63%-64%) to access the Internet.

In addition, respondents who use the Internet daily or almost daily are the most likely to use a laptop or netbook (67%) or a smartphone (64%).

Of those respondents who access the Internet using a personal computer, 71% also use a mobile device to do so, and 22% also use a home entertainment device.

Of those who use a mobile device to access the Internet, 87% also use a personal computer and 26% a home entertainment device.

Finally, 93% of those who use a home entertainment device to access the Internet also use a personal computer and the same proportion (93%) also use a mobile device.

## Q2 What devices do you use to access the Internet? (MULTIPLE ANSWERS POSSIBLE)

|  | Laptop or netbook | Smart-phone | Desktop computer | Touch-screen tablet | Smart TV or TV connected to the Internet | Mobile phone excluding smart-phones | Games console | E-reader or digital book reader | Other (DO NOT READ OUT) | Don't know | Total 'Personal computers' | Total 'Mobile devices' | Total 'Home entertainment devices' |
|--|-------------------|-------------|------------------|---------------------|--|-------------------------------------|---------------|---------------------------------|-------------------------|------------|----------------------------|------------------------|------------------------------------|
| EU28                                       | 64%               | 58%         | 52%              | 36%                 | 16%                                      | 14%                                 | 9%            | 7%                              | 0%                      | 0%         | 90%                        | 73%                    | 21%                                |
| <b>Sex</b>                                 |                   |             |                  |                     |  |                                     |               |                                 |                         |            |                            |                        |                                    |
| Male                                       | 64%               | 61%         | 56%              | 36%                 | 16%                                      | 13%                                 | 12%           | 6%                              | 0%                      | 0%         | 91%                        | 74%                    | 23%                                |
| Female                                     | 64%               | 55%         | 48%              | 36%                 | 15%                                      | 15%                                 | 6%            | 8%                              | 0%                      | 0%         | 89%                        | 73%                    | 18%                                |
| <b>Age</b>                                 |                   |             |                  |                     |  |                                     |               |                                 |                         |            |                            |                        |                                    |
| 15-24                                      | 68%               | 83%         | 42%              | 34%                 | 17%                                      | 15%                                 | 19%           | 6%                              | 0%                      | 0%         | 87%                        | 92%                    | 29%                                |
| 25-39                                      | 69%               | 72%         | 47%              | 44%                 | 19%                                      | 13%                                 | 13%           | 7%                              | 0%                      | 0%         | 88%                        | 85%                    | 26%                                |
| 40-54                                      | 62%               | 51%         | 59%              | 38%                 | 15%                                      | 15%                                 | 6%            | 8%                              | 0%                      | 0%         | 91%                        | 69%                    | 18%                                |
| 55+  | 59%               | 32%         | 57%              | 27%                 | 11%                                      | 13%                                 | 2%            | 7%                              | 0%                      | 0%         | 93%                        | 52%                    | 12%                                |
| <b>Education (End of)</b>                  |                   |             |                  |                     |  |                                     |               |                                 |                         |            |                            |                        |                                    |
| 15-  | 49%               | 40%         | 44%              | 27%                 | 13%                                      | 19%                                 | 5%            | 5%                              | 0%                      | 0%         | 80%                        | 63%                    | 15%                                |
| 16-19                                      | 58%               | 54%         | 51%              | 34%                 | 15%                                      | 14%                                 | 10%           | 7%                              | 0%                      | 0%         | 87%                        | 71%                    | 20%                                |
| 20+  | 69%               | 57%         | 56%              | 39%                 | 17%                                      | 13%                                 | 7%            | 8%                              | 0%                      | 0%         | 94%                        | 72%                    | 20%                                |
| Still studying                             | 72%               | 84%         | 45%              | 35%                 | 15%                                      | 14%                                 | 17%           | 5%                              | 0%                      | 0%         | 90%                        | 91%                    | 27%                                |
| <b>Respondent occupation scale</b>         |                   |             |                  |                     |  |                                     |               |                                 |                         |            |                            |                        |                                    |
| Self-employed                              | 66%               | 63%         | 57%              | 41%                 | 16%                                      | 13%                                 | 7%            | 8%                              | 0%                      | 0%         | 93%                        | 77%                    | 20%                                |
| Employee                                   | 69%               | 64%         | 58%              | 44%                 | 20%                                      | 13%                                 | 11%           | 9%                              | 0%                      | 0%         | 93%                        | 78%                    | 25%                                |
| Manual workers                             | 54%               | 52%         | 51%              | 29%                 | 14%                                      | 15%                                 | 10%           | 4%                              | 1%                      | 0%         | 85%                        | 69%                    | 19%                                |
| Not working                                | 61%               | 52%         | 46%              | 28%                 | 11%                                      | 15%                                 | 8%            | 5%                              | 0%                      | 0%         | 88%                        | 68%                    | 17%                                |
| <b>Use of Internet</b>                     |                   |             |                  |                     |  |                                     |               |                                 |                         |            |                            |                        |                                    |
| Every day                                  | 67%               | 64%         | 53%              | 39%                 | 17%                                      | 14%                                 | 11%           | 8%                              | 0%                      | 0%         | 91%                        | 78%                    | 23%                                |
| At least once a week                       | 52%               | 27%         | 47%              | 19%                 | 8%                                       | 13%                                 | 3%            | 3%                              | 0%                      | 0%         | 87%                        | 48%                    | 9%                                 |
| At least once a month                      | 45%               | 19%         | 44%              | 10%                 | 7%                                       | 14%                                 | 2%            | 3%                              | 1%                      | 0%         | 80%                        | 39%                    | 8%                                 |
| Less often                                 | 39%               | 15%         | 44%              | 14%                 | 5%                                       | 18%                                 | 1%            | 3%                              | 1%                      | 0%         | 74%                        | 38%                    | 6%                                 |
| Never                                      | 0%                | 0%          | 0%               | 0%                  | 0%                                       | 0%                                  | 0%            | 0%                              | 0%                      | 0%         | 0%                         | 0%                     | 0%                                 |
| No access                                  | 0%                | 0%          | 0%               | 0%                  | 0%                                       | 0%                                  | 0%            | 0%                              | 0%                      | 0%         | 0%                         | 0%                     | 0%                                 |
| Total 'Use the Internet'                   | 64%               | 58%         | 52%              | 36%                 | 16%                                      | 14%                                 | 9%            | 7%                              | 0%                      | 0%         | 90%                        | 73%                    | 21%                                |
| Total 'Does not use the Internet'          | 0%                | 0%          | 0%               | 0%                  | 0%                                       | 0%                                  | 0%            | 0%                              | 0%                      | 0%         | 0%                         | 0%                     | 0%                                 |
| <b>Devices used to access the Internet</b> |                   |             |                  |                     |  |                                     |               |                                 |                         |            |                            |                        |                                    |
| Desktop computer                           | 50%               | 56%         | 100%             | 39%                 | 18%                                      | 14%                                 | 10%           | 9%                              | 0%                      | 0%         | 100%                       | 71%                    | 23%                                |
| Laptop or netbook                          | 100%              | 62%         | 41%              | 39%                 | 19%                                      | 15%                                 | 11%           | 9%                              | 0%                      | 0%         | 100%                       | 76%                    | 25%                                |
| Touchscreen tablet                         | 70%               | 75%         | 57%              | 100%                | 27%                                      | 18%                                 | 16%           | 13%                             | 0%                      | 0%         | 89%                        | 100%                   | 35%                                |
| Smartphone                                 | 69%               | 100%        | 51%              | 47%                 | 21%                                      | 9%                                  | 14%           | 9%                              | 0%                      | 0%         | 89%                        | 100%                   | 29%                                |
| Mobile phone                               | 68%               | 38%         | 54%              | 46%                 | 23%                                      | 100%                                | 14%           | 13%                             | 1%                      | 0%         | 87%                        | 100%                   | 31%                                |
| TV   | 78%               | 79%         | 59%              | 62%                 | 100%                                     | 21%                                 | 27%           | 17%                             | 0%                      | 0%         | 94%                        | 92%                    | 100%                               |
| Games console                              | 77%               | 87%         | 57%              | 62%                 | 45%                                      | 22%                                 | 100%          | 17%                             | 0%                      | 0%         | 94%                        | 96%                    | 100%                               |
| E-reader or digital book reader            | 83%               | 78%         | 64%              | 68%                 | 38%                                      | 25%                                 | 23%           | 100%                            | 0%                      | 0%         | 96%                        | 100%                   | 48%                                |
| Other                                      | 52%               | 35%         | 36%              | 33%                 | 15%                                      | 23%                                 | 11%           | 5%                              | 100%                    | 0%         | 71%                        | 65%                    | 21%                                |
| Total 'Personal computers'                 | 71%               | 57%         | 58%              | 35%                 | 16%                                      | 13%                                 | 10%           | 8%                              | 0%                      | 0%         | 100%                       | 71%                    | 22%                                |
| Total 'Mobile devices'                     | 67%               | 79%         | 51%              | 49%                 | 20%                                      | 19%                                 | 12%           | 10%                             | 0%                      | 0%         | 87%                        | 100%                   | 26%                                |
| Total 'Home entertainment devices'         | 77%               | 80%         | 58%              | 60%                 | 75%                                      | 21%                                 | 45%           | 16%                             | 0%                      | 0%         | 93%                        | 93%                    | 100%                               |

Base: Internet users (N=21,692, 82% of all respondents)

## 2. ACCESS TO DIGITAL CONTENT ONLINE

This section of the report explores the different kinds of content Europeans access online, including audio-visual content, sports, music, e-books and video games. The frequency with which they access these types of content is also considered, as well as whether the access is free or paid (either by subscription or per item).

The availability of different digital content in Member States and the websites used to access it are reviewed, as along with the reasons why Europeans choose not to access digital content online.

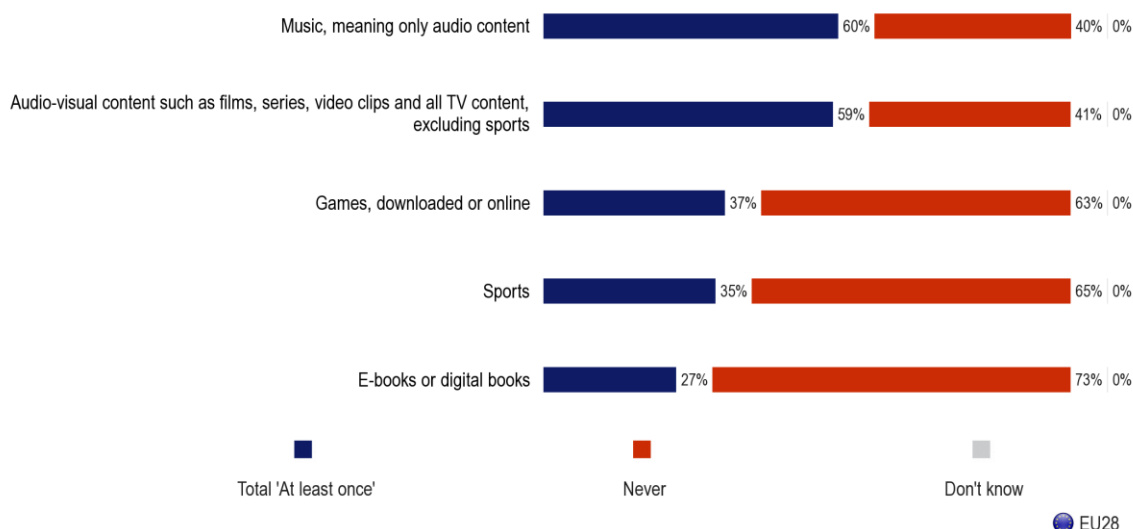
### 2.1. Frequency and type of access

Internet users were asked how often they had accessed or downloaded different types of content via the Internet<sup>11</sup>. Respondents are most likely to have accessed or downloaded music (60%)<sup>12</sup> and audio-visual content (excluding sports) (59%), followed by video games (37%) and sports (35%). They are least likely to have accessed or downloaded e-books or digital books in the last 12 months (27%).

Music and audio-visual content are the most likely to be used on a daily or weekly basis: 16% download or access music daily or almost daily, and 18% do so at least weekly; for audio-visual content the figures are 14% and 21% respectively.

Video games, sports and e-books are less likely to be accessed or downloaded daily or weekly.

Q3. Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:



Base: Internet users (N=21,692, 82% of all respondents)

<sup>11</sup> Q3.1. Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following: Audio-visual content such as films, series, video clips and all TV content, excluding sports; Sports; Music, meaning only audio content; E-books or digital books; Games, downloaded or online.

<sup>12</sup> Total 'At least once' represents the aggregated answers: Every day or almost every day; At least once a week; At least once a month; Less often.

Respondents are most likely to have paid (either by subscription or per item) to access or download e-books (46%), followed by video games (34%), audio-visual content (30%), music (29%), and sports (19%). When it comes to types of payments, subscriptions are more popular than pay-per-item for audio-visual content (20% vs. 15%) and sports (14% vs. 7%). However, pay-per-item is more popular for music (19%), e-books (39%) and video games (20%). In the case of video games it is worth noting that almost as many have started playing a free video game, but then purchased items related to the video game (16%).

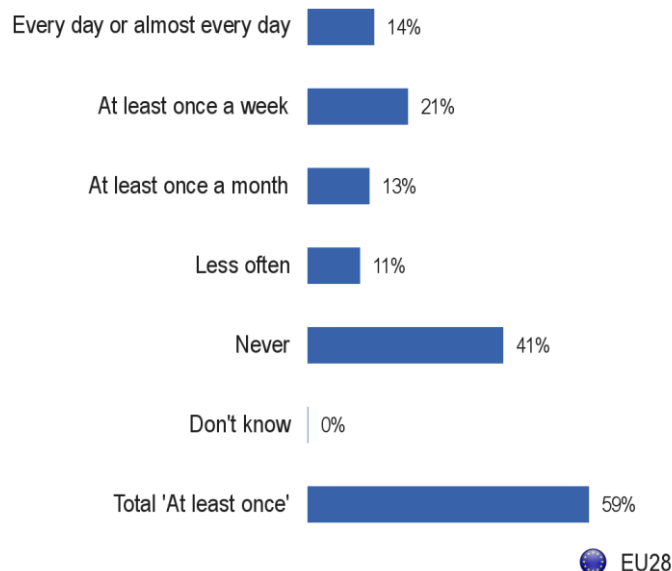
The following sections will consider the results for each type of content in more detail.

### 2.1.1. Audio-visual content

More than half of all Internet users have accessed or downloaded audio-visual content at least once in the past 12 months (59%): 14% have done so daily or almost daily, while 21% have done so at least once a week. Just over one in ten (13%) have done so at least one a month, while 11% have accessed or downloaded audio-visual content less often.

Q3.1. Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:

Audio-visual content such as films, series, video clips and all TV content, excluding sports
































Base: Internet users (N=21,692, 82% of all respondents)

In all but one Member State at least half of all Internet users have accessed or downloaded audio-visual content at least once in the last 12 months, with respondents in Latvia (79%) and Cyprus and Finland (both 72%) the most likely to have done so. The exception is Italy, where 46% have accessed or downloaded audio-visual content at least once in the last 12 months.

In nine Member States at least one in five Internet users say that they access or download audio-visual content daily or almost daily, with respondents in Cyprus (27%), Latvia (25%) and Ireland and Denmark (both 24%) the most likely to do so. In contrast just 6% of respondents in Italy and 9% in Spain say the same.

In 22 Member States, at least one in five say that they access or download audio-visual content at least once a week, and this is particularly the case in Latvia (32%), and in Cyprus, Romania and Poland (all 29%). Those in Lithuania (17%), the Czech Republic and Finland are the most likely to say that they access or download this kind of content at least once a month (16% each), while 18% of those in Croatia say they do so less frequently.

**Q3.1. Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:  
Audio-visual content such as films, series, video clips and all TV content, excluding sports**

|  | Every day or almost every day | At least once a week | At least once a month | Less often | Never | Don't know | Total 'At least once' |
|--|-------------------------------|----------------------|-----------------------|------------|-------|------------|-----------------------|
|  EU28 | 14%                           | 21%                  | 13%                   | 11%        | 41%   | 0%         | 59%                   |
|  LV   | 25%                           | 32%                  | 12%                   | 10%        | 21%   | 0%         | 79%                   |
|  CY   | 27%                           | 29%                  | 9%                    | 7%         | 28%   | 0%         | 72%                   |
|  FI   | 16%                           | 28%                  | 16%                   | 12%        | 28%   | 0%         | 72%                   |
|  BG   | 19%                           | 24%                  | 14%                   | 14%        | 28%   | 1%         | 71%                   |
|  CZ   | 20%                           | 25%                  | 16%                   | 10%        | 29%   | 0%         | 71%                   |
|  IE   | 24%                           | 26%                  | 10%                   | 11%        | 29%   | 0%         | 71%                   |
|  RO   | 19%                           | 29%                  | 11%                   | 12%        | 29%   | 0%         | 71%                   |
|  SE   | 21%                           | 27%                  | 14%                   | 8%         | 30%   | 0%         | 70%                   |
|  DK   | 24%                           | 25%                  | 12%                   | 8%         | 31%   | 0%         | 69%                   |
|  HR | 19%                           | 20%                  | 12%                   | 18%        | 31%   | 0%         | 69%                   |
|  PL | 13%                           | 29%                  | 14%                   | 13%        | 31%   | 0%         | 69%                   |
|  EL | 21%                           | 24%                  | 14%                   | 9%         | 32%   | 0%         | 68%                   |
|  UK | 20%                           | 21%                  | 14%                   | 13%        | 32%   | 0%         | 68%                   |
|  LT | 15%                           | 25%                  | 17%                   | 9%         | 34%   | 0%         | 66%                   |
|  PT | 20%                           | 21%                  | 14%                   | 9%         | 36%   | 0%         | 64%                   |
|  SI | 17%                           | 23%                  | 11%                   | 13%        | 36%   | 0%         | 64%                   |
|  SK | 17%                           | 21%                  | 13%                   | 13%        | 36%   | 0%         | 64%                   |
|  NL | 17%                           | 23%                  | 12%                   | 11%        | 37%   | 0%         | 63%                   |
|  HU | 14%                           | 26%                  | 11%                   | 10%        | 39%   | 0%         | 61%                   |
|  AT | 14%                           | 20%                  | 13%                   | 13%        | 40%   | 0%         | 60%                   |
|  EE | 10%                           | 25%                  | 14%                   | 10%        | 41%   | 0%         | 59%                   |
|  BE | 15%                           | 18%                  | 10%                   | 12%        | 45%   | 0%         | 55%                   |
|  LU | 14%                           | 18%                  | 13%                   | 9%         | 46%   | 0%         | 54%                   |
|  MT | 18%                           | 19%                  | 10%                   | 7%         | 46%   | 0%         | 54%                   |
|  DE | 11%                           | 18%                  | 12%                   | 12%        | 46%   | 1%         | 53%                   |
|  ES | 9%                            | 20%                  | 13%                   | 9%         | 49%   | 0%         | 51%                   |
|  FR | 10%                           | 15%                  | 14%                   | 12%        | 49%   | 0%         | 51%                   |
|  IT | 6%                            | 17%                  | 13%                   | 10%        | 54%   | 0%         | 46%                   |

Base: Internet users (N=21,692, 82% of all respondents)

**Socio-demographic analysis** shows the following:

- Men are more likely to have accessed audio-visual content online than women (62% vs. 55%).
- The younger the respondents, the more likely they are to have accessed audio-visual content online: 80% of 15-24 year olds have done so at least once in the past 12 months, compared with 36% of those aged 55+.
- The longer a respondent remained in education, the more likely they are to have accessed audio-visual content online: 38% of those with the lowest education levels have done so, compared with 60% of those with the highest levels of education.
- The larger the town the respondent lives in, the more likely they are to have accessed or downloaded audio-visual content (village: 55%, large town: 63%).

Perhaps not surprisingly, those who use the Internet every day or almost every day are the most likely to have accessed audio-visual content online in the last 12 months (64% of daily Internet users vs. 27%-35% of those using the Internet weekly or less often).

Those who use a game console (79%), TV or e-reader (both 75%) to access the Internet are the most likely to have accessed audio-visual content online (59%-69% for other devices), and in particular are the most likely to access audio-visual content daily or almost daily (22%-29% vs. 14%-18%).



Q3.1 Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:

Audio-visual content such as films, series, video clips and all TV content, excluding sports

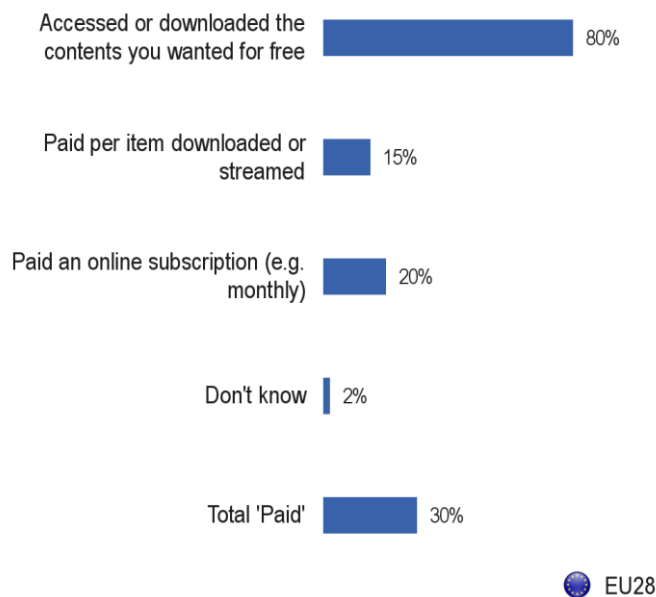
|  | Every day or almost every day | At least once a week | At least once a month | Less often | Never | Don't know | Total 'At least once' |
|--|-------------------------------|----------------------|-----------------------|------------|-------|------------|-----------------------|
| EU28                                       | 14%                           | 21%                  | 13%                   | 11%        | 41%   | 0%         | 59%                   |
| <b>Sex</b>                                 |                               |                      |                       |            |       |            |                       |
| Male                                       | 16%                           | 23%                  | 13%                   | 10%        | 38%   | 0%         | 62%                   |
| Female                                     | 11%                           | 18%                  | 13%                   | 13%        | 45%   | 0%         | 55%                   |
| <b>Age</b>                                 |                               |                      |                       |            |       |            |                       |
| 15-24                                      | 27%                           | 28%                  | 17%                   | 8%         | 19%   | 1%         | 80%                   |
| 25-39                                      | 18%                           | 27%                  | 13%                   | 13%        | 29%   | 0%         | 71%                   |
| 40-54                                      | 9%                            | 18%                  | 13%                   | 13%        | 47%   | 0%         | 53%                   |
| 55 +                                       | 5%                            | 12%                  | 10%                   | 9%         | 64%   | 0%         | 36%                   |
| <b>Education (End of)</b>                  |                               |                      |                       |            |       |            |                       |
| 15-  | 7%                            | 14%                  | 9%                    | 8%         | 62%   | 0%         | 38%                   |
| 16-19                                      | 12%                           | 18%                  | 12%                   | 11%        | 47%   | 0%         | 53%                   |
| 20+  | 13%                           | 22%                  | 13%                   | 12%        | 40%   | 0%         | 60%                   |
| Still studying                             | 28%                           | 29%                  | 16%                   | 9%         | 17%   | 1%         | 82%                   |
| <b>Subjective urbanisation</b>             |                               |                      |                       |            |       |            |                       |
| Rural village                              | 11%                           | 20%                  | 13%                   | 11%        | 45%   | 0%         | 55%                   |
| Small/ Mid-size town                       | 13%                           | 21%                  | 13%                   | 12%        | 41%   | 0%         | 59%                   |
| Large town                                 | 17%                           | 21%                  | 13%                   | 12%        | 36%   | 1%         | 63%                   |
| <b>Use of Internet</b>                     |                               |                      |                       |            |       |            |                       |
| Every day                                  | 16%                           | 23%                  | 14%                   | 11%        | 36%   | 0%         | 64%                   |
| At least once a week                       | 2%                            | 13%                  | 10%                   | 10%        | 65%   | 0%         | 35%                   |
| At least once a month                      | 3%                            | 3%                   | 8%                    | 6%         | 80%   | 0%         | 20%                   |
| Less often                                 | 1%                            | 4%                   | 6%                    | 16%        | 72%   | 1%         | 27%                   |
| Never                                      | 0%                            | 0%                   | 0%                    | 0%         | 0%    | 0%         | 0%                    |
| No access                                  | 0%                            | 0%                   | 0%                    | 0%         | 0%    | 0%         | 0%                    |
| Total 'Use the Internet'                   | 14%                           | 21%                  | 13%                   | 11%        | 41%   | 0%         | 59%                   |
| Total 'Does not use the Internet'          | 0%                            | 0%                   | 0%                    | 0%         | 0%    | 0%         | 0%                    |
| <b>Devices used to access the Internet</b> |                               |                      |                       |            |       |            |                       |
| Desktop computer                           | 14%                           | 21%                  | 14%                   | 12%        | 39%   | 0%         | 61%                   |
| Laptop or netbook                          | 16%                           | 23%                  | 13%                   | 12%        | 36%   | 0%         | 64%                   |
| Touchscreen tablet                         | 18%                           | 25%                  | 14%                   | 12%        | 31%   | 0%         | 69%                   |
| Smartphone                                 | 18%                           | 25%                  | 14%                   | 12%        | 31%   | 0%         | 69%                   |
| Mobile phone                               | 13%                           | 23%                  | 13%                   | 10%        | 40%   | 1%         | 59%                   |
| TV   | 23%                           | 29%                  | 12%                   | 11%        | 24%   | 1%         | 75%                   |
| Games console                              | 29%                           | 27%                  | 13%                   | 10%        | 20%   | 1%         | 79%                   |
| E-reader or digital book reader            | 22%                           | 24%                  | 13%                   | 16%        | 25%   | 0%         | 75%                   |
| Other                                      | 16%                           | 35%                  | 2%                    | 6%         | 41%   | 0%         | 59%                   |
| Total 'Personal computers'                 | 14%                           | 21%                  | 13%                   | 12%        | 40%   | 0%         | 60%                   |
| Total 'Mobile devices'                     | 16%                           | 24%                  | 14%                   | 12%        | 34%   | 0%         | 66%                   |
| Total 'Home entertainment devices'         | 24%                           | 28%                  | 13%                   | 12%        | 23%   | 0%         | 77%                   |

Base: Internet users (N=21,692, 82% of all respondents)

Respondents who had accessed or downloaded audio-visual content in the last 12 months were asked whether the access/download was paid or free<sup>13</sup>. The large majority accessed or downloaded what they wanted free of charge (80%), while 15% paid per item and 20% paid for an online subscription.

Overall 30% had paid to access or download audio-visual content<sup>14</sup>.

Q4. You mentioned that you have accessed or downloaded audio-visual content such as films, series, video clips and all TV content, excluding sports over the past 12 months. For this have you... (MULTIPLE ANSWERS POSSIBLE)



Base: respondents who access audio-visual content online  
(N=12,742, 48% of all respondents)

<sup>13</sup> Q4 You mentioned that you have accessed or downloaded audio-visual content such as films, series, video clips and all TV content, excluding sports over the past 12 months. For this have you... (MULTIPLE ANSWERS POSSIBLE) Accessed or downloaded the contents you wanted for free; Paid per item downloaded or streamed; Paid an online subscription (e.g. monthly); DK/NA.






























<sup>14</sup> Total 'Paid' represents the aggregated answers: Paid per item downloaded or streamed; Paid an online subscription (e.g. monthly).

In all Member States, the majority of respondents who had accessed or downloaded audio-visual content said the content was free; in fact in 27 Member States at least two-thirds did so. The highest proportions were observed in Portugal (94%), Estonia (93%) and Latvia (90%), and the lowest observed in Denmark (61%), Ireland (68%) and Sweden (69%).

Overall, respondents in Denmark (61%), the UK (59%) and Sweden (49%) are the most likely to have paid to access or download audio-visual content online in the last 12 months. In fact in all but one Member State at least one in ten had done so – the exception being Portugal (8%).

A closer examination of payment practices shows that respondents in the UK are much more likely than those in other Member States to have paid per item (34%) – the next highest levels are observed in Belgium and Luxembourg (both 16%). Just 2% of respondents in Slovenia and 3% in Croatia paid per item. Paying by subscription is generally more common than paying per item: 56% have done so in Denmark, as have 42% in Sweden and 41% in the UK. At the other end of the scale, subscriptions are least popular in Portugal (4%) and Estonia (5%).

**Q4. You mentioned that you have accessed or downloaded audio-visual content such as films, series, video clips and all TV content, excluding sports over the past 12 months. For this have you... (MULTIPLE ANSWERS POSSIBLE)**

|   |      | Accessed or downloaded the contents you wanted for free | Paid per item downloaded or streamed | Paid an online subscription (e.g. monthly) | Don't know | Total 'Paid' |
|---|------|---|--------------------------------------|--|------------|--------------|
|    | EU28 | 80%   | 15%                                  | 20%  | 2%         | 30%          |
|    | BE   | 83%   | 16%                                  | 21%  | 3%         | 31%          |
|    | BG   | 89%   | 5%                                   | 7%   | 3%         | 13%          |
|    | CZ   | 89%   | 15%                                  | 10%  | 2%         | 23%          |
|    | DK   | 61%   | 13%                                  | 56%  | 2%         | 61%          |
|    | DE   | 81%   | 13%                                  | 18%  | 3%         | 27%          |
|    | EE   | 93%   | 10%                                  | 5%   | 1%         | 13%          |
|    | IE   | 68%   | 15%                                  | 34%  | 3%         | 44%          |
|    | EL   | 88%   | 5%                                   | 7%   | 2%         | 12%          |
|    | ES   | 89%   | 11%                                  | 11%  | 2%         | 19%          |
|    | FR   | 82%   | 15%                                  | 16%  | 3%         | 27%          |
|  | HR   | 72%   | 3%                                   | 24%  | 3%         | 28%          |
|  | IT   | 82%   | 14%                                  | 6%   | 3%         | 20%          |
|  | CY   | 81%   | 5%                                   | 18%  | 2%         | 22%          |
|  | LV   | 90%   | 7%                                   | 8%   | 3%         | 14%          |
|  | LT   | 76%   | 7%                                   | 24%  | 1%         | 30%          |
|  | LU   | 81%   | 16%                                  | 22%  | 4%         | 31%          |
|  | HU   | 88%   | 5%                                   | 12%  | 1%         | 16%          |
|  | MT   | 86%   | 10%                                  | 10%  | 1%         | 19%          |
|  | NL   | 79%   | 14%                                  | 29%  | 3%         | 37%          |
|  | AT   | 84%   | 11%                                  | 14%  | 2%         | 23%          |
|  | PL   | 75%   | 10%                                  | 20%  | 2%         | 30%          |
|  | PT   | 94%   | 4%                                   | 4%   | 1%         | 8%           |
|  | RO   | 88%   | 4%                                   | 11%  | 2%         | 15%          |
|  | SI   | 83%   | 2%                                   | 17%  | 3%         | 19%          |
|  | SK   | 76%   | 8%                                   | 14%  | 8%         | 21%          |
|  | FI   | 79%   | 10%                                  | 32%  | 3%         | 38%          |
|  | SE   | 69%   | 11%                                  | 42%  | 3%         | 49%          |
|  | UK   | 72%   | 34%                                  | 41%  | 2%         | 59%          |

**Highest percentage per country**    *Lowest percentage per country*  
**Highest percentage per item**    *Lowest percentage per item*

Base: respondents who access audio-visual content online (N=12,742, 48% of all respondents)

Highlights from the **socio-demographic analysis** include:

- Respondents aged 25-39 are the most likely to have paid for audio-visual content (34% vs. 23%-31%), and this pattern holds true for both pay-per-item (17% vs 10%-15%) and subscription payments (23% vs. 16%-20%).
- Those with the lowest levels of education are the least likely to have paid for audio-visual content (24% vs. 31%), and this is particularly evident for per item payments (9% vs. 15%-16% for those who remained in education longer).

In addition, respondents who access the Internet using a home entertainment device are more likely to have paid for audio-visual content than those who use a mobile device or personal computer (49% vs. 34% and 30% respectively). In fact more than half of those who access the Internet via a game console have paid for audio-visual content (55%).

Almost one in five who have accessed free audio-visual content online have also paid for this type of content (16%). An analysis of respondents who have paid for content in some way shows that:

- 66% have paid a subscription
- 48% have paid per item
- 43% have also accessed free content

Finally, respondents who pay for other kinds of content are more likely to pay for audio-visual content too. For example 66% of those who have paid for music have also paid for audio-visual content. In contrast just 24% of those who have accessed music free of charge have paid for audio-visual content. The same pattern applies to sports, e-books and video games.

Q4 You mentioned that you have accessed or downloaded audio-visual content such as films, series, video clips and all TV content, excluding sports over the past 12 months. For this have you... (MULTIPLE ANSWERS POSSIBLE)

|  | Accessed or downloaded the contents you wanted for free | Paid per item downloaded or streamed | Paid an online subscription (e.g. monthly) | Don't know | Total 'Paid' |
|--|---|--------------------------------------|--|------------|--------------|
| EU28                                       | 80%   | 15%                                  | 20%  | 2%         | 30%          |
| <b>Age</b>                                 |   |                                      |  |            |              |
| 15-24                                      | 81%   | 15%                                  | 20%  | 1%         | 31%          |
| 25-39                                      | 80%   | 17%                                  | 23%  | 2%         | 34%          |
| 40-54                                      | 78%   | 14%                                  | 20%  | 3%         | 30%          |
| 55 +                                       | 81%   | 10%                                  | 16%  | 5%         | 23%          |
| <b>Education (End of)</b>                  |   |                                      |  |            |              |
| 15-  | 81%   | 9%                                   | 18%  | 6%         | 24%          |
| 16-19                                      | 77%   | 16%                                  | 19%  | 4%         | 31%          |
| 20+  | 82%   | 15%                                  | 21%  | 2%         | 31%          |
| Still studying                             | 83%   | 15%                                  | 19%  | 2%         | 30%          |
| <b>Devices used to access the Internet</b> |   |                                      |  |            |              |
| Desktop computer                           | 80%   | 15%                                  | 22%  | 3%         | 32%          |
| Laptop or netbook                          | 80%   | 16%                                  | 22%  | 2%         | 32%          |
| Touchscreen tablet                         | 77%   | 21%                                  | 27%  | 2%         | 40%          |
| Smartphone                                 | 80%   | 18%                                  | 23%  | 2%         | 35%          |
| Mobile phone                               | 75%   | 18%                                  | 23%  | 3%         | 35%          |
| TV   | 73%   | 25%                                  | 36%  | 3%         | 49%          |
| Games console                              | 74%   | 29%                                  | 40%  | 2%         | 55%          |
| E-reader or digital book reader            | 72%   | 25%                                  | 33%  | 3%         | 48%          |
| Other                                      | 63%   | 9%                                   | 27%  | 6%         | 35%          |
| Total 'Personal computers'                 | 81%   | 14%                                  | 20%  | 2%         | 30%          |
| Total 'Mobile devices'                     | 79%   | 17%                                  | 22%  | 2%         | 34%          |
| Total 'Home entertainment devices'         | 74%   | 25%                                  | 35%  | 2%         | 49%          |
| <b>Access to digital content</b>           |   |                                      |  |            |              |
| Audio-visual content                       | 80%   | 15%                                  | 20%  | 2%         | 30%          |
| Sports content                             | 80%   | 15%                                  | 21%  | 2%         | 31%          |
| Music                                      | 80%   | 16%                                  | 22%  | 2%         | 33%          |
| Digital books                              | 77%   | 18%                                  | 25%  | 2%         | 37%          |
| Games                                      | 79%   | 17%                                  | 24%  | 2%         | 35%          |
| <b>Accessed audio-visual content</b>       |   |                                      |  |            |              |
| For free                                   | 100%  | 10%                                  | 11%  | 0%         | 16%          |
| Paid                                       | 43%   | 48%                                  | 66%  | 0%         | 100%         |
| <b>Accessed sports content</b>             |   |                                      |  |            |              |
| For free                                   | 89%   | 12%                                  | 16%  | 1%         | 24%          |
| Paid                                       | 58%   | 32%                                  | 49%  | 1%         | 69%          |
| <b>Accessed music</b>                      |   |                                      |  |            |              |
| For free                                   | 88%   | 12%                                  | 16%  | 1%         | 24%          |
| Paid                                       | 64%   | 34%                                  | 44%  | 1%         | 66%          |
| <b>Accessed digital books</b>              |   |                                      |  |            |              |
| For free                                   | 86%   | 15%                                  | 21%  | 1%         | 31%          |
| Paid                                       | 68%   | 28%                                  | 35%  | 1%         | 54%          |
| <b>Accessed games</b>                      |   |                                      |  |            |              |
| For free                                   | 85%   | 15%                                  | 21%  | 1%         | 30%          |
| Paid                                       | 73%   | 26%                                  | 38%  | 1%         | 51%          |

Base: respondents who access audio-visual content online (N=12,742, 48% of all respondents)

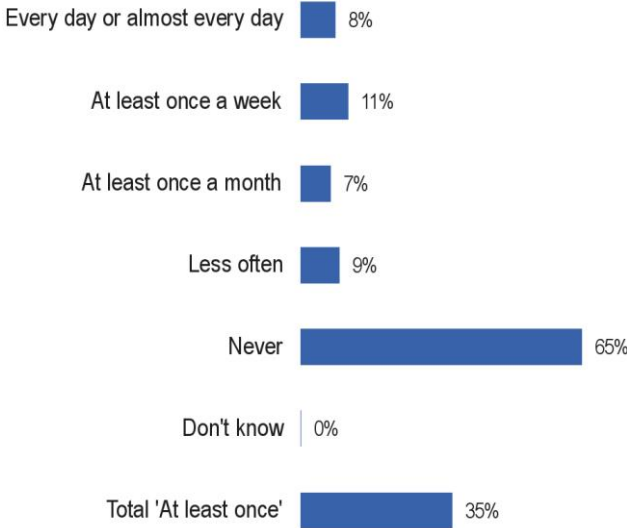
**2.1.2. Sports content**

Over one-third of all Internet users have accessed or downloaded sports content at least once in the past 12 months (35%). Only 8% have done so daily or almost daily, 11% at least once a week, 7% at least once a month, 7% at least once a month, and 9% less often.

However, the majority have not accessed sports content online at all in the last 12 months (65%).

Q3.2. Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:

Sports



EU28

Base: Internet users (N=21,692, 82% of all respondents)

At least one in five respondents in every Member State have accessed or downloaded sports content at least once in the past 12 months, although Slovenia (54%), Poland (52%) and Latvia (51%) are the only Member States where the majority of Internet users have done so. Respondents in France (20%) and Estonia (25%) are the least likely to have downloaded or accessed sports content.






























Internet users in Cyprus and Greece are the most likely to access sports content daily: 19% do so daily or almost daily, as do 16% in Bulgaria. Respondents in Slovenia (19%) and Portugal and Latvia (both 15%) are the most likely to have accessed or downloaded sports content at least once a week, and those in Latvia (12%) and Poland (10%) are the most likely to say they access or download this kind of content at least once a month.

Internet users in Croatia (16%) and Finland (15%) are the most likely to say that they access or download sports less than once a month.



**Q3.2. Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:**

**Sports**

|  | Every day or almost every day | At least once a week | At least once a month | Less often | Never | Don't know | Total 'At least once' |
|--|-------------------------------|----------------------|-----------------------|------------|-------|------------|-----------------------|
|  EU28 | 8%                            | 11%                  | 7%                    | 9%         | 65%   | 0%         | 35%                   |
|  SI   | 15%                           | 19%                  | 8%                    | 12%        | 46%   | 0%         | 54%                   |
|  PL   | 15%                           | 14%                  | 10%                   | 13%        | 48%   | 0%         | 52%                   |
|  LV   | 11%                           | 15%                  | 12%                   | 13%        | 49%   | 0%         | 51%                   |
|  PT   | 15%                           | 15%                  | 7%                    | 11%        | 52%   | 0%         | 48%                   |
|  BG   | 16%                           | 11%                  | 7%                    | 13%        | 52%   | 1%         | 47%                   |
|  AT   | 12%                           | 14%                  | 8%                    | 11%        | 55%   | 0%         | 45%                   |
|  SK   | 12%                           | 13%                  | 9%                    | 11%        | 54%   | 1%         | 45%                   |
|  CZ   | 10%                           | 13%                  | 8%                    | 12%        | 57%   | 0%         | 43%                   |
|  HR  | 10%                           | 11%                  | 6%                    | 16%        | 57%   | 0%         | 43%                   |
|  RO | 11%                           | 13%                  | 7%                    | 12%        | 57%   | 0%         | 43%                   |
|  CY | 19%                           | 12%                  | 4%                    | 7%         | 58%   | 0%         | 42%                   |
|  EL | 19%                           | 10%                  | 5%                    | 7%         | 59%   | 0%         | 41%                   |
|  LT | 12%                           | 12%                  | 7%                    | 10%        | 59%   | 0%         | 41%                   |
|  DE | 10%                           | 12%                  | 8%                    | 10%        | 60%   | 0%         | 40%                   |
|  FI | 6%                            | 9%                   | 8%                    | 15%        | 62%   | 0%         | 38%                   |
|  IE | 8%                            | 14%                  | 9%                    | 6%         | 63%   | 0%         | 37%                   |
|  LU | 6%                            | 12%                  | 7%                    | 9%         | 66%   | 0%         | 34%                   |
|  BE | 7%                            | 10%                  | 5%                    | 10%        | 68%   | 0%         | 32%                   |
|  UK | 6%                            | 10%                  | 5%                    | 11%        | 68%   | 0%         | 32%                   |
|  HU | 8%                            | 9%                   | 5%                    | 9%         | 69%   | 0%         | 31%                   |
|  DK | 5%                            | 9%                   | 7%                    | 9%         | 70%   | 0%         | 30%                   |
|  ES | 9%                            | 10%                  | 4%                    | 7%         | 69%   | 1%         | 30%                   |
|  IT | 6%                            | 10%                  | 6%                    | 7%         | 71%   | 0%         | 29%                   |
|  NL | 6%                            | 9%                   | 6%                    | 8%         | 71%   | 0%         | 29%                   |
|  MT | 9%                            | 12%                  | 5%                    | 2%         | 72%   | 0%         | 28%                   |
|  SE | 5%                            | 9%                   | 6%                    | 8%         | 71%   | 1%         | 28%                   |
|  EE | 3%                            | 7%                   | 8%                    | 7%         | 75%   | 0%         | 25%                   |
|  FR | 4%                            | 6%                   | 6%                    | 4%         | 80%   | 0%         | 20%                   |

Base: Internet users (N=21,692, 82% of all respondents)

The **socio-demographic analysis** reveals that:

- Men are much more likely than women to have accessed sports online at least once in the last 12 months (47% vs. 22%).
- The younger the respondent, the more likely they are to have accessed sports online: 47% of 15-24 year olds have done so at least once in the past 12 months, compared with 25% of those aged 55+.
- Those with the lowest education levels are the least likely to have accessed sports online (23% vs. 33%-34%).

Those who use the Internet daily or almost daily are the most likely to have accessed sports content online in the last 12 months (37% vs. 16%-23% of less frequent users).

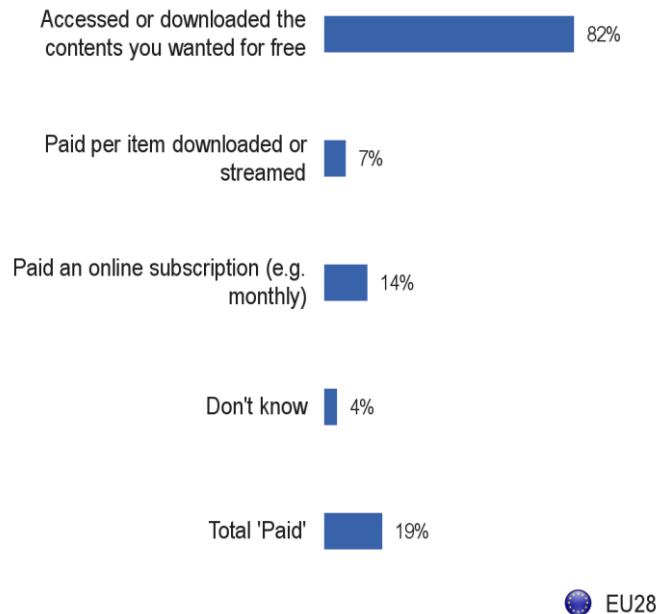
Q3.2 Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:

|                                   | Sports                        |                      |                       |            |       |            | Total 'At least once' |
|-----------------------------------|-------------------------------|----------------------|-----------------------|------------|-------|------------|-----------------------|
|                                   | Every day or almost every day | At least once a week | At least once a month | Less often | Never | Don't know |                       |
| EU28                              | 8%                            | 11%                  | 7%                    | 9%         | 65%   | 0%         | 35%                   |
| <b>Sex</b>                        |                               |                      |                       |            |       |            |                       |
| Male                              | 13%                           | 16%                  | 8%                    | 10%        | 53%   | 0%         | 47%                   |
| Female                            | 4%                            | 5%                   | 5%                    | 8%         | 78%   | 0%         | 22%                   |
| <b>Age</b>                        |                               |                      |                       |            |       |            |                       |
| 15-24                             | 13%                           | 11%                  | 9%                    | 14%        | 53%   | 0%         | 47%                   |
| 25-39                             | 10%                           | 11%                  | 7%                    | 10%        | 62%   | 0%         | 38%                   |
| 40-54                             | 7%                            | 10%                  | 6%                    | 9%         | 68%   | 0%         | 32%                   |
| 55+                               | 6%                            | 9%                   | 5%                    | 5%         | 75%   | 0%         | 25%                   |
| <b>Education (End of)</b>         |                               |                      |                       |            |       |            |                       |
| 15-                               | 5%                            | 8%                   | 4%                    | 6%         | 76%   | 1%         | 23%                   |
| 16-19                             | 7%                            | 11%                  | 6%                    | 9%         | 67%   | 0%         | 33%                   |
| 20+                               | 9%                            | 10%                  | 6%                    | 9%         | 66%   | 0%         | 34%                   |
| Still studying                    | 13%                           | 13%                  | 9%                    | 12%        | 53%   | 0%         | 47%                   |
| <b>Use of Internet</b>            |                               |                      |                       |            |       |            |                       |
| Every day                         | 9%                            | 11%                  | 7%                    | 10%        | 63%   | 0%         | 37%                   |
| At least once a week              | 2%                            | 10%                  | 5%                    | 6%         | 77%   | 0%         | 23%                   |
| At least once a month             | 2%                            | 4%                   | 5%                    | 5%         | 84%   | 0%         | 16%                   |
| Less often                        | 4%                            | 6%                   | 3%                    | 10%        | 76%   | 1%         | 23%                   |
| Never                             | 0%                            | 0%                   | 0%                    | 0%         | 0%    | 0%         | 0%                    |
| No access                         | 0%                            | 0%                   | 0%                    | 0%         | 0%    | 0%         | 0%                    |
| Total 'Use the Internet'          | 8%                            | 11%                  | 7%                    | 9%         | 65%   | 0%         | 35%                   |
| Total 'Does not use the Internet' | 0%                            | 0%                   | 0%                    | 0%         | 0%    | 0%         | 0%                    |

Base: Internet users (N=21,692, 82% of all respondents)

Respondents who had accessed or downloaded sports content in the last 12 months were asked whether this was paid or free<sup>15</sup>. As was the case for audio-visual content, the large majority accessed or downloaded what they wanted free of charge (82%), while 19% paid in some way<sup>16</sup>. Paying a subscription was more common than paying per item (14% vs. 7%).

Q5. You mentioned that you have accessed or downloaded sports over the past 12 months. For this have you... (MULTIPLE ANSWERS POSSIBLE)



*Base: respondents who access sports content online  
(N=7,502, 28% of all respondents)*

Respondents in Portugal (95%), the Czech Republic (93%) and Hungary (91%) who accessed or downloaded sports content are the most likely to have done so for free. In fact the majority in every Member State accessed or downloaded sports free of charge rather than for payment, with the lowest levels observed in Sweden (61%) and the UK (69%).






























Sports content users in the UK (43%), Sweden (42%) and Croatia (30%) are the most likely to have paid for the content in some way. Respondents in Sweden (34%), the UK (30%) and Croatia (26%) are the most likely to have paid a subscription, while those in the UK (21%), France (13%) and Finland (12%) are the most likely to have paid per item.

Respondents in Portugal (5%), Hungary and the Czech Republic (both 6%) are the least likely to have paid for sports content.

<sup>15</sup> Q5 You mentioned that you have accessed or downloaded sports over the past 12 months. For this have you... (MULTIPLE ANSWERS POSSIBLE) Accessed or downloaded the contents you wanted for free; Paid per item downloaded or streamed; Paid an online subscription (e.g. monthly); DK/NA.

<sup>16</sup> Total 'Paid' represents the aggregated answers: Paid per item downloaded or streamed; Paid an online subscription (e.g. monthly).

Q5. You mentioned that you have accessed or downloaded sports over the past 12 months. For this have you...  
(MULTIPLE ANSWERS POSSIBLE)

|   |      | Accessed or downloaded the contents you wanted for free | Paid per item downloaded or streamed | Paid an online subscription (e.g. monthly) | Don't know | Total 'Paid' |
|---|------|---|--------------------------------------|--|------------|--------------|
|    | EU28 | 82%   | 7%                                   | 14%  | 4%         | 19%          |
|    | BE   | 79%   | 8%                                   | 19%  | 4%         | 26%          |
|    | BG   | 86%   | 3%                                   | 7%   | 5%         | 10%          |
|    | CZ   | 93%   | 1%                                   | 5%   | 3%         | 6%           |
|    | DK   | 76%   | 4%                                   | 19%  | 5%         | 22%          |
|    | DE   | 87%   | 3%                                   | 8%   | 4%         | 11%          |
|    | EE   | 83%   | 6%                                   | 13%  | 3%         | 18%          |
|    | IE   | 79%   | 5%                                   | 15%  | 4%         | 20%          |
|    | EL   | 90%   | 4%                                   | 6%   | 1%         | 10%          |
|    | ES   | 88%   | 6%                                   | 11%  | 6%         | 15%          |
|    | FR   | 81%   | 13%                                  | 16%  | 3%         | 24%          |
|   | HR   | 71%   | 4%                                   | 26%  | 5%         | 30%          |
|  | IT   | 81%   | 8%                                   | 8%   | 3%         | 16%          |
|  | CY   | 84%   | 7%                                   | 14%  | 2%         | 20%          |
|  | LV   | 88%   | 4%                                   | 7%   | 3%         | 11%          |
|  | LT   | 78%   | 3%                                   | 17%  | 5%         | 20%          |
|  | LU   | 87%   | 8%                                   | 16%  | 4%         | 20%          |
|  | HU   | 91%   | 2%                                   | 4%   | 3%         | 6%           |
|  | MT   | 89%   | 5%                                   | 7%   | 0%         | 12%          |
|  | NL   | 81%   | 5%                                   | 13%  | 6%         | 17%          |
|  | AT   | 89%   | 4%                                   | 6%   | 4%         | 11%          |
|  | PL   | 77%   | 4%                                   | 17%  | 4%         | 21%          |
|  | PT   | 95%   | 2%                                   | 4%   | 1%         | 5%           |
|  | RO   | 89%   | 2%                                   | 9%   | 1%         | 11%          |
|  | SI   | 77%   | 4%                                   | 15%  | 7%         | 20%          |
|  | SK   | 75%   | 8%                                   | 11%  | 10%        | 18%          |
|  | FI   | 75%   | 12%                                  | 16%  | 9%         | 25%          |
|  | SE   | 61%   | 10%                                  | 34%  | 5%         | 42%          |
|  | UK   | 69%   | 21%                                  | 30%  | 5%         | 43%          |

**Highest percentage per country**    *Lowest percentage per country*

**Highest percentage per item**    **Lowest percentage per item**

Base: respondents who access sports content online (N=7,502, 28% of all respondents)

It is worth noting that the type of access to digital content online (free or paid) is influenced by the frequency of Internet use, but in an inconsistent way.

While we have shown elsewhere in this report that frequent Internet users are more likely to pay for online digital content, in the case of sports content the pattern is different: those who access the Internet less than once a month are the most likely to have paid for sports content (28% vs. 13%-20%), and in particular to have paid a subscription (28% vs. 10%-14%). They are also the least likely to have accessed content free of charge (67% vs. 82%-88%).

Respondents who access the Internet using a home entertainment device are more likely than mobile device or personal computer users to have paid for sports content (30% vs. 22% and 19% respectively).

Just 6% of the respondents who accessed free sports content paid for this type of content.

An analysis of just the respondents who paid for sports in some way shows:

- 70% paid a subscription
- 37% paid per item
- 27% also accessed free content

Finally, respondents who pay for other kinds of content are more likely to pay for sports content too. For example 47% of those who paid for audio-visual content also paid for sports content, compared with 15% of those who accessed audio-visual content for free. The same pattern applies to music, e-books and video games.

Q5 You mentioned that you have accessed or downloaded sports over the past 12 months. For this have you... (MULTIPLE ANSWERS POSSIBLE)

|  | Accessed or downloaded the contents you wanted for free | Paid per item downloaded or streamed | Paid an online subscription (e.g. monthly) | Don't know | Total 'Paid' |
|--|---|--------------------------------------|--|------------|--------------|
| EU28                                       | 82%   | 7%                                   | 14%  | 4%         | 19%          |
| <b>Use of Internet</b>                     |   |                                      |  |            |              |
| Every day                                  | 82%   | 8%                                   | 14%  | 4%         | 20%          |
| At least once a week                       | 82%   | 3%                                   | 10%  | 7%         | 13%          |
| At least once a month                      | 88%   | 10%                                  | 12%  | 7%         | 13%          |
| Less often                                 | 67%   | 0%                                   | 28%  | 11%        | 28%          |
| Never                                      | 0%  | 0%                                   | 0%   | 0%         | 0%           |
| No access                                  | 0%  | 0%                                   | 0%   | 0%         | 0%           |
| Total 'Use the Internet'                   | 82%   | 7%                                   | 14%  | 4%         | 19%          |
| Total 'Does not use the Internet'          | 0%  | 0%                                   | 0%   | 0%         | 0%           |
| <b>Devices used to access the Internet</b> |   |                                      |  |            |              |
| Desktop computer                           | 82%   | 7%                                   | 14%  | 4%         | 19%          |
| Laptop or netbook                          | 81%   | 8%                                   | 15%  | 4%         | 21%          |
| Touchscreen tablet                         | 81%   | 10%                                  | 16%  | 4%         | 23%          |
| Smartphone                                 | 81%   | 9%                                   | 15%  | 4%         | 22%          |
| Mobile phone                               | 78%   | 8%                                   | 20%  | 6%         | 24%          |
| TV   | 73%   | 13%                                  | 22%  | 5%         | 32%          |
| Games console                              | 78%   | 18%                                  | 22%  | 2%         | 34%          |
| E-reader or digital book reader            | 70%   | 11%                                  | 26%  | 5%         | 35%          |
| Other                                      | 67%   | 8%                                   | 22%  | 3%         | 30%          |
| Total 'Personal computers'                 | 82%   | 7%                                   | 14%  | 4%         | 19%          |
| Total 'Mobile devices'                     | 81%   | 8%                                   | 15%  | 4%         | 22%          |
| Total 'Home entertainment devices'         | 76%   | 14%                                  | 20%  | 4%         | 30%          |
| <b>Accessed audio-visual content</b>       |   |                                      |  |            |              |
| For free                                   | 89%   | 7%                                   | 10%  | 3%         | 15%          |
| Paid                                       | 61%   | 18%                                  | 33%  | 5%         | 47%          |
| <b>Accessed sports content</b>             |   |                                      |  |            |              |
| For free                                   | 100%  | 4%                                   | 4%   | 0%         | 6%           |
| Paid                                       | 27%   | 37%                                  | 70%  | 0%         | 100%         |
| <b>Accessed music</b>                      |   |                                      |  |            |              |
| For free                                   | 88%   | 6%                                   | 11%  | 3%         | 15%          |
| Paid                                       | 65%   | 18%                                  | 30%  | 4%         | 43%          |
| <b>Accessed digital books</b>              |   |                                      |  |            |              |
| For free                                   | 84%   | 7%                                   | 16%  | 3%         | 21%          |
| Paid                                       | 74%   | 10%                                  | 25%  | 3%         | 34%          |
| <b>Accessed games</b>                      |   |                                      |  |            |              |
| For free                                   | 85%   | 7%                                   | 12%  | 3%         | 18%          |
| Paid                                       | 77%   | 12%                                  | 20%  | 3%         | 29%          |

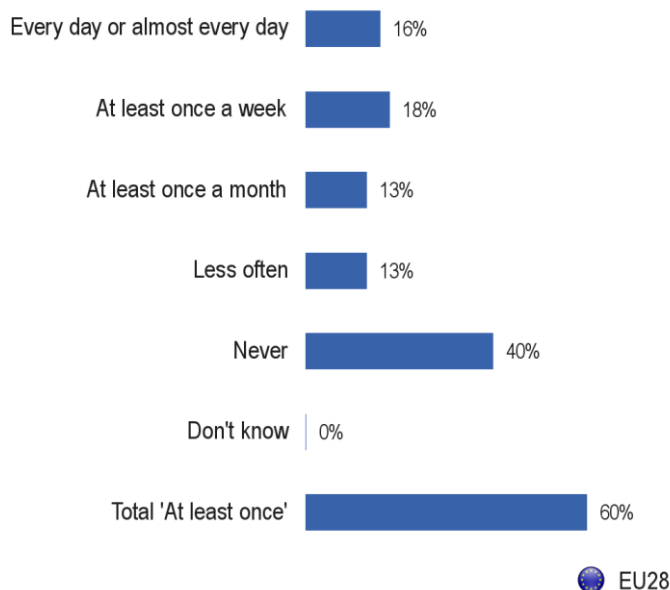
Base: respondents who access sports content online (N=7,502, 28% of all respondents)

### 2.1.3. Music

Six out of ten Internet users have accessed or downloaded music from the Internet at least once in the last 12 months (60%): 16% had done so daily or almost daily, while 18% had done so at least weekly. Around one in ten accessed or downloaded music at least once a month, or less often (both 13%).

Q3.3. Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:

Music, meaning only audio content



Base: Internet users (N=21,692, 82% of all respondents)






























In all Member States at least half of all Internet users say they have accessed or downloaded music at least once in the last 12 months, with those in Romania (79%), Cyprus (74%), and Greece and Slovenia (both 73%) the most likely to do so. Those in France (53%) and Italy and Germany (both 54%) are the least likely to have done this.

In 13 Member States at least one in five Internet users downloaded or accessed music daily or almost every day, with the highest proportions observed in Cyprus (34%), Greece (29%) and Portugal (28%). This compares with 12% in France, Germany and Spain.

Internet users in Romania (28%), Cyprus (25%) and Greece (22%) are the most likely to have downloaded or accessed music at least once a week, while those in Latvia and Estonia are the most likely to have done so at least once a month (17% and 16% respectively).

In 20 Member States at least one in ten say they download or access music less than once a month; respondents in the UK and Croatia (both 17%) are the most likely to say this.

**Q3.3. Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:  
Music, meaning only audio content**

|  | Every day or almost every day | At least once a week | At least once a month | Less often | Never | Don't know | Total 'At least once' |
|--|-------------------------------|----------------------|-----------------------|------------|-------|------------|-----------------------|
|  EU28 | 16%                           | 18%                  | 13%                   | 13%        | 40%   | 0%         | 60%                   |
|  RO   | 23%                           | 28%                  | 15%                   | 13%        | 21%   | 0%         | 79%                   |
|  CY   | 34%                           | 25%                  | 8%                    | 7%         | 26%   | 0%         | 74%                   |
|  EL   | 29%                           | 22%                  | 11%                   | 11%        | 27%   | 0%         | 73%                   |
|  SI   | 27%                           | 21%                  | 13%                   | 12%        | 27%   | 0%         | 73%                   |
|  LV   | 25%                           | 17%                  | 17%                   | 13%        | 27%   | 1%         | 72%                   |
|  BG   | 21%                           | 21%                  | 12%                   | 16%        | 29%   | 1%         | 70%                   |
|  HR   | 26%                           | 19%                  | 8%                    | 17%        | 30%   | 0%         | 70%                   |
|  PL   | 20%                           | 21%                  | 14%                   | 15%        | 30%   | 0%         | 70%                   |
|  PT   | 28%                           | 18%                  | 15%                   | 9%         | 30%   | 0%         | 70%                   |
|  SK | 21%                           | 21%                  | 9%                    | 16%        | 33%   | 0%         | 67%                   |
|  IE | 18%                           | 19%                  | 15%                   | 14%        | 34%   | 0%         | 66%                   |
|  HU | 19%                           | 22%                  | 12%                   | 13%        | 34%   | 0%         | 66%                   |
|  SE | 24%                           | 22%                  | 11%                   | 7%         | 35%   | 1%         | 64%                   |
|  UK | 15%                           | 17%                  | 15%                   | 17%        | 36%   | 0%         | 64%                   |
|  BE | 14%                           | 20%                  | 13%                   | 16%        | 37%   | 0%         | 63%                   |
|  DK | 27%                           | 18%                  | 10%                   | 8%         | 37%   | 0%         | 63%                   |
|  LT | 16%                           | 22%                  | 15%                   | 9%         | 38%   | 0%         | 62%                   |
|  LU | 19%                           | 15%                  | 15%                   | 12%        | 39%   | 0%         | 61%                   |
|  FI | 18%                           | 16%                  | 13%                   | 14%        | 39%   | 0%         | 61%                   |
|  CZ | 16%                           | 19%                  | 14%                   | 11%        | 40%   | 0%         | 60%                   |
|  EE | 15%                           | 20%                  | 16%                   | 9%         | 40%   | 0%         | 60%                   |
|  AT | 14%                           | 21%                  | 12%                   | 13%        | 40%   | 0%         | 60%                   |
|  NL | 17%                           | 18%                  | 11%                   | 12%        | 42%   | 0%         | 58%                   |
|  ES | 12%                           | 15%                  | 13%                   | 16%        | 44%   | 0%         | 56%                   |
|  MT | 21%                           | 17%                  | 11%                   | 7%         | 44%   | 0%         | 56%                   |
|  DE | 12%                           | 17%                  | 10%                   | 15%        | 46%   | 0%         | 54%                   |
|  IT | 14%                           | 17%                  | 14%                   | 9%         | 46%   | 0%         | 54%                   |
|  FR | 12%                           | 15%                  | 15%                   | 11%        | 47%   | 0%         | 53%                   |

Base: Internet users (N=21,692, 82% of all respondents)



**Socio-demographic analysis** illustrates that:

- Men are more likely than women to have accessed or downloaded music online (63% vs. 58%).
- The younger the respondent, the more likely they are to have accessed music online: 87% of 15-24 year olds have done so at least once in the past 12 months, compared with 35% of those aged 55+.
- Those with the lowest education levels are the least likely to have accessed music online (37% vs. 57%-60%).
- 57% of those living in rural villages have accessed music online, compared with 60% for small/mid-sized towns and 64% for large towns.

In addition, respondents who use the Internet daily or almost every day are the most likely to have accessed music online in the last 12 months (65% vs. 26%-37%).

Users accessing the Internet via a home entertainment device are more likely to have accessed music online than those using a personal computer or a mobile device (74% vs. 61%-67%).

Q3.3 Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:

Music, meaning only audio content

|  | Every day or almost every day | At least once a week | At least once a month | Less often | Never | Don't know | Total 'At least once' |
|--|-------------------------------|----------------------|-----------------------|------------|-------|------------|-----------------------|
| EU28                                       | 16%                           | 18%                  | 13%                   | 13%        | 40%   | 0%         | 60%                   |
| <b>Sex</b>                                 |                               |                      |                       |            |       |            |                       |
| Male                                       | 18%                           | 19%                  | 13%                   | 13%        | 37%   | 0%         | 63%                   |
| Female                                     | 14%                           | 17%                  | 13%                   | 14%        | 42%   | 0%         | 58%                   |
| <b>Age</b>                                 |                               |                      |                       |            |       |            |                       |
| 15-24                                      | 38%                           | 25%                  | 14%                   | 10%        | 13%   | 0%         | 87%                   |
| 25-39                                      | 19%                           | 23%                  | 15%                   | 15%        | 28%   | 0%         | 72%                   |
| 40-54                                      | 9%                            | 16%                  | 14%                   | 15%        | 46%   | 0%         | 54%                   |
| 55+  | 4%                            | 11%                  | 9%                    | 11%        | 65%   | 0%         | 35%                   |
| <b>Education (End of)</b>                  |                               |                      |                       |            |       |            |                       |
| 15-  | 8%                            | 13%                  | 6%                    | 10%        | 62%   | 1%         | 37%                   |
| 16-19                                      | 14%                           | 17%                  | 13%                   | 13%        | 43%   | 0%         | 57%                   |
| 20+  | 13%                           | 18%                  | 14%                   | 15%        | 40%   | 0%         | 60%                   |
| Still studying                             | 38%                           | 24%                  | 12%                   | 12%        | 14%   | 0%         | 86%                   |
| <b>Subjective urbanisation</b>             |                               |                      |                       |            |       |            |                       |
| Rural village                              | 13%                           | 18%                  | 13%                   | 13%        | 43%   | 0%         | 57%                   |
| Small/ Mid-size town                       | 16%                           | 17%                  | 13%                   | 14%        | 40%   | 0%         | 60%                   |
| Large town                                 | 19%                           | 20%                  | 12%                   | 13%        | 36%   | 0%         | 64%                   |
| <b>Use of Internet</b>                     |                               |                      |                       |            |       |            |                       |
| Every day                                  | 18%                           | 19%                  | 14%                   | 14%        | 35%   | 0%         | 65%                   |
| At least once a week                       | 3%                            | 14%                  | 10%                   | 10%        | 63%   | 0%         | 37%                   |
| At least once a month                      | 3%                            | 4%                   | 11%                   | 8%         | 74%   | 0%         | 26%                   |
| Less often                                 | 3%                            | 6%                   | 6%                    | 16%        | 68%   | 1%         | 31%                   |
| Never                                      | 0%                            | 0%                   | 0%                    | 0%         | 0%    | 0%         | 0%                    |
| No access                                  | 0%                            | 0%                   | 0%                    | 0%         | 0%    | 0%         | 0%                    |
| Total 'Use the Internet'                   | 16%                           | 18%                  | 13%                   | 13%        | 40%   | 0%         | 60%                   |
| Total 'Does not use the Internet'          | 0%                            | 0%                   | 0%                    | 0%         | 0%    | 0%         | 0%                    |
| <b>Devices used to access the Internet</b> |                               |                      |                       |            |       |            |                       |
| Desktop computer                           | 15%                           | 18%                  | 14%                   | 14%        | 39%   | 0%         | 61%                   |
| Laptop or netbook                          | 17%                           | 19%                  | 14%                   | 14%        | 36%   | 0%         | 64%                   |
| Touchscreen tablet                         | 19%                           | 19%                  | 15%                   | 15%        | 32%   | 0%         | 68%                   |
| Smartphone                                 | 21%                           | 21%                  | 15%                   | 14%        | 29%   | 0%         | 71%                   |
| Mobile phone                               | 19%                           | 19%                  | 13%                   | 14%        | 35%   | 0%         | 65%                   |
| TV   | 21%                           | 23%                  | 15%                   | 14%        | 27%   | 0%         | 73%                   |
| Games console                              | 31%                           | 23%                  | 13%                   | 11%        | 22%   | 0%         | 78%                   |
| E-reader or digital book reader            | 19%                           | 21%                  | 16%                   | 15%        | 29%   | 0%         | 71%                   |
| Other                                      | 8%                            | 10%                  | 24%                   | 4%         | 54%   | 0%         | 46%                   |
| Total 'Personal computers'                 | 16%                           | 19%                  | 13%                   | 13%        | 39%   | 0%         | 61%                   |
| Total 'Mobile devices'                     | 19%                           | 20%                  | 14%                   | 14%        | 33%   | 0%         | 67%                   |
| Total 'Home entertainment devices'         | 24%                           | 22%                  | 15%                   | 13%        | 26%   | 0%         | 74%                   |

Base: Internet users (N=21,692, 82% of all respondents)

Respondents who have accessed or downloaded music in the last 12 months are most likely to have done so for free (77%), while 19% paid per item and 12% paid a subscription. Overall, 29% paid in some way to access or download music<sup>17</sup>.

Q6. You mentioned that you have accessed or downloaded music, meaning only audio content over the past 12 months. For this have you...  
(MULTIPLE ANSWERS POSSIBLE)



Base: respondents who access music online  
(N=13,067, 49% of all respondents)






























In all but one Member State, respondents who accessed or downloaded music are most likely to say they did so free of charge, and this is particularly the case in Estonia (92%), Malta and Portugal (both 91%) and the Czech Republic (90%). The exception is Sweden, where 42% accessed music for free, but 59% paid a subscription. At least one respondent in five accessing music in Denmark (40%), Finland (25%) and Croatia (22%) also paid by subscription. This compares with 3% of respondents in Italy and 4% in Greece and Portugal.

In the UK more than half of these respondents paid per item for music (55%), as did 33% in Luxembourg and 32% in Ireland. Paying per item is least likely to be mentioned in Croatia (2%).

In more general terms, at least one respondent in ten accessing music in 26 Member States paid in some way for at least some of this content, and in six Member States at least one-third did so: the UK (64%), Sweden (61%), Denmark (49%), Luxembourg and Ireland (both 42%) and Germany (35%). Those in Malta (8%) and Bulgaria (9%) are the least likely to have paid.

<sup>17</sup> Total 'Paid' represents the aggregated answers: Paid per item downloaded or streamed; Paid an online subscription (e.g. monthly).

Q6. You mentioned that you have accessed or downloaded music, meaning only audio content over the past 12 months. For this have you... (MULTIPLE ANSWERS POSSIBLE)

|   |      | Accessed or downloaded the contents you wanted for free | Paid per item downloaded or streamed | Paid an online subscription (e.g. monthly) | Don't know | Total 'Paid' |
|---|------|---|--------------------------------------|--|------------|--------------|
|    | EU28 | 77%   | 19%                                  | 12%  | 2%         | 29%          |
|    | BE   | 83%   | 16%                                  | 12%  | 3%         | 25%          |
|    | BG   | 88%   | 4%                                   | 5%   | 3%         | 9%           |
|    | CZ   | 90%   | 10%                                  | 6%   | 2%         | 15%          |
|    | DK   | 63%   | 11%                                  | 40%  | 2%         | 49%          |
|    | DE   | 72%   | 25%                                  | 12%  | 2%         | 35%          |
|    | EE   | 92%   | 7%                                   | 6%   | 1%         | 12%          |
|    | IE   | 70%   | 32%                                  | 12%  | 1%         | 42%          |
|    | EL   | 89%   | 7%                                   | 4%   | 2%         | 11%          |
|    | ES   | 88%   | 9%                                   | 7%   | 2%         | 16%          |
|    | FR   | 77%   | 15%                                  | 13%  | 2%         | 26%          |
|   | HR   | 75%   | 2%                                   | 22%  | 4%         | 24%          |
|  | IT   | 84%   | 14%                                  | 3%   | 1%         | 17%          |
|  | CY   | 86%   | 3%                                   | 14%  | 1%         | 16%          |
|  | LV   | 88%   | 8%                                   | 7%   | 1%         | 15%          |
|  | LT   | 80%   | 3%                                   | 19%  | 4%         | 21%          |
|  | LU   | 72%   | 33%                                  | 17%  | 2%         | 42%          |
|  | HU   | 89%   | 6%                                   | 8%   | 1%         | 14%          |
|  | MT   | 91%   | 3%                                   | 6%   | 2%         | 8%           |
|  | NL   | 72%   | 15%                                  | 18%  | 4%         | 31%          |
|  | AT   | 83%   | 22%                                  | 7%   | 2%         | 28%          |
|  | PL   | 82%   | 8%                                   | 12%  | 2%         | 20%          |
|  | PT   | 91%   | 6%                                   | 4%   | 2%         | 10%          |
|  | RO   | 89%   | 3%                                   | 7%   | 2%         | 11%          |
|  | SI   | 85%   | 4%                                   | 13%  | 3%         | 17%          |
|  | SK   | 82%   | 8%                                   | 9%   | 6%         | 17%          |
|  | FI   | 78%   | 8%                                   | 25%  | 3%         | 32%          |
|  | SE   | 42%   | 4%                                   | 59%  | 3%         | 61%          |
|  | UK   | 58%   | 55%                                  | 15%  | 3%         | 64%          |

**Highest percentage per country**    *Lowest percentage per country*

**Highest percentage per item**    **Lowest percentage per item**

Base: respondents who access music online (N=13,067, 49% of all respondents)

The **socio-demographic analysis** shows that:

- Respondents aged 25-39 are the most likely to have paid for music online, particularly when compared with those aged 55+ (33% vs. 24%).
- Those with the lowest education levels are the least likely to have paid for music (19% vs. 29%-31%).

Users who access the Internet daily are more likely to pay for music online than those who do so less often (30% vs. 16%-22%).

Just over one in ten of those who accessed free music online also paid for music (11%).

Analysis of respondents who paid for music in some way shows:

- 42% paid a subscription
- 64% paid per item
- 28% also accessed free content

Finally, respondents who pay for other kinds of content are more likely to pay for music too. For example 61% of those who paid for sports content also paid for music. In contrast just 24% of those who accessed sports for free paid for music. The same pattern applies to audio-visual content, e-books and video games.

Q6 You mentioned that you have accessed or downloaded music, meaning only audio content over the past 12 months. For this have you... (MULTIPLE ANSWERS POSSIBLE)

|  | Accessed or downloaded the contents you wanted for free | Paid per item downloaded or streamed | Paid an online subscription (e.g. monthly) | Don't know | Total 'Paid' |
|--|---|--------------------------------------|--|------------|--------------|
| EU28                                       | 77%   | 19%                                  | 12%  | 2%         | 29%          |
| <b>Age</b>                                 |   |                                      |  |            |              |
| 15-24                                      | 81%   | 18%                                  | 10%  | 1%         | 26%          |
| 25-39                                      | 75%   | 20%                                  | 15%  | 1%         | 33%          |
| 40-54                                      | 75%   | 19%                                  | 12%  | 3%         | 30%          |
| 55 +                                       | 76%   | 15%                                  | 10%  | 6%         | 24%          |
| <b>Education (End of)</b>                  |   |                                      |  |            |              |
| 15-  | 85%   | 13%                                  | 8%   | 4%         | 19%          |
| 16-19                                      | 76%   | 20%                                  | 10%  | 3%         | 29%          |
| 20+  | 75%   | 18%                                  | 15%  | 2%         | 31%          |
| Still studying                             | 83%   | 18%                                  | 11%  | 1%         | 26%          |
| <b>Use of Internet</b>                     |   |                                      |  |            |              |
| Every day                                  | 77%   | 20%                                  | 13%  | 2%         | 30%          |
| At least once a week                       | 81%   | 10%                                  | 7%   | 5%         | 17%          |
| At least once a month                      | 81%   | 13%                                  | 12%  | 6%         | 22%          |
| Less often                                 | 78%   | 6%                                   | 10%  | 7%         | 16%          |
| Never                                      | 0%  | 0%                                   | 0%   | 0%         | 0%           |
| No access                                  | 0%  | 0%                                   | 0%   | 0%         | 0%           |
| Total 'Use the Internet'                   | 77%   | 19%                                  | 12%  | 2%         | 29%          |
| Total 'Does not use the Internet'          | 0%  | 0%                                   | 0%   | 0%         | 0%           |
| <b>Devices used to access the Internet</b> |   |                                      |  |            |              |
| Desktop computer                           | 76%   | 19%                                  | 13%  | 3%         | 29%          |
| Laptop or netbook                          | 75%   | 21%                                  | 14%  | 2%         | 32%          |
| Touchscreen tablet                         | 71%   | 26%                                  | 17%  | 2%         | 40%          |
| Smartphone                                 | 74%   | 23%                                  | 14%  | 2%         | 35%          |
| Mobile phone                               | 78%   | 16%                                  | 11%  | 3%         | 25%          |
| TV   | 69%   | 28%                                  | 18%  | 2%         | 43%          |
| Games console                              | 72%   | 32%                                  | 20%  | 3%         | 46%          |
| E-reader or digital book reader            | 59%   | 35%                                  | 23%  | 3%         | 54%          |
| Other                                      | 80%   | 31%                                  | 11%  | 1%         | 37%          |
| Total 'Personal computers'                 | 77%   | 19%                                  | 13%  | 2%         | 30%          |
| Total 'Mobile devices'                     | 75%   | 21%                                  | 13%  | 2%         | 33%          |
| Total 'Home entertainment devices'         | 71%   | 28%                                  | 18%  | 2%         | 42%          |
| <b>Accessed audio-visual content</b>       |   |                                      |  |            |              |
| For free                                   | 85%   | 16%                                  | 10%  | 1%         | 25%          |
| Paid                                       | 56%   | 39%                                  | 29%  | 2%         | 63%          |
| <b>Accessed sports content</b>             |   |                                      |  |            |              |
| For free                                   | 85%   | 17%                                  | 9%   | 1%         | 24%          |
| Paid                                       | 56%   | 36%                                  | 29%  | 2%         | 61%          |
| <b>Accessed music</b>                      |   |                                      |  |            |              |
| For free                                   | 100%  | 8%                                   | 4%   | 0%         | 11%          |
| Paid                                       | 28%   | 64%                                  | 42%  | 0%         | 100%         |
| <b>Accessed digital books</b>              |   |                                      |  |            |              |
| For free                                   | 84%   | 18%                                  | 11%  | 1%         | 26%          |
| Paid                                       | 56%   | 41%                                  | 22%  | 2%         | 59%          |
| <b>Accessed games</b>                      |   |                                      |  |            |              |
| For free                                   | 82%   | 18%                                  | 11%  | 1%         | 27%          |
| Paid                                       | 65%   | 33%                                  | 23%  | 1%         | 52%          |

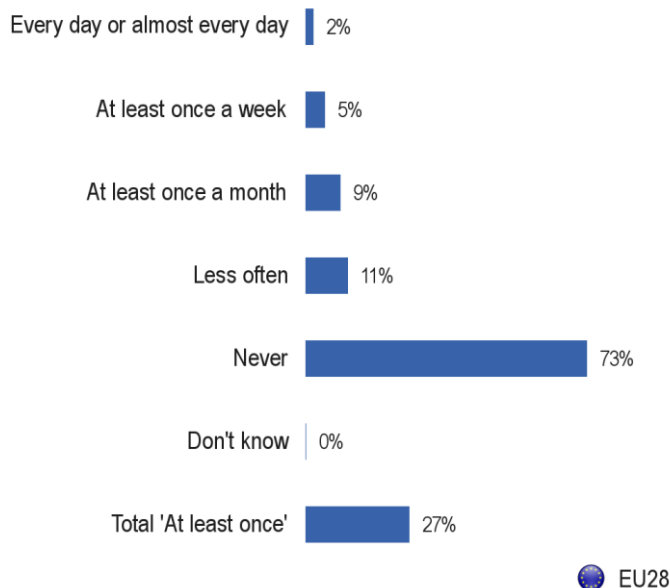
Base: respondents who access music online (N=13,067, 49% of all respondents)

### 2.1.4. Digital books

Just over a quarter of Internet users have downloaded or accessed an e-book at least once in the past 12 months (27%), although most had done so less than once a month (11%). Few (2%) accessed or downloaded e-books daily or almost daily, while 5% did so at least once a week and 9% at least once a month.

Q3.4. Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:

E-books or digital books
































Base: Internet users (N=21,692, 82% of all respondents)

In 26 Member States at least one in five Internet users have downloaded or accessed an e-book in the past 12 months, with those in Romania (42%), Bulgaria (40%) and Greece (38%) the most likely to have done so. The exceptions are France and Belgium, where 15% and 19% of Internet users respectively have accessed an e-book online.

The results in each Member State follow the overall EU pattern, with no more than 5% of respondents in any Member State accessing e-books online daily or almost daily (Romania: 5%). Users in Cyprus (11%) and Romania (10%) are the most likely to access e-books at least once a week, while those in Romania and Bulgaria (both 14%) and Greece (13%) are the most likely to access at least once a month.

Respondents in Croatia (17%) and Poland and Sweden (both 16%) are the most likely to say they access e-books less than once a month.

**Q3.4. Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:  
E-books or digital books**

|  | Every day or almost every day | At least once a week | At least once a month | Less often | Never | Don't know | Total 'At least once' |
|--|-------------------------------|----------------------|-----------------------|------------|-------|------------|-----------------------|
|  EU28 | 2%                            | 5%                   | 9%                    | 11%        | 73%   | 0%         | 27%                   |
|  RO   | 5%                            | 10%                  | 14%                   | 13%        | 58%   | 0%         | 42%                   |
|  BG   | 4%                            | 7%                   | 14%                   | 15%        | 59%   | 1%         | 40%                   |
|  EL   | 3%                            | 7%                   | 13%                   | 15%        | 62%   | 0%         | 38%                   |
|  UK   | 4%                            | 7%                   | 11%                   | 15%        | 63%   | 0%         | 37%                   |
|  HR   | 3%                            | 6%                   | 9%                    | 17%        | 65%   | 0%         | 35%                   |
|  CY   | 4%                            | 11%                  | 10%                   | 10%        | 65%   | 0%         | 35%                   |
|  PL   | 2%                            | 5%                   | 10%                   | 16%        | 66%   | 1%         | 33%                   |
|  IE   | 3%                            | 4%                   | 12%                   | 13%        | 68%   | 0%         | 32%                   |
|  LU   | 2%                            | 8%                   | 11%                   | 9%         | 70%   | 0%         | 30%                   |
|  IT | 2%                            | 6%                   | 10%                   | 11%        | 71%   | 0%         | 29%                   |
|  HU | 3%                            | 6%                   | 10%                   | 10%        | 71%   | 0%         | 29%                   |
|  PT | 4%                            | 5%                   | 8%                    | 12%        | 71%   | 0%         | 29%                   |
|  SI | 1%                            | 5%                   | 9%                    | 14%        | 71%   | 0%         | 29%                   |
|  SK | 2%                            | 6%                   | 8%                    | 12%        | 72%   | 0%         | 28%                   |
|  ES | 2%                            | 4%                   | 12%                   | 9%         | 72%   | 1%         | 27%                   |
|  LV | 3%                            | 5%                   | 8%                    | 11%        | 73%   | 0%         | 27%                   |
|  LT | 2%                            | 4%                   | 8%                    | 12%        | 74%   | 0%         | 26%                   |
|  AT | 3%                            | 5%                   | 7%                    | 11%        | 74%   | 0%         | 26%                   |
|  DK | 1%                            | 3%                   | 9%                    | 12%        | 75%   | 0%         | 25%                   |
|  MT | 3%                            | 4%                   | 7%                    | 10%        | 76%   | 0%         | 24%                   |
|  SE | 1%                            | 3%                   | 4%                    | 16%        | 76%   | 0%         | 24%                   |
|  CZ | 2%                            | 3%                   | 8%                    | 10%        | 77%   | 0%         | 23%                   |
|  NL | 2%                            | 3%                   | 7%                    | 11%        | 77%   | 0%         | 23%                   |
|  FI | 1%                            | 2%                   | 5%                    | 15%        | 77%   | 0%         | 23%                   |
|  DE | 2%                            | 4%                   | 8%                    | 7%         | 79%   | 0%         | 21%                   |
|  EE | 3%                            | 3%                   | 8%                    | 6%         | 80%   | 0%         | 20%                   |
|  BE | 2%                            | 2%                   | 4%                    | 11%        | 80%   | 1%         | 19%                   |
|  FR | 1%                            | 4%                   | 4%                    | 6%         | 85%   | 0%         | 15%                   |

Base: Internet users (N=21,692, 82% of all respondents)



**Socio-demographic analysis** illustrates that:

- The younger the respondent, the more likely they are to have accessed e-books online: 38% of 15-24 year olds have done so at least once in the past 12 months, compared with 18% of those aged 55+.
- The longer a respondent remained in education, the more likely they are to have accessed e-books online: 13% of those with the lowest education levels have done so, compared with 30% of those with the highest levels.
- 24% of respondents living in rural villages have accessed e-books online, compared with 28% in small/mid-sized towns and 31% for large towns.

In addition, respondents who use the Internet daily or almost every day are the most likely to have accessed e-books online in the last 12 months (30% vs. 10%-13%).

Almost eight in ten respondents (78%) who connect to the Internet using e-readers or digital book readers say that they have accessed e-books or digital books at least once over the past 12 months.

Q3.4 Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:

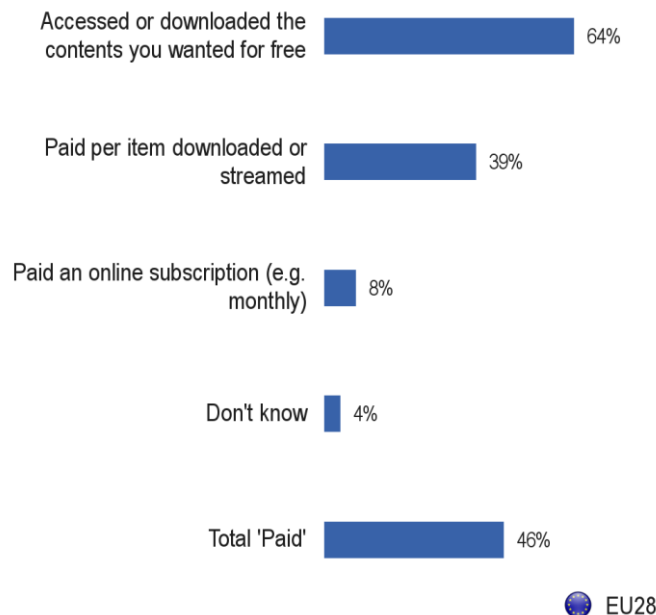
## E-books or digital books

|  | Every day or almost every day | At least once a week | At least once a month | Less often | Never | Don't know | Total 'At least once' |
|--|-------------------------------|----------------------|-----------------------|------------|-------|------------|-----------------------|
| EU28                                       | 2%                            | 5%                   | 9%                    | 11%        | 73%   | 0%         | 27%                   |
| <b>Age</b>                                 |                               |                      |                       |            |       |            |                       |
| 15-24                                      | 5%                            | 6%                   | 12%                   | 15%        | 62%   | 0%         | 38%                   |
| 25-39                                      | 3%                            | 6%                   | 10%                   | 13%        | 68%   | 0%         | 32%                   |
| 40-54                                      | 2%                            | 4%                   | 8%                    | 10%        | 76%   | 0%         | 24%                   |
| 55+  | 1%                            | 4%                   | 6%                    | 7%         | 82%   | 0%         | 18%                   |
| <b>Education (End of)</b>                  |                               |                      |                       |            |       |            |                       |
| 15-  | 1%                            | 3%                   | 4%                    | 5%         | 87%   | 0%         | 13%                   |
| 16-19                                      | 2%                            | 4%                   | 8%                    | 9%         | 77%   | 0%         | 23%                   |
| 20+  | 2%                            | 6%                   | 10%                   | 12%        | 70%   | 0%         | 30%                   |
| Still studying                             | 5%                            | 7%                   | 13%                   | 15%        | 60%   | 0%         | 40%                   |
| <b>Subjective urbanisation</b>             |                               |                      |                       |            |       |            |                       |
| Rural village                              | 2%                            | 4%                   | 8%                    | 10%        | 76%   | 0%         | 24%                   |
| Small/ Mid-size town                       | 3%                            | 5%                   | 9%                    | 11%        | 72%   | 0%         | 28%                   |
| Large town                                 | 3%                            | 6%                   | 10%                   | 12%        | 69%   | 0%         | 31%                   |
| <b>Use of Internet</b>                     |                               |                      |                       |            |       |            |                       |
| Every day                                  | 3%                            | 5%                   | 10%                   | 12%        | 70%   | 0%         | 30%                   |
| At least once a week                       | -                             | 4%                   | 3%                    | 6%         | 87%   | 0%         | 13%                   |
| At least once a month                      | 2%                            | 1%                   | 5%                    | 4%         | 87%   | 1%         | 12%                   |
| Less often                                 | -                             | 2%                   | 3%                    | 5%         | 90%   | 0%         | 10%                   |
| Never                                      | 0%                            | 0%                   | 0%                    | 0%         | 0%    | 0%         | 0%                    |
| No access                                  | 0%                            | 0%                   | 0%                    | 0%         | 0%    | 0%         | 0%                    |
| Total 'Use the Internet'                   | 2%                            | 5%                   | 9%                    | 11%        | 73%   | 0%         | 27%                   |
| Total 'Does not use the Internet'          | 0%                            | 0%                   | 0%                    | 0%         | 0%    | 0%         | 0%                    |
| <b>Devices used to access the Internet</b> |                               |                      |                       |            |       |            |                       |
| Desktop computer                           | 3%                            | 6%                   | 9%                    | 11%        | 71%   | 0%         | 29%                   |
| Laptop or netbook                          | 3%                            | 6%                   | 10%                   | 12%        | 69%   | 0%         | 31%                   |
| Touchscreen tablet                         | 4%                            | 7%                   | 12%                   | 14%        | 63%   | 0%         | 37%                   |
| Smartphone                                 | 3%                            | 6%                   | 12%                   | 13%        | 66%   | 0%         | 34%                   |
| Mobile phone                               | 3%                            | 6%                   | 9%                    | 11%        | 71%   | 0%         | 29%                   |
| TV   | 4%                            | 7%                   | 11%                   | 13%        | 65%   | 0%         | 35%                   |
| Games console                              | 5%                            | 9%                   | 11%                   | 13%        | 62%   | 0%         | 38%                   |
| E-reader or digital book reader            | 10%                           | 15%                  | 29%                   | 24%        | 21%   | 1%         | 78%                   |
| Other                                      | 4%                            | 1%                   | 7%                    | 10%        | 78%   | 0%         | 22%                   |
| Total 'Personal computers'                 | 3%                            | 5%                   | 9%                    | 11%        | 72%   | 0%         | 28%                   |
| Total 'Mobile devices'                     | 3%                            | 6%                   | 11%                   | 12%        | 68%   | 0%         | 32%                   |
| Total 'Home entertainment devices'         | 4%                            | 7%                   | 11%                   | 13%        | 65%   | 0%         | 35%                   |

Base: Internet users (N=21,692, 82% of all respondents)

Compared with the other kinds of content discussed, e-books are more likely to be paid for in some way (46%)<sup>18</sup>, generally per item rather than by subscription (39% vs. 8%). In spite of this, the majority (64%) still access or download e-books free of charge.

Q7. You mentioned that you have accessed or downloaded e-books or digital books over the past 12 months. For this have you... (MULTIPLE ANSWERS POSSIBLE)



Base: respondents who access digital books online  
(N=5,909, 22% of all respondents)






























In 24 Member States respondents are most likely to say they have accessed e-books free of charge, and this is particularly the case in Greece (89%), Portugal (86%) and Romania (84%). Respondents in Ireland (39%), Luxembourg (43%) and Germany (46%) are the least likely to have done so. In these three countries and in the UK, respondents are most likely to say they have paid per item: UK (75%), Ireland (64%), Luxembourg (57%) and Germany (56%). In contrast, users in Croatia (7%) are the least likely to have paid per item.

In nine Member States at least one in ten e-book users paid by subscription, with the highest proportions observed in Lithuania (21%), Sweden (17%), Luxembourg and Cyprus (both 15%).

In more general terms, there are five Member States where at least half of all e-book users paid in some way for content: the UK (79%), Ireland (69%), Luxembourg (64%), Germany (63%) and Austria (52%).

<sup>18</sup> Total 'Paid' represents the aggregated answers: Paid per item downloaded or streamed; Paid an online subscription (e.g. monthly).

Q7. You mentioned that you have accessed or downloaded e-books or digital books over the past 12 months.  
For this have you... (MULTIPLE ANSWERS POSSIBLE)

|   |      | Accessed or downloaded the contents you wanted for free | Paid per item downloaded or streamed | Paid an online subscription (e.g. monthly) | Don't know | Total 'Paid' |
|---|------|---|--------------------------------------|--|------------|--------------|
|    | EU28 | 64%   | 39%                                  | 8%   | 4%         | 46%          |
|    | BE   | 69%   | 28%                                  | 11%  | 6%         | 36%          |
|    | BG   | 82%   | 12%                                  | 3%   | 5%         | 16%          |
|    | CZ   | 71%   | 29%                                  | 8%   | 6%         | 37%          |
|    | DK   | 64%   | 30%                                  | 13%  | 8%         | 40%          |
|    | DE   | 46%   | 56%                                  | 8%   | 5%         | 63%          |
|    | EE   | 74%   | 28%                                  | 7%   | 4%         | 33%          |
|    | IE   | 39%   | 64%                                  | 9%   | 2%         | 69%          |
|    | EL   | 89%   | 8%                                   | 6%   | 1%         | 13%          |
|    | ES   | 79%   | 22%                                  | 9%   | 2%         | 30%          |
|    | FR   | 61%   | 40%                                  | 4%   | 4%         | 42%          |
|   | HR   | 75%   | 7%                                   | 14%  | 8%         | 20%          |
|  | IT   | 59%   | 43%                                  | 5%   | 2%         | 48%          |
|  | CY   | 76%   | 12%                                  | 15%  | 2%         | 27%          |
|  | LV   | 75%   | 17%                                  | 6%   | 7%         | 23%          |
|  | LT   | 68%   | 14%                                  | 21%  | 6%         | 34%          |
|  | LU   | 43%   | 57%                                  | 15%  | 5%         | 64%          |
|  | HU   | 82%   | 14%                                  | 6%   | 4%         | 20%          |
|  | MT   | 75%   | 22%                                  | 5%   | 1%         | 27%          |
|  | NL   | 57%   | 43%                                  | 5%   | 8%         | 47%          |
|  | AT   | 48%   | 46%                                  | 7%   | 7%         | 52%          |
|  | PL   | 69%   | 24%                                  | 13%  | 3%         | 36%          |
|  | PT   | 86%   | 9%                                   | 4%   | 3%         | 13%          |
|  | RO   | 84%   | 11%                                  | 6%   | 3%         | 18%          |
|  | SI   | 75%   | 11%                                  | 11%  | 8%         | 21%          |
|  | SK   | 73%   | 11%                                  | 9%   | 13%        | 19%          |
|  | FI   | 69%   | 27%                                  | 6%   | 9%         | 31%          |
|  | SE   | 62%   | 22%                                  | 17%  | 5%         | 39%          |
|  | UK   | 55%   | 75%                                  | 9%   | 4%         | 79%          |

**Highest percentage per country**    *Lowest percentage per country*

**Highest percentage per item**    *Lowest percentage per item*

Base: respondents who access digital books online (N=5,909, 22% of all respondents)

**Socio-demographic analysis** highlights that:

- Respondents aged 15-24 are the least likely to have paid for e-books (34% vs. 48%-52%), particularly per item (28% vs. 41%-45%). Those aged 55+ are the least likely to have accessed e-books free of charge (56% vs. 62%-72%).
- Those with the highest education levels are the most likely to have paid for e-books (52% vs. 42%-45%).

Users who access the Internet daily are more likely to pay for e-books than those who do so less often (47% vs. 25%-33%).

More than seven respondents in ten who access e-books via an e-reader have paid for them (72%). More than half of those accessing the Internet using a tablet or smart TV have also paid for e-books (both 55%).

More than one respondent in five accessing free e-books online have also paid for e-books (22%).

An analysis of users who paid for e-books in some way shows:

- 18% paid a subscription
- 86% paid per item
- 30% also accessed free content

Finally, respondents who pay for other kinds of content are more likely to pay for e-books too. For instance, 63% of those who paid for video games also paid for e-books. In contrast 41% of those who accessed video games free of charge paid for e-books. The same pattern applies to audio-visual content, sports and music.

Q7 You mentioned that you have accessed or downloaded e-books or digital books over the past 12 months. For this have you...  
(MULTIPLE ANSWERS POSSIBLE)

|  | Accessed or downloaded the contents you wanted for free | Paid per item downloaded or streamed | Paid an online subscription (e.g. monthly) | Don't know | Total 'Paid' |
|--|---|--------------------------------------|--|------------|--------------|
| EU28                                       | 64%   | 39%                                  | 8%   | 4%         | 46%          |
| <b>Age</b>                                 |   |                                      |  |            |              |
| 15-24                                      | 72%   | 28%                                  | 6%   | 3%         | 34%          |
| 25-39                                      | 63%   | 41%                                  | 9%   | 3%         | 48%          |
| 40-54                                      | 62%   | 43%                                  | 8%   | 4%         | 50%          |
| 55 +                                       | 56%   | 45%                                  | 8%   | 6%         | 52%          |
| <b>Education (End of)</b>                  |   |                                      |  |            |              |
| 15-  | 68%   | 36%                                  | 6%   | 3%         | 42%          |
| 16-19                                      | 63%   | 39%                                  | 7%   | 6%         | 45%          |
| 20+  | 61%   | 44%                                  | 10%  | 3%         | 52%          |
| Still studying                             | 75%   | 27%                                  | 5%   | 3%         | 32%          |
| <b>Use of Internet</b>                     |   |                                      |  |            |              |
| Every day                                  | 64%   | 41%                                  | 8%   | 3%         | 47%          |
| At least once a week                       | 67%   | 17%                                  | 10%  | 11%        | 27%          |
| At least once a month                      | 66%   | 19%                                  | 6%   | 12%        | 25%          |
| Less often                                 | 61%   | 26%                                  | 6%   | 12%        | 33%          |
| Never                                      | 0%  | 0%                                   | 0%   | 0%         | 0%           |
| No access                                  | 0%  | 0%                                   | 0%   | 0%         | 0%           |
| Total 'Use the Internet'                   | 64%   | 39%                                  | 8%   | 4%         | 46%          |
| Total 'Does not use the Internet'          | 0%  | 0%                                   | 0%   | 0%         | 0%           |
| <b>Devices used to access the Internet</b> |   |                                      |  |            |              |
| Desktop computer                           | 63%   | 41%                                  | 9%   | 4%         | 47%          |
| Laptop or netbook                          | 63%   | 41%                                  | 8%   | 4%         | 47%          |
| Touchscreen tablet                         | 61%   | 49%                                  | 10%  | 3%         | 55%          |
| Smartphone                                 | 63%   | 44%                                  | 8%   | 3%         | 50%          |
| Mobile phone                               | 69%   | 31%                                  | 11%  | 4%         | 40%          |
| TV   | 61%   | 49%                                  | 8%   | 6%         | 55%          |
| Games console                              | 60%   | 46%                                  | 8%   | 5%         | 52%          |
| E-reader or digital book reader            | 52%   | 65%                                  | 11%  | 2%         | 72%          |
| Other                                      | 53%   | 37%                                  | 6%   | 7%         | 42%          |
| Total 'Personal computers'                 | 63%   | 40%                                  | 8%   | 4%         | 46%          |
| Total 'Mobile devices'                     | 63%   | 43%                                  | 8%   | 3%         | 49%          |
| Total 'Home entertainment devices'         | 62%   | 48%                                  | 8%   | 5%         | 54%          |
| <b>Accessed audio-visual content</b>       |   |                                      |  |            |              |
| For free                                   | 72%   | 37%                                  | 5%   | 3%         | 41%          |
| Paid                                       | 53%   | 56%                                  | 15%  | 3%         | 66%          |
| <b>Accessed sports content</b>             |   |                                      |  |            |              |
| For free                                   | 69%   | 35%                                  | 5%   | 3%         | 39%          |
| Paid                                       | 57%   | 45%                                  | 16%  | 6%         | 59%          |
| <b>Accessed music</b>                      |   |                                      |  |            |              |
| For free                                   | 75%   | 30%                                  | 5%   | 3%         | 34%          |
| Paid                                       | 49%   | 64%                                  | 14%  | 2%         | 74%          |
| <b>Accessed digital books</b>              |   |                                      |  |            |              |
| For free                                   | 100%  | 20%                                  | 3%   | 0%         | 22%          |
| Paid                                       | 30%   | 86%                                  | 18%  | 0%         | 100%         |
| <b>Accessed games</b>                      |   |                                      |  |            |              |
| For free                                   | 72%   | 36%                                  | 6%   | 3%         | 41%          |
| Paid                                       | 54%   | 54%                                  | 11%  | 4%         | 63%          |

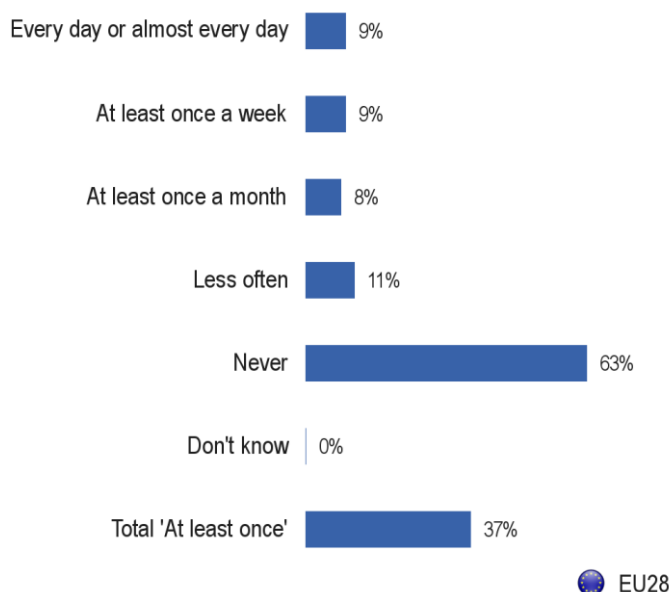
Base: respondents who access digital books online (N=5,909, 22% of all respondents)

### 2.1.5. Video games

More than one-third of Internet users have accessed or downloaded a video game online in the past 12 months (37%), although once again access is not as frequent as for other content types, such as sports or audio-visual. Almost one in ten (9%) say they access video games online every day or almost every day, while 9% do so at least once a week and 8% at least once a month. Just over one in ten (11%) access video games less than once a month.

Q3.5. Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:

Games, downloaded or online
































Base: Internet users (N=21,692, 82% of all respondents)

Latvia is the only Member State where at least half of all Internet users have accessed a video game online in the last 12 months (53%), although the proportions observed in Romania (49%) and the UK (46%) are almost as high. Respondents in Estonia (30%), Spain (31%) and Italy (32%) are the least likely to have accessed or downloaded video games online.

Internet users in Denmark (15%) and Latvia and the Netherlands (both 14%) are the most likely to access video games daily or almost daily, while those in Latvia, Romania and Cyprus (all 14%) are the most likely to do so at least once per week.

Internet users in Latvia, Malta, Portugal, the UK, Luxembourg and Lithuania are the most likely to access or download video games at least once a month (all 11%), while those in Latvia and Croatia are the most likely to do so less often (both 14%).

**Q3.5. Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:  
Games, downloaded or online**

|  | Every day or almost every day | At least once a week | At least once a month | Less often | Never | Don't know | Total 'At least once' |
|--|-------------------------------|----------------------|-----------------------|------------|-------|------------|-----------------------|
|  EU28 | 9%                            | 9%                   | 8%                    | 11%        | 63%   | 0%         | 37%                   |
|  LV   | 14%                           | 14%                  | 11%                   | 14%        | 47%   | 0%         | 53%                   |
|  RO   | 12%                           | 14%                  | 10%                   | 13%        | 51%   | 0%         | 49%                   |
|  UK   | 12%                           | 10%                  | 11%                   | 13%        | 54%   | 0%         | 46%                   |
|  CY   | 11%                           | 14%                  | 8%                    | 12%        | 55%   | 0%         | 45%                   |
|  PT   | 12%                           | 11%                  | 11%                   | 11%        | 55%   | 0%         | 45%                   |
|  DK   | 15%                           | 10%                  | 8%                    | 11%        | 56%   | 0%         | 44%                   |
|  MT   | 10%                           | 13%                  | 11%                   | 9%         | 57%   | 0%         | 43%                   |
|  HR   | 12%                           | 9%                   | 7%                    | 14%        | 58%   | 0%         | 42%                   |
|  FI   | 9%                            | 11%                  | 9%                    | 13%        | 58%   | 0%         | 42%                   |
|  BE | 10%                           | 12%                  | 10%                   | 9%         | 59%   | 0%         | 41%                   |
|  EL | 13%                           | 10%                  | 6%                    | 12%        | 59%   | 0%         | 41%                   |
|  SK | 8%                            | 12%                  | 8%                    | 13%        | 58%   | 1%         | 41%                   |
|  SI | 10%                           | 12%                  | 5%                    | 13%        | 60%   | 0%         | 40%                   |
|  HU | 10%                           | 8%                   | 9%                    | 11%        | 62%   | 0%         | 38%                   |
|  BG | 10%                           | 8%                   | 6%                    | 13%        | 62%   | 1%         | 37%                   |
|  CZ | 9%                            | 12%                  | 8%                    | 8%         | 63%   | 0%         | 37%                   |
|  NL | 14%                           | 10%                  | 6%                    | 7%         | 63%   | 0%         | 37%                   |
|  PL | 6%                            | 7%                   | 10%                   | 13%        | 64%   | 0%         | 36%                   |
|  SE | 9%                            | 8%                   | 7%                    | 12%        | 64%   | 0%         | 36%                   |
|  DE | 8%                            | 10%                  | 6%                    | 11%        | 65%   | 0%         | 35%                   |
|  IE | 8%                            | 6%                   | 9%                    | 12%        | 65%   | 0%         | 35%                   |
|  FR | 10%                           | 7%                   | 7%                    | 11%        | 65%   | 0%         | 35%                   |
|  LT | 8%                            | 8%                   | 11%                   | 8%         | 65%   | 0%         | 35%                   |
|  LU | 4%                            | 9%                   | 11%                   | 10%        | 66%   | 0%         | 34%                   |
|  AT | 7%                            | 9%                   | 8%                    | 9%         | 67%   | 0%         | 33%                   |
|  IT | 6%                            | 8%                   | 9%                    | 9%         | 68%   | 0%         | 32%                   |
|  ES | 4%                            | 6%                   | 8%                    | 13%        | 69%   | 0%         | 31%                   |
|  EE | 7%                            | 8%                   | 8%                    | 7%         | 70%   | 0%         | 30%                   |

Base: Internet users (N=21,692, 82% of all respondents)

**Socio-demographic analysis** illustrates only one notable difference in the standard variables. The younger the respondent, the more likely they are to have accessed video games online: 58% of 15-24 year olds have done so at least once in the past 12 months, compared to 19% of those aged 55+.

The behavioural variables provide greater differentiation:

- Respondents who use the Internet daily or almost daily are the most likely to have accessed video games online in the last 12 months (40% vs. 11%-22%).
- Those who use a home entertainment device to access the Internet are more likely than users of mobile devices or personal computers to have accessed video games online (53% vs. 43% and 37% respectively). Unsurprisingly, 70% of those who use game consoles to access the Internet have accessed video games online.

Q3.5 Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:

|  | Games, downloaded or online   |                      |                       |            |       |            | Total 'At least once' |
|--|-------------------------------|----------------------|-----------------------|------------|-------|------------|-----------------------|
|  | Every day or almost every day | At least once a week | At least once a month | Less often | Never | Don't know |                       |
| EU28                                       | 9%                            | 9%                   | 8%                    | 11%        | 63%   | 0%         | 37%                   |
| <b>Age</b>                                 |                               |                      |                       |            |       |            |                       |
| 15-24                                      | 13%                           | 16%                  | 13%                   | 16%        | 42%   | 0%         | 58%                   |
| 25-39                                      | 10%                           | 12%                  | 11%                   | 15%        | 52%   | 0%         | 48%                   |
| 40-54                                      | 7%                            | 6%                   | 7%                    | 9%         | 71%   | 0%         | 29%                   |
| 55 +                                       | 7%                            | 4%                   | 3%                    | 5%         | 81%   | 0%         | 19%                   |
| <b>Use of Internet</b>                     |                               |                      |                       |            |       |            |                       |
| Every day                                  | 10%                           | 9%                   | 9%                    | 12%        | 60%   | 0%         | 40%                   |
| At least once a week                       | 2%                            | 8%                   | 6%                    | 6%         | 78%   | 0%         | 22%                   |
| At least once a month                      | 2%                            | 2%                   | 3%                    | 4%         | 89%   | 0%         | 11%                   |
| Less often                                 | 1%                            | 4%                   | 3%                    | 6%         | 86%   | 0%         | 14%                   |
| Never                                      | 0%                            | 0%                   | 0%                    | 0%         | 0%    | 0%         | 0%                    |
| No access                                  | 0%                            | 0%                   | 0%                    | 0%         | 0%    | 0%         | 0%                    |
| Total 'Use the Internet'                   | 9%                            | 9%                   | 8%                    | 11%        | 63%   | 0%         | 37%                   |
| Total 'Does not use the Internet'          | 0%                            | 0%                   | 0%                    | 0%         | 0%    | 0%         | 0%                    |
| <b>Devices used to access the Internet</b> |                               |                      |                       |            |       |            |                       |
| Desktop computer                           | 9%                            | 10%                  | 7%                    | 10%        | 64%   | 0%         | 36%                   |
| Laptop or netbook                          | 9%                            | 9%                   | 8%                    | 12%        | 62%   | 0%         | 38%                   |
| Touchscreen tablet                         | 11%                           | 11%                  | 10%                   | 13%        | 55%   | 0%         | 45%                   |
| Smartphone                                 | 10%                           | 10%                  | 10%                   | 15%        | 55%   | 0%         | 45%                   |
| Mobile phone                               | 9%                            | 8%                   | 8%                    | 12%        | 63%   | 0%         | 37%                   |
| TV   | 12%                           | 13%                  | 9%                    | 13%        | 53%   | 0%         | 47%                   |
| Games console                              | 21%                           | 20%                  | 14%                   | 15%        | 30%   | 0%         | 70%                   |
| E-reader or digital book reader            | 12%                           | 13%                  | 8%                    | 12%        | 55%   | 0%         | 45%                   |
| Other                                      | 5%                            | 7%                   | 13%                   | 10%        | 65%   | 0%         | 35%                   |
| Total 'Personal computers'                 | 9%                            | 9%                   | 8%                    | 11%        | 63%   | 0%         | 37%                   |
| Total 'Mobile devices'                     | 10%                           | 10%                  | 10%                   | 13%        | 57%   | 0%         | 43%                   |
| Total 'Home entertainment devices'         | 15%                           | 13%                  | 11%                   | 14%        | 47%   | 0%         | 53%                   |

Base: Internet users (N=21,692, 82% of all respondents)



Just over one-third of those who access video games online say they have paid in some way (34%)<sup>19</sup>; per item payment (20%), or the purchase of items related to the video game (16%) are both more common than payment by subscription (8%).

Just over three-quarters (76%) have accessed or downloaded the content they wanted free of charge.

Q8. You mentioned that you have accessed or downloaded games over the past 12 months. For this have you... (MULTIPLE ANSWERS POSSIBLE)



Base: respondents who access video games online  
(N=8,051, 30% of all respondents)

Respondents who have accessed video games online for free are most likely to be found in Romania (87%) and Italy and Latvia (both 85%), and least likely to be found in Ireland (62%) or Hungary (67%).






























Users in the UK (45%), Finland (34%) and Sweden (30%) are the most likely to say they paid per item, particularly compared with respondents in Croatia (3%), Cyprus and Slovenia (both 4%). Respondents in Lithuania (19%), the UK (17%) and Croatia (16%) are the most likely to pay by subscription, with those in Italy (1%) the least likely to do so.

Respondents in the UK (28%), Hungary (24%) and Denmark (23%) are the most likely to have started playing for free, but then purchased items related to the video game. Just 5% in Slovenia and Cyprus have done the same.

In 21 Member States at least one in five of respondents accessing video games paid in some way for their content, with the UK (57%), Sweden (49%), Denmark and Ireland (both 46%) having the highest proportions of payers.

<sup>19</sup> Total 'Paid' is represented by the following answers: Paid per item downloaded or streamed; Paid an online subscription (e.g. monthly); Started to play for free, but then purchased items related to the game.

Q8. You mentioned that you have accessed or downloaded games over the past 12 months.  
For this have you... (MULTIPLE ANSWERS POSSIBLE)

|   |      | Accessed or downloaded the contents you wanted for free | Paid per item downloaded or streamed | Paid an online subscription (e.g. monthly) | Started to play for free, but then purchased items related to the game | Don't know | Total 'Paid' |
|---|------|---|--------------------------------------|--|--|------------|--------------|
|    | EU28 | 76%   | 20%                                  | 8%   | 16%  | 3%         | 34%          |
|    | BE   | 83%   | 15%                                  | 9%   | 20%  | 2%         | 33%          |
|    | BG   | 82%   | 7%                                   | 3%   | 10%  | 4%         | 19%          |
|    | CZ   | 80%   | 12%                                  | 6%   | 18%  | 2%         | 31%          |
|    | DK   | 68%   | 27%                                  | 9%   | 23%  | 3%         | 46%          |
|    | DE   | 69%   | 19%                                  | 7%   | 15%  | 3%         | 36%          |
|    | EE   | 82%   | 16%                                  | 2%   | 12%  | 2%         | 25%          |
|    | IE   | 62%   | 28%                                  | 6%   | 21%  | 2%         | 46%          |
|    | EL   | 77%   | 10%                                  | 5%   | 15%  | 1%         | 26%          |
|    | ES   | 80%   | 13%                                  | 6%   | 14%  | 3%         | 28%          |
|   | FR   | 78%   | 22%                                  | 6%   | 16%  | 5%         | 30%          |
|  | HR   | 72%   | 3%                                   | 16%  | 7%   | 6%         | 26%          |
|  | IT   | 85%   | 11%                                  | 1%   | 7%   | 1%         | 19%          |
|  | CY   | 78%   | 4%                                   | 11%  | 5%   | 3%         | 20%          |
|  | LV   | 85%   | 8%                                   | 2%   | 10%  | 4%         | 18%          |
|  | LT   | 70%   | 11%                                  | 19%  | 9%   | 1%         | 37%          |
|  | LU   | 77%   | 20%                                  | 5%   | 19%  | 1%         | 37%          |
|  | HU   | 67%   | 5%                                   | 10%  | 24%  | 5%         | 36%          |
|  | MT   | 84%   | 12%                                  | 2%   | 6%   | 1%         | 19%          |
|  | NL   | 79%   | 24%                                  | 8%   | 13%  | 3%         | 36%          |
|  | AT   | 68%   | 16%                                  | 10%  | 14%  | 4%         | 36%          |
|  | PL   | 70%   | 14%                                  | 8%   | 13%  | 6%         | 31%          |
|  | PT   | 82%   | 6%                                   | 4%   | 10%  | 3%         | 19%          |
|  | RO   | 87%   | 6%                                   | 5%   | 6%   | 1%         | 15%          |
|  | SI   | 80%   | 4%                                   | 7%   | 5%   | 6%         | 15%          |
|  | SK   | 73%   | 10%                                  | 6%   | 9%   | 6%         | 25%          |
|  | FI   | 74%   | 34%                                  | 10%  | 15%  | 5%         | 42%          |
|  | SE   | 71%   | 30%                                  | 11%  | 19%  | 3%         | 49%          |
|  | UK   | 74%   | 45%                                  | 17%  | 28%  | 3%         | 57%          |

**Highest percentage per country**

*Lowest percentage per country*

Highest percentage per item

Lowest percentage per item

Base: respondents who access video games online (N=8,051, 30% of all respondents)

**Socio-demographic analysis** shows that:

- Men are more likely than women to have paid for video games online (40% vs. 27%), and in particular to have paid per item (26% vs. 14%).
- The younger the respondent, the more likely they are to have paid for video games online: 41% of 15-24 year olds have done this, compared to 19% of those aged 55+. Those aged 15-39 are the most likely to have paid per item (23%-26%) or to have started playing for free but then purchased video game-related items (18%).
- Those with the lowest education levels are the least likely to have paid for video games (21% vs. 32%-35%).

Users who access the Internet daily are more likely to pay for video games than those who do so less often (35% vs. 16%-20%). In particular, they are the most likely to have paid per item (21%) or to have started playing for free but then purchased video game-related items (16%).

Those who access the Internet using home entertainment devices are the most likely to have paid for video games (51% vs. 35%-37%).

Almost one in five of the respondents who accessed free video games also mentioned that they paid for video games (18%).

Analysis of the respondents who paid for video games in some way shows:

- 24% paid a subscription
- 60% paid per item
- 40% also accessed free content

Finally, respondents who pay for other kinds of content are more likely to pay for video games too. For instance, 60% of those who paid for music also paid for video games. In contrast 30% of those who accessed music for free paid for video games. The same pattern applies to audio-visual content, sports and e-books.

Q8 You mentioned that you have accessed or downloaded games over the past 12 months. For this have you... (MULTIPLE ANSWERS POSSIBLE)

|  | Accessed or downloaded the contents you wanted for free | Paid per item downloaded or streamed | Paid an online subscription (e.g. monthly) | Started to play for free, but then purchased items related to the game | Don't know | Total 'Paid' |
|--|---|--------------------------------------|--|--|------------|--------------|
| EU28                                       | 76%   | 20%                                  | 8%   | 16%  | 3%         | 34%          |
| <b>Sex</b>                                 |   |                                      |  |  |            |              |
| Male                                       | 71%   | 26%                                  | 10%  | 18%  | 3%         | 40%          |
| Female                                     | 82%   | 14%                                  | 6%   | 14%  | 4%         | 27%          |
| <b>Age</b>                                 |   |                                      |  |  |            |              |
| 15-24                                      | 73%   | 26%                                  | 10%  | 18%  | 2%         | 41%          |
| 25-39                                      | 75%   | 23%                                  | 9%   | 18%  | 2%         | 38%          |
| 40-54                                      | 79%   | 15%                                  | 6%   | 13%  | 4%         | 29%          |
| 55 +                                       | 83%   | 8%                                   | 5%   | 10%  | 6%         | 19%          |
| <b>Education (End of)</b>                  |   |                                      |  |  |            |              |
| 15-  | 85%   | 10%                                  | 3%   | 12%  | 4%         | 21%          |
| 16-19                                      | 76%   | 18%                                  | 8%   | 14%  | 5%         | 32%          |
| 20+  | 76%   | 21%                                  | 9%   | 17%  | 3%         | 35%          |
| Still studying                             | 75%   | 25%                                  | 9%   | 18%  | 2%         | 40%          |
| <b>Use of Internet</b>                     |   |                                      |  |  |            |              |
| Every day                                  | 76%   | 21%                                  | 8%   | 16%  | 3%         | 35%          |
| At least once a week                       | 78%   | 10%                                  | 4%   | 8%   | 8%         | 20%          |
| At least once a month                      | 84%   | 5%                                   | 10%  | 4%   | 0%         | 16%          |
| Less often                                 | 80%   | 2%                                   | 8%   | 7%   | 6%         | 17%          |
| Never                                      | 0%  | 0%                                   | 0%   | 0%   | 0%         | 0%           |
| No access                                  | 0%  | 0%                                   | 0%   | 0%   | 0%         | 0%           |
| Total 'Use the Internet'                   | 76%   | 20%                                  | 8%   | 16%  | 3%         | 34%          |
| Total 'Does not use the Internet'          | 0%  | 0%                                   | 0%   | 0%   | 0%         | 0%           |
| <b>Devices used to access the Internet</b> |   |                                      |  |  |            |              |
| Desktop computer                           | 73%   | 24%                                  | 9%   | 18%  | 4%         | 39%          |
| Laptop or netbook                          | 75%   | 22%                                  | 8%   | 16%  | 4%         | 35%          |
| Touchscreen tablet                         | 77%   | 26%                                  | 9%   | 20%  | 3%         | 40%          |
| Smartphone                                 | 75%   | 24%                                  | 9%   | 18%  | 3%         | 39%          |
| Mobile phone                               | 79%   | 19%                                  | 9%   | 15%  | 2%         | 31%          |
| TV   | 72%   | 29%                                  | 12%  | 24%  | 4%         | 47%          |
| Games console                              | 62%   | 43%                                  | 20%  | 27%  | 2%         | 62%          |
| E-reader or digital book reader            | 74%   | 32%                                  | 10%  | 21%  | 3%         | 44%          |
| Other                                      | 78%   | 27%                                  | 6%   | 17%  | 0%         | 47%          |
| Total 'Personal computers'                 | 76%   | 21%                                  | 9%   | 16%  | 3%         | 35%          |
| Total 'Mobile devices'                     | 76%   | 23%                                  | 9%   | 17%  | 3%         | 37%          |
| Total 'Home entertainment devices'         | 69%   | 34%                                  | 14%  | 24%  | 3%         | 51%          |
| <b>Accessed audio-visual content</b>       |   |                                      |  |  |            |              |
| For free                                   | 79%   | 22%                                  | 8%   | 19%  | 2%         | 35%          |
| Paid                                       | 65%   | 41%                                  | 17%  | 25%  | 4%         | 57%          |
| <b>Accessed sports content</b>             |   |                                      |  |  |            |              |
| For free                                   | 76%   | 21%                                  | 8%   | 16%  | 2%         | 35%          |
| Paid                                       | 64%   | 34%                                  | 18%  | 21%  | 3%         | 53%          |
| <b>Accessed music</b>                      |   |                                      |  |  |            |              |
| For free                                   | 81%   | 18%                                  | 6%   | 15%  | 2%         | 30%          |
| Paid                                       | 64%   | 42%                                  | 17%  | 24%  | 3%         | 60%          |
| <b>Accessed digital books</b>              |   |                                      |  |  |            |              |
| For free                                   | 82%   | 20%                                  | 8%   | 18%  | 2%         | 33%          |
| Paid                                       | 68%   | 40%                                  | 13%  | 27%  | 2%         | 56%          |
| <b>Accessed games</b>                      |   |                                      |  |  |            |              |
| For free                                   | 100%  | 13%                                  | 4%   | 10%  | 0%         | 18%          |
| Paid                                       | 40%   | 60%                                  | 24%  | 46%  | 0%         | 100%         |

Base: respondents who access video games online (N=8,051, 30% of all respondents)

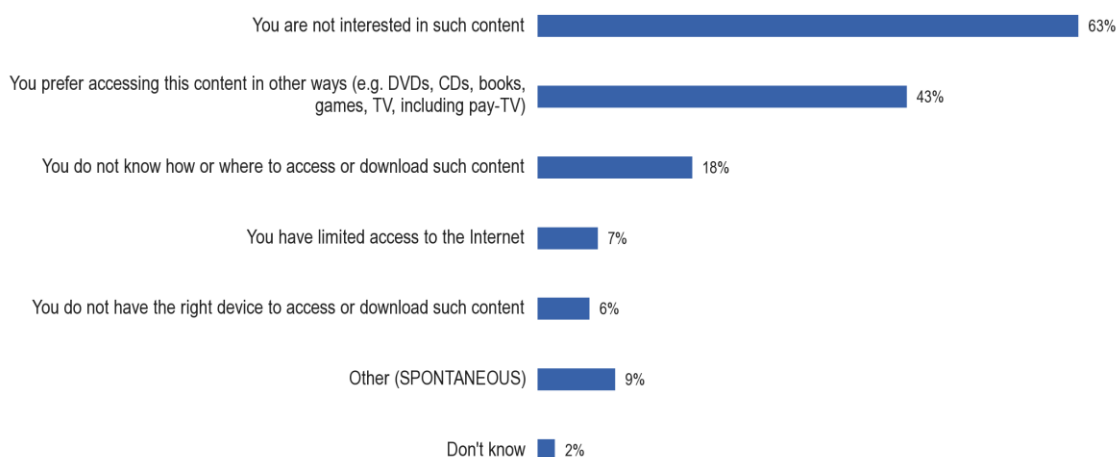
## 2.2. Reasons for not accessing digital content online

### - Lack of interest in digital content is the most common reason for not accessing it online -

Respondents who have not used the Internet in the last 12 months to access or download audio-visual content, music, e-books or video games were asked why this was the case<sup>20</sup>. Most say they are not interested in this kind of content (63%). More than four out of ten (43%) say they prefer to access this type of content in other ways, such as DVDs, CDs or books. For almost one in five, however, lack of knowledge is the barrier: 18% say they do not know where or how to access or download this kind of content.

Less than one in ten say limited Internet access is a barrier (7%), while 6% say they do not have the right device to access or download these kinds of content.

Q20. You told me that over the past 12 months you have not used the Internet to access or download audio-visual content, music, e-books or games. Is it because... (MULTIPLE ANSWERS POSSIBLE)



EU28

Base: respondents who do not use digital content online (N=4,011, 15% of all respondents)

<sup>20</sup> Q20 You told me that over the past 12 months you have not used the Internet to access or download audio-visual content, music, e-books or games. Is it because... (MULTIPLE ANSWERS POSSIBLE) You are not interested in such content; You prefer accessing this content in other ways (e.g. DVDs, CDs, books, games, TV, including pay-TV); You do not know how or where to access or download such content; You have limited access to the Internet; You do not have the right device to access or download such content; Other (DO NOT READ OUT); DK/NA.

In 26 Member States respondents who have not used the Internet in the last 12 months to access or download audio-visual content, music, e-books or video games are most likely to say that this is because they are **not interested in such content**<sup>21</sup>. This is particularly the case in Belgium (80%), the UK (78%) and Finland (76%), and least likely to be the reason given in Poland (36%), Hungary (40%) and Slovenia (43%).

Respondents in Poland (61%) and the Czech Republic (60%) are most likely to say that they **prefer to access this kind of content in other ways**. This is also a common response in the UK (73%) and Luxembourg (68%), but much less likely to be mentioned in Malta (10%).






























At least a quarter of this group of respondents in the UK (32%), Luxembourg and France (both 27%) and Finland (26%) say that they **do not know how or where to access or download such content**. Those in Slovakia (4%), Slovenia and Estonia (both 5%) are much less likely to mention this reason.

Respondents in Belgium (18%) and Luxembourg and Greece (both 14%) are the most likely to say that they do not access or download digital content because of **limited access to the Internet**, while those in the UK (16%), Finland (13%) and Luxembourg (12%) are the most likely to say that they **do not have the right device to access or download such content**.

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<sup>21</sup> Due to small sample size Cyprus is not included in the country analysis. As there are fewer than 100 respondents in Bulgaria, Greece, Latvia, Luxembourg, Malta, Portugal, Romania and Slovenia, results for these countries should be interpreted with caution.

Q20. You told me that over the past 12 months you have not used the Internet to access or download audio-visual content, music, e-books or games. Is it because... (MULTIPLE ANSWERS POSSIBLE)

|  | You are not interested in such content | You prefer accessing this content in other ways (e.g. DVDs, CDs, books, games, TV, including pay-TV) | You do not know how or where to access or download such content | You have limited access to the Internet | You do not have the right device to access or download such content | Other (SPONTANEOUS) | Don't know |
|--|--|--|---|---|---|---------------------|------------|
|  EU28 | 63%                                    | 43%  | 18%   | 7%                                      | 6%  | 9%                  | 2%         |
|  BE   | 80%                                    | 59%  | 22%   | 18%                                     | 9%  | 4%                  | 2%         |
|  BG   | 52%                                    | 19%  | 12%   | 5%                                      | 1%  | 21%                 | 5%         |
|  CZ   | 58%                                    | 60%  | 13%   | 8%                                      | 7%  | 7%                  | 1%         |
|  DK   | 66%                                    | 40%  | 16%   | 3%                                      | 0%  | 9%                  | 3%         |
|  DE   | 65%                                    | 38%  | 14%   | 4%                                      | 4%  | 12%                 | 4%         |
|  EE   | 54%                                    | 22%  | 5%  | 4%                                      | 1%  | 20%                 | 9%         |
|  IE   | 54%                                    | 49%  | 15%   | 11%                                     | 8%  | 5%                  | 0%         |
|  EL  | 50%                                    | 42%  | 13%   | 14%                                     | 5%  | 8%                  | 0%         |
|  ES | 54%                                    | 46%  | 18%   | 5%                                      | 5%  | 17%                 | 2%         |
|  FR | 69%                                    | 55%  | 27%   | 13%                                     | 10%   | 4%                  | 2%         |
|  HR | 46%                                    | 32%  | 11%   | 8%                                      | 3%  | 14%                 | 3%         |
|  IT | 66%                                    | 20%  | 10%   | 5%                                      | 2%  | 6%                  | 2%         |
|  CY | 45%                                    | 4%   | 10%   | 9%                                      | 0%  | 29%                 | 8%         |
|  LV | 45%                                    | 34%  | 15%   | 2%                                      | 5%  | 20%                 | 6%         |
|  LT | 55%                                    | 30%  | 8%  | 1%                                      | 1%  | 16%                 | 4%         |
|  LU | 69%                                    | 68%  | 27%   | 14%                                     | 12%   | 5%                  | 0%         |
|  HU | 40%                                    | 25%  | 10%   | 5%                                      | 1%  | 16%                 | 9%         |
|  MT | 60%                                    | 10%  | 18%   | 2%                                      | 1%  | 19%                 | 0%         |
|  NL | 74%                                    | 30%  | 15%   | 2%                                      | 1%  | 7%                  | 3%         |
|  AT | 70%                                    | 39%  | 6%  | 3%                                      | 5%  | 11%                 | 5%         |
|  PL | 36%                                    | 61%  | 12%   | 2%                                      | 9%  | 7%                  | 2%         |
|  PT | 63%                                    | 25%  | 12%   | 5%                                      | 3%  | 15%                 | 3%         |
|  RO | 52%                                    | 14%  | 19%   | 7%                                      | 8%  | 20%                 | 0%         |
|  SI | 43%                                    | 16%  | 5%  | 3%                                      | 1%  | 29%                 | 7%         |
|  SK | 55%                                    | 17%  | 4%  | 2%                                      | 2%  | 14%                 | 9%         |
|  FI | 76%                                    | 50%  | 26%   | 10%                                     | 13%   | 5%                  | 1%         |
|  SE | 67%                                    | 29%  | 15%   | 6%                                      | 4%  | 15%                 | 2%         |
|  UK | 78%                                    | 73%  | 32%   | 13%                                     | 16%   | 3%                  | 1%         |
| <b>Highest percentage per country</b>  |  |  |   | <b>Lowest percentage per country</b>    |   |                     |            |
| Highest percentage per item  |  |  |   | Lowest percentage per item              |   |                     |            |

Base: respondents who do not use digital content online (N=4,011, 15% of all respondents)

**Socio-demographic analysis** reveals the following differences:

- Women are more likely than men to say that they prefer to access digital content in other ways (46% vs. 39%), or that they do not know how or where to access or download such content (20% vs. 15%).
- The older the respondent, the more likely they are to say they do not know how or where to access or download this kind of content: 8% of 15-24 year olds say this, compared with 21% of those aged 55+. Those aged 25-54 are the least likely to say they are not interested in such content (57%-61% vs. 66%-70%), while 15-24 year olds are the least likely to say they prefer to access this content in other ways (36% vs. 43% of older age groups).
- The longer a respondent remained in education, the less likely they are to say they are not interested in this content, or that they do not know how or where to access it. For example 72% of those with the lowest education levels say they are not interested, compared with 59% of those with the highest levels.

Finally, respondents who access the Internet using home entertainment devices are more likely than other device users to say they prefer to access audio-visual content, music, e-books or video games in other ways (56% vs. 44%-46%), or that they do not know how or where to access and download this content (26% vs. 18%).

Q20 You told me that over the past 12 months you have not used the Internet to access or download audio-visual content, music, e-books or games. Is it because... (MULTIPLE ANSWERS POSSIBLE)

|  | You are not interested in such content | You prefer accessing this content in other ways (e.g. DVDs, CDs, books, games, TV, including pay-TV) | You do not know how or where to access or download such content | You have limited access to the Internet | You do not have the right device to access or download such content | Other (DO NOT READ OUT) | Don't know |
|--|--|--|---|---|---|-------------------------|------------|
| EU28                                       | 63%                                    | 43%  | 18%   | 7%                                      | 6%  | 9%                      | 2%         |
| <b>Sex</b>                                 |  |  |   |   |   |                         |            |
| Male                                       | 66%                                    | 39%  | 15%   | 7%                                      | 6%  | 9%                      | 3%         |
| Female                                     | 62%                                    | 46%  | 20%   | 7%                                      | 6%  | 9%                      | 2%         |
| <b>Age</b>                                 |  |  |   |   |   |                         |            |
| 15-24                                      | 70%                                    | 36%  | 8%  | 4%                                      | 1%  | 6%                      | 0%         |
| 25-39                                      | 57%                                    | 43%  | 13%   | 8%                                      | 7%  | 11%                     | 3%         |
| 40-54                                      | 61%                                    | 43%  | 17%   | 6%                                      | 6%  | 10%                     | 2%         |
| 55 +                                       | 66%                                    | 43%  | 21%   | 8%                                      | 7%  | 8%                      | 3%         |
| <b>Education (End of)</b>                  |  |  |   |   |   |                         |            |
| 15-  | 72%                                    | 39%  | 26%   | 12%                                     | 13%   | 10%                     | 3%         |
| 16-19                                      | 66%                                    | 42%  | 19%   | 7%                                      | 6%  | 8%                      | 3%         |
| 20+  | 59%                                    | 45%  | 15%   | 7%                                      | 5%  | 10%                     | 2%         |
| Still studying                             | 56%                                    | 46%  | 12%   | 5%                                      | 0%  | 9%                      | 0%         |
| <b>Devices used to access the Internet</b> |  |  |   |   |   |                         |            |
| Desktop computer                           | 65%                                    | 44%  | 17%   | 6%                                      | 5%  | 10%                     | 3%         |
| Laptop or netbook                          | 62%                                    | 46%  | 19%   | 7%                                      | 6%  | 9%                      | 2%         |
| Touchscreen tablet                         | 64%                                    | 51%  | 19%   | 7%                                      | 6%  | 10%                     | 1%         |
| Smartphone                                 | 63%                                    | 43%  | 15%   | 6%                                      | 5%  | 9%                      | 2%         |
| Mobile phone                               | 61%                                    | 54%  | 24%   | 11%                                     | 10%   | 9%                      | 2%         |
| TV   | 60%                                    | 56%  | 23%   | 7%                                      | 10%   | 4%                      | 2%         |
| Games console                              | 56%                                    | 59%  | 24%   | 11%                                     | 5%  | 14%                     | 5%         |
| E-reader or digital book reader            | 63%                                    | 41%  | 11%   | 10%                                     | 12%   | 15%                     | 0%         |
| Other                                      | 57%                                    | 43%  | 21%   | 0%                                      | 0%  | 0%                      | 0%         |
| Total 'Personal computers'                 | 64%                                    | 44%  | 18%   | 7%                                      | 6%  | 9%                      | 2%         |
| Total 'Mobile devices'                     | 63%                                    | 46%  | 18%   | 8%                                      | 6%  | 9%                      | 2%         |
| Total 'Home entertainment devices'         | 60%                                    | 56%  | 26%   | 9%                                      | 10%   | 7%                      | 3%         |

Base: respondents who do not use digital content online (N=4,011, 15% of all respondents)

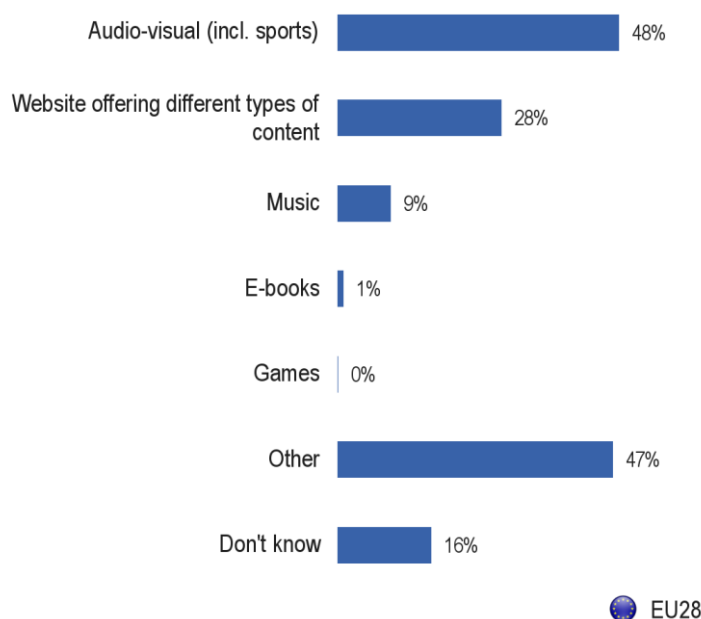


### 2.3. Websites used to access digital content

Respondents who had accessed digital content in the last 12 months were asked to indicate the website(s) they used to do this<sup>22</sup>.

Websites providing audio-visual content<sup>23</sup> are the most frequently mentioned (48%), followed by websites offering different types of content (28%). Almost one respondent in ten had mentioned websites providing music<sup>24</sup> (9%), while 1% mentioned websites for e-books.

Q9R. Thinking about all the types of content you have accessed or downloaded over the past 12 months, which website(s) have you used?  
(MULTIPLE ANSWERS POSSIBLE)



Base: users of digital content online (N=17,643, 66% of all respondents)

In all Member States, respondents are most likely to mention **audio-visual websites**, although the proportions vary widely: from 89% of those in Slovenia, 73% in Sweden and 71% in Hungary, to 23% in Spain and 36% in Malta.

At least half of respondents in Luxembourg (53%) and the UK (52%) mentioned **websites offering different types of content**, as did 48% in Cyprus.

<sup>22</sup> Q9 Thinking about all the types of content you have accessed or downloaded over the past 12 months, which website(s) have you used? This was an open-ended question with a pre-coded list of different answers for each country. Any website mentioned that was not on the list was coded as other.






























The results were then coded into content categories, to allow for comparison across countries. Websites that provide multiple types of content are included in the category 'Website offering different types of content'.

<sup>23</sup> Including sports content.

<sup>24</sup> Only audio content.

Sweden is the only Member State where at least half the respondents mentioned **music** websites (52%) – considerably higher than in Denmark (25%) and Finland (24%). At the other end of the scale music websites were not mentioned at all in Croatia, Slovenia or Romania (all 0%). Denmark is the only country where more than 6% mentioned **e-book** websites (18%), while respondents in Latvia are the most likely to mention **video game** websites (8%).

Q9R. Thinking about all the types of content you have accessed or downloaded over the past 12 months, which website(s) have you used? (MULTIPLE ANSWERS POSSIBLE)

|   |      | Audio-visual<br>(incl. sports) | Website<br>offering<br>different types<br>of content | Music | E-books | Games | Other | Don't know |
|---|------|--------------------------------|--|-------|---------|-------|-------|------------|
|    | EU28 | 48%                            | 28%  | 9%    | 1%      | 0%    | 47%   | 16%        |
|    | BE   | 50%                            | 23%  | 11%   | 1%      | 1%    | 53%   | 13%        |
|    | BG   | 51%                            | 7%   | 1%    | 0%      | 0%    | 45%   | 23%        |
|    | CZ   | 46%                            | 13%  | 2%    | 0%      | 0%    | 65%   | 15%        |
|    | DK   | 68%                            | 26%  | 25%   | 18%     | 0%    | 40%   | 9%         |
|    | DE   | 44%                            | 40%  | 8%    | 1%      | 1%    | 39%   | 17%        |
|   | EE   | 67%                            | 11%  | 13%   | 4%      | 0%    | 48%   | 12%        |
|  | IE   | 60%                            | 39%  | 12%   | 0%      | 0%    | 48%   | 9%         |
|  | EL   | 40%                            | 15%  | 2%    | 0%      | 0%    | 48%   | 22%        |
|  | ES   | 23%                            | 15%  | 8%    | 1%      | 0%    | 56%   | 23%        |
|  | FR   | 50%                            | 19%  | 19%   | 1%      | 1%    | 52%   | 13%        |
|  | HR   | 65%                            | 1%   | 0%    | 0%      | 0%    | 52%   | 14%        |
|  | IT   | 47%                            | 29%  | 3%    | 2%      | 0%    | 34%   | 16%        |
|  | CY   | 70%                            | 48%  | 1%    | 0%      | 0%    | 39%   | 5%         |
|  | LV   | 45%                            | 14%  | 6%    | 0%      | 8%    | 59%   | 21%        |
|  | LT   | 66%                            | 24%  | 5%    | 3%      | 5%    | 59%   | 10%        |
|  | LU   | 56%                            | 53%  | 7%    | 0%      | 3%    | 40%   | 9%         |
|  | HU   | 71%                            | 30%  | 3%    | 1%      | 0%    | 42%   | 8%         |
|  | MT   | 36%                            | 11%  | 2%    | 0%      | 0%    | 66%   | 11%        |
|  | NL   | 52%                            | 20%  | 14%   | 6%      | 0%    | 48%   | 12%        |
|  | AT   | 66%                            | 33%  | 2%    | 0%      | 1%    | 50%   | 10%        |
|  | PL   | 40%                            | 15%  | 2%    | 0%      | 0%    | 56%   | 22%        |
|  | PT   | 44%                            | 17%  | 4%    | 0%      | 0%    | 51%   | 23%        |
|  | RO   | 39%                            | 28%  | 0%    | 0%      | 0%    | 49%   | 23%        |
|  | SI   | 89%                            | 11%  | 0%    | 0%      | 0%    | 23%   | 3%         |
|  | SK   | 61%                            | 6%   | 3%    | 0%      | 0%    | 41%   | 14%        |
|  | FI   | 65%                            | 8%   | 24%   | 0%      | 1%    | 61%   | 12%        |
|  | SE   | 73%                            | 18%  | 52%   | 1%      | 0%    | 48%   | 9%         |
|  | UK   | 53%                            | 52%  | 10%   | 1%      | 0%    | 45%   | 9%         |

**Highest percentage per country**      *Lowest percentage per country*  
**Highest percentage per item**      *Lowest percentage per item*

Base: users of digital content online (N=17,643, 66% of all respondents)

**Socio-demographic analysis** reveals the following differences:

- Men are more likely than women to mention audio-visual websites, including sports (50% vs. 45%).
- The younger the respondent, the more likely they are to mention audio-visual websites and music websites. For example, 62% of those aged 15-24 mention audio-visual websites, compared with 33% of those aged 55+.
- The longer a respondent remained in education, the more likely they are to mention audio-visual websites and music websites. For example, 38% of those with the lowest levels mention audio-visual websites, compared with 48% of those with the highest levels.

Finally, users who access the Internet every day are much more likely to mention all the different categories of websites than those who do so less often.

Q9R Thinking about all the types of content you have accessed or downloaded over the past 12 months, which website(s) have you used? (MULTIPLE ANSWERS POSSIBLE)

|                                   | Audio-visual<br>(incl. sports) | Website<br>offering<br>different<br>types of<br>content | Music | E-books | Games | Other | Don't know |
|-----------------------------------|--------------------------------|---|-------|---------|-------|-------|------------|
| EU28                              | 48%                            | 28%   | 9%    | 1%      | 0%    | 47%   | 16%        |
| <b>Sex</b>                        |                                |   |       |         |       |       |            |
| Male                              | 50%                            | 27%   | 10%   | 1%      | 1%    | 51%   | 13%        |
| Female                            | 45%                            | 29%   | 8%    | 1%      | 0%    | 42%   | 19%        |
| <b>Age</b>                        |                                |   |       |         |       |       |            |
| 15-24                             | 62%                            | 29%   | 13%   | 1%      | 1%    | 53%   | 9%         |
| 25-39                             | 52%                            | 29%   | 11%   | 1%      | 0%    | 48%   | 13%        |
| 40-54                             | 42%                            | 27%   | 8%    | 1%      | 0%    | 45%   | 17%        |
| 55 +                              | 33%                            | 24%   | 4%    | 2%      | 0%    | 41%   | 25%        |
| <b>Education (End of)</b>         |                                |   |       |         |       |       |            |
| 15-                               | 38%                            | 20%   | 2%    | 1%      | 0%    | 41%   | 24%        |
| 16-19                             | 43%                            | 29%   | 6%    | 1%      | 0%    | 43%   | 17%        |
| 20+                               | 48%                            | 28%   | 10%   | 1%      | 0%    | 48%   | 15%        |
| Still studying                    | 63%                            | 26%   | 13%   | 1%      | 1%    | 53%   | 9%         |
| <b>Use of Internet</b>            |                                |   |       |         |       |       |            |
| Every day                         | 50%                            | 29%   | 10%   | 1%      | 0%    | 49%   | 13%        |
| At least once a week              | 32%                            | 21%   | 2%    | 0%      | 0%    | 35%   | 30%        |
| At least once a month             | 23%                            | 16%   | 8%    | 3%      | 1%    | 28%   | 44%        |
| Less often                        | 22%                            | 14%   | 2%    | 0%      | 1%    | 26%   | 43%        |
| Never                             | 0%                             | 0%  | 0%    | 0%      | 0%    | 0%    | 0%         |
| No access                         | 0%                             | 0%  | 0%    | 0%      | 0%    | 0%    | 0%         |
| Total 'Use the Internet'          | 48%                            | 28%   | 9%    | 1%      | 0%    | 47%   | 16%        |
| Total 'Does not use the Internet' | 0%                             | 0%  | 0%    | 0%      | 0%    | 0%    | 0%         |

Base: users of digital content online (N=17,643, 66% of all respondents)

## 2.4. Degree of online availability of digital content in Member States

### - The majority are able to find the content they are looking for online -

Respondents were asked how often they were able to find the content they were looking for online<sup>25</sup>. In each case at least nine out of ten respondents say they were able to find content<sup>26</sup>. For example, 96% were able to find the music they were looking for at least some of the time, while 94% could find the audio-visual content they were looking for. However, the results show there are varying degrees of ease when it comes to finding online content:

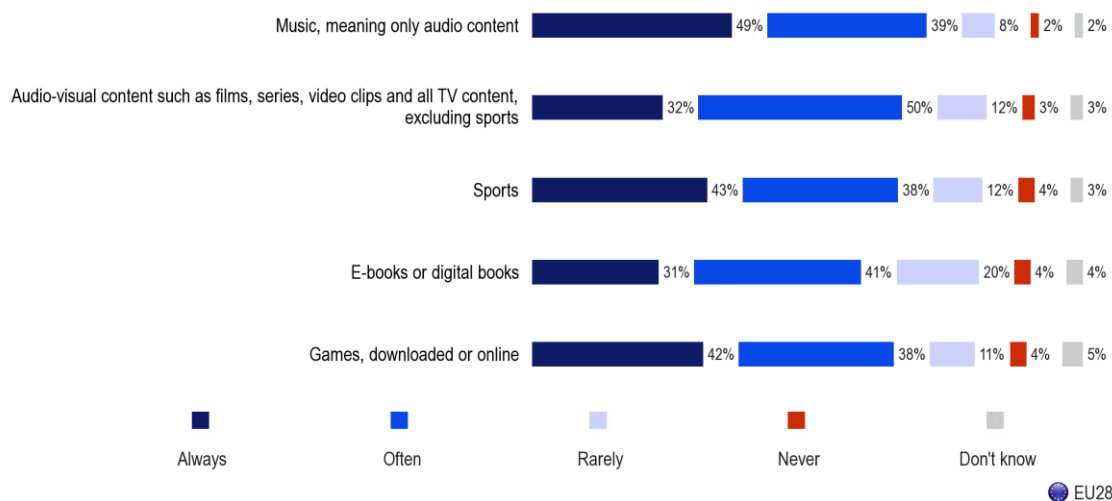
- Almost half (49%) always find the music they are looking for, with a further 39% saying they can often find it. Less than one in ten (8%) say they rarely find the music they are looking for.
- 43% can always find the sports content they are looking for, while 38% can often find it, and 12% say they rarely find what they are looking for.
- At least four in ten (42%) say they can always find the video games they are looking for online, while 38% can often find them and 11% say they can rarely do so
- For audio-visual content 32% say they can always find what they are looking for, while 50% are able to do so often and 12% rarely.
- E-books are harder to find: one in five say they can rarely locate the e-books they are looking for, 41% can often find them, while 31% say they can always find these e-books.
- Younger respondents are more likely than older users to find the content they are looking for online. This pattern is analysed in the socio-demographic section for each type of content below.

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<sup>25</sup> Q10.1 For each of the following types of content that you can access or download on the Internet in (OUR COUNTRY), would you say that you find what you are looking for... Always; Often; Rarely; Never; DK/NA. Audio-visual content such as films, series, video clips and all TV content, excluding sports, sports, music, meaning only audio content, e-books or digital books, games downloaded or online.

<sup>26</sup> Total 'Can find' represents the aggregated answers: Always, Often, Rarely.

Q10. For each of the following types of content that you can access or download on the Internet in (OUR COUNTRY), would you say that you find what you are looking for...



Base: users of digital content online (N= 5,909-13,067, between 22% and 49% of all respondents)






























### Audio-visual

Slovenia (52%) and Estonia, Hungary and Malta (all 51%) are the only countries where at least half of respondents accessing audio-visual content in the last 12 months say they can 'always' find what they are looking for. This compares with 24% of respondents in Italy and 25% in Belgium and Luxembourg.

In 14 Member States at least half say they are 'often' able to find the audio-visual content they are looking for, especially in Sweden (64%) and Luxembourg (63%). In contrast 31% of respondents in Malta and 32% in Slovakia say the same. However, respondents in Slovakia are the most likely to say they 'rarely' find the audio-visual content they are looking for (23%), followed by 18% in Italy and Romania. Respondents in Slovakia and Malta are also the most likely to say they 'never' find the audio-visual content they are looking for (both 6%).

**Q10.1. For each of the following types of content that you can access or download on the Internet in (OUR COUNTRY), would you say that you find what you are looking for...**

**Audio-visual content such as films, series, video clips and all TV content, excluding sports**

|   |      | Always | Often | Rarely | Never | Don't know | Total<br>'Can find' |
|---|------|--------|-------|--------|-------|------------|---------------------|
|    | EU28 | 32%    | 50%   | 12%    | 3%    | 3%         | 94%                 |
|    | HU   | 51%    | 37%   | 10%    | 0%    | 2%         | 98%                 |
|    | BG   | 45%    | 38%   | 14%    | 1%    | 2%         | 97%                 |
|    | CZ   | 31%    | 56%   | 10%    | 1%    | 2%         | 97%                 |
|    | UK   | 38%    | 54%   | 5%     | 2%    | 1%         | 97%                 |
|    | EE   | 51%    | 37%   | 8%     | 1%    | 3%         | 96%                 |
|    | IE   | 33%    | 55%   | 8%     | 2%    | 2%         | 96%                 |
|    | EL   | 31%    | 53%   | 12%    | 3%    | 1%         | 96%                 |
|    | CY   | 48%    | 40%   | 8%     | 2%    | 2%         | 96%                 |
|    | LU   | 25%    | 63%   | 8%     | 2%    | 2%         | 96%                 |
|   | PL   | 31%    | 49%   | 16%    | 2%    | 2%         | 96%                 |
|  | SI   | 52%    | 35%   | 9%     | 3%    | 1%         | 96%                 |
|  | FI   | 30%    | 56%   | 10%    | 2%    | 2%         | 96%                 |
|  | SE   | 26%    | 64%   | 6%     | 1%    | 3%         | 96%                 |
|  | BE   | 25%    | 54%   | 16%    | 4%    | 1%         | 95%                 |
|  | ES   | 31%    | 53%   | 11%    | 3%    | 2%         | 95%                 |
|  | FR   | 31%    | 53%   | 11%    | 3%    | 2%         | 95%                 |
|  | IT   | 24%    | 53%   | 18%    | 2%    | 3%         | 95%                 |
|  | LT   | 38%    | 46%   | 11%    | 2%    | 3%         | 95%                 |
|  | RO   | 40%    | 37%   | 18%    | 3%    | 2%         | 95%                 |
|  | DK   | 30%    | 55%   | 9%     | 1%    | 5%         | 94%                 |
|  | HR   | 36%    | 41%   | 17%    | 4%    | 2%         | 94%                 |
|  | PT   | 42%    | 43%   | 9%     | 3%    | 3%         | 94%                 |
|  | LV   | 36%    | 44%   | 12%    | 4%    | 4%         | 92%                 |
|  | MT   | 51%    | 31%   | 10%    | 6%    | 2%         | 92%                 |
|  | NL   | 26%    | 55%   | 11%    | 3%    | 5%         | 92%                 |
|  | AT   | 34%    | 50%   | 8%     | 4%    | 4%         | 92%                 |
|  | DE   | 30%    | 46%   | 14%    | 5%    | 5%         | 90%                 |
|  | SK   | 34%    | 32%   | 23%    | 6%    | 5%         | 89%                 |



Base: respondents who access audio-visual content online (N=12,742, 48% of all respondents)

**Socio-demographic analysis** shows no notable differences in the overall proportions of respondents who can find audio-visual content at least some of the time. The main differences are between those who can 'always', 'often' or 'rarely' find the content:

- Those aged 15-39 are the most likely to say they can 'often' find the audio-visual content they are looking for online (54%-55% vs. 40%-46%).
- Those with the lowest education levels are the least likely to say they 'often' find the audio-visual content they are looking for (41% vs. 46%-52%), and the most likely to say they can 'rarely' find this content (19% vs. 11%-13%).
- Daily Internet users are the most likely to say they can always (33%) or often (51%) find the audio-visual content they are looking for.

Q10.1 For each of the following types of content that you can access or download on the Internet in (OUR COUNTRY), would you say that you find what you are looking for...

Audio-visual content such as films, series, video clips and all TV content, excluding sports

|  | Always | Often | Rarely | Never | Don't know | Total 'Can find' |
|--|--------|-------|--------|-------|------------|------------------|
| EU28   | 32%    | 50%   | 12%    | 3%    | 3%         | 94%              |
|  Age                  |        |       |        |       |            |                  |
| 15-24  | 33%    | 55%   | 10%    | 2%    | 0%         | 98%              |
| 25-39  | 33%    | 54%   | 10%    | 1%    | 2%         | 97%              |
| 40-54  | 33%    | 46%   | 14%    | 4%    | 3%         | 93%              |
| 55 +   | 30%    | 40%   | 17%    | 6%    | 7%         | 87%              |
|  Education (End of) |        |       |        |       |            |                  |
| 15-  | 30%    | 41%   | 19%    | 5%    | 5%         | 90%              |
| 16-19  | 36%    | 46%   | 13%    | 3%    | 2%         | 95%              |
| 20+  | 31%    | 52%   | 11%    | 3%    | 3%         | 94%              |
| Still studying   | 31%    | 58%   | 9%     | 2%    | 0%         | 98%              |
| <b>Use of Internet</b>   |        |       |        |       |            |                  |
| Every day  | 33%    | 51%   | 11%    | 2%    | 3%         | 95%              |
| At least once a week   | 27%    | 44%   | 19%    | 7%    | 3%         | 90%              |
| At least once a month  | 27%    | 33%   | 23%    | 8%    | 9%         | 83%              |
| Less often   | 25%    | 26%   | 33%    | 7%    | 9%         | 84%              |
| Never  | 0%     | 0%    | 0%     | 0%    | 0%         | 0%               |
| No access  | 0%     | 0%    | 0%     | 0%    | 0%         | 0%               |
| Total 'Use the Internet'   | 32%    | 50%   | 12%    | 3%    | 3%         | 94%              |
| Total 'Does not use the Internet'  | 0%     | 0%    | 0%     | 0%    | 0%         | 0%               |

Base: respondents who access audio-visual content online (N=12,742, 48% of all respondents)

**Sports**

Respondents in Malta (67%), Hungary (62%) and Slovenia (59%) who have accessed sports content in the last 12 months are the most likely to say they 'always' find the sports content they are looking for, compared to 31% in Luxembourg and 33% in Belgium.






























Users in France (50%), Sweden and Belgium (both 46%) are the most likely to say they can 'often' find the sports content they are looking for – considerably higher than the proportions observed in Malta (21%) and in Bulgaria, Slovenia and Hungary (all 25%).

One in five respondents in Croatia and Romania (both 20%) say they 'rarely' find the sports content they are looking for, while those in Slovakia (9%) are the most likely to say they can 'never' find this content.



**Q10.2. For each of the following types of content that you can access or download on the Internet in (OUR COUNTRY), would you say that you find what you are looking for...**

**Sports**



|   |      | Always | Often | Rarely | Never | Don't know | Total 'Can find' |
|---|------|--------|-------|--------|-------|------------|------------------|
|    | EU28 | 43%    | 38%   | 12%    | 4%    | 3%         | 93%              |
|    | CY   | 56%    | 35%   | 7%     | 2%    | 0%         | 98%              |
|    | IE   | 46%    | 43%   | 8%     | 1%    | 2%         | 97%              |
|    | EL   | 45%    | 36%   | 15%    | 3%    | 1%         | 96%              |
|    | PT   | 56%    | 33%   | 7%     | 1%    | 3%         | 96%              |
|    | UK   | 43%    | 45%   | 8%     | 3%    | 1%         | 96%              |
|    | EE   | 50%    | 34%   | 11%    | 0%    | 5%         | 95%              |
|    | BG   | 57%    | 25%   | 12%    | 3%    | 3%         | 94%              |
|    | CZ   | 42%    | 40%   | 12%    | 3%    | 3%         | 94%              |
|    | DE   | 43%    | 39%   | 12%    | 2%    | 4%         | 94%              |
|   | MT   | 67%    | 21%   | 6%     | 5%    | 1%         | 94%              |
|  | PL   | 41%    | 36%   | 17%    | 3%    | 3%         | 94%              |
|  | FR   | 36%    | 50%   | 7%     | 6%    | 1%         | 93%              |
|  | HR   | 41%    | 32%   | 20%    | 4%    | 3%         | 93%              |
|  | IT   | 41%    | 38%   | 14%    | 3%    | 4%         | 93%              |
|  | LU   | 31%    | 45%   | 17%    | 5%    | 2%         | 93%              |
|  | HU   | 62%    | 25%   | 6%     | 3%    | 4%         | 93%              |
|  | RO   | 45%    | 28%   | 20%    | 4%    | 3%         | 93%              |
|  | FI   | 37%    | 43%   | 13%    | 5%    | 2%         | 93%              |
|  | BE   | 33%    | 46%   | 13%    | 4%    | 4%         | 92%              |
|  | SI   | 59%    | 25%   | 8%     | 7%    | 1%         | 92%              |
|  | DK   | 41%    | 40%   | 10%    | 2%    | 7%         | 91%              |
|  | ES   | 52%    | 31%   | 8%     | 5%    | 4%         | 91%              |
|  | LV   | 39%    | 37%   | 15%    | 4%    | 5%         | 91%              |
|  | NL   | 41%    | 41%   | 9%     | 6%    | 3%         | 91%              |
|  | AT   | 43%    | 36%   | 12%    | 4%    | 5%         | 91%              |
|  | SE   | 35%    | 46%   | 10%    | 4%    | 5%         | 91%              |
|  | LT   | 49%    | 31%   | 8%     | 6%    | 6%         | 88%              |
|  | SK   | 40%    | 27%   | 19%    | 9%    | 5%         | 86%              |

*Base: respondents who access sports content online (N=7,502, 28% of all respondents)*

Once again, **socio-demographic analysis** reveals no notable differences in the overall proportions of those who can find the sports content they are looking for at least some of the time. The main differences are between those who can 'always', 'often' or 'rarely' find the content:

- Men are more likely than women to say they can always find the sports content they are looking for (46% vs. 38%).
- Those with the lowest education levels are the most likely to say they can always find the sports content they are looking for (52% vs. 43%-45%).
- Those who use the Internet everyday are more likely than those who use it less frequently to say they can always find the sports content they are looking for (45% vs. 30%-34%).

Q10.2 For each of the following types of content that you can access or download on the Internet in (OUR COUNTRY), would you say that you find what you are looking for...

|   | Sports |       |        |       |            | Total 'Can find' |
|---|--------|-------|--------|-------|------------|------------------|
|   | Always | Often | Rarely | Never | Don't know |                  |
| EU28  | 43%    | 38%   | 12%    | 4%    | 3%         | 93%              |
|  <b>Sex</b>                  |        |       |        |       |            |                  |
| Male  | 46%    | 38%   | 11%    | 3%    | 2%         | 95%              |
| Female  | 38%    | 39%   | 13%    | 5%    | 5%         | 90%              |
|  <b>Education (End of)</b> |        |       |        |       |            |                  |
| 15-   | 52%    | 29%   | 7%     | 8%    | 4%         | 88%              |
| 16-19   | 45%    | 36%   | 11%    | 5%    | 3%         | 92%              |
| 20+   | 43%    | 39%   | 12%    | 2%    | 4%         | 94%              |
| Still studying  | 40%    | 43%   | 12%    | 3%    | 2%         | 95%              |
| <b>Use of Internet</b>  |        |       |        |       |            |                  |
| Every day   | 45%    | 38%   | 11%    | 3%    | 3%         | 94%              |
| At least once a week  | 30%    | 42%   | 17%    | 7%    | 4%         | 89%              |
| At least once a month   | 33%    | 18%   | 26%    | 21%   | 2%         | 77%              |
| Less often  | 34%    | 33%   | 14%    | 12%   | 7%         | 81%              |
| Never   | 0%     | 0%    | 0%     | 0%    | 0%         | 0%               |
| No access   | 0%     | 0%    | 0%     | 0%    | 0%         | 0%               |
| Total 'Use the Internet'  | 43%    | 38%   | 12%    | 4%    | 3%         | 93%              |
| Total 'Does not use the Internet'   | 0%     | 0%    | 0%     | 0%    | 0%         | 0%               |

Base: respondents who access sports content online (N=7,502, 28% of all respondents)






























**Music**

In 16 Member States at least half of the respondents who have accessed music in the last 12 months say they 'always' find what they are looking for. Respondents in Estonia, Hungary (both 66%) and Slovenia (63%) are the most likely to say this, compared with 42% in the Netherlands and 43% in Germany.

Those in Sweden (49%) and Finland (45%) are the most likely to say they 'often' find the music they are looking for, while those in Slovakia (17%) and Croatia (14%) are the most likely to say they 'rarely' do so.

There is little variation across Member States in the proportions who say they 'never' find the music they are looking for.

**Q10.3. For each of the following types of content that you can access or download on the Internet in (OUR COUNTRY), would you say that you find what you are looking for...**  
**Music, meaning only audio content**

|   |      | Always | Often | Rarely | Never | Don't know | Total 'Can find' |
|---|------|--------|-------|--------|-------|------------|------------------|
|    | EU28 | 49%    | 39%   | 8%     | 2%    | 2%         | 96%              |
|    | EE   | 66%    | 29%   | 4%     | 0%    | 1%         | 99%              |
|    | FR   | 51%    | 43%   | 5%     | 1%    | 0%         | 99%              |
|    | IE   | 60%    | 32%   | 6%     | 1%    | 1%         | 98%              |
|    | PT   | 58%    | 32%   | 8%     | 1%    | 1%         | 98%              |
|    | UK   | 56%    | 39%   | 3%     | 0%    | 2%         | 98%              |
|    | BG   | 57%    | 30%   | 10%    | 2%    | 1%         | 97%              |
|    | CZ   | 52%    | 37%   | 8%     | 1%    | 2%         | 97%              |
|    | DK   | 55%    | 40%   | 2%     | 1%    | 2%         | 97%              |
|    | EL   | 48%    | 39%   | 10%    | 3%    | 0%         | 97%              |
|   | IT   | 47%    | 42%   | 8%     | 1%    | 2%         | 97%              |
|  | CY   | 62%    | 30%   | 5%     | 2%    | 1%         | 97%              |
|  | LU   | 49%    | 41%   | 7%     | 1%    | 2%         | 97%              |
|  | HU   | 66%    | 27%   | 4%     | 1%    | 2%         | 97%              |
|  | AT   | 48%    | 43%   | 6%     | 1%    | 2%         | 97%              |
|  | PL   | 44%    | 40%   | 13%    | 1%    | 2%         | 97%              |
|  | RO   | 51%    | 33%   | 13%    | 1%    | 2%         | 97%              |
|  | FI   | 46%    | 45%   | 6%     | 1%    | 2%         | 97%              |
|  | BE   | 46%    | 41%   | 9%     | 3%    | 1%         | 96%              |
|  | HR   | 48%    | 34%   | 14%    | 3%    | 1%         | 96%              |
|  | MT   | 58%    | 28%   | 10%    | 3%    | 1%         | 96%              |
|  | SE   | 44%    | 49%   | 3%     | 1%    | 3%         | 96%              |
|  | DE   | 43%    | 41%   | 11%    | 3%    | 2%         | 95%              |
|  | ES   | 50%    | 37%   | 8%     | 2%    | 3%         | 95%              |
|  | LV   | 53%    | 31%   | 11%    | 2%    | 3%         | 95%              |
|  | SI   | 63%    | 27%   | 5%     | 3%    | 2%         | 95%              |
|  | LT   | 51%    | 34%   | 9%     | 3%    | 3%         | 94%              |
|  | NL   | 42%    | 43%   | 8%     | 3%    | 4%         | 93%              |
|  | SK   | 46%    | 30%   | 17%    | 3%    | 4%         | 93%              |

Base: respondents who access music online (N=13,067, 49% of all respondents)

The main differences in the **socio-demographic analysis** are once again between those who can 'always', 'often' or 'rarely' find the content.

- The younger the respondent, the more likely they are to say they can 'always' find the music they are looking for: 55% of those aged 15-24 say this, compared to 41% of those aged 55+.
- Daily Internet users are the most likely to say they always find the music they want (50% vs. 41%-44%), while those who use the Internet monthly or less often are the most likely to say they rarely find the music they are looking for (20%-21% vs. 7%-13%).
- Respondents accessing paid music are more likely to say they always find what they are looking for than those who access free music (55% vs. 48%).

Q10.3 For each of the following types of content that you can access or download on the Internet in (OUR COUNTRY), would you say that you find what you are looking for...

| Music, meaning only audio content |        |       |        |       |            |                  |
|-----------------------------------|--------|-------|--------|-------|------------|------------------|
|                                   | Always | Often | Rarely | Never | Don't know | Total 'Can find' |
| EU28                              | 49%    | 39%   | 8%     | 2%    | 2%         | 96%              |
| <b>Age</b>                        |        |       |        |       |            |                  |
| 15-24                             | 55%    | 38%   | 6%     | 1%    | 0%         | 99%              |
| 25-39                             | 50%    | 42%   | 6%     | 1%    | 1%         | 98%              |
| 40-54                             | 48%    | 39%   | 9%     | 2%    | 2%         | 96%              |
| 55 +                              | 41%    | 36%   | 15%    | 3%    | 5%         | 92%              |
| <b>Use of Internet</b>            |        |       |        |       |            |                  |
| Every day                         | 50%    | 40%   | 7%     | 1%    | 2%         | 97%              |
| At least once a week              | 41%    | 39%   | 13%    | 4%    | 3%         | 93%              |
| At least once a month             | 43%    | 26%   | 21%    | 8%    | 2%         | 90%              |
| Less often                        | 44%    | 29%   | 20%    | 5%    | 2%         | 93%              |
| Never                             | 0%     | 0%    | 0%     | 0%    | 0%         | 0%               |
| No access                         | 0%     | 0%    | 0%     | 0%    | 0%         | 0%               |
| Total 'Use the Internet'          | 49%    | 39%   | 8%     | 2%    | 2%         | 96%              |
| Total 'Does not use the Internet' | 0%     | 0%    | 0%     | 0%    | 0%         | 0%               |
| <b>Accessed music</b>             |        |       |        |       |            |                  |
| For free                          | 48%    | 41%   | 8%     | 1%    | 2%         | 97%              |
| Paid                              | 55%    | 38%   | 5%     | 1%    | 1%         | 98%              |

Base: respondents who access music online (N=13,067, 49% of all respondents)

**e-books**

There is a wider variation across Member States in how easy it is to find e-books. Half of the respondents in the UK who have accessed e-books in the last 12 months say they 'always' find what they are looking for (50%), as do 48% of these respondents in Ireland and Estonia. Just 13% in Greece and 19% in Croatia say the same.






























Respondents in Sweden and the Netherlands (both 51%) and Poland (47%) are the most likely to say they 'often' find the e-books they are looking for, particularly compared with those in Slovakia (25%).

In 18 Member States at least one in five of the respondents who have accessed e-books in the last 12 months say they 'rarely' find what they are looking for, with the highest proportions observed in Croatia (41%), Greece (34%) and Slovakia (32%). Just 5% in the UK and 6% in Malta say the same.

Respondents in Slovenia (11%) and Slovakia and Belgium (both 10%) are the most likely to say they can 'never' find the e-books they are looking for.

**Q10.4. For each of the following types of content that you can access or download on the Internet in (OUR COUNTRY), would you say that you find what you are looking for...**

**E-books or digital books**

|   |      | Always | Often | Rarely | Never | Don't know | Total 'Can find' |
|---|------|--------|-------|--------|-------|------------|------------------|
|    | EU28 | 31%    | 41%   | 20%    | 4%    | 4%         | 92%              |
|    | ES   | 30%    | 46%   | 20%    | 2%    | 2%         | 96%              |
|    | IE   | 48%    | 37%   | 10%    | 2%    | 3%         | 95%              |
|    | UK   | 50%    | 40%   | 5%     | 2%    | 3%         | 95%              |
|    | MT   | 45%    | 43%   | 6%     | 6%    | 0%         | 94%              |
|    | EE   | 48%    | 32%   | 13%    | 1%    | 6%         | 93%              |
|    | EL   | 13%    | 46%   | 34%    | 5%    | 2%         | 93%              |
|    | CY   | 34%    | 35%   | 24%    | 4%    | 3%         | 93%              |
|    | HU   | 39%    | 32%   | 22%    | 6%    | 1%         | 93%              |
|   | PL   | 21%    | 47%   | 25%    | 4%    | 3%         | 93%              |
|  | FR   | 22%    | 45%   | 25%    | 8%    | 0%         | 92%              |
|  | HR   | 19%    | 32%   | 41%    | 5%    | 3%         | 92%              |
|  | LT   | 27%    | 40%   | 25%    | 4%    | 4%         | 92%              |
|  | PT   | 27%    | 36%   | 29%    | 4%    | 4%         | 92%              |
|  | BG   | 31%    | 36%   | 24%    | 4%    | 5%         | 91%              |
|  | DE   | 40%    | 34%   | 17%    | 3%    | 6%         | 91%              |
|  | IT   | 24%    | 43%   | 24%    | 3%    | 6%         | 91%              |
|  | LU   | 42%    | 31%   | 18%    | 2%    | 7%         | 91%              |
|  | CZ   | 24%    | 35%   | 31%    | 6%    | 4%         | 90%              |
|  | RO   | 23%    | 36%   | 31%    | 7%    | 3%         | 90%              |
|  | AT   | 35%    | 39%   | 15%    | 8%    | 3%         | 89%              |
|  | FI   | 24%    | 42%   | 23%    | 4%    | 7%         | 89%              |
|  | NL   | 23%    | 51%   | 14%    | 8%    | 4%         | 88%              |
|  | SE   | 24%    | 51%   | 13%    | 1%    | 11%        | 88%              |
|  | LV   | 25%    | 36%   | 26%    | 6%    | 7%         | 87%              |
|  | BE   | 21%    | 39%   | 25%    | 10%   | 5%         | 85%              |
|  | SI   | 32%    | 31%   | 22%    | 11%   | 4%         | 85%              |
|  | DK   | 39%    | 33%   | 10%    | 2%    | 16%        | 82%              |
|  | SK   | 23%    | 25%   | 32%    | 10%   | 10%        | 80%              |

*Base: respondents who access digital books online (N=5,909, 22% of all respondents)*

**Socio-demographic analysis** shows no notable differences in the overall proportions of respondents who can find e-books at least some of the time. The main differences are between those who can 'always', 'often' or 'rarely' find them:

- Women are more likely than men to say they often find the e-books they are looking for (44% vs. 38%).
- Respondents aged 15-24 are the least likely to say they always find the e-books they are looking for (24% vs. 33%-35%), but are the most likely to say they 'often' find them (44% vs. 36%-41%).
- Those with the lowest education levels are the most likely to say they always find the e-books they are looking for (41% vs. 32%-34%).
- Daily Internet users are the most likely to say they always find the e-books they want (32% vs. 17%-24%).
- Respondents accessing paid e-books are more likely to say they always find what they are looking for than those who access free e-books (43% vs. 27%).

Q10.4 For each of the following types of content that you can access or download on the Internet in (OUR COUNTRY), would you say that you find what you are looking for...

| E-books or digital books          |        |       |        |       |            |                  |
|-----------------------------------|--------|-------|--------|-------|------------|------------------|
|                                   | Always | Often | Rarely | Never | Don't know | Total 'Can find' |
| EU28                              | 31%    | 41%   | 20%    | 4%    | 4%         | 92%              |
| <b>Sex</b>                        |        |       |        |       |            |                  |
| Male                              | 32%    | 38%   | 21%    | 5%    | 4%         | 91%              |
| Female                            | 31%    | 44%   | 19%    | 3%    | 3%         | 94%              |
| <b>Age</b>                        |        |       |        |       |            |                  |
| 15-24                             | 24%    | 44%   | 25%    | 4%    | 3%         | 93%              |
| 25-39                             | 34%    | 41%   | 19%    | 3%    | 3%         | 94%              |
| 40-54                             | 35%    | 41%   | 16%    | 4%    | 4%         | 92%              |
| 55 +                              | 33%    | 36%   | 18%    | 5%    | 8%         | 87%              |
| <b>Education (End of)</b>         |        |       |        |       |            |                  |
| 15-                               | 41%    | 28%   | 16%    | 8%    | 7%         | 85%              |
| 16-19                             | 32%    | 37%   | 21%    | 4%    | 6%         | 90%              |
| 20+                               | 34%    | 42%   | 17%    | 4%    | 3%         | 93%              |
| Still studying                    | 23%    | 47%   | 25%    | 3%    | 2%         | 95%              |
| <b>Use of Internet</b>            |        |       |        |       |            |                  |
| Every day                         | 32%    | 41%   | 20%    | 3%    | 4%         | 93%              |
| At least once a week              | 24%    | 39%   | 18%    | 12%   | 7%         | 81%              |
| At least once a month             | 17%    | 25%   | 29%    | 21%   | 8%         | 71%              |
| Less often                        | 24%    | 22%   | 35%    | 15%   | 4%         | 81%              |
| Never                             | 0%     | 0%    | 0%     | 0%    | 0%         | 0%               |
| No access                         | 0%     | 0%    | 0%     | 0%    | 0%         | 0%               |
| Total 'Use the Internet'          | 31%    | 41%   | 20%    | 4%    | 4%         | 92%              |
| Total 'Does not use the Internet' | 0%     | 0%    | 0%     | 0%    | 0%         | 0%               |
| <b>Accessed digital books</b>     |        |       |        |       |            |                  |
| For free                          | 27%    | 42%   | 24%    | 3%    | 4%         | 93%              |
| Paid                              | 43%    | 43%   | 12%    | 1%    | 1%         | 98%              |

Base: respondents who access digital books online (N=5,909, 22% of all respondents)
































**Video games**

At least half of the respondents in Estonia and Malta (both 59%), Hungary and Slovenia (both 58%) and Bulgaria (52%) who have accessed video games in the last 12 months say they 'always' find what they are looking for, compared with 31% in Poland. Those in the UK (47%), Belgium (45%), and Sweden and Poland (both 44%) are the most likely to say they can 'often' find the video games they are looking for.

In 17 Member States at least one in ten say they 'rarely' find the video games they are looking for, with those in Slovakia (25%) and Romania (20%) the most likely to say this. Respondents in Slovenia are the most likely to say they 'never' find the video games they are looking for (12%).

**Q10.5. For each of the following types of content that you can access or download on the Internet in (OUR COUNTRY), would you say that you find what you are looking for...**  
**Games, downloaded or online**

|   |      | Always | Often | Rarely | Never | Don't know | Total 'Can find' |
|---|------|--------|-------|--------|-------|------------|------------------|
|    | EU28 | 42%    | 38%   | 11%    | 4%    | 5%         | 91%              |
|    | RO   | 44%    | 32%   | 20%    | 2%    | 2%         | 96%              |
|    | EL   | 36%    | 43%   | 16%    | 4%    | 1%         | 95%              |
|    | HU   | 58%    | 28%   | 9%     | 2%    | 3%         | 95%              |
|    | UK   | 45%    | 47%   | 2%     | 3%    | 3%         | 94%              |
|    | IE   | 42%    | 43%   | 8%     | 3%    | 4%         | 93%              |
|    | FI   | 46%    | 39%   | 8%     | 3%    | 4%         | 93%              |
|    | FR   | 44%    | 39%   | 9%     | 2%    | 6%         | 92%              |
|    | IT   | 37%    | 38%   | 17%    | 2%    | 6%         | 92%              |
|    | MT   | 59%    | 23%   | 10%    | 7%    | 1%         | 92%              |
|   | PL   | 31%    | 44%   | 17%    | 4%    | 4%         | 92%              |
|  | PT   | 46%    | 37%   | 9%     | 2%    | 6%         | 92%              |
|  | SE   | 36%    | 44%   | 12%    | 2%    | 6%         | 92%              |
|  | EE   | 59%    | 22%   | 10%    | 2%    | 7%         | 91%              |
|  | LT   | 46%    | 30%   | 15%    | 4%    | 5%         | 91%              |
|  | BE   | 34%    | 45%   | 11%    | 7%    | 3%         | 90%              |
|  | BG   | 52%    | 26%   | 12%    | 4%    | 6%         | 90%              |
|  | CZ   | 44%    | 29%   | 17%    | 2%    | 8%         | 90%              |
|  | HR   | 42%    | 31%   | 17%    | 6%    | 4%         | 90%              |
|  | CY   | 47%    | 35%   | 8%     | 7%    | 3%         | 90%              |
|  | DK   | 45%    | 39%   | 5%     | 0%    | 11%        | 89%              |
|  | LU   | 42%    | 34%   | 13%    | 5%    | 6%         | 89%              |
|  | AT   | 44%    | 35%   | 9%     | 5%    | 7%         | 88%              |
|  | SI   | 58%    | 19%   | 10%    | 12%   | 1%         | 87%              |
|  | ES   | 43%    | 35%   | 8%     | 7%    | 7%         | 86%              |
|  | LV   | 40%    | 31%   | 15%    | 6%    | 8%         | 86%              |
|  | DE   | 40%    | 33%   | 12%    | 7%    | 8%         | 85%              |
|  | SK   | 36%    | 24%   | 25%    | 7%    | 8%         | 85%              |
|  | NL   | 40%    | 35%   | 9%     | 5%    | 11%        | 84%              |

*Base: respondents who access video games online (N=8,051, 30% of all respondents)*

The main **socio-demographic differences** are between those who can 'always', 'often' or 'rarely' find the video games they are looking for:

- The younger the respondent, the more likely they are to say they often find the video games they are looking for: 45% of 15-24 year olds say this compared with 26% of those aged 55+.
- The more frequently a respondent accesses the Internet, the less likely they are to say they never find the video games they are looking for: 14% of those who access the Internet less than monthly say this, compared with 4% of daily users.
- Those who have paid for video games are more likely to say they always find what they are looking for than those who access free video games (48% vs. 41%).

Q10.5 For each of the following types of content that you can access or download on the Internet in (OUR COUNTRY), would you say that you find what you are looking for...

| Games, downloaded or online       |        |       |        |       |            |                  |
|-----------------------------------|--------|-------|--------|-------|------------|------------------|
|                                   | Always | Often | Rarely | Never | Don't know | Total 'Can find' |
| EU28                              | 42%    | 38%   | 11%    | 4%    | 5%         | 91%              |
| <b>Age</b>                        |        |       |        |       |            |                  |
| 15-24                             | 39%    | 45%   | 12%    | 3%    | 1%         | 96%              |
| 25-39                             | 44%    | 39%   | 9%     | 3%    | 5%         | 92%              |
| 40-54                             | 41%    | 35%   | 10%    | 6%    | 8%         | 86%              |
| 55 +                              | 40%    | 26%   | 16%    | 6%    | 12%        | 82%              |
| <b>Use of Internet</b>            |        |       |        |       |            |                  |
| Every day                         | 42%    | 38%   | 11%    | 4%    | 5%         | 91%              |
| At least once a week              | 34%    | 36%   | 16%    | 7%    | 7%         | 86%              |
| At least once a month             | 39%    | 32%   | 14%    | 8%    | 7%         | 85%              |
| Less often                        | 30%    | 24%   | 17%    | 14%   | 15%        | 71%              |
| Never                             | 0%     | 0%    | 0%     | 0%    | 0%         | 0%               |
| No access                         | 0%     | 0%    | 0%     | 0%    | 0%         | 0%               |
| Total 'Use the Internet'          | 42%    | 38%   | 11%    | 4%    | 5%         | 91%              |
| Total 'Does not use the Internet' | 0%     | 0%    | 0%     | 0%    | 0%         | 0%               |
| <b>Accessed games</b>             |        |       |        |       |            |                  |
| For free                          | 41%    | 39%   | 11%    | 4%    | 5%         | 91%              |
| Paid                              | 48%    | 39%   | 8%     | 3%    | 2%         | 95%              |

Base: respondents who access video games online (N=8,051, 30% of all respondents)

### 3. LANGUAGE OPTIONS WHEN WATCHING FILMS OR SERIES

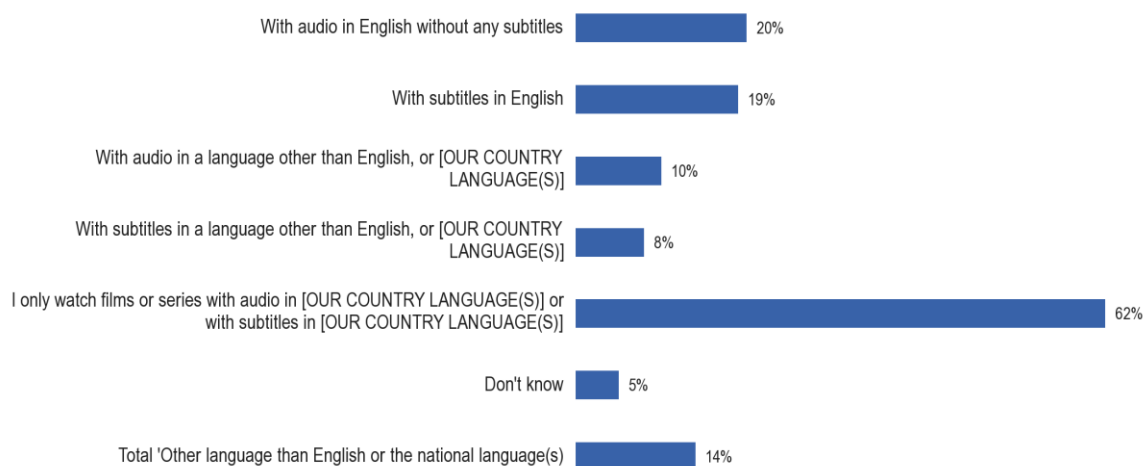
#### - Around a quarter of respondents in non English-speaking Member States<sup>27</sup> are comfortable watching films or series with English audio or subtitles -

Respondents were asked how they watch films or TV series that are in a language other than that used in their country<sup>28</sup>. One in five Europeans say they watch films or series with English audio and no subtitles (20%), while almost as many watch with English subtitles (19%).

One in ten watch with audio in a language that is neither English nor their national language(s), while 8% watch with subtitles that are neither English nor their national language(s). Overall, less than two in ten (14%) watch films or series with audio or subtitles in a language that is neither English nor their national language(s).<sup>29</sup>

However, the majority say they only watch films or series that have either audio or subtitles in their country's language(s) (62%).

Q11. When you are watching films or series in another language than [OUR COUNTRY LANGUAGE(S)] which of the following are you comfortable watching? (MULTIPLE ANSWERS POSSIBLE)



EU28

Base: all respondents (26,586)

<sup>27</sup> Respondents interviewed in Ireland, Malta and the United Kingdom are excluded from this average.

<sup>28</sup> Q11 When you are watching films or series in another language than [OUR COUNTRY LANGUAGE(S)] which of the following are you comfortable watching? (MULTIPLE ANSWERS POSSIBLE) I only watch films or series with audio in [OUR COUNTRY LANGUAGE(S)] or with subtitles in [OUR COUNTRY LANGUAGE(S)]; With audio in English without any subtitles; With subtitles in English; With audio in a language other than English, or [OUR COUNTRY LANGUAGE(S)]; With subtitles in a language other than English, or [OUR COUNTRY LANGUAGE(S)]; DK/NA.

[OUR COUNTRY LANGUAGE(S)] was replaced by the following: Belgium: French, Dutch and German; Luxembourg: Luxembourgish, German and French; Finland: Finnish and Swedish; Malta: Maltese and English; Estonia: Estonian and Russian; Ireland: English and Irish; Latvia: Latvian and Russian.

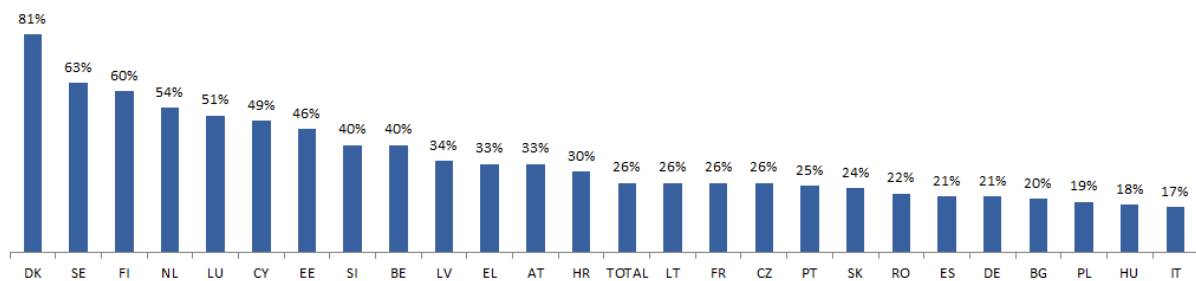
<sup>29</sup> Total 'Other language than English or the national language(s)' represents the aggregated answers: With audio in a language other than English, or [OUR COUNTRY LANGUAGE(S)], With subtitles in a language other than English, or [OUR COUNTRY LANGUAGE(S)].

Looking at the data collected only in the Member States where English is not an official language (all except Ireland, Malta, and the United Kingdom), results show that overall, just over a quarter of respondents (26%) are comfortable watching films or series with audio or subtitles in English.

Specifically, 19% of respondents are comfortable watching films or series with audio in English without any subtitles, and 17% of respondents are comfortable watching movies with subtitles in English.

Respondents in northern European countries, particularly the Nordic States, are the most likely to feel comfortable watching films or series with audio or subtitles in English: more than half mention this in Luxembourg (51%), the Netherlands (54%), Finland (60%), Sweden (63%), and Denmark (81%). The least likely to watch films or series through the medium of English are respondents in Italy (17%), Hungary (18%), and Poland (19%).

Proportion of respondents who watch films or series in English



Base: all respondents, except those interviewed in Ireland, Malta and the United Kingdom  
(N=24,070, 91% of all respondents)

Turning back to the results collected in all Member States, it can be noticed that Denmark, Finland and Sweden are the only Member States where at least half say they **watch films or series with audio in English** and without subtitles (73%, 55% and 54% respectively). Respondents in Italy (8%), Malta (10%) and Poland (11%) are the least likely to say they do this.






























Respondents in Denmark (71%), Finland (53%) and Sweden (47%) are also the most likely to watch films or series with **subtitles in English**, while those in Germany (8%), Hungary and Romania (both 10%) are the least likely to do so.

Respondents in Denmark (46%), Lithuania (33%) and Malta (27%) are the most likely to say they watch with **audio in a language that is neither English nor the language(s) of their country**. This compares with just 3% in Italy and 4% in Poland. Respondents in Denmark (35%) and the Netherlands (22%) are the most likely to watch with **subtitles that are neither English nor their national language(s)**. Once again those in Italy (2%) and Poland (3%) are the least likely to say they do this.

In 17 Member States, at least half of all respondents only watch films or series with either **audio or subtitles in the language(s) of their country**, with those in Italy, Hungary (75%) and Poland (74%) the most likely to do so. In contrast, just 15% say the same in Denmark, 34% in Sweden and 37% in Finland.

Overall, respondents in Denmark are the most likely to watch films or series with audio or subtitles in a language other than English or their national language (53%), followed by those in Lithuania (36%), the Netherlands (31%) and Malta (30%).

**Q11. When you are watching films or series in another language than [OUR COUNTRY LANGUAGE(S)] which of the following are you comfortable watching? (MULTIPLE ANSWERS POSSIBLE)**

|   |      | With audio in English without any subtitles | With subtitles in English | With audio in a language other than English, or [OUR COUNTRY LANGUAGE(S)] | With subtitles in a language other than English, or [OUR COUNTRY LANGUAGE(S)] | I only watch films or series with audio in [OUR COUNTRY LANGUAGE(S)] or with subtitles in [OUR COUNTRY LANGUAGE(S)] | Don't know | Total 'Other language than English or the national language(s) |
|---|------|---|---------------------------|---|---|---|------------|--|
|    | EU28 | 20%   | 19%                       | 10%   | 8%  | 62%   | 5%         | 14%  |
|    | BE   | 33%   | 31%                       | 13%   | 10%   | 53%   | 4%         | 17%  |
|    | BG   | 14%   | 12%                       | 7%  | 5%  | 72%   | 3%         | 9%   |
|   | CZ   | 19%   | 20%                       | 16%   | 10%   | 62%   | 5%         | 18%  |
|  | DK   | 73%   | 71%                       | 46%   | 35%   | 15%   | 0%         | 53%  |
|  | DE   | 17%   | 8%                        | 7%  | 4%  | 66%   | 9%         | 10%  |
|  | EE   | 39%   | 30%                       | 11%   | 9%  | 48%   | 2%         | 15%  |
|  | IE   | 23%   | 29%                       | 9%  | 8%  | 50%   | 3%         | 12%  |
|  | EL   | 23%   | 21%                       | 5%  | 4%  | 61%   | 4%         | 6%   |
|  | ES   | 14%   | 12%                       | 6%  | 4%  | 72%   | 2%         | 8%   |
|  | FR   | 15%   | 20%                       | 12%   | 8%  | 64%   | 4%         | 15%  |
|  | HR   | 22%   | 14%                       | 7%  | 5%  | 59%   | 5%         | 9%   |
|  | IT   | 8%  | 11%                       | 3%  | 2%  | 75%   | 5%         | 4%   |
|  | CY   | 37%   | 28%                       | 5%  | 6%  | 42%   | 5%         | 8%   |
|  | LV   | 26%   | 20%                       | 14%   | 10%   | 57%   | 4%         | 16%  |
|  | LT   | 19%   | 13%                       | 33%   | 10%   | 43%   | 4%         | 36%  |
|  | LU   | 39%   | 34%                       | 23%   | 18%   | 39%   | 3%         | 28%  |
|  | HU   | 13%   | 10%                       | 5%  | 4%  | 75%   | 4%         | 7%   |
|  | MT   | 10%   | 25%                       | 27%   | 8%  | 38%   | 6%         | 30%  |
|  | NL   | 44%   | 42%                       | 22%   | 22%   | 38%   | 4%         | 31%  |
|  | AT   | 29%   | 14%                       | 8%  | 6%  | 59%   | 6%         | 10%  |
|  | PL   | 11%   | 13%                       | 4%  | 3%  | 74%   | 4%         | 5%   |
|  | PT   | 19%   | 11%                       | 6%  | 9%  | 61%   | 6%         | 13%  |
|  | RO   | 16%   | 10%                       | 7%  | 5%  | 66%   | 5%         | 9%   |
|  | SI   | 34%   | 23%                       | 16%   | 12%   | 48%   | 4%         | 20%  |
|  | SK   | 12%   | 16%                       | 10%   | 6%  | 60%   | 6%         | 14%  |
|  | FI   | 55%   | 53%                       | 19%   | 19%   | 37%   | 1%         | 23%  |
|  | SE   | 54%   | 47%                       | 18%   | 14%   | 34%   | 2%         | 22%  |
|  | UK   | 28%   | 38%                       | 22%   | 17%   | 46%   | 4%         | 28%  |

**Highest percentage per country**

**Lowest percentage per country**

Highest percentage per item

Lowest percentage per item

Base: all respondents (26,586)

**Socio-demographic analysis** highlights the following:

- Men are less likely than women to only watch with audio or subtitles in the national language(s) (59% vs. 65%).
- The younger the respondent, the less likely they are to only watch with audio or subtitles in the national language(s), and the more likely they are to watch in English or other languages. For example, 35% of those aged 15-24 watch in English with no subtitles, compared with 11% of those aged 55+.
- The same age-related pattern can be seen in respondents from non English-speaking Member States: 34% of those aged 15-24 watch with audio in English without any subtitles compared with 10% of those aged 55+; while 31% of those aged 15-24 watch with subtitles in English compared with 9% of those aged 55+. Overall, 49% of respondents aged 15-24 feel comfortable watching films or series with audio or subtitles in English compared with 14% of those aged 55+.
- The longer a respondent remained in education, the less likely they are to say they only watch with audio or subtitles in their national language(s), and the more likely they are to watch with audio or subtitles in English or other languages. For example 7% of those with the lowest education levels watch with subtitles in English, compared with 24% of those with the highest levels.
- Those living in large towns are the least likely to say they only watch with audio or subtitles in their national language(s) (55% vs. 63%-66%), and the most likely to say they watch with audio in English and no subtitles (26% vs. 17%-19%), or with English subtitles (25% vs. 16%-19%).
- Manual workers and those who are not working are more likely than the self-employed and employees to say they only watch with audio or subtitles in their national language(s) (66%-69% vs. 56%-59%). Employees and the self-employed are the most likely to watch in English with no subtitles (25% and 20% vs. 16%).

Finally, respondents who do not use the Internet are more likely than Internet users to say they only watch with audio or subtitles in their national language(s) (80% vs. 58%). They are also less likely to watch with audio or subtitles in other languages: for example, 7% of those who do not use the Internet watch with English subtitles, compared to 22% of those who use the Internet.

Q11 When you are watching films or series in another language than [OUR COUNTRY LANGUAGE(S)] which of the following are you comfortable watching? (MULTIPLE ANSWERS POSSIBLE)

|                                    | With audio in English without any subtitles | With subtitles in English | With audio in a language other than English, or [OUR COUNTRY LANGUAGE(S)] | With subtitles in a language other than English, or [OUR COUNTRY LANGUAGE(S)] | I only watch films or series with audio in [OUR COUNTRY LANGUAGE(S)] or with subtitles in [OUR COUNTRY LANGUAGE(S)] | Don't know | Total 'Other language than English or the national language(s) |
|------------------------------------|---|---------------------------|---|---|---|------------|--|
| EU28                               | 20%   | 19%                       | 10%   | 8%  | 62%   | 5%         | 14%  |
| <b>Sex</b>                         |   |                           |   |   |   |            |  |
| Male                               | 21%   | 21%                       | 11%   | 8%  | 59%   | 5%         | 15%  |
| Female                             | 18%   | 18%                       | 10%   | 7%  | 65%   | 4%         | 13%  |
| <b>Age</b>                         |   |                           |   |   |   |            |  |
| 15-24                              | 35%   | 34%                       | 14%   | 11%   | 45%   | 1%         | 18%  |
| 25-39                              | 26%   | 24%                       | 12%   | 8%  | 57%   | 3%         | 16%  |
| 40-54                              | 18%   | 17%                       | 10%   | 7%  | 64%   | 5%         | 13%  |
| 55 +                               | 11%   | 12%                       | 8%  | 6%  | 71%   | 7%         | 11%  |
| <b>Education (End of)</b>          |   |                           |   |   |   |            |  |
| 15-                                | 7%  | 7%                        | 5%  | 3%  | 79%   | 6%         | 7%   |
| 16-19                              | 14%   | 13%                       | 9%  | 6%  | 70%   | 5%         | 11%  |
| 20+                                | 24%   | 24%                       | 13%   | 9%  | 56%   | 5%         | 16%  |
| Still studying                     | 38%   | 37%                       | 15%   | 12%   | 39%   | 1%         | 20%  |
| <b>Subjective urbanisation</b>     |   |                           |   |   |   |            |  |
| Rural village                      | 17%   | 16%                       | 9%  | 6%  | 66%   | 6%         | 11%  |
| Small/ Mid-size town               | 19%   | 19%                       | 10%   | 7%  | 63%   | 4%         | 13%  |
| Large town                         | 26%   | 25%                       | 14%   | 10%   | 55%   | 4%         | 17%  |
| <b>Respondent occupation scale</b> |   |                           |   |   |   |            |  |
| Self-employed                      | 20%   | 19%                       | 13%   | 10%   | 59%   | 7%         | 17%  |
| Employee                           | 25%   | 24%                       | 12%   | 9%  | 56%   | 4%         | 15%  |
| Manual workers                     | 16%   | 16%                       | 8%  | 6%  | 69%   | 4%         | 11%  |
| Not working                        | 16%   | 17%                       | 9%  | 7%  | 66%   | 5%         | 12%  |
| <b>Use of Internet</b>             |   |                           |   |   |   |            |  |
| Every day                          | 25%   | 24%                       | 12%   | 9%  | 56%   | 4%         | 16%  |
| At least once a week               | 10%   | 12%                       | 7%  | 6%  | 70%   | 6%         | 10%  |
| At least once a month              | 8%  | 11%                       | 9%  | 5%  | 73%   | 8%         | 9%   |
| Less often                         | 6%  | 7%                        | 5%  | 4%  | 76%   | 9%         | 6%   |
| Never                              | 7%  | 8%                        | 7%  | 4%  | 79%   | 6%         | 8%   |
| No access                          | 5%  | 4%                        | 5%  | 4%  | 82%   | 7%         | 7%   |
| Total 'Use the Internet'           | 23%   | 22%                       | 11%   | 8%  | 58%   | 4%         | 15%  |
| Total 'Does not use the Internet'  | 7%  | 7%                        | 6%  | 4%  | 80%   | 6%         | 8%   |

Base: all respondents (26,586)



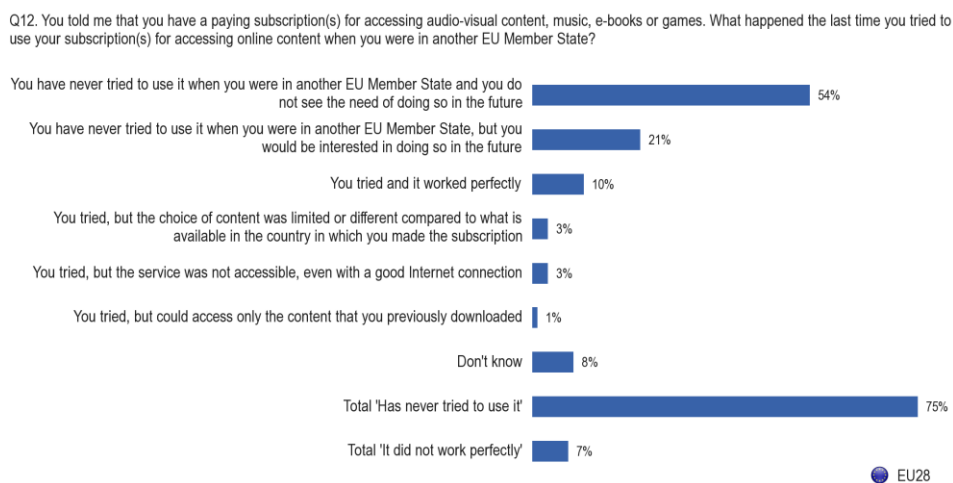
#### 4. CROSS-BORDER PORTABILITY OF SUBSCRIPTIONS

**- Almost two in ten respondents (17%) have tried to use a paid subscription for online content in another Member State and 21% of those who have not tried would be interested in doing so in the future -**

Respondents who have a paid subscription for audio-visual content, music, e-books or video games (representing 20% of Internet users) were asked what happened the last time they tried to use these services in another Member State<sup>30</sup>.

A small majority (54%) say they have never tried to use a subscription service in another Member State, and see no need to do so in future. Just over one in five (21%) say they have not tried to use their service in this way but would be interested in doing so in the future. Overall, three-quarters of respondents have never tried to use a subscription in another EU Member State.<sup>31</sup>

Almost two in ten respondents (17%) have tried to use a subscription for online content in another Member State. One in ten found that the service worked perfectly (10%), while 3% said the content available was limited or different in the other Member State, and 1% said they could only access previously downloaded content. A further 3% said they could not access their service, even with a good Internet connection.



Base: respondents who have a paying subscription for online digital content (N=4,246, 16% of all respondents)

<sup>30</sup> Q12 You told me that you have a paying subscription(s) for accessing audio-visual content, music, e-books or games. What happened the last time you tried to use your subscription(s) for accessing online content when you were in another EU Member State? You have never tried to use it when you were in another EU Member State and you do not see the need of doing so in the future; You have never tried to use it when you were in another EU Member State, but you would be interested in doing so in the future; You tried and it worked perfectly; You tried, but the choice of content was limited or different compared to what is available in the country in which you made the subscription; You tried, but could access only the content that you previously downloaded; You tried, but the service was not accessible, even with a good Internet connection; DK/NA.

<sup>31</sup> Total 'Has never tried to use it' is represented by the following answers: You have never tried to use it when you were in another EU Member State and you do not see the need of doing so in the future; You have never tried to use it when you were in another EU Member State, but you would be interested in doing so in the future.

Total 'It did not work perfectly' represents the aggregated answers: You tried, but the choice of content was limited or different compared to what is available in the country in which you made the subscription; You tried, but could access only the content that you previously downloaded; You tried, but the service was not accessible, even with a good Internet connection.

In 14 Member States respondents are more likely than the EU average (17%) to have tried to use their paid subscription for online content in another Member State<sup>32</sup>. They are most likely to have tried to do so in Cyprus (34%), Luxembourg (34%) and Estonia (30%). Respondents in Croatia (7%) and Poland (10%) are the least likely to have tried it.

Respondents in Slovenia (63%), Austria (61%) and the UK, the Netherlands, Germany and Slovakia (all 59%) are the most likely to say they have not tried to use a subscription in another Member State, and see no need to do so in future. Those in Ireland (38%), Latvia (36%), Denmark (33%) and Finland (32%), on the other hand, are the most likely to say they would be interested in using their subscription in another Member State in the future, although they have never tried to do so.

Respondents in Estonia (22%), Luxembourg (19%) and Portugal and Cyprus (both 17%) are the most likely to say their service worked perfectly in another Member State, compared to just 5% in the Netherlands and 6% in Croatia. Respondents in Luxembourg are the most likely to say the content was limited or different when accessed from another Member State (10%), while those in Cyprus are the most likely to say they could only access previously downloaded content (8%).

Respondents in Slovenia (8%), Denmark and the Netherlands (both 7%) are the most likely to say they were unable to access their service, even with a good Internet connection.

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<sup>32</sup> Due to low sample size Malta has been excluded from the country analysis. As there are fewer than 100 respondents in Bulgaria, Estonia, Greece, Spain, Italy, Cyprus, Latvia, Luxembourg, Hungary, Portugal and Romania, results for these countries should be interpreted with caution.

Q12. You told me that you have a paying subscription(s) for accessing audio-visual content, music, e-books or games. What happened the last time you tried to use your subscription(s) for accessing online content when you were in another EU Member State?



|      | You have never tried to use it when you were in another EU Member State and you do not see the need of doing so in the future | You have never tried to use it when you were in another EU Member State, but you would be interested in doing so in the future | You tried and it worked perfectly | You tried, but the choice of content was limited or different compared to what is available in the country in which you made the subscription | You tried, but the service was not accessible, even with a good Internet connection | You tried, but could access only the content that you previously downloaded | Don't know | Total 'Has tried to use it' | Total 'Has never tried to use it' | Total 'It did not work perfectly' |
|------|---|--|-----------------------------------|---|---|---|------------|-----------------------------|-----------------------------------|-----------------------------------|
| EU28 | 54%   | 21%  | 10%                               | 3%  | 3%  | 1%  | 8%         | 17%                         | 75%                               | 7%                                |
| CY   | 36%   | 12%  | 17%                               | 3%  | 6%  | 8%  | 18%        | 34%                         | 48%                               | 17%                               |
| LU   | 54%   | 10%  | 19%                               | 10%   | 4%  | 1%  | 2%         | 34%                         | 64%                               | 15%                               |
| EE   | 41%   | 13%  | 22%                               | 3%  | 5%  | 0%  | 16%        | 30%                         | 54%                               | 8%                                |
| HU   | 39%   | 8%   | 14%                               | 6%  | 4%  | 0%  | 29%        | 24%                         | 47%                               | 10%                               |
| SE   | 42%   | 23%  | 13%                               | 5%  | 5%  | 1%  | 11%        | 24%                         | 65%                               | 11%                               |
| BE   | 55%   | 16%  | 13%                               | 3%  | 6%  | 2%  | 5%         | 24%                         | 71%                               | 11%                               |
| FI   | 42%   | 32%  | 12%                               | 6%  | 4%  | 2%  | 2%         | 24%                         | 74%                               | 12%                               |
| MT   | 30%   | 14%  | 8%                                | 11%   | 5%  | 0%  | 32%        | 24%                         | 44%                               | 16%                               |
| DK   | 37%   | 33%  | 9%                                | 6%  | 7%  | 1%  | 7%         | 23%                         | 70%                               | 14%                               |
| PT   | 48%   | 24%  | 17%                               | 3%  | 1%  | 0%  | 7%         | 21%                         | 72%                               | 4%                                |
| SI   | 63%   | 6%   | 9%                                | 3%  | 8%  | 0%  | 11%        | 20%                         | 69%                               | 11%                               |
| ES   | 54%   | 22%  | 10%                               | 4%  | 5%  | 1%  | 4%         | 20%                         | 76%                               | 10%                               |
| DE   | 59%   | 12%  | 13%                               | 2%  | 3%  | 0%  | 11%        | 18%                         | 71%                               | 5%                                |
| AT   | 61%   | 14%  | 10%                               | 4%  | 4%  | 0%  | 7%         | 18%                         | 75%                               | 8%                                |
| IE   | 38%   | 38%  | 7%                                | 5%  | 4%  | 2%  | 6%         | 18%                         | 76%                               | 11%                               |
| LT   | 52%   | 20%  | 10%                               | 1%  | 4%  | 2%  | 11%        | 17%                         | 72%                               | 7%                                |
| FR   | 52%   | 25%  | 9%                                | 3%  | 3%  | 2%  | 6%         | 17%                         | 77%                               | 8%                                |
| SK   | 59%   | 4%   | 8%                                | 5%  | 2%  | 1%  | 21%        | 16%                         | 63%                               | 8%                                |
| RO   | 48%   | 17%  | 8%                                | 2%  | 5%  | 1%  | 19%        | 16%                         | 65%                               | 8%                                |
| EL   | 46%   | 28%  | 12%                               | 0%  | 0%  | 4%  | 10%        | 16%                         | 74%                               | 4%                                |
| NL   | 59%   | 17%  | 5%                                | 1%  | 7%  | 3%  | 8%         | 16%                         | 76%                               | 11%                               |
| UK   | 59%   | 19%  | 8%                                | 4%  | 3%  | 1%  | 6%         | 16%                         | 78%                               | 8%                                |
| BG   | 31%   | 26%  | 12%                               | 0%  | 2%  | 0%  | 29%        | 14%                         | 57%                               | 2%                                |
| IT   | 49%   | 28%  | 11%                               | 2%  | 1%  | 0%  | 9%         | 14%                         | 77%                               | 3%                                |
| CZ   | 58%   | 18%  | 11%                               | 1%  | 1%  | 0%  | 11%        | 13%                         | 76%                               | 2%                                |
| LV   | 43%   | 36%  | 9%                                | 2%  | 1%  | 0%  | 9%         | 12%                         | 79%                               | 3%                                |
| PL   | 57%   | 26%  | 7%                                | 2%  | 1%  | 0%  | 7%         | 10%                         | 83%                               | 3%                                |
| HR   | 58%   | 22%  | 6%                                | 0%  | 1%  | 0%  | 13%        | 7%                          | 80%                               | 1%                                |

| Highest percentage per country | Lowest percentage per country |
|--------------------------------|-------------------------------|
| Highest percentage per item    | Lowest percentage per item    |

Base: respondents who have a paying subscription for online digital content (N=4,246, 16% of all respondents)

**Socio-demographic analysis** shows few notable differences. The youngest respondents are the most likely to have tried to access their service in another Member State (22% vs. 11%-19%). Further, the longer a respondent remained in education, the more likely they are to say the same. For example, 19% of those with the highest education levels have tried to access their service while in another Member State, compared with 6% of those with the lowest education levels.

Q12 You told me that you have a paying subscription(s) for accessing audio-visual content, music, e-books or games. What happened the last time you tried to use your subscription(s) for accessing online content when you were in another EU Member State?

|  | You have never tried to use it when you were in another EU Member State and you do not see the need of doing so in the future | You have never tried to use it when you were in another EU Member State, but you would be interested in doing so in the future | You tried and it worked perfectly | You tried, but the choice of content was limited or different compared to what is available in the country in which you made the subscription | You tried, but the service was not accessible, even with a good Internet connection | You tried, but could access only the content that you previously downloaded | Don't know | Total 'Has tried to use it' | Total 'Has never tried to use it' | Total 'It did not work perfectly' |
|--|---|--|-----------------------------------|---|---|---|------------|-----------------------------|-----------------------------------|-----------------------------------|
| EU28   | 54%   | 21%  | 10%                               | 3%  | 3%  | 1%  | 8%         | 17%                         | 75%                               | 7%                                |
|  Age                |   |  |                                   |   |   |   |            |                             |                                   |                                   |
| 15-24  | 52%   | 19%  | 14%                               | 2%  | 4%  | 2%  | 7%         | 22%                         | 71%                               | 8%                                |
| 25-39  | 50%   | 23%  | 10%                               | 4%  | 4%  | 1%  | 8%         | 19%                         | 73%                               | 9%                                |
| 40-54  | 56%   | 22%  | 8%                                | 2%  | 3%  | 1%  | 8%         | 14%                         | 78%                               | 6%                                |
| 55 +   | 66%   | 12%  | 5%                                | 2%  | 3%  | 1%  | 11%        | 11%                         | 78%                               | 6%                                |
|  Education (End of) |   |  |                                   |   |   |   |            |                             |                                   |                                   |
| 15-  | 78%   | 7%   | 2%                                | 2%  | 0%  | 2%  | 9%         | 6%                          | 85%                               | 4%                                |
| 16-19  | 62%   | 15%  | 8%                                | 2%  | 3%  | 1%  | 9%         | 14%                         | 77%                               | 6%                                |
| 20+  | 50%   | 24%  | 10%                               | 4%  | 4%  | 1%  | 7%         | 19%                         | 74%                               | 9%                                |
| Still studying   | 47%   | 21%  | 14%                               | 3%  | 4%  | 3%  | 8%         | 24%                         | 68%                               | 10%                               |

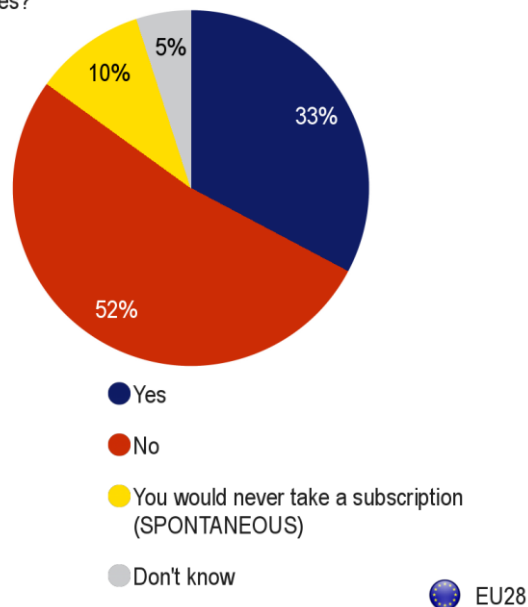
Base: respondents who have a paying subscription for online digital content (N=4,246, 16% of all respondents)

**- One-third say it would be important to be able to use a future subscription when in another Member State -**

Of the respondents who do not have a paid subscription for accessing audio-visual content, music, e-books or video games (representing 84% of Europeans), one-third (33%) say that if they took out such a service in the future it would be important for them to be able to use it when in another Member State.

Just over half (52%) say that if they took out such a subscription in the future it would not be important for them to be able to access it when in another Member State, while 10% say they would never take a paid subscription.

Q21. You told me that you do not have any paying subscription for accessing audio-visual content, music, e-books or games. If you were to take out such a subscription in the future, would it be important for you to be able to use this service while travelling or temporarily staying in other EU Member States?

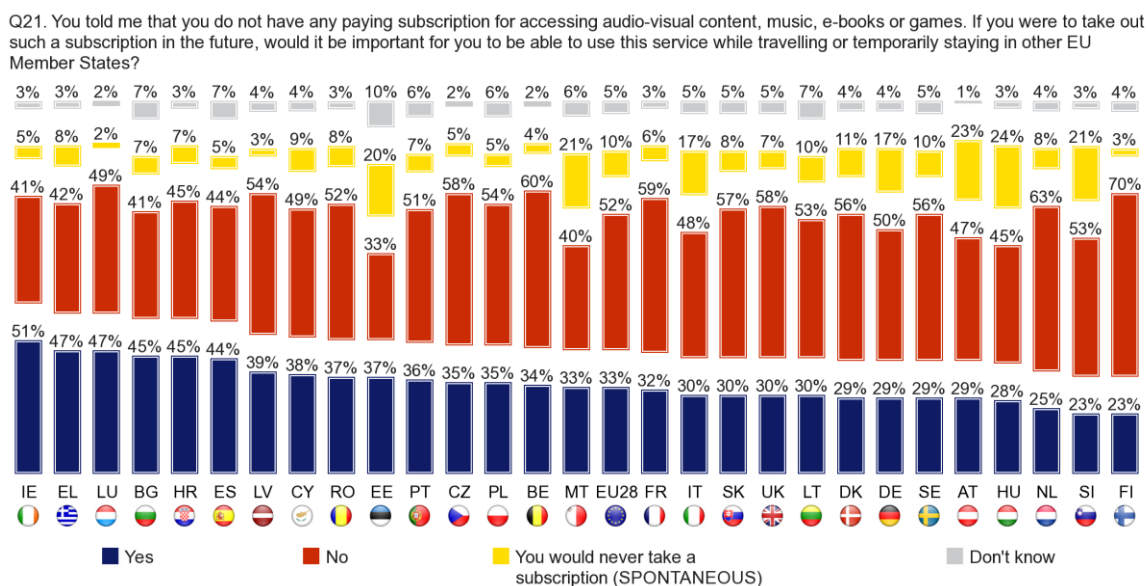


*Base: respondents who do not have a paying subscription for online digital content (N=22,340, 84% of all respondents)*

Respondents in Ireland (51%) and Greece and Luxembourg (both 47%) are the most likely to say that if they took out a paid subscription service it would be important to be able to use it in another country. As noted earlier, respondents in Ireland with a subscription are also the most likely to say they would like to be able to use their subscription in another Member State, although they had not tried to do so.

Using a subscription service in another Member State is least likely to be important for respondents in Finland, Slovenia (both 23%) and the Netherlands (25%).

At least one in five respondents in Hungary (24%), Austria (23%), Malta and Slovenia (both 21%) and Estonia (20%) say that they would never take out a paid subscription.





Base: respondents who do not have a paying subscription for online digital content (N=22,340, 84% of all respondents)

The **socio-demographic analysis** reveals that the younger the respondent, the more likely they are to say it would be important to be able to use their service in another Member State, and the less likely they are to say they would never take out a subscription. For example, 65% of those aged 15-24 and 50% of those aged 25-39 say it would be important to use their service in another Member State, compared with 13% of those aged 55+.

The higher a respondent's education level, the more likely they are to say it would be important to be able to use their service in another Member State, and the less likely they are to say they would never take out a subscription. For instance 17% of those who left school aged 15 or younger would never take out a subscription, compared to 8% of those who completed education aged 20+.

**Q21 You told me that you do not have any paying subscription for accessing audio-visual content, music, e-books or games. If you were to take out such a subscription in the future, would it be important for you to be able to use this service while travelling or temporarily staying in other EU Member States?**

|   | Yes | No  | You would never take a subscription (SPONTANEOUS) | Don't know |
|---|-----|-----|---|------------|
| EU28  | 33% | 52% | 10%   | 5%         |
|  <b>Age</b>                |     |     |   |            |
| 15-24   | 65% | 29% | 3%  | 3%         |
| 25-39   | 50% | 40% | 6%  | 4%         |
| 40-54   | 34% | 52% | 9%  | 5%         |
| 55 +  | 13% | 67% | 15%   | 5%         |
|  <b>Education (End of)</b> |     |     |   |            |
| 15-   | 14% | 62% | 17%   | 7%         |
| 16-19   | 29% | 55% | 11%   | 5%         |
| 20+   | 37% | 51% | 8%  | 4%         |
| Still studying  | 68% | 27% | 2%  | 3%         |

*Base: respondents who do not have a paying subscription for online digital content (N=22,340, 84% of all respondents)*

## 5. CROSS-BORDER ACCESS TO DIGITAL CONTENT ONLINE

This final section of the report explores Europeans' experiences when trying to access different types of content cross-border. It also reviews the reasons why they do or do not try to access content across borders.

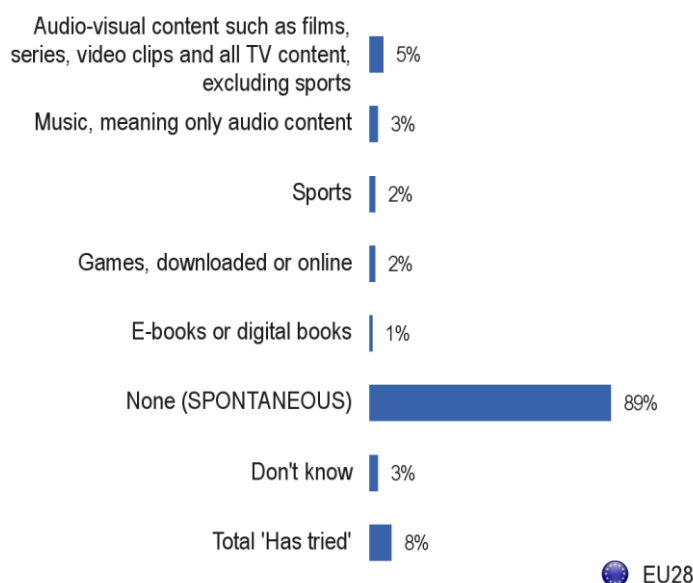
### 5.1. Experience with cross-border access to different types of content

#### - Few Internet users have tried to access content through online services generally meant for users in another Member State -

Respondents who use the Internet were asked whether they had tried to access or download a range of content from an online service generally meant for users in another Member State<sup>33</sup>. Fewer than one in ten (8%) have done so<sup>34</sup>. Internet users are most likely to have tried to access audio-visual content (5%) in this way, while 3% have tried to access music, 2% have tried to access sports or video games and 1% e-books.

The large majority, however, have not tried to access any of these kinds of content from a site meant for users in another Member State (89%).

Q13. Over the past 12 months have you tried to access or download any of the following content through an online service generally meant for users in another EU Member State? For example, trying to access online a UK (REPLACE WITH "Spanish" IN THE UK) video on demand (VOD) service from (OUR COUNTRY)? (MULTIPLE ANSWERS POSSIBLE)



Base: Internet users (N=21,692, 82% of all respondents)

<sup>33</sup> Q13 Over the past 12 months have you tried to access or download any of the following content through an online service generally meant for users in another EU Member State? For example, trying to access online a UK (REPLACE WITH "Spanish" IN THE UK) video on demand (VOD) service from (OUR COUNTRY)? (MULTIPLE ANSWERS POSSIBLE) Audio-visual content such as films, series, video clips and all TV content, excluding sports; Sports; Music, meaning only audio content; E-books or digital books; Games, downloaded or online; None (DO NOT READ OUT); DK/NA.

<sup>34</sup> Total 'Has tried' represents the aggregated answers: Audio-visual content such as films, series, video clips and all TV content, excluding sports; Sports; Music, meaning only audio content; E-books or digital books; Games, downloaded or online.
































Internet users in Ireland (30%), Luxembourg (22%) and Malta (20%) are the most likely to have tried to access at least one of these types of content using a service meant for users in another Member State. In fact in 16 Member States at least one in ten has done so in the last 12 months. Respondents in Germany are the least likely to have done so (5%).

Respondents in Ireland (25%), Luxembourg (13%), and Malta and Latvia (both 11%) are the most likely to have tried to access audio-visual content cross-border, particularly compared with those in Bulgaria (1%) and Germany (2%).

Respondents in Luxembourg (13%) and Belgium (10%) are the most likely to have tried to access or download music cross-border, while those in Ireland, Luxembourg and the UK are the most likely to have tried to access sports (all 5%) cross-border. Respondents in Belgium and Luxembourg are the most likely to have tried to access video games cross-border (both 5%), while those in Luxembourg are the most likely to have tried to access e-books cross-border (6%).

Q13. Over the past 12 months have you tried to access or download any of the following content through an online service generally meant for users in another EU Member State? For example, trying to access online a UK (REPLACE WITH "Spanish" IN THE UK) video on demand (VOD) service from (OUR COUNTRY)? (MULTIPLE ANSWERS POSSIBLE)

|   |      | Audio-visual content such as films, series, video clips and all TV content, excluding sports | Music, meaning only audio content | Sports | Games, downloaded or online | E-books or digital books | None (SPONTANEOUS) | Don't know | Total 'Has tried' |
|---|------|--|-----------------------------------|--------|-----------------------------|--------------------------|--------------------|------------|-------------------|
|    | EU28 | 5%   | 3%                                | 2%     | 2%                          | 1%                       | 89%                | 3%         | 8%                |
|    | IE   | 25%  | 6%                                | 5%     | 2%                          | 3%                       | 68%                | 2%         | 30%               |
|    | LU   | 13%  | 13%                               | 5%     | 5%                          | 6%                       | 77%                | 1%         | 22%               |
|    | MT   | 11%  | 8%                                | 4%     | 3%                          | 4%                       | 74%                | 6%         | 20%               |
|    | BE   | 10%  | 10%                               | 4%     | 5%                          | 2%                       | 81%                | 1%         | 18%               |
|    | LV   | 11%  | 8%                                | 4%     | 4%                          | 3%                       | 76%                | 7%         | 17%               |
|    | DK   | 10%  | 3%                                | 3%     | 2%                          | 1%                       | 82%                | 4%         | 14%               |
|    | NL   | 9%   | 4%                                | 2%     | 3%                          | 1%                       | 84%                | 2%         | 14%               |
|    | SI   | 9%   | 6%                                | 2%     | 1%                          | 1%                       | 82%                | 4%         | 14%               |
|    | HR   | 6%   | 7%                                | 3%     | 3%                          | 2%                       | 82%                | 4%         | 13%               |
|  | EL   | 6%   | 5%                                | 3%     | 2%                          | 3%                       | 85%                | 3%         | 12%               |
|  | CY   | 6%   | 4%                                | 3%     | 4%                          | 3%                       | 85%                | 3%         | 12%               |
|  | PT   | 7%   | 5%                                | 4%     | 3%                          | 2%                       | 84%                | 4%         | 12%               |
|  | LT   | 7%   | 4%                                | 2%     | 3%                          | 2%                       | 85%                | 4%         | 11%               |
|  | HU   | 5%   | 5%                                | 2%     | 2%                          | 2%                       | 85%                | 4%         | 11%               |
|  | UK   | 7%   | 5%                                | 5%     | 2%                          | 2%                       | 89%                | 1%         | 11%               |
|  | CZ   | 7%   | 4%                                | 3%     | 3%                          | 1%                       | 88%                | 2%         | 10%               |
|  | AT   | 5%   | 4%                                | 2%     | 1%                          | 1%                       | 89%                | 2%         | 9%                |
|  | PL   | 5%   | 3%                                | 1%     | 1%                          | 2%                       | 89%                | 2%         | 9%                |
|  | FI   | 7%   | 1%                                | 3%     | 1%                          | 0%                       | 90%                | 1%         | 9%                |
|  | ES   | 4%   | 5%                                | 2%     | 2%                          | 1%                       | 90%                | 2%         | 7%                |
|  | RO   | 3%   | 3%                                | 1%     | 1%                          | 2%                       | 89%                | 4%         | 7%                |
|  | SK   | 4%   | 2%                                | 1%     | 1%                          | 1%                       | 88%                | 5%         | 7%                |
|  | SE   | 6%   | 2%                                | 1%     | 0%                          | 0%                       | 91%                | 2%         | 7%                |
|  | BG   | 1%   | 2%                                | 2%     | 1%                          | 2%                       | 82%                | 12%        | 6%                |
|  | EE   | 4%   | 2%                                | 2%     | 1%                          | 1%                       | 90%                | 4%         | 6%                |
|  | FR   | 4%   | 3%                                | 1%     | 1%                          | 0%                       | 92%                | 2%         | 6%                |
|  | IT   | 3%   | 2%                                | 2%     | 0%                          | 1%                       | 91%                | 4%         | 6%                |
|  | DE   | 2%   | 1%                                | 2%     | 1%                          | 1%                       | 92%                | 2%         | 5%                |

**Highest percentage per country**

*Lowest percentage per country*

Highest percentage per item

Lowest percentage per item

Base: Internet users (N=21,692, 82% of all respondents)

**Socio-demographic analysis** shows that:

- In the last 12 months men are more likely than women to have tried to access at least one of these types of content on a service meant for users in another Member State (11% vs. 6%).
- The younger the respondent, the more likely they are to have tried to access content across borders: 17% of 15-24 year olds have tried to access at least one of these kinds of content, compared to 4% of those aged 55+. This is particularly the case for audio-visual content and music.

Q13 Over the past 12 months have you tried to access or download any of the following content through an online service generally meant for users in another EU Member State? For example, trying to access online a UK (REPLACE WITH "Spanish" IN THE UK) video on demand (VOD) service from (OUR COUNTRY)? (MULTIPLE ANSWERS POSSIBLE)

|            | Audio-visual content such as films, series, video clips and all TV content, excluding sports | Music, meaning only audio content | Sports | Games, downloaded or online | E-books or digital books | None (SPONTANEOUS) | Don't know | Total 'Has tried' |
|------------|--|-----------------------------------|--------|-----------------------------|--------------------------|--------------------|------------|-------------------|
| EU28       | 5%   | 3%                                | 2%     | 2%                          | 1%                       | 89%                | 3%         | 8%                |
| <b>Sex</b> |  |                                   |        |                             |                          |                    |            |                   |
| Male       | 6%   | 4%                                | 4%     | 2%                          | 2%                       | 86%                | 3%         | 11%               |
| Female     | 4%   | 3%                                | 1%     | 1%                          | 1%                       | 92%                | 2%         | 6%                |
| <b>Age</b> |  |                                   |        |                             |                          |                    |            |                   |
| 15-24      | 9%   | 6%                                | 4%     | 4%                          | 2%                       | 79%                | 4%         | 17%               |
| 25-39      | 6%   | 4%                                | 3%     | 2%                          | 2%                       | 87%                | 3%         | 10%               |
| 40-54      | 3%   | 2%                                | 1%     | 1%                          | 1%                       | 92%                | 2%         | 6%                |
| 55+        | 2%   | 1%                                | 1%     | 0%                          | 1%                       | 95%                | 2%         | 4%                |

Base: Internet users (N=21,692, 82% of all respondents)

**- More than half of respondents (56%) experienced problems when they tried to access content through an online service intended for users in another Member State -**

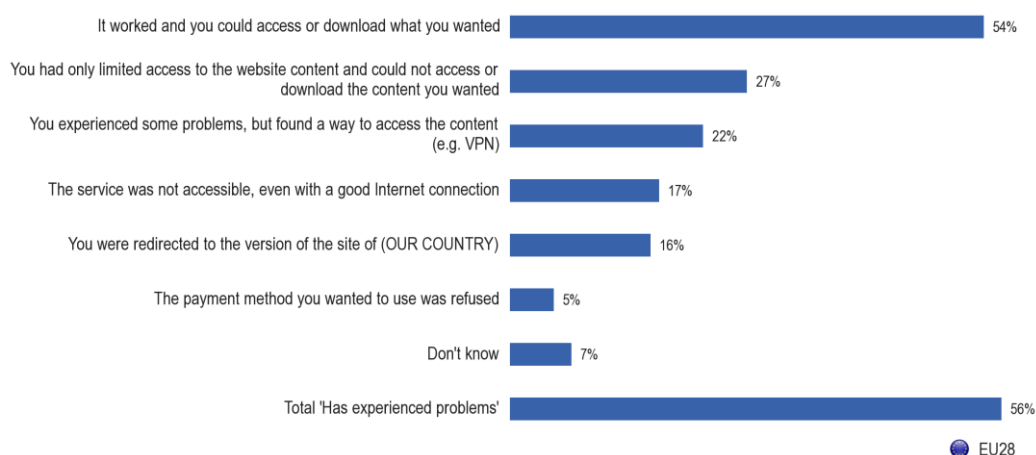
Respondents who have tried to access digital content through an online service generally meant for users in another Member State were asked about their experiences<sup>35</sup>.

Overall, more than half of respondents (56%) experienced problems when they tried to use an online service generally meant for users in another Member State<sup>36</sup>. Around a quarter (27%) say that they only had limited access to the content and could not access or download what they wanted.

Almost one in five (17%) say they were not able to access the service even with a good Internet connection, while 16% were redirected to their country's version of the site. One in twenty (5%) say their payment method was refused. Just over one in five (22%) say they experienced problems but found a way (e.g. by using a VPN) to access the content.

A small majority (54%) say that the last time they tried to access digital content through an online service generally meant for users in another Member State, the service worked and they were able to access or download what they wanted. However, only 36%<sup>37</sup> of consumers said that they could access the content they wanted without any issues or problems.

Q14. What happened the last time you tried to use an online service generally meant for users in another EU Member State? (MULTIPLE ANSWERS POSSIBLE)



*Base: respondents who tried to use an online service generally meant for users in another EU Member State (N=1,842, 7% of all respondents)*

<sup>35</sup> Q14 What happened the last time you tried to use an online service generally meant for users in another EU Member State? (MULTIPLE ANSWERS POSSIBLE) It worked and you could access or download what you wanted; You had only limited access to the website content and could not access or download the content you wanted; The payment method you wanted to use was refused; You were redirected to the version of the site of (OUR COUNTRY); The service was not accessible, even with a good Internet connection; You experienced some problems, but found a way to access the content (e.g. VPN); DK/NA.

<sup>36</sup> Total 'Has experienced problems' represents the aggregated answers: You had only limited access to the website content and could not access or download the content you wanted; The payment method you wanted to use was refused; You were redirected to the version of the site of (OUR COUNTRY); The service was not accessible, even with a good Internet connection; You experienced some problems, but found a way to access the content (e.g. VPN).

The **socio-demographic analysis** reveals that:

- Women are more likely to have experienced problems than men (60% vs. 54%), and are particularly likely to say that the service was not accessible (24% vs. 13%).
- There are no notable age-related differences.
- Those with the lowest education levels are the most likely to have experienced at least one of these problems (61% vs. 51%-55%), in particular the inaccessibility of the service (23% vs. 16%-17%).

Daily and weekly Internet users are less likely to have experienced problems than those who use the Internet less frequently (56% and 58% vs. 72%-84%).

Finally, respondents who tried to access audio-visual content (63%) are the most likely to have experienced problems.

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<sup>37</sup> This result represents the respondents who answered only "It worked and you could access or download what you wanted".

Q14 What happened the last time you tried to use an online service generally meant for users in another EU Member State? (MULTIPLE ANSWERS POSSIBLE)

|  | It worked and you could access or download what you wanted | You had only limited access to the website content and could not access or download the content you wanted | You experienced some problems, but found a way to access the content (e.g. VPN) | The service was not accessible, even with a good Internet connection | You were redirected to the version of the site of (OUR COUNTRY) | The payment method you wanted to use was refused | Don't know | Total 'Has experienced problems' |
|--|--|--|---|--|---|--|------------|----------------------------------|
| EU28   | 54%  | 27%  | 22%   | 17%  | 16%   | 5%   | 7%         | 56%                              |
| <b>Sex</b>   |  |  |   |  |   |  |            |                                  |
| Male   | 56%  | 26%  | 24%   | 13%  | 15%   | 5%   | 7%         | 54%                              |
| Female   | 49%  | 31%  | 20%   | 24%  | 18%   | 6%   | 7%         | 60%                              |
| <b>Education (End of)</b>                                    |  |  |   |  |   |  |            |                                  |
| 15-  | 32%  | 29%  | 22%   | 23%  | 17%   | 0%   | 21%        | 61%                              |
| 16-19  | 54%  | 19%  | 22%   | 16%  | 15%   | 4%   | 8%         | 51%                              |
| 20+  | 52%  | 27%  | 21%   | 17%  | 14%   | 6%   | 8%         | 55%                              |
| Still studying   | 60%  | 37%  | 24%   | 19%  | 20%   | 6%   | 2%         | 63%                              |
| <b>Use of Internet</b>                                       |  |  |   |  |   |  |            |                                  |
| Every day  | 54%  | 28%  | 22%   | 17%  | 15%   | 5%   | 7%         | 56%                              |
| At least once a week   | 48%  | 16%  | 19%   | 22%  | 28%   | 9%   | 7%         | 58%                              |
| At least once a month  | 59%  | 63%  | 25%   | 27%  | 59%   | 39%  | 8%         | 72%                              |
| Less often   | 1%   | 3%   | 14%   | 36%  | 33%   | 1%   | 16%        | 84%                              |
| Never  | 0%   | 0%   | 0%  | 0%   | 0%  | 0%   | 0%         | 0%                               |
| No access  | 0%   | 0%   | 0%  | 0%   | 0%  | 0%   | 0%         | 0%                               |
| Total 'Use the Internet'                                     | 54%  | 27%  | 22%   | 17%  | 16%   | 5%   | 7%         | 56%                              |
| Total 'Does not use the Internet'                            | 0%   | 0%   | 0%  | 0%   | 0%  | 0%   | 0%         | 0%                               |
| <b>Devices used to access the Internet</b>                   |  |  |   |  |   |  |            |                                  |
| Desktop computer   | 55%  | 29%  | 21%   | 17%  | 16%   | 5%   | 9%         | 53%                              |
| Laptop or netbook  | 53%  | 28%  | 24%   | 17%  | 17%   | 5%   | 6%         | 59%                              |
| Touchscreen tablet   | 54%  | 29%  | 25%   | 17%  | 16%   | 5%   | 7%         | 58%                              |
| Smartphone   | 52%  | 29%  | 25%   | 19%  | 16%   | 6%   | 6%         | 60%                              |
| Mobile phone   | 59%  | 29%  | 29%   | 19%  | 22%   | 8%   | 8%         | 61%                              |
| TV   | 50%  | 30%  | 27%   | 19%  | 16%   | 6%   | 11%        | 58%                              |
| Games console  | 53%  | 28%  | 37%   | 17%  | 20%   | 4%   | 10%        | 65%                              |
| E-reader or digital book reader                              | 52%  | 30%  | 31%   | 18%  | 16%   | 3%   | 4%         | 62%                              |
| Other  | 24%  | 37%  | 17%   | 28%  | 12%   | 0%   | 0%         | 76%                              |
| Total 'Personal computers'                                   | 54%  | 28%  | 22%   | 17%  | 16%   | 5%   | 7%         | 56%                              |
| Total 'Mobile devices'                                       | 52%  | 28%  | 24%   | 19%  | 15%   | 6%   | 7%         | 59%                              |
| Total 'Home entertainment devices'                           | 55%  | 30%  | 30%   | 17%  | 19%   | 6%   | 9%         | 61%                              |
| <b>Tried to access digital content meant for other EU MS</b> |  |  |   |  |   |  |            |                                  |
| Audio-visual content   | 49%  | 32%  | 26%   | 20%  | 15%   | 6%   | 7%         | 63%                              |
| Sports content   | 57%  | 23%  | 33%   | 15%  | 17%   | 5%   | 8%         | 59%                              |
| Music  | 55%  | 29%  | 23%   | 17%  | 22%   | 8%   | 11%        | 57%                              |
| Digital books  | 65%  | 28%  | 28%   | 17%  | 17%   | 9%   | 3%         | 55%                              |
| Games  | 62%  | 33%  | 27%   | 13%  | 25%   | 6%   | 7%         | 58%                              |
| None   | 0%   | 0%   | 0%  | 0%   | 0%  | 0%   | 0%         | 0%                               |
| Total 'Has tried'  | 54%  | 27%  | 22%   | 17%  | 16%   | 5%   | 7%         | 56%                              |

Base: respondents who tried to use an online service generally meant for users in another EU Member State (N=1,842, 7% of all respondents)

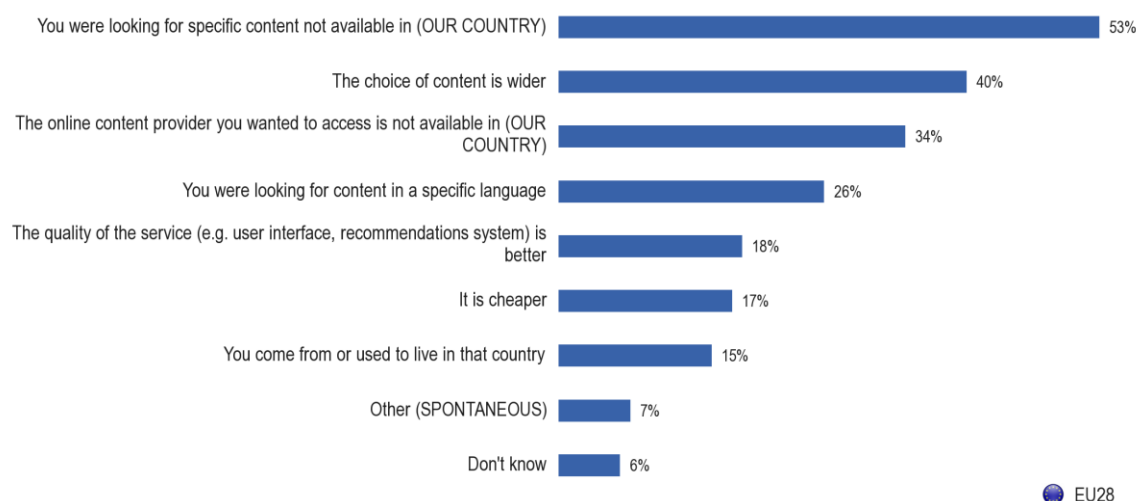
## 5.2. Reasons for trying or not trying to access online content cross-border

### - A search for specific content unavailable in their country is the main reason for trying to access digital content through online services generally meant for users in another Member State -

Respondents who had tried to access digital content through online services meant for users in other Member States were asked their reasons for doing so<sup>38</sup>. More than half (53%) say it was because they were looking for content not available in their country, while 40% say the choice of content was wider. Around one-third (34%) say that the provider they wanted to access is not available in their country, while 26% were looking for content in a specific language.

Almost one in five say the service quality is better (18%), while 17% say it is cheaper. Finally, 15% of these respondents explained that they come from or used to live in the other Member State.<sup>39</sup>

Q15. For which of the following reasons have you tried to access this online content generally meant for users in another EU Member State? (MULTIPLE ANSWERS POSSIBLE)



Base: respondents who tried to use an online service generally meant for users in another EU Member State (N=1,842, 7% of all respondents)

<sup>38</sup> Q15 For which of the following reasons have you tried to access this online content generally meant for users in another EU Member State? (MULTIPLE ANSWERS POSSIBLE) The choice of content is wider; You were looking for specific content not available in (OUR COUNTRY); You were looking for content in a specific language; It is cheaper; The online content provider you wanted to access is not available in (OUR COUNTRY); The quality of the service (e.g. user interface, recommendations system) is better; You come from or used to live in that country; Other (DO NOT READ OUT); DK/NA.

<sup>39</sup> There is no country analysis for this question due to the very small sample size: 1842 at EU level (7% of the total number of respondents) and fewer than 100 respondents in most countries.

**Socio-demographic analysis** shows the following:

- Men are more likely than women to say they were looking for specific content (56% vs. 48%), the choice of content is wider (44% vs. 33%) or that the content they wanted is not available in their country (36% vs. 31%). Women, however, are more likely to say they were looking for content in a specific language (31% vs. 23%), or that they come from or used to live in the other country (22% vs. 11%).
- Respondents aged 15-39 are the most likely to say they were looking for content unavailable in their country (54%-56% vs. 47%-48%) or that the service quality is better (20% vs. 12%-15%). Respondents aged 25-39 are the most likely to say they come from or used to live in the other country (21% vs. 10%-14%). Those aged 55+ are the least likely to say the choice of content is wider (32% vs. 38%-43%).
- The longer a respondent remained in education, the more likely they are to say the choice of content is wider, or that they were looking for content in a specific language. For example 20% of those with the lowest education levels say the choice of content is wider, compared with 43% of those with the highest levels. Respondents with the highest education levels are also the most likely to say they were looking for content that is unavailable in their country (58% vs. 44%-47%), while those with the lowest education levels, on the other hand, are the most likely to say the other service is cheaper (26% vs. 14%).

Finally, respondents who are comfortable watching films or series in languages other than English or their national language are more likely than those who only watch in their national language to mention all of these reasons, in particular that they were looking for specific content (64% vs. 42%), and that the choice of content is wider (54% vs. 31%). Unsurprisingly, respondents who watch films or series with audio or subtitles in a language other than the national language(s) or English are the most likely to say they were looking for content in a specific language (44% and 40% vs. 21%-28%).



Q15 For which of the following reasons have you tried to access this online content generally meant for users in another EU Member State? (MULTIPLE ANSWERS POSSIBLE)

|  | You were looking for specific content not available in (OUR COUNTRY) | The choice of content is wider | The online content provider you wanted to access is not available in (OUR COUNTRY) | You were looking for content in a specific language | The quality of the service (e.g. user interface, recommendations system) is better | It is cheaper | You come from or used to live in that country | Other (SPONTANEOUS) | Don't know |
|--|--|--------------------------------|--|---|--|---------------|---|---------------------|------------|
| EU28   | 53%  | 40%                            | 34%  | 26%   | 18%  | 17%           | 15%   | 7%                  | 6%         |
| <b>Sex</b>   |  |                                |  |   |  |               |   |                     |            |
| Male   | 56%  | 44%                            | 36%  | 23%   | 17%  | 17%           | 11%   | 6%                  | 4%         |
| Female   | 48%  | 33%                            | 31%  | 31%   | 19%  | 16%           | 22%   | 8%                  | 9%         |
| <b>Age</b>   |  |                                |  |   |  |               |   |                     |            |
| 15-24  | 54%  | 40%                            | 35%  | 21%   | 20%  | 20%           | 10%   | 2%                  | 5%         |
| 25-39  | 56%  | 43%                            | 35%  | 29%   | 20%  | 18%           | 21%   | 7%                  | 5%         |
| 40-54  | 47%  | 38%                            | 34%  | 27%   | 12%  | 11%           | 14%   | 10%                 | 7%         |
| 55 +   | 48%  | 32%                            | 31%  | 30%   | 15%  | 14%           | 14%   | 15%                 | 8%         |
| <b>Education (End of)</b>                              |  |                                |  |   |  |               |   |                     |            |
| 15-  | 47%  | 20%                            | 39%  | 8%  | 15%  | 26%           | 16%   | 10%                 | 11%        |
| 16-19  | 44%  | 35%                            | 26%  | 18%   | 20%  | 14%           | 9%  | 11%                 | 13%        |
| 20+  | 58%  | 43%                            | 37%  | 31%   | 15%  | 14%           | 18%   | 6%                  | 3%         |
| Still studying   | 54%  | 42%                            | 37%  | 28%   | 22%  | 23%           | 15%   | 2%                  | 3%         |
| <b>Languages for movies in a non-national language</b> |  |                                |  |   |  |               |   |                     |            |
| Audio in EN without subtitles                          | 62%  | 46%                            | 42%  | 27%   | 18%  | 16%           | 18%   | 6%                  | 2%         |
| Subtitles in EN  | 62%  | 45%                            | 41%  | 28%   | 18%  | 20%           | 20%   | 6%                  | 2%         |
| Audio in a different language                          | 59%  | 48%                            | 47%  | 44%   | 20%  | 18%           | 35%   | 8%                  | 3%         |
| Subtitles in a different language                      | 68%  | 61%                            | 52%  | 40%   | 27%  | 21%           | 27%   | 5%                  | 1%         |
| Only in national language                              | 42%  | 31%                            | 27%  | 21%   | 16%  | 15%           | 9%  | 9%                  | 11%        |
| Total 'Other than EN or nat.'                          | 64%  | 54%                            | 48%  | 39%   | 22%  | 19%           | 30%   | 7%                  | 3%         |

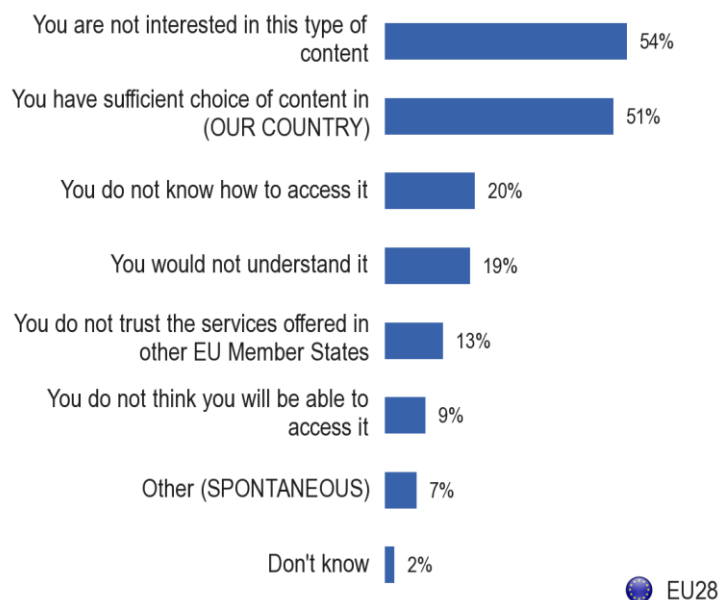
Base: respondents who tried to use an online service generally meant for users in another EU Member State (N=1,842, 7% of all respondents)

**- Lack of interest in digital content and sufficient choice are the main reasons why Europeans do not access or download content from online services generally meant for users in other Member States -**

Respondents who have not tried to access or download content through online services meant for users in another Member State were asked why this was<sup>40</sup>. The majority say they are not interested in this content (54%), or that they have sufficient choice of content in their own country (51%).

One in five (20%) say they do not know how to access this kind of content, while 19% say they would not understand it. Just over one in ten (13%) say they do not trust services offered in other Member States, while 9% say they do not think they will be able to access such content.

Q16. You told me that over the past 12 months you have not tried to access or download content through an online service generally meant for users in another EU Member State. Is it because... (MULTIPLE ANSWERS POSSIBLE)



*Base: respondents who have not tried to use an online service generally meant for users in another EU Member State (N=19,303, 73% of all respondents)*

<sup>40</sup> Q16 You told me that over the past 12 months you have not tried to access or download content through an online service generally meant for users in another EU Member State. Is it because... (MULTIPLE ANSWERS POSSIBLE) You have sufficient choice of content in (OUR COUNTRY); You do not think you will be able to access it; You do not know how to access it; You would not understand it; You do not trust the services offered in other EU Member States; You are not interested in this type of content; Other (DO NOT READ OUT); DK/NA.

In ten Member States at least half of all respondents say they are **not interested in this type of content**, particularly in the UK (72%), Belgium (68%) and France (62%). This compares to 28% in Slovenia and 34% in Hungary.






























In 16 Member States, respondents are most likely to say that they have **sufficient choice of content** in their country, with those in Belgium (78%), the UK (75%), France and Finland (both 68%) the most likely to say this.

In 25 Member States at least one in ten say they **do not know how** to access services meant for users in other Member States; once again, it is respondents in the UK (35%), Belgium (34%), Finland (33%) and France (32%) who are the most likely to say this. At the other end of the scale 7% of respondents in Slovakia and Slovenia give this reason.

Respondents are the most likely to say they **would not understand** this content in the UK (44%), followed by France (29%) and Belgium (28%). This compares to just 3% in Malta. At least a quarter of respondents in Belgium (27%) and the UK (25%) say they **do not trust services offered in other Member States**; only 1% say the same in Malta and Estonia.

Respondents in the UK are much more likely than those in other Member States to say they **do not think they will be able to access** services meant for users in other Member States (23%).

Q16. You told me that over the past 12 months you have not tried to access or download content through an online service generally meant for users in another EU Member State. Is it because... (MULTIPLE ANSWERS POSSIBLE)

|   |      | You are not interested in this type of content | You have sufficient choice of content in (OUR COUNTRY) | You do not know how to access it | You would not understand it | You do not trust the services offered in other EU Member States | You do not think you will be able to access it | Other (SPONTANEOUS) | Don't know |
|---|------|--|--|----------------------------------|-----------------------------|---|--|---------------------|------------|
|    | EU28 | 54%  | 51%  | 20%                              | 19%                         | 13%   | 9%   | 7%                  | 2%         |
|    | BE   | 68%  | <b>78%</b>   | 34%                              | 28%                         | <b>27%</b>  | 14%  | 4%                  | 1%         |
|    | BG   | <b>40%</b>                                     | 29%  | 12%                              | 10%                         | 5%  | 6%   | 10%                 | 3%         |
|    | CZ   | 56%  | <b>64%</b>   | 18%                              | 26%                         | 13%   | 6%   | 5%                  | 1%         |
|    | DK   | 44%  | <b>57%</b>   | 25%                              | 8%                          | 11%   | 3%   | 9%                  | 3%         |
|    | DE   | 53%  | 53%  | 15%                              | 15%                         | 15%   | 6%   | 6%                  | 3%         |
|    | EE   | 42%  | 41%  | 11%                              | 5%                          | <b>1%</b>   | 4%   | 15%                 | 3%         |
|    | IE   | 48%  | 35%  | 20%                              | 11%                         | 10%   | 15%  | 8%                  | 2%         |
|    | EL   | 48%  | 33%  | 17%                              | 9%                          | 9%  | 6%   | 8%                  | 3%         |
|   | ES   | 46%  | <b>48%</b>   | 22%                              | 18%                         | 10%   | 7%   | 12%                 | 2%         |
|  | FR   | 62%  | <b>68%</b>   | 32%                              | 29%                         | 23%   | 15%  | 5%                  | 1%         |
|  | HR   | 37%  | <b>44%</b>   | 10%                              | 7%                          | 3%  | 4%   | 9%                  | 2%         |
|  | IT   | 56%  | <b>19%</b>   | 13%                              | 10%                         | 4%  | 5%   | 6%                  | 2%         |
|  | CY   | 37%  | 22%  | 14%                              | 5%                          | 5%  | 2%   | 21%                 | 5%         |
|  | LV   | 40%  | <b>48%</b>   | 23%                              | 17%                         | 8%  | 8%   | 13%                 | 3%         |
|  | LT   | 36%  | <b>40%</b>   | 13%                              | 10%                         | 3%  | 3%   | 13%                 | 3%         |
|  | LU   | 59%  | 53%  | 26%                              | 17%                         | 24%   | 13%  | 4%                  | 2%         |
|  | HU   | 34%  | <b>41%</b>   | 11%                              | 14%                         | 4%  | 6%   | 13%                 | 4%         |
|  | MT   | 48%  | <b>19%</b>   | 11%                              | <b>3%</b>                   | <b>1%</b>   | 5%   | 22%                 | 2%         |
|  | NL   | 59%  | 45%  | 18%                              | 13%                         | 16%   | 3%   | 9%                  | 3%         |
|  | AT   | 51%  | <b>58%</b>   | 13%                              | 8%                          | 18%   | 5%   | 10%                 | 2%         |
|  | PL   | 35%  | <b>52%</b>   | 8%                               | 12%                         | 6%  | 3%   | 6%                  | 3%         |
|  | PT   | <b>47%</b>                                     | 28%  | 12%                              | 8%                          | 3%  | 4%   | 16%                 | 3%         |
|  | RO   | 44%  | 27%  | 17%                              | 7%                          | 4%  | 2%   | 13%                 | 2%         |
|  | SI   | <b>28%</b>                                     | <b>42%</b>   | <b>7%</b>                        | 5%                          | 6%  | <b>1%</b>                                      | 17%                 | 5%         |
|  | SK   | <b>42%</b>                                     | 28%  | <b>7%</b>                        | 16%                         | 5%  | 4%   | 9%                  | 6%         |
|  | FI   | 60%  | <b>68%</b>   | 33%                              | 24%                         | 13%   | 15%  | 9%                  | 1%         |
|  | SE   | 48%  | <b>54%</b>   | 13%                              | 5%                          | 4%  | 4%   | 9%                  | 4%         |
|  | UK   | <b>72%</b>                                     | <b>75%</b>   | <b>35%</b>                       | <b>44%</b>                  | 25%   | <b>23%</b>                                     | 4%                  | 1%         |

| Highest percentage per country | Lowest percentage per country |
|--------------------------------|-------------------------------|
| Highest percentage per item    | Lowest percentage per item    |

Base: respondents who have not tried to use an online service generally meant for users in another EU Member State (N=19,303, 73% of all respondents)

**Socio-demographic analysis** highlights the following differences:

- Women are more likely than men to say they do not know how to access content through a service meant for users in another Member State (24% vs. 17%).
- The older the respondent, the less likely they are to say they have sufficient choice in their own country, and the more likely they are to say they are not interested in this type of content. For example, 43% of those aged 15-24 say they are not interested in this type of content, compared with 61% of those aged 55+.
- The lower a respondent's education level, the less likely they are to say they have sufficient choice in their country, and the more likely they are to say they would not understand content meant for users in another country, they do not trust services in other Member States, or that they are not interested in this type of content. For instance 33% of those with the lowest education levels say they would not understand this content, compared to 15% of those with the highest levels.

Respondents who use the Internet every day are the most likely to say they have sufficient choice in their country (53% vs. 30%-40%), and are the least likely to say they do not know how to access content meant for users in other countries (19% vs. 25%-27%).

Q16 You told me that over the past 12 months you have not tried to access or download content through an online service generally meant for users in another EU Member State. Is it because... (MULTIPLE ANSWERS POSSIBLE)

|                                   | You are not interested in this type of content | You have sufficient choice of content in (OUR COUNTRY) | You do not know how to access it | You would not understand it | You do not trust the services offered in other EU Member States | You do not think you will be able to access it | Other (SPONTANEOUS) | Don't know |
|-----------------------------------|--|--|----------------------------------|-----------------------------|---|--|---------------------|------------|
| EU28                              | 54%  | 51%  | 20%                              | 19%                         | 13%   | 9%   | 7%                  | 2%         |
| <b>Sex</b>                        |  |  |                                  |                             |   |  |                     |            |
| Male                              | 53%  | 51%  | 17%                              | 17%                         | 13%   | 8%   | 7%                  | 2%         |
| Female                            | 55%  | 50%  | 24%                              | 21%                         | 13%   | 10%  | 7%                  | 2%         |
| <b>Age</b>                        |  |  |                                  |                             |   |  |                     |            |
| 15-24                             | 43%  | 58%  | 22%                              | 18%                         | 13%   | 10%  | 6%                  | 2%         |
| 25-39                             | 51%  | 52%  | 19%                              | 18%                         | 14%   | 10%  | 8%                  | 2%         |
| 40-54                             | 55%  | 50%  | 18%                              | 19%                         | 14%   | 8%   | 8%                  | 2%         |
| 55+                               | 61%  | 47%  | 23%                              | 22%                         | 12%   | 9%   | 7%                  | 2%         |
| <b>Education (End of)</b>         |  |  |                                  |                             |   |  |                     |            |
| 15-                               | 62%  | 41%  | 28%                              | 33%                         | 20%   | 14%  | 5%                  | 3%         |
| 16-19                             | 57%  | 48%  | 21%                              | 23%                         | 15%   | 9%   | 6%                  | 2%         |
| 20+                               | 53%  | 53%  | 19%                              | 15%                         | 11%   | 8%   | 9%                  | 2%         |
| Still studying                    | 43%  | 61%  | 22%                              | 18%                         | 13%   | 10%  | 6%                  | 2%         |
| <b>Use of Internet</b>            |  |  |                                  |                             |   |  |                     |            |
| Every day                         | 53%  | 53%  | 19%                              | 19%                         | 13%   | 9%   | 7%                  | 2%         |
| At least once a week              | 59%  | 40%  | 26%                              | 23%                         | 13%   | 8%   | 8%                  | 2%         |
| At least once a month             | 58%  | 34%  | 25%                              | 18%                         | 15%   | 9%   | 9%                  | 3%         |
| Less often                        | 55%  | 30%  | 27%                              | 20%                         | 15%   | 10%  | 7%                  | 6%         |
| Never                             | 0%   | 0%   | 0%                               | 0%                          | 0%  | 0%   | 0%                  | 0%         |
| No access                         | 0%   | 0%   | 0%                               | 0%                          | 0%  | 0%   | 0%                  | 0%         |
| Total 'Use the Internet'          | 54%  | 51%  | 20%                              | 19%                         | 13%   | 9%   | 7%                  | 2%         |
| Total 'Does not use the Internet' | 0%   | 0%   | 0%                               | 0%                          | 0%  | 0%   | 0%                  | 0%         |

Base: respondents who have not tried to use an online service generally meant for users in another EU Member State (N=19,303, 73% of all respondents)

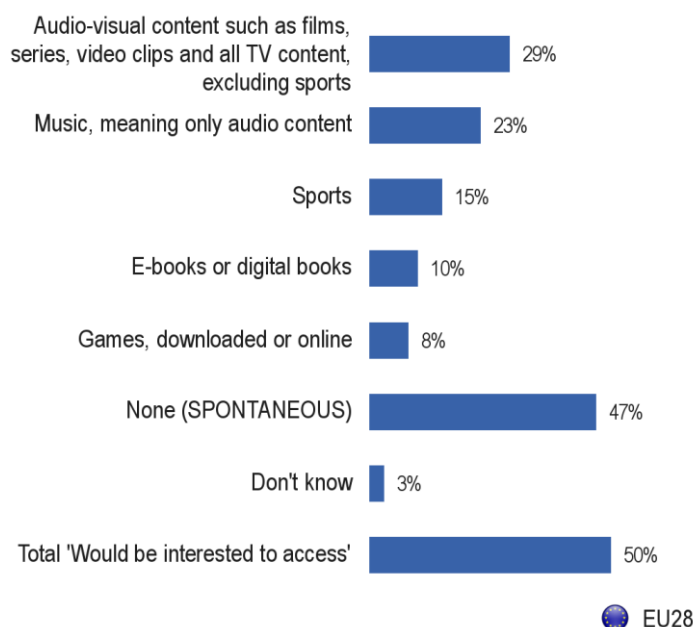
### 5.3. Interest in cross-border access to online content

#### - Europeans are most likely to be interested in cross-border access to audio-visual content and music -

Respondents who have not tried to access or download content through an online service generally meant for users in another Member State were asked what types of content they would be interested in accessing in this way<sup>41</sup>. Respondents are most likely to be interested in accessing audio-visual content (29%) and music (23%); sports (15%), e-books (10%) and video games (8%) are less likely to generate interest.

There is an almost even split between those who would be interested in accessing some type of content this way (50%)<sup>42</sup> and those who are not interested in any of the content types mentioned (47%).

Q17. Which of the following types of content would you be interested to access through online services generally meant for users in another EU Member State? (MULTIPLE ANSWERS POSSIBLE)



*Base: respondents who have not tried to use an online service generally meant for users in another EU Member State (N=19,303, 73% of all respondents)*

<sup>41</sup> Q17 Which of the following types of content would you be interested to access through online services generally meant for users in another EU Member State? (MULTIPLE ANSWERS POSSIBLE) Audio-visual content such as films, series, video clips and all TV content, excluding sports; Sports; Music, meaning only audio content; E-books or digital books; Games, downloaded or online; None (DO NOT READ OUT); DK/NA.

<sup>42</sup> Total 'Would be interested to access' represents the aggregated answers: Audio-visual content such as films, series, video clips and all TV content, excluding sports; Sports; Music, meaning only audio content; E-books or digital books; Games, downloaded or online.






























In 26 Member States, respondents are most likely to say they would be interested in cross-border access to **audio-visual content** such as films or series, particularly in Latvia (44%) and Croatia and Finland (both 40%). At the other end of the scale 16% of respondents in Germany, Austria and Slovenia say they would be interested in this kind of content.

At least one-third of respondents in Portugal (34%) and in Luxembourg and Belgium (both 33%) say they would be interested in accessing **music** cross-border. In fact in 21 Member States at least one in five express an interest in accessing or downloading music from an online service meant for users in another Member State. Respondents in Slovenia (11%) and Austria (14%) are the least likely to mention music.

At least one in five respondents in Luxembourg (24%), Finland and Ireland (both 21%), and France and the UK (both 20%) say they would be interested in cross-border access to **sports**, compared to 7% in Estonia and 8% in Germany. Those in Spain and Greece (both 15%) and Croatia (14%) are the most likely to be interested in accessing **e-books** from an online service meant for users in another Member State, particularly compared with respondents in Germany (4%). Respondents in Finland (14%) and the UK (13%) are the most likely to be interested in accessing **video games** cross-border, compared with 4% in Slovenia and Estonia.

However, in all but one Member State (Latvia 23%), at least a quarter say they are not interested in accessing any of these content types via an online service generally meant for users in another Member State. Respondents in Austria (65%), Slovenia (63%) and Germany (62%) are the most likely to say this.

Q17. Which of the following types of content would you be interested to access through online services generally meant for users in another EU Member State? (MULTIPLE ANSWERS POSSIBLE)

|  | Audio-visual content such as films, series, video clips and all TV content, excluding sports | Music, meaning only audio content | Sports | E-books or digital books | Games, downloaded or online | None (SPONTANEOUS) | Don't know | Total 'Would be interested to access' |
|--|--|-----------------------------------|--------|--------------------------|-----------------------------|--------------------|------------|---------------------------------------|
|  EU28 | 29%  | 23%                               | 15%    | 10%                      | 8%                          | 47%                | 3%         | 50%                                   |
|  HR   | 40%  | 22%                               | 19%    | 14%                      | 8%                          | 25%                | 3%         | 72%                                   |
|  RO   | 36%  | 29%                               | 14%    | 11%                      | 12%                         | 26%                | 2%         | 72%                                   |
|  LV   | 44%  | 32%                               | 18%    | 12%                      | 9%                          | 23%                | 6%         | 71%                                   |
|  EL   | 29%  | 25%                               | 17%    | 15%                      | 9%                          | 29%                | 1%         | 70%                                   |
|  IE   | 38%  | 28%                               | 21%    | 12%                      | 11%                         | 32%                | 1%         | 67%                                   |
|  BG   | 31%  | 28%                               | 18%    | 12%                      | 8%                          | 27%                | 7%         | 66%                                   |
|  LU   | 37%  | 33%                               | 24%    | 13%                      | 11%                         | 37%                | 1%         | 62%                                   |
|  LT   | 39%  | 24%                               | 14%    | 10%                      | 10%                         | 33%                | 6%         | 61%                                   |
|  MT   | 32%  | 23%                               | 19%    | 13%                      | 11%                         | 38%                | 2%         | 60%                                   |
|  SK  | 28%  | 22%                               | 14%    | 13%                      | 9%                          | 34%                | 5%         | 60%                                   |
|  PT | 33%  | 34%                               | 17%    | 13%                      | 11%                         | 39%                | 3%         | 58%                                   |
|  FI | 40%  | 31%                               | 21%    | 12%                      | 14%                         | 40%                | 2%         | 58%                                   |
|  ES | 39%  | 28%                               | 18%    | 15%                      | 12%                         | 40%                | 3%         | 57%                                   |
|  PL | 32%  | 24%                               | 15%    | 11%                      | 8%                          | 38%                | 4%         | 57%                                   |
|  FR | 34%  | 31%                               | 20%    | 9%                       | 9%                          | 42%                | 1%         | 56%                                   |
|  SE | 35%  | 23%                               | 15%    | 8%                       | 6%                          | 42%                | 4%         | 54%                                   |
|  DK | 35%  | 25%                               | 15%    | 7%                       | 7%                          | 44%                | 4%         | 52%                                   |
|  CY | 28%  | 21%                               | 16%    | 11%                      | 10%                         | 43%                | 5%         | 52%                                   |
|  IT | 27%  | 18%                               | 10%    | 11%                      | 5%                          | 47%                | 3%         | 51%                                   |
|  BE | 28%  | 33%                               | 16%    | 8%                       | 9%                          | 50%                | 1%         | 49%                                   |
|  CZ | 30%  | 22%                               | 14%    | 12%                      | 9%                          | 49%                | 4%         | 47%                                   |
|  HU | 24%  | 17%                               | 11%    | 7%                       | 6%                          | 54%                | 5%         | 42%                                   |
|  UK | 29%  | 22%                               | 20%    | 10%                      | 13%                         | 57%                | 0%         | 42%                                   |
|  NL | 26%  | 17%                               | 10%    | 7%                       | 5%                          | 58%                | 2%         | 40%                                   |
|  EE | 22%  | 16%                               | 7%     | 8%                       | 4%                          | 52%                | 12%        | 36%                                   |
|  DE | 16%  | 16%                               | 8%     | 4%                       | 5%                          | 62%                | 4%         | 34%                                   |
|  SI | 16%  | 11%                               | 12%    | 7%                       | 4%                          | 63%                | 4%         | 34%                                   |
|  AT | 16%  | 14%                               | 10%    | 9%                       | 6%                          | 65%                | 3%         | 32%                                   |

**Highest percentage per country**

*Lowest percentage per country*

Highest percentage per item

*Lowest percentage per item*

Base: respondents who have not tried to use an online service generally meant for users in another EU Member State (N=19,303, 73% of all respondents)



The **socio-demographic analysis** shows that:

- Men are more likely than women to be interested in accessing sports content through online services meant for users in other Member States (22% vs. 7%).
- The younger the respondent, the more likely they are to be interested in cross-border access to audio-visual content, sports, music or video games, and the less likely they are to say they are not interested in any of the content types asked about. For example 40% of those aged 15-24 would be interested in music, compared with 13% of those aged 55+.
- The longer a respondent remained in education, the more likely they are to be interested in accessing audio-visual content cross-border, and the less likely they are to say they are not interested in any of the content types. For example 16% of those with the lowest education levels are interested in cross-border access to audio-visual content, compared with 30% of those with the highest levels.

In addition, those who access the Internet daily are much more likely than less frequent users to say they are interested in audio-visual content from online services generally meant for users in another Member State. Furthermore, those who already watch audio-visual content in a language other than English or their national language are more likely than those who only watch in a national language to be interested in accessing audio-visual content through a service meant for users in another Member State (39% vs. 24%).

Q17 Which of the following types of content would you be interested to access through online services generally meant for users in another EU Member State? (MULTIPLE ANSWERS POSSIBLE)

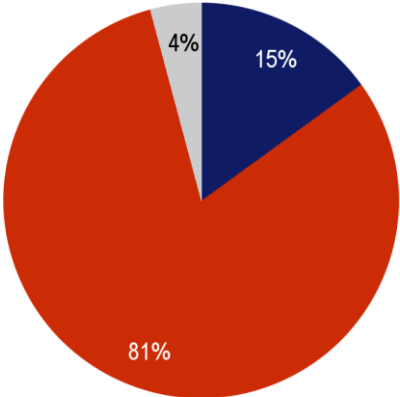
|  | Audio-visual content such as films, series, video clips and all TV content, excluding sports | Music, meaning only audio content | Sports | E-books or digital books | Games, downloaded or online | None (SPONTANEOUS) | Don't know | Total 'Would be interested to access' |
|--|--|-----------------------------------|--------|--------------------------|-----------------------------|--------------------|------------|---------------------------------------|
| EU28   | 29%  | 23%                               | 15%    | 10%                      | 8%                          | 47%                | 3%         | 50%                                   |
| <b>Sex</b>   |  |                                   |        |                          |                             |                    |            |                                       |
| Male   | 28%  | 22%                               | 22%    | 8%                       | 10%                         | 46%                | 3%         | 51%                                   |
| Female   | 30%  | 24%                               | 7%     | 12%                      | 7%                          | 49%                | 3%         | 48%                                   |
| <b>Age</b>   |  |                                   |        |                          |                             |                    |            |                                       |
| 15-24  | 48%  | 40%                               | 19%    | 11%                      | 18%                         | 24%                | 2%         | 74%                                   |
| 25-39  | 37%  | 27%                               | 18%    | 12%                      | 12%                         | 38%                | 2%         | 60%                                   |
| 40-54  | 25%  | 20%                               | 12%    | 10%                      | 6%                          | 52%                | 3%         | 45%                                   |
| 55+  | 14%  | 13%                               | 11%    | 6%                       | 2%                          | 66%                | 3%         | 31%                                   |
| <b>Education (End of)</b>                              |  |                                   |        |                          |                             |                    |            |                                       |
| 15-  | 16%  | 16%                               | 9%     | 5%                       | 8%                          | 64%                | 4%         | 33%                                   |
| 16-19  | 24%  | 20%                               | 14%    | 7%                       | 8%                          | 52%                | 3%         | 45%                                   |
| 20+  | 30%  | 22%                               | 15%    | 12%                      | 7%                          | 47%                | 2%         | 51%                                   |
| Still studying   | 49%  | 40%                               | 21%    | 14%                      | 19%                         | 21%                | 3%         | 76%                                   |
| <b>Use of Internet</b>                                 |  |                                   |        |                          |                             |                    |            |                                       |
| Every day  | 31%  | 24%                               | 15%    | 10%                      | 9%                          | 45%                | 2%         | 52%                                   |
| At least once a week                                   | 20%  | 18%                               | 11%    | 6%                       | 5%                          | 58%                | 4%         | 38%                                   |
| At least once a month                                  | 19%  | 20%                               | 10%    | 6%                       | 2%                          | 59%                | 3%         | 38%                                   |
| Less often   | 16%  | 18%                               | 10%    | 5%                       | 4%                          | 63%                | 3%         | 34%                                   |
| Never  | 0%   | 0%                                | 0%     | 0%                       | 0%                          | 0%                 | 0%         | 0%                                    |
| No access  | 0%   | 0%                                | 0%     | 0%                       | 0%                          | 0%                 | 0%         | 0%                                    |
| Total 'Use the Internet'                               | 29%  | 23%                               | 15%    | 10%                      | 8%                          | 47%                | 3%         | 50%                                   |
| Total 'Does not use the Internet'                      | 0%   | 0%                                | 0%     | 0%                       | 0%                          | 0%                 | 0%         | 0%                                    |
| <b>Languages for movies in a non-national language</b> |  |                                   |        |                          |                             |                    |            |                                       |
| Audio in EN without subtitles                          | 42%  | 30%                               | 18%    | 15%                      | 12%                         | 36%                | 2%         | 62%                                   |
| Subtitles in EN  | 43%  | 32%                               | 19%    | 16%                      | 13%                         | 36%                | 2%         | 62%                                   |
| Audio in a different language                          | 39%  | 30%                               | 19%    | 15%                      | 14%                         | 39%                | 3%         | 58%                                   |
| Subtitles in a different language                      | 43%  | 33%                               | 19%    | 17%                      | 17%                         | 37%                | 2%         | 61%                                   |
| Only in national language                              | 24%  | 20%                               | 13%    | 7%                       | 7%                          | 52%                | 3%         | 45%                                   |
| Total 'Other than EN or nat.'                          | 39%  | 31%                               | 18%    | 15%                      | 15%                         | 39%                | 3%         | 59%                                   |

Base: respondents who have not tried to use an online service generally meant for users in another EU Member State (N=19,303, 73% of all respondents)

**- Respondents who do not use the Internet have little interest in accessing content available in other Member States -**

Respondents who never use the Internet or who have no Internet access were asked if they would like to access audio-visual content, music, e-books or video games available in other Member States. A large majority (81%) say they would not, while 15% say they would like to be able to do this.

Q18. Would you like to access audio visual content (e.g. films, series, TV content, sports), music, e-books, or games available in other EU Member States?

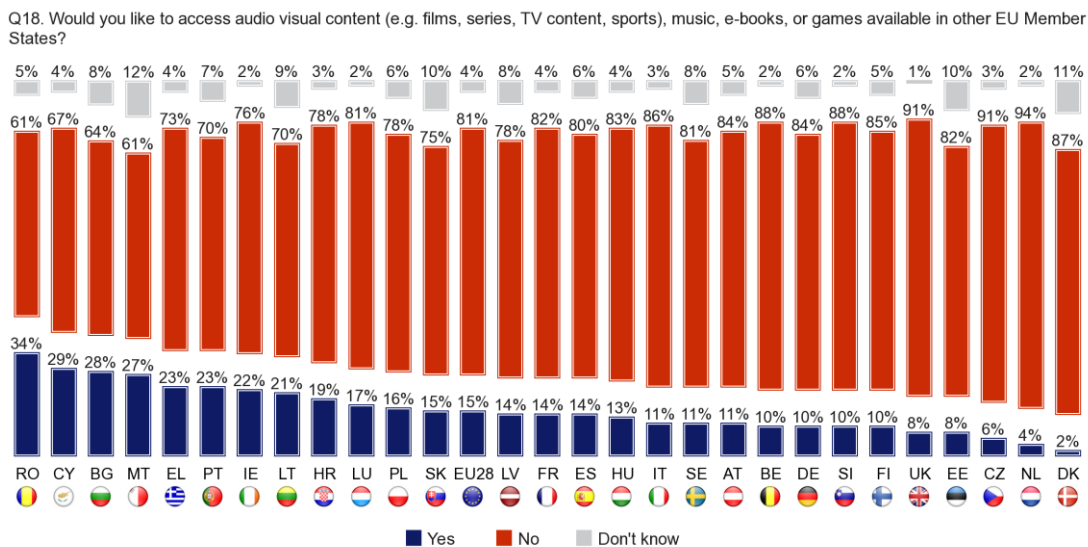


- Yes
- No
- Don't know



*Base: respondents who do not use the Internet (N=4,894, 18% of all respondents)*

Of the respondents who do not use the Internet, or who have no Internet access, those in Romania (34%), Cyprus (29%), Bulgaria (28%) and Malta (27%) are the most likely to say they would like to access content available in other Member States<sup>43</sup>. Respondents living in Denmark (2%), the Netherlands (4%) and the Czech Republic (6%) are the least likely to do so.



Base: respondents who do not use the Internet (N=4,894, 18% of all respondents)

Socio-demographic analysis reveals that:

- Men are more likely than women to say they would like to access content available in other Member States (18% vs. 12%).
- More than half of respondents aged 15-24 (51%) would like to access audio visual content available in other EU Member States. Those aged 55+ are the least likely to say they are interested in doing this (12% vs. 23%-27%).

Q18 Would you like to access audio visual content (e.g. films, series, TV content, sports), music, e-books, or games available in other EU Member States?

|            | Yes | No  | Don't know |
|------------|-----|-----|------------|
| EU28       | 15% | 81% | 4%         |
| <b>Sex</b> |     |     |            |
| Male       | 18% | 77% | 5%         |
| Female     | 12% | 84% | 4%         |
| <b>Age</b> |     |     |            |
| 15-24      | 51% | 47% | 2%         |
| 25-39      | 27% | 70% | 3%         |
| 40-54      | 23% | 73% | 4%         |
| 55 +       | 12% | 83% | 5%         |

Base: respondents who do not use the Internet  
(N=4,894, 18% of all respondents)

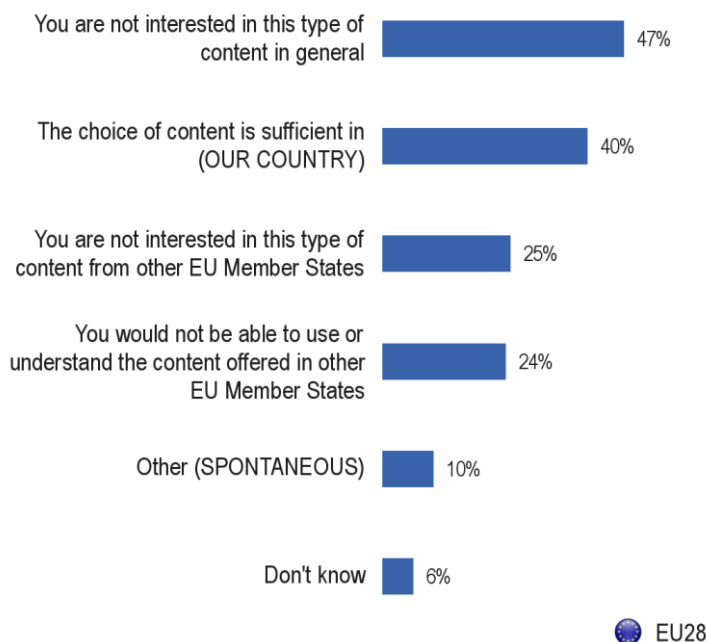
<sup>43</sup> As there are fewer than 100 respondents in Denmark, Cyprus, Luxembourg, the Netherlands and Sweden, results for these countries should be interpreted with caution.

**- A lack of interest in digital content in general and sufficient local content are the main reasons non-Internet users have no interest in accessing content available in other Member States –**

Almost half of all non-Internet users say they would not like to access content in other Member States because they are not interested in audio-visual content, music, e-books or video games in general (47%)<sup>44</sup>. Four out of ten (40%) say the choice of content in their country is sufficient.

One quarter (25%) say they are not interested in this type of content from other Member States, while 24% say they would not be able to use or understand the content offered in other EU Member States.

Q19. Why would you not be interested? (MULTIPLE ANSWERS POSSIBLE)



*Base: respondents who do not use the Internet and have no interest in accessing audio-visual content, music, e-books, or video games available in other EU MS (N=3,965, 15% of all respondents)*

<sup>44</sup> Q19 Why would you not be interested? (MULTIPLE ANSWERS POSSIBLE) The choice of content is sufficient in (OUR COUNTRY); You would not be able to use or understand the content offered in other EU Member States; You are not interested in this type of content in general; You are not interested in this type of content from other EU Member States; Other (DO NOT READ OUT); DK/NA.

In 15 Member States, respondents are most likely to say that they are **not interested in this type of content in general**<sup>45</sup>. Those in the UK are the most likely to say this (70%), followed by those in Finland and Belgium (both 57%). This compares with 22% in Latvia and 25% in Bulgaria.

Respondents in Austria and Slovenia are equally likely to say they are not interested in this kind of content in general, and that the choice in their country is sufficient.






























In 15 Member States, a majority of these respondents say that the **choice of content in their country is sufficient**, particularly in Finland (71%), Luxembourg (70%) and Belgium (67%). There is a large variation across Member States, however, with just 7% in Portugal and 12% in Cyprus saying the same.

Respondents in the UK (48%), Finland (42%), Belgium (37%) and the Czech Republic (36%) are the most likely to say they **would not be able to use or understand the content** offered in other Member States, while those in Slovenia (5%), Cyprus and Romania (both 6%) are the least likely to say this. More than half of these respondents in the UK say they are **not interested in this type of content from other EU Member States** (55%), as do 45% in Belgium and 41% in Luxembourg. This compares with 8% in Cyprus and 9% in Slovenia.

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<sup>45</sup> As there are fewer than 100 respondents in the Denmark, Ireland, Cyprus, Luxembourg, Malta, the Netherlands, Finland and Sweden, results for these countries should be interpreted with caution.

## Q19. Why would you not be interested? (MULTIPLE ANSWERS POSSIBLE)

|  | You are not interested in this type of content in general | The choice of content is sufficient in (OUR COUNTRY) | You are not interested in this type of content from other EU Member States | You would not be able to use or understand the content offered in other EU Member States | Other (SPONTANEOUS) | Don't know |
|--|---|--|--|--|---------------------|------------|
|  EU28 | 47%   | 40%  | 25%  | 24%  | 10%                 | 6%         |
|  BE   | 57%   | <b>67%</b>   | 45%  | 37%  | 4%                  | 5%         |
|  BG   | 25%   | <b>26%</b>   | 16%  | 19%  | 19%                 | 10%        |
|  CZ   | 47%   | <b>52%</b>   | 27%  | 36%  | 7%                  | 4%         |
|  DK   | 38%   | <b>39%</b>   | 28%  | 23%  | 12%                 | 8%         |
|  DE   | 40%   | <b>56%</b>   | 25%  | 21%  | 7%                  | 6%         |
|  EE   | <b>42%</b>  | 33%  | 11%  | 7%   | 27%                 | 4%         |
|  IE   | <b>52%</b>  | 31%  | 24%  | 29%  | 5%                  | 2%         |
|  EL   | <b>54%</b>  | 18%  | 18%  | 21%  | 7%                  | 9%         |
|  ES | <b>44%</b>  | 38%  | 18%  | 30%  | 16%                 | 8%         |
|  FR | 48%   | <b>53%</b>   | 26%  | 29%  | 4%                  | 9%         |
|  HR | <b>41%</b>  | 31%  | 23%  | 13%  | 9%                  | 3%         |
|  IT | <b>54%</b>  | 15%  | 15%  | 16%  | 5%                  | 3%         |
|  CY | 29%   | 12%  | <b>8%</b>  | 6%   | 34%                 | 12%        |
|  LV | <b>22%</b>  | <b>42%</b>   | 17%  | 18%  | 31%                 | 5%         |
|  LT | 26%   | <b>38%</b>   | 15%  | 14%  | 12%                 | 7%         |
|  LU | 51%   | <b>70%</b>   | 41%  | 24%  | 3%                  | 3%         |
|  HU | 32%   | <b>33%</b>   | 16%  | 24%  | 16%                 | 5%         |
|  MT | <b>47%</b>  | 19%  | 18%  | 19%  | 12%                 | 3%         |
|  NL | <b>47%</b>  | 32%  | 25%  | 15%  | 17%                 | 5%         |
|  AT | <b>48%</b>  | <b>48%</b>   | 23%  | 17%  | 13%                 | 2%         |
|  PL | 30%   | <b>42%</b>   | 23%  | 22%  | 8%                  | 6%         |
|  PT | 53%   | <b>7%</b>  | 15%  | 11%  | 21%                 | 3%         |
|  RO | <b>37%</b>  | 17%  | 12%  | 6%   | 22%                 | 12%        |
|  SI | 35%   | <b>35%</b>   | 9%   | <b>5%</b>  | 18%                 | 4%         |
|  SK | <b>37%</b>  | 14%  | 28%  | 12%  | 14%                 | 3%         |
|  FI | 57%   | <b>71%</b>   | 29%  | 42%  | 5%                  | 3%         |
|  SE | 29%   | <b>55%</b>   | 19%  | 13%  | 13%                 | 3%         |
|  UK | <b>70%</b>  | 63%  | <b>55%</b>   | <b>48%</b>   | 8%                  | 4%         |

Highest percentage per country

Lowest percentage per country

Highest percentage per item



Lowest percentage per item

Base: respondents who do not use the Internet and are not interested to access audio visual content, music, e-books, or video games available in other EU MS (N=3,965, 15% of all respondents)

**Socio-demographic analysis** shows the following:

- Respondents aged 40+ are the most likely to say they would not be able to use or understand the content offered in other Member States (25%-26% vs. 9%), or that they are not interested in this type of content in general (46%-48% vs. 30%).
- Those with the lowest education levels are the most likely to say that they would not be able to use or understand the content offered in other Member States (28% vs. 22%-23%), or that they are not interested in this kind of content in general (53% vs. 41%-44%).

**Q19 Why would you not be interested? (MULTIPLE ANSWERS POSSIBLE)**

|   | You are not interested in this type of content in general | The choice of content is sufficient in (OUR COUNTRY) | You are not interested in this type of content from other EU Member States | You would not be able to use or understand the content offered in other EU Member States | Other (SPONTANEOUS) | Don't know |
|---|---|--|--|--|---------------------|------------|
| EU28  | 47%   | 40%  | 25%  | 24%  | 10%                 | 6%         |
|  <b>Age</b>                  |   |  |  |  |                     |            |
| 15-24   | 20%   | 9%   | 40%  | 4%   | 49%                 | 23%        |
| 25-39   | 30%   | 34%  | 30%  | 9%   | 11%                 | 2%         |
| 40-54   | 46%   | 38%  | 22%  | 26%  | 10%                 | 5%         |
| 55 +  | 48%   | 40%  | 25%  | 25%  | 9%                  | 6%         |
|  <b>Education (End of)</b> |   |  |  |  |                     |            |
| 15-   | 53%   | 38%  | 28%  | 28%  | 8%                  | 5%         |
| 16-19   | 44%   | 41%  | 24%  | 22%  | 11%                 | 6%         |
| 20+   | 41%   | 45%  | 23%  | 23%  | 10%                 | 4%         |
| Still studying  | 68%   | 0%   | 19%  | 8%   | 11%                 | 5%         |

Base: respondents who do not use the Internet and are not interested in accessing audio visual content, music, e-books, or video games available in other EU MS (N=3,965, 15% of all respondents)



## **ANNEXES**

## **TECHNICAL SPECIFICATIONS**

## **FLASH EUROBAROMETER 411**

### **"Cross-border access to online content"**

### **TECHNICAL SPECIFICATIONS**

Between the 7<sup>th</sup> and the 15<sup>th</sup> of January 2015, TNS Political & Social, a consortium created between TNS political & social, TNS UK and TNS opinion, carried out the survey FLASH EUROBAROMETER 411 about "Cross-border access to online content".

This survey has been requested by the EUROPEAN COMMISSION, Directorate-General for Networks, Content and Technology (DG CONNECT). It is a general public survey co-ordinated by the Directorate-General for Communication (DG COMM "Strategy, Corporate Communication Actions and Eurobarometer" Unit). The FLASH EUROBAROMETER 411 covers the population of the respective nationalities of the European Union Member States, resident in each of the 28 Member States and aged 15 years and over. The survey covers the national population of citizens as well as the population of citizens of all the European Union Member States that are residents in these countries and have a sufficient command of the national languages to answer the questionnaire. All interviews were carried using the TNS e-Call center (our centralized CATI system). In every country respondents were called both on fixed lines and mobile phones. The basic sample design applied in all states is multi-stage random (probability). In each household, the respondent was drawn at random following the "last birthday rule".

TNS has developed its own RDD sample generation capabilities based on using contact telephone numbers from responders to random probability or random location face to face surveys, such as Eurobarometer, as seed numbers. The approach works because the seed number identifies a working block of telephone numbers and reduces the volume of numbers generated that will be ineffective. The seed numbers are stratified by NUTS2 region and urbanisation to approximate a geographically representative sample. From each seed number the required sample of numbers are generated by randomly replacing the last two digits. The sample is then screened against business databases in order to exclude as many of these numbers as possible before going into field. This approach is consistent across all countries.

Readers are reminded that survey results are estimations, the accuracy of which, everything being equal, rests upon the sample size and upon the observed percentage. With samples of about 1,000 interviews, the real percentages vary within the following confidence limits:

| <b>Statistical Margins due to the sampling process<br/>(at the 95% level of confidence)</b> |     |     |     |      |      |  |      |      |      |      |                |
|---|-----|-----|-----|------|------|--|------|------|------|------|----------------|
| <i>various sample sizes are in rows</i>   |     |     |     |      |      | <i>various observed results are in columns</i> |      |      |      |      |                |
|   | 5%  | 10% | 15% | 20%  | 25%  | 30%  | 35%  | 40%  | 45%  | 50%  |                |
|   | 95% | 90% | 85% | 80%  | 75%  | 70%  | 65%  | 60%  | 55%  | 50%  |                |
| <b>N=50</b>   | 6,0 | 8,3 | 9,9 | 11,1 | 12,0 | 12,7   | 13,2 | 13,6 | 13,8 | 13,9 | <b>N=50</b>    |
| <b>N=500</b>  | 1,9 | 2,6 | 3,1 | 3,5  | 3,8  | 4,0  | 4,2  | 4,3  | 4,4  | 4,4  | <b>N=500</b>   |
| <b>N=1000</b>   | 1,4 | 1,9 | 2,2 | 2,5  | 2,7  | 2,8  | 3,0  | 3,0  | 3,1  | 3,1  | <b>N=1000</b>  |
| <b>N=1500</b>   | 1,1 | 1,5 | 1,8 | 2,0  | 2,2  | 2,3  | 2,4  | 2,5  | 2,5  | 2,5  | <b>N=1500</b>  |
| <b>N=2000</b>   | 1,0 | 1,3 | 1,6 | 1,8  | 1,9  | 2,0  | 2,1  | 2,1  | 2,2  | 2,2  | <b>N=2000</b>  |
| <b>N=3000</b>   | 0,8 | 1,1 | 1,3 | 1,4  | 1,5  | 1,6  | 1,7  | 1,8  | 1,8  | 1,8  | <b>N=3000</b>  |
| <b>N=4000</b>   | 0,7 | 0,9 | 1,1 | 1,2  | 1,3  | 1,4  | 1,5  | 1,5  | 1,5  | 1,5  | <b>N=4000</b>  |
| <b>N=5000</b>   | 0,6 | 0,8 | 1,0 | 1,1  | 1,2  | 1,3  | 1,3  | 1,4  | 1,4  | 1,4  | <b>N=5000</b>  |
| <b>N=6000</b>   | 0,6 | 0,8 | 0,9 | 1,0  | 1,1  | 1,2  | 1,2  | 1,2  | 1,3  | 1,3  | <b>N=6000</b>  |
| <b>N=7000</b>   | 0,5 | 0,7 | 0,8 | 0,9  | 1,0  | 1,1  | 1,1  | 1,1  | 1,2  | 1,2  | <b>N=7000</b>  |
| <b>N=7500</b>   | 0,5 | 0,7 | 0,8 | 0,9  | 1,0  | 1,0  | 1,1  | 1,1  | 1,1  | 1,1  | <b>N=7500</b>  |
| <b>N=8000</b>   | 0,5 | 0,7 | 0,8 | 0,9  | 0,9  | 1,0  | 1,0  | 1,1  | 1,1  | 1,1  | <b>N=8000</b>  |
| <b>N=9000</b>   | 0,5 | 0,6 | 0,7 | 0,8  | 0,9  | 0,9  | 1,0  | 1,0  | 1,0  | 1,0  | <b>N=9000</b>  |
| <b>N=10000</b>  | 0,4 | 0,6 | 0,7 | 0,8  | 0,8  | 0,9  | 0,9  | 1,0  | 1,0  | 1,0  | <b>N=10000</b> |
| <b>N=11000</b>  | 0,4 | 0,6 | 0,7 | 0,7  | 0,8  | 0,9  | 0,9  | 0,9  | 0,9  | 0,9  | <b>N=11000</b> |
| <b>N=12000</b>  | 0,4 | 0,5 | 0,6 | 0,7  | 0,8  | 0,8  | 0,9  | 0,9  | 0,9  | 0,9  | <b>N=12000</b> |
| <b>N=13000</b>  | 0,4 | 0,5 | 0,6 | 0,7  | 0,7  | 0,8  | 0,8  | 0,8  | 0,9  | 0,9  | <b>N=13000</b> |
| <b>N=14000</b>  | 0,4 | 0,5 | 0,6 | 0,7  | 0,7  | 0,8  | 0,8  | 0,8  | 0,8  | 0,8  | <b>N=14000</b> |
| <b>N=15000</b>  | 0,3 | 0,5 | 0,6 | 0,6  | 0,7  | 0,7  | 0,8  | 0,8  | 0,8  | 0,8  | <b>N=15000</b> |
|   | 5%  | 10% | 15% | 20%  | 25%  | 30%  | 35%  | 40%  | 45%  | 50%  |                |
|   | 95% | 90% | 85% | 80%  | 75%  | 70%  | 65%  | 60%  | 55%  | 50%  |                |

| ABBR.                 | COUNTRIES      | INSTITUTES                 | N°<br>INTERVIEWS  | FIELDWORK<br>DATES |                   | POPULATION<br>15+  |
|-----------------------|----------------|----------------------------|-------------------|--------------------|-------------------|--------------------|
| BE                    | Belgium        | TNS Dimarso                | 1.002             | 07/01/2015         | 09/01/2015        | 8.939.546          |
| BG                    | Bulgaria       | TNS BBSS                   | 1.000             | 07/01/2015         | 09/01/2015        | 6.537.510          |
| CZ                    | Czech Rep.     | TNS Aisa s.r.o             | 1.000             | 07/01/2015         | 09/01/2015        | 9.012.443          |
| DK                    | Denmark        | TNS Gallup A/S             | 1.007             | 07/01/2015         | 08/01/2015        | 4.561.264          |
| DE                    | Germany        | TNS Infratest              | 1.001             | 07/01/2015         | 09/01/2015        | 64.336.389         |
| EE                    | Estonia        | TNS Emor                   | 1.000             | 07/01/2015         | 09/01/2015        | 945.733            |
| IE                    | Ireland        | IMS Millward Brown         | 1.000             | 07/01/2015         | 09/01/2015        | 3.522.000          |
| EL                    | Greece         | TNS ICAP                   | 1.000             | 07/01/2015         | 09/01/2015        | 8.693.566          |
| ES                    | Spain          | TNS Demoscopia S.A         | 1.000             | 07/01/2015         | 09/01/2015        | 39.127.930         |
| FR                    | France         | TNS Sofres                 | 1.013             | 07/01/2015         | 09/01/2015        | 47.756.439         |
| HR                    | Croatia        | HENDAL                     | 1.008             | 07/01/2015         | 09/01/2015        | 3.749.400          |
| IT                    | Italy          | TNS ITALIA                 | 1.000             | 07/01/2015         | 09/01/2015        | 51.862.391         |
| CY                    | Rep. of Cyprus | CYMAR                      | 501               | 07/01/2015         | 08/01/2015        | 705.360            |
| LV                    | Latvia         | TNS Latvia                 | 1.000             | 07/01/2015         | 09/01/2015        | 1.447.866          |
| LT                    | Lithuania      | TNS LT                     | 1.000             | 07/01/2015         | 15/01/2015        | 2.829.740          |
| LU                    | Luxembourg     | TNS Dimarso                | 503               | 07/01/2015         | 09/01/2015        | 434.878            |
| HU                    | Hungary        | TNS Hoffmann Kft           | 1.004             | 07/01/2015         | 09/01/2015        | 8.320.614          |
| MT                    | Malta          | MISCO International<br>Ltd | 511               | 07/01/2015         | 08/01/2015        | 335.476            |
| NL                    | Netherlands    | TNS NIPO                   | 1.000             | 07/01/2015         | 09/01/2015        | 13.371.980         |
| AT                    | Austria        | TNS Austria                | 1.003             | 07/01/2015         | 08/01/2015        | 7.009.827          |
| PL                    | Poland         | TNS OBOP                   | 1.000             | 07/01/2015         | 09/01/2015        | 32.413.735         |
| PT                    | Portugal       | TNS EUROTESTE              | 1.001             | 07/01/2015         | 09/01/2015        | 8.080.915          |
| RO                    | Romania        | TNS CSOP                   | 1.004             | 07/01/2015         | 09/01/2015        | 18.246.731         |
| SI                    | Slovenia       | RM PLUS                    | 1.007             | 07/01/2015         | 09/01/2015        | 1.759.701          |
| SK                    | Slovakia       | TNS AISA Slovakia          | 1.001             | 07/01/2015         | 09/01/2015        | 4.549.956          |
| FI                    | Finland        | TNS Gallup Oy              | 1.002             | 07/01/2015         | 09/01/2015        | 4.440.004          |
| SE                    | Sweden         | TNS SIFO                   | 1.013             | 07/01/2015         | 08/01/2015        | 7.791.240          |
| UK                    | United Kingdom | TNS UK                     | 1.005             | 07/01/2015         | 09/01/2015        | 51.848.010         |
| <b>TOTAL<br/>EU28</b> |                |                            | <b>12 529 071</b> | <b>07/01/2015</b>  | <b>15/01/2015</b> | <b>412.630.644</b> |

## **QUESTIONNAIRE**

|         |
|---------|
| ASK ALL |
|---------|

|    |                          |
|----|--------------------------|
| Q1 | Do you use the Internet? |
|----|--------------------------|

|                              |
|------------------------------|
| (READ OUT – ONE ANSWER ONLY) |
|------------------------------|

|                                      |   |
|--------------------------------------|---|
| Every day or almost every day        | 1 |
| At least once a week                 | 2 |
| At least once a month                | 3 |
| Less often                           | 4 |
| Never                                | 5 |
| No Internet access (DO NOT READ OUT) | 6 |
| DK/NA                                | 7 |

|     |
|-----|
| NEW |
|-----|

|   |
|---|
| ASK Q2 TO Q10 IF "USE THE INTERNET", CODE 1 TO 4 IN Q1 – OTHERS GO TO Q11 |
|---|

|                           |
|---------------------------|
| Q2: ROTATE ANSWERS 1 TO 8 |
|---------------------------|

|    |   |
|----|---|
| Q2 | What devices do you use to access the Internet? |
|----|---|

|  |
|--|
| (READ OUT – MULTIPLE ANSWERS POSSIBLE) |
|--|

|  |     |
|--|-----|
| Desktop computer                         | 1,  |
| Laptop or netbook                        | 2,  |
| Touchscreen tablet                       | 3,  |
| Smartphone                               | 4,  |
| Mobile phone excluding smartphones       | 5,  |
| Smart TV or TV connected to the Internet | 6,  |
| Games console                            | 7,  |
| E-reader or digital book reader          | 8,  |
| Other (DO NOT READ OUT)                  | 9,  |
| DK/NA                                    | 10, |

|     |
|-----|
| NEW |
|-----|

Q3: ROTATE ITEMS 1 TO 5

Q3 Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:

(READ OUT – ONE ANSWER ONLY)

|   |  | Ever<br>y<br>day<br>or<br>almo<br>st<br>ever<br>y<br>day | At<br>least<br>once<br>a<br>wee<br>k | At<br>least<br>once<br>a<br>mont<br>h | Less<br>often | Never | DK/<br>NA |
|---|--|--|--------------------------------------|---------------------------------------|---------------|-------|-----------|
| 1 | Audio-visual content such as films, series, video clips and all TV content, excluding sports | 1  | 2                                    | 3                                     | 4             | 5     | 6         |
| 2 | Sports   | 1  | 2                                    | 3                                     | 4             | 5     | 6         |
| 3 | Music, meaning only audio content  | 1  | 2                                    | 3                                     | 4             | 5     | 6         |
| 4 | E-books or digital books   | 1  | 2                                    | 3                                     | 4             | 5     | 6         |
| 5 | Games, downloaded or online  | 1  | 2                                    | 3                                     | 4             | 5     | 6         |

NEW

ASK Q4 IF CODE 1 TO 4 IN Q3.1 – OTHERS GO TO Q5

Q4: ROTATE ANSWERS 1 TO 3

Q4 You mentioned that you have accessed or downloaded audio-visual content such as films, series, video clips and all TV content, excluding sports over the past 12 months. For this have you...

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

|   |    |
|---|----|
| Accessed or downloaded the contents you wanted for free | 1, |
| Paid per item downloaded or streamed                    | 2, |
| Paid an online subscription (e.g. monthly)              | 3, |
| DK/NA   | 4, |

NEW



ASK Q5 IF CODE 1 TO 4 IN Q3.2 – OTHERS GO TO Q6

Q5: ROTATE ANSWERS 1 TO 3

Q5 You mentioned that you have accessed or downloaded sports over the past 12 months. For this have you...

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

|   |    |
|---|----|
| Accessed or downloaded the contents you wanted for free | 1, |
| Paid per item downloaded or streamed                    | 2, |
| Paid an online subscription (e.g. monthly)              | 3, |
| DK/NA   | 4, |

NEW

ASK Q6 IF CODE 1 TO 4 IN Q3.3 – OTHERS GO TO Q7

Q6: ROTATE ANSWERS 1 TO 3

Q6 You mentioned that you have accessed or downloaded music, meaning only audio content over the past 12 months. For this have you...

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

|   |    |
|---|----|
| Accessed or downloaded the contents you wanted for free | 1, |
| Paid per item downloaded or streamed                    | 2, |
| Paid an online subscription (e.g. monthly)              | 3, |
| DK/NA   | 4, |

NEW

ASK Q7 IF CODE 1 TO 4 IN Q3.4 – OTHERS GO TO Q8

Q7: ROTATE ANSWERS 1 TO 3

Q7 You mentioned that you have accessed or downloaded e-books or digital books over the past 12 months. For this have you...

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

|   |    |
|---|----|
| Accessed or downloaded the contents you wanted for free | 1, |
| Paid per item downloaded or streamed                    | 2, |
| Paid an online subscription (e.g. monthly)              | 3, |
| DK/NA   | 4, |

NEW

ASK Q8 IF CODE 1 TO 4 IN Q3.5 – OTHERS GO TO Q9

Q8: ROTATE ANSWERS 1 TO 4

Q8 You mentioned that you have accessed or downloaded games over the past 12 months. For this have you...

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

|  |    |
|--|----|
| Accessed or downloaded the contents you wanted for free                | 1, |
| Paid per item downloaded or streamed                                   | 2, |
| Paid an online subscription (e.g. monthly)                             | 3, |
| Started to play for free, but then purchased items related to the game | 4, |
| DK/NA  | 5, |

NEW

ASK Q9 TO Q10 IF CODE 1 TO 4 IN Q3.1 OR Q3.2 OR Q3.3 OR Q3.4 OR Q3.5 – OTHERS GO TO Q11

Q9 Thinking about all the types of content you have accessed or downloaded over the past 12 months, which website(s) have you used?

(DO NOT READ OUT – MULTIPLE ANSWERS POSSIBLE)

|            |     |
|------------|-----|
| Website 1  | 1,  |
| Website 2  | 2,  |
| Website 3  | 3,  |
| Website 4  | 4,  |
| Website 5  | 5,  |
| Website 6  | 6,  |
| Website 7  | 7,  |
| Website 8  | 8,  |
| Website 9  | 9,  |
| Website 10 | 10, |
| Website 11 | 11, |
| Website 12 | 12, |
| Website 13 | 13, |
| Website 14 | 14, |
| Website 15 | 15, |
| Website 16 | 16, |
| Other      | 17, |
| DK/NA      | 18, |

NEW

ASK Q10.1 IF CODE 1 TO 4 IN Q3.1 – OTHERS GO TO Q10.2  
 ASK Q10.2 IF CODE 1 TO 4 IN Q3.2 – OTHERS GO TO Q10.3  
 ASK Q10.3 IF CODE 1 TO 4 IN Q3.3 – OTHERS GO TO Q10.4  
 ASK Q10.4 IF CODE 1 TO 4 IN Q3.4 – OTHERS GO TO Q10.5  
 ASK Q10.5 IF CODE 1 TO 4 IN Q3.5 – OTHERS GO TO Q11

Q10: ROTATE ITEMS 1 TO 5

Q10 For each of the following types of content that you can access or download on the Internet in (OUR COUNTRY), would you say that you find what you are looking for...

(READ OUT – ONE ANSWER ONLY)

|   |  | Always | Often | Rarely | Never | DK/NA |
|---|--|--------|-------|--------|-------|-------|
| 1 | Audio-visual content such as films, series, video clips and all TV content, excluding sports | 1      | 2     | 3      | 4     | 5     |
| 2 | Sports   | 1      | 2     | 3      | 4     | 5     |
| 3 | Music, meaning only audio content  | 1      | 2     | 3      | 4     | 5     |
| 4 | E-books or digital books   | 1      | 2     | 3      | 4     | 5     |
| 5 | Games, downloaded or online  | 1      | 2     | 3      | 4     | 5     |

NEW

ASK ALL

Q11: ANSWER 5 - SINGLE CODE

Q11 When you are watching films or series in another language than [OUR COUNTRY LANGUAGE(S)] which of the following are you comfortable watching?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

|   |    |
|---|----|
| With audio in English without any subtitles   | 1, |
| With subtitles in English   | 2, |
| With audio in a language other than English, or [OUR COUNTRY LANGUAGE(S)]   | 3, |
| With subtitles in a language other than English, or [OUR COUNTRY LANGUAGE(S)]                                       | 4, |
| I only watch films or series with audio in [OUR COUNTRY LANGUAGE(S)] or with subtitles in [OUR COUNTRY LANGUAGE(S)] | 5, |
| DK/NA   | 6, |

NEW

ASK Q12 IF CODE 3 IN Q4, Q5, Q6, Q7 OR Q8 – OTHERS GO TO Q13

|     |  |
|-----|--|
| Q12 | You told me that you have a paying subscription(s) for accessing audio-visual content, music, e-books or games. What happened the last time you tried to use your subscription(s) for accessing online content when you were in another EU Member State? |
|-----|--|

(READ OUT – ONE ANSWER ONLY)

|   |   |
|---|---|
| You have never tried to use it when you were in another EU Member State and you do not see the need of doing so in the future                 | 1 |
| You have never tried to use it when you were in another EU Member State, but you would be interested in doing so in the future                | 2 |
| You tried and it worked perfectly   | 3 |
| You tried, but the choice of content was limited or different compared to what is available in the country in which you made the subscription | 4 |
| You tried, but could access only the content that you previously downloaded   | 5 |
| You tried, but the service was not accessible, even with a good Internet connection   | 6 |
| DK/NA   | 7 |

NEW

ASK Q13 TO Q17 IF "USE THE INTERNET", CODE 1 TO 4 IN Q1 – OTHERS GO TO Q18

Q13: ANSWER 6 - SINGLE CODE

Q13: ROTATE ANSWERS 1 TO 5

|     |  |
|-----|--|
| Q13 | Over the past 12 months have you tried to access or download any of the following content through an online service generally meant for users in another EU Member State? For example, trying to access online a UK (REPLACE WITH "Spanish" IN THE UK) video on demand (VOD) service from (OUR COUNTRY)? |
|-----|--|

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

|  |    |
|--|----|
| Audio-visual content such as films, series, video clips and all TV content, excluding sports | 1, |
| Sports   | 2, |
| Music, meaning only audio content  | 3, |
| E-books or digital books   | 4, |
| Games, downloaded or online  | 5, |
| None (DO NOT READ OUT)   | 6, |
| DK/NA  | 7, |

NEW

ASK Q14 AND Q15 IF CODE 1 TO 5 IN Q13 – OTHERS GO TO Q16

Q14 What happened the last time you tried to use an online service generally meant for users in another EU Member State?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

|  |    |
|--|----|
| It worked and you could access or download what you wanted   | 1, |
| You had only limited access to the website content and could not access or download the content you wanted | 2, |
| The payment method you wanted to use was refused   | 3, |
| You were redirected to the version of the site of (OUR COUNTRY)  | 4, |
| The service was not accessible, even with a good Internet connection                                       | 5, |
| You experienced some problems, but found a way to access the content (e.g. VPN)                            | 6, |
| DK/NA  | 7, |

NEW

Q15: ROTATE ANSWERS 1 TO 7

Q15 For which of the following reasons have you tried to access this online content generally meant for users in another EU Member State?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

|  |    |
|--|----|
| The choice of content is wider   | 1, |
| You were looking for specific content not available in (OUR COUNTRY)               | 2, |
| You were looking for content in a specific language                                | 3, |
| It is cheaper  | 4, |
| The online content provider you wanted to access is not available in (OUR COUNTRY) | 5, |
| The quality of the service (e.g. user interface, recommendations system) is better | 6, |
| You come from or used to live in that country                                      | 7, |
| Other (DO NOT READ OUT)  | 8, |
| DK/NA  | 9, |

NEW

ASK Q16 TO Q17 IF CODE 6 IN Q13, OTHERS GO TO Q18

Q16: ROTATE ANSWERS 1 TO 6

Q16 You told me that over the past 12 months you have not tried to access or download content through an online service generally meant for users in another EU Member State. Is it because...

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

|   |    |
|---|----|
| You have sufficient choice of content in (OUR COUNTRY)          | 1, |
| You do not think you will be able to access it                  | 2, |
| You do not know how to access it                                | 3, |
| You would not understand it                                     | 4, |
| You do not trust the services offered in other EU Member States | 5, |
| You are not interested in this type of content                  | 6, |
| Other (DO NOT READ OUT)   | 7, |
| DK/NA   | 8, |

NEW

Q17: ANSWER 6 - SINGLE CODE

Q17 Which of the following types of content would you be interested to access through online services generally meant for users in another EU Member State?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

|  |    |
|--|----|
| Audio-visual content such as films, series, video clips and all TV content, excluding sports | 1, |
| Sports   | 2, |
| Music, meaning only audio content  | 3, |
| E-books or digital books   | 4, |
| Games, downloaded or online  | 5, |
| None (DO NOT READ OUT)   | 6, |
| DK/NA  | 7, |

NEW

ASK Q18 AND Q19 IF "DOES NOT USE THE INTERNET", CODE 5, 6, OR 7 IN Q1, OTHERS GO TO Q20

Q18 Would you like to access audio visual content (e.g. films, series, TV content, sports), music, e-books, or games available in other EU Member States?

|       |   |
|-------|---|
| Yes   | 1 |
| No    | 2 |
| DK/NA | 3 |

NEW

ASK Q19 IF CODE 2 IN Q18, OTHERS GO TO Q20

Q19: ROTATE ANSWERS 1 TO 4

Q19 Why would you not be interested?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

|  |    |
|--|----|
| The choice of content is sufficient in (OUR COUNTRY)                                     | 1, |
| You would not be able to use or understand the content offered in other EU Member States | 2, |
| You are not interested in this type of content in general                                | 3, |
| You are not interested in this type of content from other EU Member States               | 4, |
| Other (DO NOT READ OUT)  | 5, |
| DK/NA  | 6, |

NEW

ASK Q20 IF CODE 5 IN Q3.1 AND Q3.2 AND Q3.3 AND Q3.4 AND Q3.5, OTHERS GO TO Q21

Q20: ROTATE ANSWERS 1 TO 5

Q20 You told me that over the past 12 months you have not used the Internet to access or download audio-visual content, music, e-books or games. Is it because...

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

|  |    |
|--|----|
| You have limited access to the Internet  | 1, |
| You do not have the right device to access or download such content                                  | 2, |
| You do not know how or where to access or download such content                                      | 3, |
| You are not interested in such content   | 4, |
| You prefer accessing this content in other ways (e.g. DVDs, CDs, books, games, TV, including pay-TV) | 5, |
| Other (DO NOT READ OUT)  | 6, |
| DK/NA  | 7, |

NEW

ASK Q21 IF NO CODE 3 IN Q4 AND Q5 AND Q6 AND Q7 AND Q8

Q21 You told me that you do not have any paying subscription for accessing audio-visual content, music, e-books or games. If you were to take out such a subscription in the future, would it be important for you to be able to use this service while travelling or temporarily staying in other EU Member States?

(ONE ANSWER ONLY)

|   |   |
|---|---|
| Yes   | 1 |
| No  | 2 |
| You would never take a subscription (DO NOT READ OUT) | 3 |
| DK/NA   | 4 |

NEW






























## **TABLES**



Q1 Utilisez-vous Internet...?

Q1 Do you use the Internet?






























Q1 Nutzen Sie das Internet?

|   |       | Chaque jour ou presque chaque jour | Au moins une fois par semaine | Au moins une fois par mois | Moins souvent | Jamais       |
|---|-------|------------------------------------|-------------------------------|----------------------------|---------------|--------------|
|   |       | Every day or almost every day      | At least once a week          | At least once a month      | Less often    | Never        |
|   |       | Täglich oder fast täglich          | Mindestens einmal pro Woche   | Mindestens einmal im Monat | Seltener      | Niemals      |
| %   |       | Flash EB 411                       | Flash EB 411                  | Flash EB 411               | Flash EB 411  | Flash EB 411 |
|    | EU 28 | <b>69</b>                          | <b>9</b>                      | <b>2</b>                   | <b>2</b>      | <b>12</b>    |
|    | BE    | <b>70</b>                          | <b>10</b>                     | <b>2</b>                   | <b>1</b>      | <b>10</b>    |
|    | BG    | <b>60</b>                          | <b>6</b>                      | <b>2</b>                   | <b>4</b>      | <b>25</b>    |
|    | CZ    | <b>71</b>                          | <b>10</b>                     | <b>2</b>                   | <b>1</b>      | <b>14</b>    |
|    | DK    | <b>88</b>                          | <b>4</b>                      | <b>0</b>                   | <b>1</b>      | <b>4</b>     |
|    | DE    | <b>71</b>                          | <b>8</b>                      | <b>1</b>                   | <b>3</b>      | <b>8</b>     |
|   | EE    | <b>74</b>                          | <b>6</b>                      | <b>2</b>                   | <b>1</b>      | <b>10</b>    |
|  | IE    | <b>75</b>                          | <b>10</b>                     | <b>1</b>                   | <b>2</b>      | <b>11</b>    |
|  | EL    | <b>64</b>                          | <b>8</b>                      | <b>1</b>                   | <b>2</b>      | <b>21</b>    |
|  | ES    | <b>67</b>                          | <b>8</b>                      | <b>2</b>                   | <b>2</b>      | <b>17</b>    |
|  | FR    | <b>73</b>                          | <b>10</b>                     | <b>2</b>                   | <b>2</b>      | <b>8</b>     |
|  | HR    | <b>65</b>                          | <b>7</b>                      | <b>1</b>                   | <b>3</b>      | <b>14</b>    |
|  | IT    | <b>64</b>                          | <b>11</b>                     | <b>2</b>                   | <b>1</b>      | <b>14</b>    |
|  | CY    | <b>75</b>                          | <b>4</b>                      | <b>1</b>                   | <b>2</b>      | <b>13</b>    |
|  | LV    | <b>74</b>                          | <b>7</b>                      | <b>2</b>                   | <b>1</b>      | <b>13</b>    |
|  | LT    | <b>64</b>                          | <b>8</b>                      | <b>2</b>                   | <b>2</b>      | <b>17</b>    |
|  | LU    | <b>77</b>                          | <b>8</b>                      | <b>2</b>                   | <b>1</b>      | <b>8</b>     |
|  | HU    | <b>62</b>                          | <b>9</b>                      | <b>1</b>                   | <b>3</b>      | <b>11</b>    |
|  | MT    | <b>66</b>                          | <b>8</b>                      | <b>1</b>                   | <b>1</b>      | <b>22</b>    |
|  | NL    | <b>86</b>                          | <b>7</b>                      | <b>1</b>                   | <b>0</b>      | <b>3</b>     |
|  | AT    | <b>69</b>                          | <b>10</b>                     | <b>2</b>                   | <b>2</b>      | <b>7</b>     |
|  | PL    | <b>62</b>                          | <b>12</b>                     | <b>3</b>                   | <b>2</b>      | <b>17</b>    |
|  | PT    | <b>63</b>                          | <b>7</b>                      | <b>1</b>                   | <b>3</b>      | <b>16</b>    |
|  | RO    | <b>53</b>                          | <b>11</b>                     | <b>3</b>                   | <b>3</b>      | <b>20</b>    |
|  | SI    | <b>66</b>                          | <b>6</b>                      | <b>2</b>                   | <b>2</b>      | <b>17</b>    |
|  | SK    | <b>66</b>                          | <b>9</b>                      | <b>1</b>                   | <b>4</b>      | <b>15</b>    |
|  | FI    | <b>79</b>                          | <b>9</b>                      | <b>1</b>                   | <b>1</b>      | <b>8</b>     |
|  | SE    | <b>84</b>                          | <b>5</b>                      | <b>2</b>                   | <b>1</b>      | <b>4</b>     |
|  | UK    | <b>75</b>                          | <b>6</b>                      | <b>2</b>                   | <b>1</b>      | <b>13</b>    |

Q1 Utilisez-vous Internet...?

Q1 Do you use the Internet?






























Q1 Nutzen Sie das Internet?

|   |       | Pas d'accès<br>Internet (NE PAS<br>LIRE)      | Ne sais pas     | Total 'Utilise<br>l'Internet' | Total 'N'utilise<br>pas l'Internet'  |
|---|-------|---|-----------------|-------------------------------|--------------------------------------|
|   |       | No Internet<br>access (DO NOT<br>READ OUT)    | Don't know      | Total 'Use the<br>Internet'   | Total 'Does not<br>use the Internet' |
|   |       | Kein<br>Internetzugang<br>(NICHT<br>VORLESEN) | Weiß nicht      | Gesamt 'Nutzt<br>Internet'    | Gesamt 'Nutzt<br>Internet nicht'     |
| %   |       | Flash EB<br>411                               | Flash EB<br>411 | Flash EB<br>411               | Flash EB<br>411                      |
|    | EU 28 | <b>6</b>                                      | <b>0</b>        | <b>82</b>                     | <b>18</b>                            |
|    | BE    | <b>7</b>                                      | <b>0</b>        | <b>83</b>                     | <b>17</b>                            |
|    | BG    | <b>3</b>                                      | <b>0</b>        | <b>72</b>                     | <b>28</b>                            |
|    | CZ    | <b>2</b>                                      | <b>0</b>        | <b>84</b>                     | <b>16</b>                            |
|    | DK    | <b>3</b>                                      | <b>0</b>        | <b>93</b>                     | <b>7</b>                             |
|    | DE    | <b>9</b>                                      | <b>0</b>        | <b>83</b>                     | <b>17</b>                            |
|   | EE    | <b>7</b>                                      | <b>0</b>        | <b>83</b>                     | <b>17</b>                            |
|  | IE    | <b>1</b>                                      | <b>0</b>        | <b>88</b>                     | <b>12</b>                            |
|  | EL    | <b>4</b>                                      | <b>0</b>        | <b>75</b>                     | <b>25</b>                            |
|  | ES    | <b>4</b>                                      | <b>0</b>        | <b>79</b>                     | <b>21</b>                            |
|  | FR    | <b>5</b>                                      | <b>0</b>        | <b>87</b>                     | <b>13</b>                            |
|  | HR    | <b>10</b>                                     | <b>0</b>        | <b>76</b>                     | <b>24</b>                            |
|  | IT    | <b>8</b>                                      | <b>0</b>        | <b>78</b>                     | <b>22</b>                            |
|  | CY    | <b>5</b>                                      | <b>0</b>        | <b>82</b>                     | <b>18</b>                            |
|  | LV    | <b>3</b>                                      | <b>0</b>        | <b>84</b>                     | <b>16</b>                            |
|  | LT    | <b>7</b>                                      | <b>0</b>        | <b>76</b>                     | <b>24</b>                            |
|  | LU    | <b>4</b>                                      | <b>0</b>        | <b>88</b>                     | <b>12</b>                            |
|  | HU    | <b>14</b>                                     | <b>0</b>        | <b>75</b>                     | <b>25</b>                            |
|  | MT    | <b>2</b>                                      | <b>0</b>        | <b>76</b>                     | <b>24</b>                            |
|  | NL    | <b>3</b>                                      | <b>0</b>        | <b>94</b>                     | <b>6</b>                             |
|  | AT    | <b>10</b>                                     | <b>0</b>        | <b>83</b>                     | <b>17</b>                            |
|  | PL    | <b>4</b>                                      | <b>0</b>        | <b>79</b>                     | <b>21</b>                            |
|  | PT    | <b>10</b>                                     | <b>0</b>        | <b>74</b>                     | <b>26</b>                            |
|  | RO    | <b>10</b>                                     | <b>0</b>        | <b>70</b>                     | <b>30</b>                            |
|  | SI    | <b>7</b>                                      | <b>0</b>        | <b>76</b>                     | <b>24</b>                            |
|  | SK    | <b>5</b>                                      | <b>0</b>        | <b>80</b>                     | <b>20</b>                            |
|  | FI    | <b>2</b>                                      | <b>0</b>        | <b>90</b>                     | <b>10</b>                            |
|  | SE    | <b>4</b>                                      | <b>0</b>        | <b>92</b>                     | <b>8</b>                             |
|  | UK    | <b>3</b>                                      | <b>0</b>        | <b>84</b>                     | <b>16</b>                            |

Q2 Quel(s) appareil(s) utilisez-vous pour accéder à Internet ? (PLUSIEURS REPONSES POSSIBLES)

Q2 What devices do you use to access the Internet? (MULTIPLE ANSWERS POSSIBLE)






























Q2 Welche Geräte nutzen Sie, um auf das Internet zuzugreifen? (MEHRFACHNENNUNGEN MÖGLICH)

|   |       | Un ordinateur de bureau        | Un ordinateur portable ou un netbook | Une tablette tactile | Un smartphone | Un téléphone portable qui n'est pas un smartphone |
|---|-------|--------------------------------|--------------------------------------|----------------------|---------------|---|
|   |       | Desktop computer               | Laptop or netbook                    | Touchscreen tablet   | Smartphone    | Mobile phone excluding smartphones                |
|   |       | Desktop-Computer/Tischcomputer | Laptop oder Netbook                  | Touchscreen-Tablet   | Smartphone    | Mobiltelefon, aber kein Smartphone                |
| %   |       | Flash EB 411                   | Flash EB 411                         | Flash EB 411         | Flash EB 411  | Flash EB 411                                      |
|    | EU 28 | <b>52</b>                      | <b>64</b>                            | <b>36</b>            | <b>58</b>     | <b>14</b>   |
|    | BE    | <b>51</b>                      | <b>76</b>                            | <b>42</b>            | <b>54</b>     | <b>21</b>   |
|   | BG    | <b>53</b>                      | <b>62</b>                            | <b>25</b>            | <b>37</b>     | <b>17</b>   |
|  | CZ    | <b>63</b>                      | <b>68</b>                            | <b>31</b>            | <b>41</b>     | <b>18</b>   |
|  | DK    | <b>46</b>                      | <b>79</b>                            | <b>52</b>            | <b>70</b>     | <b>6</b>  |
|  | DE    | <b>54</b>                      | <b>64</b>                            | <b>30</b>            | <b>59</b>     | <b>4</b>  |
|  | EE    | <b>54</b>                      | <b>66</b>                            | <b>26</b>            | <b>55</b>     | <b>3</b>  |
|  | IE    | <b>40</b>                      | <b>70</b>                            | <b>41</b>            | <b>69</b>     | <b>9</b>  |
|  | EL    | <b>45</b>                      | <b>70</b>                            | <b>33</b>            | <b>51</b>     | <b>10</b>   |
|  | ES    | <b>55</b>                      | <b>63</b>                            | <b>43</b>            | <b>71</b>     | <b>29</b>   |
|  | FR    | <b>57</b>                      | <b>65</b>                            | <b>39</b>            | <b>53</b>     | <b>14</b>   |
|  | HR    | <b>57</b>                      | <b>55</b>                            | <b>19</b>            | <b>48</b>     | <b>15</b>   |
|  | IT    | <b>48</b>                      | <b>50</b>                            | <b>23</b>            | <b>61</b>     | <b>5</b>  |
|  | CY    | <b>31</b>                      | <b>71</b>                            | <b>38</b>            | <b>51</b>     | <b>17</b>   |
|  | LV    | <b>61</b>                      | <b>67</b>                            | <b>32</b>            | <b>50</b>     | <b>18</b>   |
|  | LT    | <b>57</b>                      | <b>60</b>                            | <b>21</b>            | <b>47</b>     | <b>11</b>   |
|  | LU    | <b>61</b>                      | <b>66</b>                            | <b>48</b>            | <b>64</b>     | <b>11</b>   |
|  | HU    | <b>61</b>                      | <b>57</b>                            | <b>15</b>            | <b>50</b>     | <b>8</b>  |
|  | MT    | <b>45</b>                      | <b>59</b>                            | <b>33</b>            | <b>52</b>     | <b>3</b>  |
|  | NL    | <b>56</b>                      | <b>70</b>                            | <b>52</b>            | <b>65</b>     | <b>14</b>   |
|  | AT    | <b>56</b>                      | <b>65</b>                            | <b>31</b>            | <b>60</b>     | <b>6</b>  |
|  | PL    | <b>46</b>                      | <b>69</b>                            | <b>25</b>            | <b>46</b>     | <b>16</b>   |
|  | PT    | <b>36</b>                      | <b>76</b>                            | <b>33</b>            | <b>45</b>     | <b>25</b>   |
|  | RO    | <b>46</b>                      | <b>48</b>                            | <b>24</b>            | <b>37</b>     | <b>21</b>   |
|  | SI    | <b>63</b>                      | <b>49</b>                            | <b>22</b>            | <b>41</b>     | <b>13</b>   |
|  | SK    | <b>45</b>                      | <b>61</b>                            | <b>21</b>            | <b>28</b>     | <b>27</b>   |
|  | FI    | <b>54</b>                      | <b>75</b>                            | <b>38</b>            | <b>65</b>     | <b>9</b>  |
|  | SE    | <b>53</b>                      | <b>77</b>                            | <b>48</b>            | <b>69</b>     | <b>23</b>   |
|  | UK    | <b>51</b>                      | <b>71</b>                            | <b>59</b>            | <b>69</b>     | <b>19</b>   |

Q2 Quel(s) appareil(s) utilisez-vous pour accéder à Internet ? (PLUSIEURS REPONSES POSSIBLES)

Q2 What devices do you use to access the Internet? (MULTIPLE ANSWERS POSSIBLE)






























Q2 Welche Geräte nutzen Sie, um auf das Internet zuzugreifen? (MEHRFACHNENNUNGEN MÖGLICH)

|   |       | Une smart TV ou une télévision connectée à Internet                | Une console de jeux | Un e-reader ou une liseuse électronique |
|---|-------|--|---------------------|---|
|   |       | Smart TV or TV connected to the Internet                           | Games console       | E-reader or digital book reader         |
|   |       | Smart-TV oder ein Fernsehgerät, das mit dem Internet verbunden ist | Spielkonsole        | E-Reader oder E-Book-Reader             |
| %   |       | Flash EB 411   | Flash EB 411        | Flash EB 411                            |
|    | EU 28 | <b>16</b>  | <b>9</b>            | <b>7</b>                                |
|    | BE    | <b>22</b>  | <b>14</b>           | <b>5</b>                                |
|   | BG    | <b>7</b>   | <b>2</b>            | <b>4</b>                                |
|  | CZ    | <b>13</b>  | <b>5</b>            | <b>6</b>                                |
|  | DK    | <b>21</b>  | <b>11</b>           | <b>3</b>                                |
|  | DE    | <b>15</b>  | <b>7</b>            | <b>6</b>                                |
|  | EE    | <b>11</b>  | <b>3</b>            | <b>3</b>                                |
|  | IE    | <b>13</b>  | <b>14</b>           | <b>9</b>                                |
|  | EL    | <b>8</b>   | <b>6</b>            | <b>3</b>                                |
|  | ES    | <b>18</b>  | <b>14</b>           | <b>12</b>                               |
|  | FR    | <b>18</b>  | <b>11</b>           | <b>3</b>                                |
|  | HR    | <b>10</b>  | <b>3</b>            | <b>2</b>                                |
|  | IT    | <b>4</b>   | <b>2</b>            | <b>2</b>                                |
|  | CY    | <b>5</b>   | <b>1</b>            | <b>1</b>                                |
|  | LV    | <b>19</b>  | <b>5</b>            | <b>6</b>                                |
|  | LT    | <b>8</b>   | <b>3</b>            | <b>1</b>                                |
|  | LU    | <b>15</b>  | <b>11</b>           | <b>7</b>                                |
|  | HU    | <b>8</b>   | <b>3</b>            | <b>2</b>                                |
|  | MT    | <b>5</b>   | <b>2</b>            | <b>1</b>                                |
|  | NL    | <b>19</b>  | <b>10</b>           | <b>8</b>                                |
|  | AT    | <b>12</b>  | <b>8</b>            | <b>7</b>                                |
|  | PL    | <b>14</b>  | <b>4</b>            | <b>6</b>                                |
|  | PT    | <b>10</b>  | <b>6</b>            | <b>2</b>                                |
|  | RO    | <b>5</b>   | <b>2</b>            | <b>1</b>                                |
|  | SI    | <b>9</b>   | <b>2</b>            | <b>2</b>                                |
|  | SK    | <b>6</b>   | <b>2</b>            | <b>1</b>                                |
|  | FI    | <b>15</b>  | <b>9</b>            | <b>3</b>                                |
|  | SE    | <b>28</b>  | <b>13</b>           | <b>20</b>                               |
|  | UK    | <b>31</b>  | <b>23</b>           | <b>19</b>                               |

Q2 Quel(s) appareil(s) utilisez-vous pour accéder à Internet ? (PLUSIEURS REPONSES POSSIBLES)

Q2 What devices do you use to access the Internet? (MULTIPLE ANSWERS POSSIBLE)

Q2 Welche Geräte nutzen Sie, um auf das Internet zuzugreifen? (MEHRFACHNENNUNGEN MÖGLICH)

|   |       | Autre (NE PAS LIRE)     | Ne sais pas  | Total 'Ordinateurs personnels'  | Total 'Appareils mobiles' | Total 'Appareils de divertissement à domicile' |
|---|-------|-------------------------|--------------|---------------------------------|---------------------------|--|
|   |       | Other (DO NOT READ OUT) | Don't know   | Total 'Personal computers'      | Total 'Mobile devices'    | Total 'Home entertainment devices'             |
|   |       | Andere (NICHT VORLESEN) | Weiß nicht   | Gesamt 'Personal Computer (PC)' | Gesamt 'Mobile Endgeräte' | Gesamt 'Unterhaltungselektronik für zuhause'   |
| %   |       | Flash EB 411            | Flash EB 411 | Flash EB 411                    | Flash EB 411              | Flash EB 411                                   |
|    | EU 28 | <b>0</b>                | <b>0</b>     | <b>90</b>                       | <b>73</b>                 | <b>21</b>                                      |
|    | BE    | <b>0</b>                | <b>0</b>     | <b>95</b>                       | <b>76</b>                 | <b>29</b>                                      |
|   | BG    | <b>0</b>                | <b>0</b>     | <b>92</b>                       | <b>58</b>                 | <b>8</b>                                       |
|  | CZ    | <b>0</b>                | <b>0</b>     | <b>96</b>                       | <b>63</b>                 | <b>17</b>                                      |
|  | DK    | <b>0</b>                | <b>0</b>     | <b>95</b>                       | <b>84</b>                 | <b>27</b>                                      |
|  | DE    | <b>1</b>                | <b>0</b>     | <b>92</b>                       | <b>67</b>                 | <b>18</b>                                      |
|  | EE    | <b>0</b>                | <b>0</b>     | <b>95</b>                       | <b>63</b>                 | <b>13</b>                                      |
|  | IE    | <b>1</b>                | <b>0</b>     | <b>86</b>                       | <b>81</b>                 | <b>23</b>                                      |
|  | EL    | <b>0</b>                | <b>0</b>     | <b>92</b>                       | <b>66</b>                 | <b>12</b>                                      |
|  | ES    | <b>0</b>                | <b>0</b>     | <b>87</b>                       | <b>87</b>                 | <b>28</b>                                      |
|  | FR    | <b>0</b>                | <b>0</b>     | <b>93</b>                       | <b>72</b>                 | <b>24</b>                                      |
|  | HR    | <b>0</b>                | <b>0</b>     | <b>90</b>                       | <b>64</b>                 | <b>12</b>                                      |
|  | IT    | <b>1</b>                | <b>0</b>     | <b>80</b>                       | <b>69</b>                 | <b>5</b>                                       |
|  | CY    | <b>0</b>                | <b>0</b>     | <b>85</b>                       | <b>75</b>                 | <b>6</b>                                       |
|  | LV    | <b>0</b>                | <b>0</b>     | <b>96</b>                       | <b>70</b>                 | <b>22</b>                                      |
|  | LT    | <b>0</b>                | <b>0</b>     | <b>93</b>                       | <b>59</b>                 | <b>10</b>                                      |
|  | LU    | <b>0</b>                | <b>0</b>     | <b>93</b>                       | <b>81</b>                 | <b>23</b>                                      |
|  | HU    | <b>1</b>                | <b>0</b>     | <b>94</b>                       | <b>58</b>                 | <b>10</b>                                      |
|  | MT    | <b>0</b>                | <b>0</b>     | <b>86</b>                       | <b>64</b>                 | <b>7</b>                                       |
|  | NL    | <b>1</b>                | <b>0</b>     | <b>95</b>                       | <b>83</b>                 | <b>25</b>                                      |
|  | AT    | <b>1</b>                | <b>0</b>     | <b>93</b>                       | <b>72</b>                 | <b>16</b>                                      |
|  | PL    | <b>0</b>                | <b>0</b>     | <b>94</b>                       | <b>63</b>                 | <b>16</b>                                      |
|  | PT    | <b>1</b>                | <b>0</b>     | <b>92</b>                       | <b>70</b>                 | <b>14</b>                                      |
|  | RO    | <b>0</b>                | <b>0</b>     | <b>81</b>                       | <b>64</b>                 | <b>6</b>                                       |
|  | SI    | <b>0</b>                | <b>0</b>     | <b>93</b>                       | <b>56</b>                 | <b>10</b>                                      |
|  | SK    | <b>0</b>                | <b>0</b>     | <b>88</b>                       | <b>59</b>                 | <b>6</b>                                       |
|  | FI    | <b>0</b>                | <b>0</b>     | <b>97</b>                       | <b>75</b>                 | <b>21</b>                                      |
|  | SE    | <b>0</b>                | <b>0</b>     | <b>97</b>                       | <b>87</b>                 | <b>34</b>                                      |
|  | UK    | <b>0</b>                | <b>0</b>     | <b>90</b>                       | <b>87</b>                 | <b>41</b>                                      |

Q3.1 Au cours des 12 derniers mois, à quelle fréquence avez-vous utilisé Internet pour télécharger ou accéder (par ex. en streaming) à l'un des contenus suivants :






























Des contenus audiovisuels, comme des films, des séries, des clips vidéo et tous les programmes TV sauf le sport

Q3.1 Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:

Audio-visual content such as films, series, video clips and all TV content, excluding sports

Q3.1 Wie häufig haben Sie in den vergangenen 12 Monaten das Internet genutzt, um auf folgende Inhalte zuzugreifen (z. B. mittels Streaming) oder um solche Inhalte herunterzuladen?

Audiovisuelle Inhalte, wie z. B. Filme, Serien, Video-Clips und alle Fernsehinhalte, mit Ausnahme von Sportinhalten

|   |       | Chaque jour ou presque chaque jour | Au moins une fois par semaine | Au moins une fois par mois | Moins souvent |
|---|-------|------------------------------------|-------------------------------|----------------------------|---------------|
|   |       | Every day or almost every day      | At least once a week          | At least once a month      | Less often    |
|   |       | Täglich oder fast täglich          | Mindestens einmal pro Woche   | Mindestens einmal im Monat | Seltener      |
| %   |       | Flash EB 411                       | Flash EB 411                  | Flash EB 411               | Flash EB 411  |
|    | EU 28 | <b>14</b>                          | <b>21</b>                     | <b>13</b>                  | <b>11</b>     |
|    | BE    | <b>15</b>                          | <b>18</b>                     | <b>10</b>                  | <b>12</b>     |
|   | BG    | <b>19</b>                          | <b>24</b>                     | <b>14</b>                  | <b>14</b>     |
|  | CZ    | <b>20</b>                          | <b>25</b>                     | <b>16</b>                  | <b>10</b>     |
|  | DK    | <b>24</b>                          | <b>25</b>                     | <b>12</b>                  | <b>8</b>      |
|  | DE    | <b>11</b>                          | <b>18</b>                     | <b>12</b>                  | <b>12</b>     |
|  | EE    | <b>10</b>                          | <b>25</b>                     | <b>14</b>                  | <b>10</b>     |
|  | IE    | <b>24</b>                          | <b>26</b>                     | <b>10</b>                  | <b>11</b>     |
|  | EL    | <b>21</b>                          | <b>24</b>                     | <b>14</b>                  | <b>9</b>      |
|  | ES    | <b>9</b>                           | <b>20</b>                     | <b>13</b>                  | <b>9</b>      |
|  | FR    | <b>10</b>                          | <b>15</b>                     | <b>14</b>                  | <b>12</b>     |
|  | HR    | <b>19</b>                          | <b>20</b>                     | <b>12</b>                  | <b>18</b>     |
|  | IT    | <b>6</b>                           | <b>17</b>                     | <b>13</b>                  | <b>10</b>     |
|  | CY    | <b>27</b>                          | <b>29</b>                     | <b>9</b>                   | <b>7</b>      |
|  | LV    | <b>25</b>                          | <b>32</b>                     | <b>12</b>                  | <b>10</b>     |
|  | LT    | <b>15</b>                          | <b>25</b>                     | <b>17</b>                  | <b>9</b>      |
|  | LU    | <b>14</b>                          | <b>18</b>                     | <b>13</b>                  | <b>9</b>      |
|  | HU    | <b>14</b>                          | <b>26</b>                     | <b>11</b>                  | <b>10</b>     |
|  | MT    | <b>18</b>                          | <b>19</b>                     | <b>10</b>                  | <b>7</b>      |
|  | NL    | <b>17</b>                          | <b>23</b>                     | <b>12</b>                  | <b>11</b>     |
|  | AT    | <b>14</b>                          | <b>20</b>                     | <b>13</b>                  | <b>13</b>     |
|  | PL    | <b>13</b>                          | <b>29</b>                     | <b>14</b>                  | <b>13</b>     |
|  | PT    | <b>20</b>                          | <b>21</b>                     | <b>14</b>                  | <b>9</b>      |
|  | RO    | <b>19</b>                          | <b>29</b>                     | <b>11</b>                  | <b>12</b>     |
|  | SI    | <b>17</b>                          | <b>23</b>                     | <b>11</b>                  | <b>13</b>     |
|  | SK    | <b>17</b>                          | <b>21</b>                     | <b>13</b>                  | <b>13</b>     |
|  | FI    | <b>16</b>                          | <b>28</b>                     | <b>16</b>                  | <b>12</b>     |
|  | SE    | <b>21</b>                          | <b>27</b>                     | <b>14</b>                  | <b>8</b>      |
|  | UK    | <b>20</b>                          | <b>21</b>                     | <b>14</b>                  | <b>13</b>     |

Q3.1 Au cours des 12 derniers mois, à quelle fréquence avez-vous utilisé Internet pour télécharger ou accéder (par ex. en streaming) à l'un des contenus suivants :






























Des contenus audiovisuels, comme des films, des séries, des clips vidéo et tous les programmes TV sauf le sport

Q3.1 Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:

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Q3.1 Wie häufig haben Sie in den vergangenen 12 Monaten das Internet genutzt, um auf folgende Inhalte zuzugreifen (z. B. mittels Streaming) oder um solche Inhalte

Audiovisuelle Inhalte, wie z. B. Filme, Serien, Video-Clips und alle Fernsehinhalte, mit Ausnahme von Sportinhalten

|   | Jamais       | Ne sais pas  | Total 'Au moins une fois'  |
|---|--------------|--------------|----------------------------|
|   | Never        | Don't know   | Total 'At least once'      |
|   | Niemals      | Weiß nicht   | Gesamt 'Mindestens einmal' |
| %   | Flash EB 411 | Flash EB 411 | Flash EB 411               |
|  EU 28 | <b>41</b>    | <b>0</b>     | <b>59</b>                  |
|  BE   | <b>45</b>    | <b>0</b>     | <b>55</b>                  |
|  BG  | <b>28</b>    | <b>1</b>     | <b>71</b>                  |
|  CZ  | <b>29</b>    | <b>0</b>     | <b>71</b>                  |
|  DK  | <b>31</b>    | <b>0</b>     | <b>69</b>                  |
|  DE  | <b>46</b>    | <b>1</b>     | <b>53</b>                  |
|  EE  | <b>41</b>    | <b>0</b>     | <b>59</b>                  |
|  IE  | <b>29</b>    | <b>0</b>     | <b>71</b>                  |
|  EL  | <b>32</b>    | <b>0</b>     | <b>68</b>                  |
|  ES  | <b>49</b>    | <b>0</b>     | <b>51</b>                  |
|  FR  | <b>49</b>    | <b>0</b>     | <b>51</b>                  |
|  HR  | <b>31</b>    | <b>0</b>     | <b>69</b>                  |
|  IT  | <b>54</b>    | <b>0</b>     | <b>46</b>                  |
|  CY  | <b>28</b>    | <b>0</b>     | <b>72</b>                  |
|  LV  | <b>21</b>    | <b>0</b>     | <b>79</b>                  |
|  LT  | <b>34</b>    | <b>0</b>     | <b>66</b>                  |
|  LU  | <b>46</b>    | <b>0</b>     | <b>54</b>                  |
|  HU  | <b>39</b>    | <b>0</b>     | <b>61</b>                  |
|  MT  | <b>46</b>    | <b>0</b>     | <b>54</b>                  |
|  NL  | <b>37</b>    | <b>0</b>     | <b>63</b>                  |
|  AT  | <b>40</b>    | <b>0</b>     | <b>60</b>                  |
|  PL  | <b>31</b>    | <b>0</b>     | <b>69</b>                  |
|  PT  | <b>36</b>    | <b>0</b>     | <b>64</b>                  |
|  RO  | <b>29</b>    | <b>0</b>     | <b>71</b>                  |
|  SI  | <b>36</b>    | <b>0</b>     | <b>64</b>                  |
|  SK  | <b>36</b>    | <b>0</b>     | <b>64</b>                  |
|  FI  | <b>28</b>    | <b>0</b>     | <b>72</b>                  |
|  SE  | <b>30</b>    | <b>0</b>     | <b>70</b>                  |
|  UK  | <b>32</b>    | <b>0</b>     | <b>68</b>                  |

Q3.2 Au cours des 12 derniers mois, à quelle fréquence avez-vous utilisé Internet pour télécharger ou accéder (par ex. en streaming) à l'un des contenus suivants :






























Des programmes de sport

Q3.2 Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:

Sports

Q3.2 Wie häufig haben Sie in den vergangenen 12 Monaten das Internet genutzt, um auf folgende Inhalte zuzugreifen (z. B. mittels Streaming) oder um solche Inhalte herunterzuladen?

Sportinhalte

|   |       | Chaque jour ou presque chaque jour | Au moins une fois par semaine | Au moins une fois par mois | Moins souvent |
|---|-------|------------------------------------|-------------------------------|----------------------------|---------------|
|   |       | Every day or almost every day      | At least once a week          | At least once a month      | Less often    |
|   |       | Täglich oder fast täglich          | Mindestens einmal pro Woche   | Mindestens einmal im Monat | Seltener      |
| %   |       | Flash EB 411                       | Flash EB 411                  | Flash EB 411               | Flash EB 411  |
|    | EU 28 | <b>8</b>                           | <b>11</b>                     | <b>7</b>                   | <b>9</b>      |
|    | BE    | <b>7</b>                           | <b>10</b>                     | <b>5</b>                   | <b>10</b>     |
|    | BG    | <b>16</b>                          | <b>11</b>                     | <b>7</b>                   | <b>13</b>     |
|   | CZ    | <b>10</b>                          | <b>13</b>                     | <b>8</b>                   | <b>12</b>     |
|  | DK    | <b>5</b>                           | <b>9</b>                      | <b>7</b>                   | <b>9</b>      |
|  | DE    | <b>10</b>                          | <b>12</b>                     | <b>8</b>                   | <b>10</b>     |
|  | EE    | <b>3</b>                           | <b>7</b>                      | <b>8</b>                   | <b>7</b>      |
|  | IE    | <b>8</b>                           | <b>14</b>                     | <b>9</b>                   | <b>6</b>      |
|  | EL    | <b>19</b>                          | <b>10</b>                     | <b>5</b>                   | <b>7</b>      |
|  | ES    | <b>9</b>                           | <b>10</b>                     | <b>4</b>                   | <b>7</b>      |
|  | FR    | <b>4</b>                           | <b>6</b>                      | <b>6</b>                   | <b>4</b>      |
|  | HR    | <b>10</b>                          | <b>11</b>                     | <b>6</b>                   | <b>16</b>     |
|  | IT    | <b>6</b>                           | <b>10</b>                     | <b>6</b>                   | <b>7</b>      |
|  | CY    | <b>19</b>                          | <b>12</b>                     | <b>4</b>                   | <b>7</b>      |
|  | LV    | <b>11</b>                          | <b>15</b>                     | <b>12</b>                  | <b>13</b>     |
|  | LT    | <b>12</b>                          | <b>12</b>                     | <b>7</b>                   | <b>10</b>     |
|  | LU    | <b>6</b>                           | <b>12</b>                     | <b>7</b>                   | <b>9</b>      |
|  | HU    | <b>8</b>                           | <b>9</b>                      | <b>5</b>                   | <b>9</b>      |
|  | MT    | <b>9</b>                           | <b>12</b>                     | <b>5</b>                   | <b>2</b>      |
|  | NL    | <b>6</b>                           | <b>9</b>                      | <b>6</b>                   | <b>8</b>      |
|  | AT    | <b>12</b>                          | <b>14</b>                     | <b>8</b>                   | <b>11</b>     |
|  | PL    | <b>15</b>                          | <b>14</b>                     | <b>10</b>                  | <b>13</b>     |
|  | PT    | <b>15</b>                          | <b>15</b>                     | <b>7</b>                   | <b>11</b>     |
|  | RO    | <b>11</b>                          | <b>13</b>                     | <b>7</b>                   | <b>12</b>     |
|  | SI    | <b>15</b>                          | <b>19</b>                     | <b>8</b>                   | <b>12</b>     |
|  | SK    | <b>12</b>                          | <b>13</b>                     | <b>9</b>                   | <b>11</b>     |
|  | FI    | <b>6</b>                           | <b>9</b>                      | <b>8</b>                   | <b>15</b>     |
|  | SE    | <b>5</b>                           | <b>9</b>                      | <b>6</b>                   | <b>8</b>      |
|  | UK    | <b>6</b>                           | <b>10</b>                     | <b>5</b>                   | <b>11</b>     |



Q3.2 Au cours des 12 derniers mois, à quelle fréquence avez-vous utilisé Internet pour télécharger ou accéder (par ex. en streaming) à l'un des contenus suivants :






























Des programmes de sport

Q3.2 Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:

Sports

Q3.2 Wie häufig haben Sie in den vergangenen 12 Monaten das Internet genutzt, um auf folgende Inhalte zuzugreifen (z. B. mittels Streaming) oder um solche Inhalte

Sportinhalte

|   | Jamais       | Ne sais pas  | Total 'Au moins une fois'  |
|---|--------------|--------------|----------------------------|
|   | Never        | Don't know   | Total 'At least once'      |
|   | Niemals      | Weiß nicht   | Gesamt 'Mindestens einmal' |
| %   | Flash EB 411 | Flash EB 411 | Flash EB 411               |
|  EU 28 | <b>65</b>    | <b>0</b>     | <b>35</b>                  |
|  BE    | <b>68</b>    | <b>0</b>     | <b>32</b>                  |
|  BG    | <b>52</b>    | <b>1</b>     | <b>47</b>                  |
|  CZ    | <b>57</b>    | <b>0</b>     | <b>43</b>                  |
|  DK   | <b>70</b>    | <b>0</b>     | <b>30</b>                  |
|  DE  | <b>60</b>    | <b>0</b>     | <b>40</b>                  |
|  EE  | <b>75</b>    | <b>0</b>     | <b>25</b>                  |
|  IE  | <b>63</b>    | <b>0</b>     | <b>37</b>                  |
|  EL  | <b>59</b>    | <b>0</b>     | <b>41</b>                  |
|  ES  | <b>69</b>    | <b>1</b>     | <b>30</b>                  |
|  FR  | <b>80</b>    | <b>0</b>     | <b>20</b>                  |
|  HR  | <b>57</b>    | <b>0</b>     | <b>43</b>                  |
|  IT  | <b>71</b>    | <b>0</b>     | <b>29</b>                  |
|  CY  | <b>58</b>    | <b>0</b>     | <b>42</b>                  |
|  LV  | <b>49</b>    | <b>0</b>     | <b>51</b>                  |
|  LT  | <b>59</b>    | <b>0</b>     | <b>41</b>                  |
|  LU  | <b>66</b>    | <b>0</b>     | <b>34</b>                  |
|  HU  | <b>69</b>    | <b>0</b>     | <b>31</b>                  |
|  MT  | <b>72</b>    | <b>0</b>     | <b>28</b>                  |
|  NL  | <b>71</b>    | <b>0</b>     | <b>29</b>                  |
|  AT  | <b>55</b>    | <b>0</b>     | <b>45</b>                  |
|  PL  | <b>48</b>    | <b>0</b>     | <b>52</b>                  |
|  PT  | <b>52</b>    | <b>0</b>     | <b>48</b>                  |
|  RO  | <b>57</b>    | <b>0</b>     | <b>43</b>                  |
|  SI  | <b>46</b>    | <b>0</b>     | <b>54</b>                  |
|  SK  | <b>54</b>    | <b>1</b>     | <b>45</b>                  |
|  FI  | <b>62</b>    | <b>0</b>     | <b>38</b>                  |
|  SE  | <b>71</b>    | <b>1</b>     | <b>28</b>                  |
|  UK  | <b>68</b>    | <b>0</b>     | <b>32</b>                  |

Q3.3 Au cours des 12 derniers mois, à quelle fréquence avez-vous utilisé Internet pour télécharger ou accéder (par ex. en streaming) à l'un des contenus suivants :






























De la musique, c'est-à-dire uniquement des contenus audio

Q3.3 Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:

Music, meaning only audio content

Q3.3 Wie häufig haben Sie in den vergangenen 12 Monaten das Internet genutzt, um auf folgende Inhalte zuzugreifen (z. B. mittels Streaming) oder um solche Inhalte herunterzuladen?

Musik, d. h. ausschließlich Audio-Inhalte

|   |       | Chaque jour ou presque chaque jour | Au moins une fois par semaine | Au moins une fois par mois | Moins souvent |
|---|-------|------------------------------------|-------------------------------|----------------------------|---------------|
|   |       | Every day or almost every day      | At least once a week          | At least once a month      | Less often    |
|   |       | Täglich oder fast täglich          | Mindestens einmal pro Woche   | Mindestens einmal im Monat | Seltener      |
| %   |       | Flash EB 411                       | Flash EB 411                  | Flash EB 411               | Flash EB 411  |
|    | EU 28 | <b>16</b>                          | <b>18</b>                     | <b>13</b>                  | <b>13</b>     |
|    | BE    | <b>14</b>                          | <b>20</b>                     | <b>13</b>                  | <b>16</b>     |
|    | BG    | <b>21</b>                          | <b>21</b>                     | <b>12</b>                  | <b>16</b>     |
|    | CZ    | <b>16</b>                          | <b>19</b>                     | <b>14</b>                  | <b>11</b>     |
|   | DK    | <b>27</b>                          | <b>18</b>                     | <b>10</b>                  | <b>8</b>      |
|  | DE    | <b>12</b>                          | <b>17</b>                     | <b>10</b>                  | <b>15</b>     |
|  | EE    | <b>15</b>                          | <b>20</b>                     | <b>16</b>                  | <b>9</b>      |
|  | IE    | <b>18</b>                          | <b>19</b>                     | <b>15</b>                  | <b>14</b>     |
|  | EL    | <b>29</b>                          | <b>22</b>                     | <b>11</b>                  | <b>11</b>     |
|  | ES    | <b>12</b>                          | <b>15</b>                     | <b>13</b>                  | <b>16</b>     |
|  | FR    | <b>12</b>                          | <b>15</b>                     | <b>15</b>                  | <b>11</b>     |
|  | HR    | <b>26</b>                          | <b>19</b>                     | <b>8</b>                   | <b>17</b>     |
|  | IT    | <b>14</b>                          | <b>17</b>                     | <b>14</b>                  | <b>9</b>      |
|  | CY    | <b>34</b>                          | <b>25</b>                     | <b>8</b>                   | <b>7</b>      |
|  | LV    | <b>25</b>                          | <b>17</b>                     | <b>17</b>                  | <b>13</b>     |
|  | LT    | <b>16</b>                          | <b>22</b>                     | <b>15</b>                  | <b>9</b>      |
|  | LU    | <b>19</b>                          | <b>15</b>                     | <b>15</b>                  | <b>12</b>     |
|  | HU    | <b>19</b>                          | <b>22</b>                     | <b>12</b>                  | <b>13</b>     |
|  | MT    | <b>21</b>                          | <b>17</b>                     | <b>11</b>                  | <b>7</b>      |
|  | NL    | <b>17</b>                          | <b>18</b>                     | <b>11</b>                  | <b>12</b>     |
|  | AT    | <b>14</b>                          | <b>21</b>                     | <b>12</b>                  | <b>13</b>     |
|  | PL    | <b>20</b>                          | <b>21</b>                     | <b>14</b>                  | <b>15</b>     |
|  | PT    | <b>28</b>                          | <b>18</b>                     | <b>15</b>                  | <b>9</b>      |
|  | RO    | <b>23</b>                          | <b>28</b>                     | <b>15</b>                  | <b>13</b>     |
|  | SI    | <b>27</b>                          | <b>21</b>                     | <b>13</b>                  | <b>12</b>     |
|  | SK    | <b>21</b>                          | <b>21</b>                     | <b>9</b>                   | <b>16</b>     |
|  | FI    | <b>18</b>                          | <b>16</b>                     | <b>13</b>                  | <b>14</b>     |
|  | SE    | <b>24</b>                          | <b>22</b>                     | <b>11</b>                  | <b>7</b>      |
|  | UK    | <b>15</b>                          | <b>17</b>                     | <b>15</b>                  | <b>17</b>     |

Q3.3 Au cours des 12 derniers mois, à quelle fréquence avez-vous utilisé Internet pour télécharger ou accéder (par ex. en streaming) à l'un des contenus suivants :






























De la musique, c'est-à-dire uniquement des contenus audio

Q3.3 Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:

Music, meaning only audio content

Q3.3 Wie häufig haben Sie in den vergangenen 12 Monaten das Internet genutzt, um auf folgende Inhalte zuzugreifen (z. B. mittels Streaming) oder um solche Inhalte

Musik, d. h. ausschließlich Audio-Inhalte

|   | Jamais       | Ne sais pas  | Total 'Au moins une fois'  |
|---|--------------|--------------|----------------------------|
|   | Never        | Don't know   | Total 'At least once'      |
|   | Niemals      | Weiß nicht   | Gesamt 'Mindestens einmal' |
| %   | Flash EB 411 | Flash EB 411 | Flash EB 411               |
|  EU 28 | <b>40</b>    | <b>0</b>     | <b>60</b>                  |
|  BE    | <b>37</b>    | <b>0</b>     | <b>63</b>                  |
|  BG    | <b>29</b>    | <b>1</b>     | <b>70</b>                  |
|  CZ    | <b>40</b>    | <b>0</b>     | <b>60</b>                  |
|  DK   | <b>37</b>    | <b>0</b>     | <b>63</b>                  |
|  DE  | <b>46</b>    | <b>0</b>     | <b>54</b>                  |
|  EE  | <b>40</b>    | <b>0</b>     | <b>60</b>                  |
|  IE  | <b>34</b>    | <b>0</b>     | <b>66</b>                  |
|  EL  | <b>27</b>    | <b>0</b>     | <b>73</b>                  |
|  ES  | <b>44</b>    | <b>0</b>     | <b>56</b>                  |
|  FR  | <b>47</b>    | <b>0</b>     | <b>53</b>                  |
|  HR  | <b>30</b>    | <b>0</b>     | <b>70</b>                  |
|  IT  | <b>46</b>    | <b>0</b>     | <b>54</b>                  |
|  CY  | <b>26</b>    | <b>0</b>     | <b>74</b>                  |
|  LV  | <b>27</b>    | <b>1</b>     | <b>72</b>                  |
|  LT  | <b>38</b>    | <b>0</b>     | <b>62</b>                  |
|  LU  | <b>39</b>    | <b>0</b>     | <b>61</b>                  |
|  HU  | <b>34</b>    | <b>0</b>     | <b>66</b>                  |
|  MT  | <b>44</b>    | <b>0</b>     | <b>56</b>                  |
|  NL  | <b>42</b>    | <b>0</b>     | <b>58</b>                  |
|  AT  | <b>40</b>    | <b>0</b>     | <b>60</b>                  |
|  PL  | <b>30</b>    | <b>0</b>     | <b>70</b>                  |
|  PT  | <b>30</b>    | <b>0</b>     | <b>70</b>                  |
|  RO  | <b>21</b>    | <b>0</b>     | <b>79</b>                  |
|  SI  | <b>27</b>    | <b>0</b>     | <b>73</b>                  |
|  SK  | <b>33</b>    | <b>0</b>     | <b>67</b>                  |
|  FI  | <b>39</b>    | <b>0</b>     | <b>61</b>                  |
|  SE  | <b>35</b>    | <b>1</b>     | <b>64</b>                  |
|  UK  | <b>36</b>    | <b>0</b>     | <b>64</b>                  |

Q3.4 Au cours des 12 derniers mois, à quelle fréquence avez-vous utilisé Internet pour télécharger ou accéder (par ex. en streaming) à l'un des contenus suivants :






























Des e-books ou des livres numériques

Q3.4 Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:

E-books or digital books

Q3.4 Wie häufig haben Sie in den vergangenen 12 Monaten das Internet genutzt, um auf folgende Inhalte zuzugreifen (z. B. mittels Streaming) oder um solche Inhalte herunterzuladen?

E-Books oder digitale Bücher

|   |       | Chaque jour ou presque chaque jour<br>Every day or almost every day<br>Täglich oder fast täglich | Au moins une fois par semaine<br>At least once a week<br>Mindestens einmal pro Woche | Au moins une fois par mois<br>At least once a month<br>Mindestens einmal im Monat | Moins souvent<br>Less often<br>Seltener |
|---|-------|--|--|---|---|
| %   |       | Flash EB 411   | Flash EB 411   | Flash EB 411  | Flash EB 411                            |
|    | EU 28 | <b>2</b>   | <b>5</b>   | <b>9</b>  | <b>11</b>                               |
|    | BE    | <b>2</b>   | <b>2</b>   | <b>4</b>  | <b>11</b>                               |
|    | BG    | <b>4</b>   | <b>7</b>   | <b>14</b>   | <b>15</b>                               |
|    | CZ    | <b>2</b>   | <b>3</b>   | <b>8</b>  | <b>10</b>                               |
|   | DK    | <b>1</b>   | <b>3</b>   | <b>9</b>  | <b>12</b>                               |
|  | DE    | <b>2</b>   | <b>4</b>   | <b>8</b>  | <b>7</b>                                |
|  | EE    | <b>3</b>   | <b>3</b>   | <b>8</b>  | <b>6</b>                                |
|  | IE    | <b>3</b>   | <b>4</b>   | <b>12</b>   | <b>13</b>                               |
|  | EL    | <b>3</b>   | <b>7</b>   | <b>13</b>   | <b>15</b>                               |
|  | ES    | <b>2</b>   | <b>4</b>   | <b>12</b>   | <b>9</b>                                |
|  | FR    | <b>1</b>   | <b>4</b>   | <b>4</b>  | <b>6</b>                                |
|  | HR    | <b>3</b>   | <b>6</b>   | <b>9</b>  | <b>17</b>                               |
|  | IT    | <b>2</b>   | <b>6</b>   | <b>10</b>   | <b>11</b>                               |
|  | CY    | <b>4</b>   | <b>11</b>  | <b>10</b>   | <b>10</b>                               |
|  | LV    | <b>3</b>   | <b>5</b>   | <b>8</b>  | <b>11</b>                               |
|  | LT    | <b>2</b>   | <b>4</b>   | <b>8</b>  | <b>12</b>                               |
|  | LU    | <b>2</b>   | <b>8</b>   | <b>11</b>   | <b>9</b>                                |
|  | HU    | <b>3</b>   | <b>6</b>   | <b>10</b>   | <b>10</b>                               |
|  | MT    | <b>3</b>   | <b>4</b>   | <b>7</b>  | <b>10</b>                               |
|  | NL    | <b>2</b>   | <b>3</b>   | <b>7</b>  | <b>11</b>                               |
|  | AT    | <b>3</b>   | <b>5</b>   | <b>7</b>  | <b>11</b>                               |
|  | PL    | <b>2</b>   | <b>5</b>   | <b>10</b>   | <b>16</b>                               |
|  | PT    | <b>4</b>   | <b>5</b>   | <b>8</b>  | <b>12</b>                               |
|  | RO    | <b>5</b>   | <b>10</b>  | <b>14</b>   | <b>13</b>                               |
|  | SI    | <b>1</b>   | <b>5</b>   | <b>9</b>  | <b>14</b>                               |
|  | SK    | <b>2</b>   | <b>6</b>   | <b>8</b>  | <b>12</b>                               |
|  | FI    | <b>1</b>   | <b>2</b>   | <b>5</b>  | <b>15</b>                               |
|  | SE    | <b>1</b>   | <b>3</b>   | <b>4</b>  | <b>16</b>                               |
|  | UK    | <b>4</b>   | <b>7</b>   | <b>11</b>   | <b>15</b>                               |

Q3.4 Au cours des 12 derniers mois, à quelle fréquence avez-vous utilisé Internet pour télécharger ou accéder (par ex. en streaming) à l'un des contenus suivants :






























Des e-books ou des livres numériques

Q3.4 Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:

E-books or digital books

Q3.4 Wie häufig haben Sie in den vergangenen 12 Monaten das Internet genutzt, um auf folgende Inhalte zuzugreifen (z. B. mittels Streaming) oder um solche Inhalte herunterzuladen?

E-Books oder digitale Bücher

|   |       | Jamais          | Ne sais pas     | Total 'Au moins une fois'  |
|---|-------|-----------------|-----------------|----------------------------|
|   |       | Never           | Don't know      | Total 'At least once'      |
|   |       | Niemals         | Weiß nicht      | Gesamt 'Mindestens einmal' |
| %   |       | Flash EB<br>411 | Flash EB<br>411 | Flash EB<br>411            |
|    | EU 28 | <b>73</b>       | <b>0</b>        | <b>27</b>                  |
|    | BE    | <b>80</b>       | <b>1</b>        | <b>19</b>                  |
|    | BG    | <b>59</b>       | <b>1</b>        | <b>40</b>                  |
|    | CZ    | <b>77</b>       | <b>0</b>        | <b>23</b>                  |
|   | DK    | <b>75</b>       | <b>0</b>        | <b>25</b>                  |
|  | DE    | <b>79</b>       | <b>0</b>        | <b>21</b>                  |
|  | EE    | <b>80</b>       | <b>0</b>        | <b>20</b>                  |
|  | IE    | <b>68</b>       | <b>0</b>        | <b>32</b>                  |
|  | EL    | <b>62</b>       | <b>0</b>        | <b>38</b>                  |
|  | ES    | <b>72</b>       | <b>1</b>        | <b>27</b>                  |
|  | FR    | <b>85</b>       | <b>0</b>        | <b>15</b>                  |
|  | HR    | <b>65</b>       | <b>0</b>        | <b>35</b>                  |
|  | IT    | <b>71</b>       | <b>0</b>        | <b>29</b>                  |
|  | CY    | <b>65</b>       | <b>0</b>        | <b>35</b>                  |
|  | LV    | <b>73</b>       | <b>0</b>        | <b>27</b>                  |
|  | LT    | <b>74</b>       | <b>0</b>        | <b>26</b>                  |
|  | LU    | <b>70</b>       | <b>0</b>        | <b>30</b>                  |
|  | HU    | <b>71</b>       | <b>0</b>        | <b>29</b>                  |
|  | MT    | <b>76</b>       | <b>0</b>        | <b>24</b>                  |
|  | NL    | <b>77</b>       | <b>0</b>        | <b>23</b>                  |
|  | AT    | <b>74</b>       | <b>0</b>        | <b>26</b>                  |
|  | PL    | <b>66</b>       | <b>1</b>        | <b>33</b>                  |
|  | PT    | <b>71</b>       | <b>0</b>        | <b>29</b>                  |
|  | RO    | <b>58</b>       | <b>0</b>        | <b>42</b>                  |
|  | SI    | <b>71</b>       | <b>0</b>        | <b>29</b>                  |
|  | SK    | <b>72</b>       | <b>0</b>        | <b>28</b>                  |
|  | FI    | <b>77</b>       | <b>0</b>        | <b>23</b>                  |
|  | SE    | <b>76</b>       | <b>0</b>        | <b>24</b>                  |
|  | UK    | <b>63</b>       | <b>0</b>        | <b>37</b>                  |

Q3.5 Au cours des 12 derniers mois, à quelle fréquence avez-vous utilisé Internet pour télécharger ou accéder (par ex. en streaming) à l'un des contenus suivants :






























Des jeux, téléchargés ou en ligne

Q3.5 Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:

Games, downloaded or online

Q3.5 Wie häufig haben Sie in den vergangenen 12 Monaten das Internet genutzt, um auf folgende Inhalte zuzugreifen (z. B. mittels Streaming) oder um solche Inhalte herunterzuladen?

Spiele, als Download oder online

|   |       | Chaque jour ou presque chaque jour<br>Every day or almost every day<br>Täglich oder fast täglich | Au moins une fois par semaine<br>At least once a week<br>Mindestens einmal pro Woche | Au moins une fois par mois<br>At least once a month<br>Mindestens einmal im Monat | Moins souvent<br>Less often<br>Seltener |
|---|-------|--|--|---|---|
| %   |       | Flash EB 411   | Flash EB 411   | Flash EB 411  | Flash EB 411                            |
|    | EU 28 | <b>9</b>   | <b>9</b>   | <b>8</b>  | <b>11</b>                               |
|    | BE    | <b>10</b>  | <b>12</b>  | <b>10</b>   | <b>9</b>                                |
|    | BG    | <b>10</b>  | <b>8</b>   | <b>6</b>  | <b>13</b>                               |
|    | CZ    | <b>9</b>   | <b>12</b>  | <b>8</b>  | <b>8</b>                                |
|   | DK    | <b>15</b>  | <b>10</b>  | <b>8</b>  | <b>11</b>                               |
|  | DE    | <b>8</b>   | <b>10</b>  | <b>6</b>  | <b>11</b>                               |
|  | EE    | <b>7</b>   | <b>8</b>   | <b>8</b>  | <b>7</b>                                |
|  | IE    | <b>8</b>   | <b>6</b>   | <b>9</b>  | <b>12</b>                               |
|  | EL    | <b>13</b>  | <b>10</b>  | <b>6</b>  | <b>12</b>                               |
|  | ES    | <b>4</b>   | <b>6</b>   | <b>8</b>  | <b>13</b>                               |
|  | FR    | <b>10</b>  | <b>7</b>   | <b>7</b>  | <b>11</b>                               |
|  | HR    | <b>12</b>  | <b>9</b>   | <b>7</b>  | <b>14</b>                               |
|  | IT    | <b>6</b>   | <b>8</b>   | <b>9</b>  | <b>9</b>                                |
|  | CY    | <b>11</b>  | <b>14</b>  | <b>8</b>  | <b>12</b>                               |
|  | LV    | <b>14</b>  | <b>14</b>  | <b>11</b>   | <b>14</b>                               |
|  | LT    | <b>8</b>   | <b>8</b>   | <b>11</b>   | <b>8</b>                                |
|  | LU    | <b>4</b>   | <b>9</b>   | <b>11</b>   | <b>10</b>                               |
|  | HU    | <b>10</b>  | <b>8</b>   | <b>9</b>  | <b>11</b>                               |
|  | MT    | <b>10</b>  | <b>13</b>  | <b>11</b>   | <b>9</b>                                |
|  | NL    | <b>14</b>  | <b>10</b>  | <b>6</b>  | <b>7</b>                                |
|  | AT    | <b>7</b>   | <b>9</b>   | <b>8</b>  | <b>9</b>                                |
|  | PL    | <b>6</b>   | <b>7</b>   | <b>10</b>   | <b>13</b>                               |
|  | PT    | <b>12</b>  | <b>11</b>  | <b>11</b>   | <b>11</b>                               |
|  | RO    | <b>12</b>  | <b>14</b>  | <b>10</b>   | <b>13</b>                               |
|  | SI    | <b>10</b>  | <b>12</b>  | <b>5</b>  | <b>13</b>                               |
|  | SK    | <b>8</b>   | <b>12</b>  | <b>8</b>  | <b>13</b>                               |
|  | FI    | <b>9</b>   | <b>11</b>  | <b>9</b>  | <b>13</b>                               |
|  | SE    | <b>9</b>   | <b>8</b>   | <b>7</b>  | <b>12</b>                               |
|  | UK    | <b>12</b>  | <b>10</b>  | <b>11</b>   | <b>13</b>                               |

Q3.5 Au cours des 12 derniers mois, à quelle fréquence avez-vous utilisé Internet pour télécharger ou accéder (par ex. en streaming) à l'un des contenus suivants :






























Des jeux, téléchargés ou en ligne

Q3.5 Over the past 12 months, how frequently have you used the Internet to access (e.g. via streaming) or download any of the following:

Games, downloaded or online

Q3.5 Wie häufig haben Sie in den vergangenen 12 Monaten das Internet genutzt, um auf folgende Inhalte zuzugreifen (z. B. mittels Streaming) oder um solche Inhalte herunterzuladen?






























Spiele, als Download oder online

|   |       | Jamais       | Ne sais pas  | Total 'Au moins une fois'  |
|---|-------|--------------|--------------|----------------------------|
|   |       | Never        | Don't know   | Total 'At least once'      |
|   |       | Niemals      | Weiß nicht   | Gesamt 'Mindestens einmal' |
| %   |       | Flash EB 411 | Flash EB 411 | Flash EB 411               |
|    | EU 28 | <b>63</b>    | <b>0</b>     | <b>37</b>                  |
|    | BE    | <b>59</b>    | <b>0</b>     | <b>41</b>                  |
|    | BG    | <b>62</b>    | <b>1</b>     | <b>37</b>                  |
|    | CZ    | <b>63</b>    | <b>0</b>     | <b>37</b>                  |
|   | DK    | <b>56</b>    | <b>0</b>     | <b>44</b>                  |
|  | DE    | <b>65</b>    | <b>0</b>     | <b>35</b>                  |
|  | EE    | <b>70</b>    | <b>0</b>     | <b>30</b>                  |
|  | IE    | <b>65</b>    | <b>0</b>     | <b>35</b>                  |
|  | EL    | <b>59</b>    | <b>0</b>     | <b>41</b>                  |
|  | ES    | <b>69</b>    | <b>0</b>     | <b>31</b>                  |
|  | FR    | <b>65</b>    | <b>0</b>     | <b>35</b>                  |
|  | HR    | <b>58</b>    | <b>0</b>     | <b>42</b>                  |
|  | IT    | <b>68</b>    | <b>0</b>     | <b>32</b>                  |
|  | CY    | <b>55</b>    | <b>0</b>     | <b>45</b>                  |
|  | LV    | <b>47</b>    | <b>0</b>     | <b>53</b>                  |
|  | LT    | <b>65</b>    | <b>0</b>     | <b>35</b>                  |
|  | LU    | <b>66</b>    | <b>0</b>     | <b>34</b>                  |
|  | HU    | <b>62</b>    | <b>0</b>     | <b>38</b>                  |
|  | MT    | <b>57</b>    | <b>0</b>     | <b>43</b>                  |
|  | NL    | <b>63</b>    | <b>0</b>     | <b>37</b>                  |
|  | AT    | <b>67</b>    | <b>0</b>     | <b>33</b>                  |
|  | PL    | <b>64</b>    | <b>0</b>     | <b>36</b>                  |
|  | PT    | <b>55</b>    | <b>0</b>     | <b>45</b>                  |
|  | RO    | <b>51</b>    | <b>0</b>     | <b>49</b>                  |
|  | SI    | <b>60</b>    | <b>0</b>     | <b>40</b>                  |
|  | SK    | <b>58</b>    | <b>1</b>     | <b>41</b>                  |
|  | FI    | <b>58</b>    | <b>0</b>     | <b>42</b>                  |
|  | SE    | <b>64</b>    | <b>0</b>     | <b>36</b>                  |
|  | UK    | <b>54</b>    | <b>0</b>     | <b>46</b>                  |

Q4 Vous avez dit avoir utilisé Internet au cours des 12 derniers mois pour télécharger ou accéder à des contenus audiovisuels, comme des films, des séries, des clips vidéo et des programmes TV à l'exclusion du sport. Pour cela, avez-vous... ? (PLUSIEURS REPONSES POSSIBLES)

Q4 You mentioned that you have accessed or downloaded audio-visual content such as films, series, video clips and all TV content, excluding sports over the past 12 months. For this have you... (MULTIPLE ANSWERS POSSIBLE)

Q4 Sie haben angegeben, dass Sie in den letzten 12 Monaten auf audiovisuelle Inhalte, wie z. B. Filme, Serien, Video-Clips und Fernsehinhalte, mit Ausnahme von Sportinhalten, zugegriffen oder diese heruntergeladen haben. Haben Sie ...? (MEHRFACHNENNUNGEN MÖGLICH)






























|   |       | Téléchargé ou accédé gratuitement aux contenus que vous vouliez                        | Payé pour le contenu auquel vous avez accédé ou que vous avez téléchargé | Payé un abonnement en ligne (par exemple mensuel)                           | Ne sais pas  | Total 'Payé'         |
|---|-------|--|--|---|--------------|----------------------|
|   |       | Accessed or downloaded the contents you wanted for free                                | Paid per item downloaded or streamed                                     | Paid an online subscription (e.g. monthly)                                  | Don't know   | Total 'Paid'         |
|   |       | Auf die gewünschten Inhalte kostenlos zugegriffen oder diese kostenlos heruntergeladen | Dafür pro Download oder Stream bezahlt                                   | Dafür ein kostenpflichtiges Online-Abo abgeschlossen (z. B. ein Monats-Abo) | Weiß nicht   | Gesamt 'Hat bezahlt' |
| %   |       | Flash EB 411   | Flash EB 411   | Flash EB 411  | Flash EB 411 | Flash EB 411         |
|  | EU 28 | <b>80</b>  | <b>15</b>  | <b>20</b>   | <b>2</b>     | <b>30</b>            |
|  | BE    | <b>83</b>  | <b>16</b>  | <b>21</b>   | <b>3</b>     | <b>31</b>            |
|  | BG    | <b>89</b>  | <b>5</b>   | <b>7</b>  | <b>3</b>     | <b>13</b>            |
|  | CZ    | <b>89</b>  | <b>15</b>  | <b>10</b>   | <b>2</b>     | <b>23</b>            |
|  | DK    | <b>61</b>  | <b>13</b>  | <b>56</b>   | <b>2</b>     | <b>61</b>            |
|  | DE    | <b>81</b>  | <b>13</b>  | <b>18</b>   | <b>3</b>     | <b>27</b>            |
|  | EE    | <b>93</b>  | <b>10</b>  | <b>5</b>  | <b>1</b>     | <b>13</b>            |
|  | IE    | <b>68</b>  | <b>15</b>  | <b>34</b>   | <b>3</b>     | <b>44</b>            |
|  | EL    | <b>88</b>  | <b>5</b>   | <b>7</b>  | <b>2</b>     | <b>12</b>            |
|  | ES    | <b>89</b>  | <b>11</b>  | <b>11</b>   | <b>2</b>     | <b>19</b>            |
|  | FR    | <b>82</b>  | <b>15</b>  | <b>16</b>   | <b>3</b>     | <b>27</b>            |
|  | HR    | <b>72</b>  | <b>3</b>   | <b>24</b>   | <b>3</b>     | <b>28</b>            |
|  | IT    | <b>82</b>  | <b>14</b>  | <b>6</b>  | <b>3</b>     | <b>20</b>            |
|  | CY    | <b>81</b>  | <b>5</b>   | <b>18</b>   | <b>2</b>     | <b>22</b>            |
|  | LV    | <b>90</b>  | <b>7</b>   | <b>8</b>  | <b>3</b>     | <b>14</b>            |
|  | LT    | <b>76</b>  | <b>7</b>   | <b>24</b>   | <b>1</b>     | <b>30</b>            |
|  | LU    | <b>81</b>  | <b>16</b>  | <b>22</b>   | <b>4</b>     | <b>31</b>            |
|  | HU    | <b>88</b>  | <b>5</b>   | <b>12</b>   | <b>1</b>     | <b>16</b>            |
|  | MT    | <b>86</b>  | <b>10</b>  | <b>10</b>   | <b>1</b>     | <b>19</b>            |
|  | NL    | <b>79</b>  | <b>14</b>  | <b>29</b>   | <b>3</b>     | <b>37</b>            |
|  | AT    | <b>84</b>  | <b>11</b>  | <b>14</b>   | <b>2</b>     | <b>23</b>            |
|  | PL    | <b>75</b>  | <b>10</b>  | <b>20</b>   | <b>2</b>     | <b>30</b>            |
|  | PT    | <b>94</b>  | <b>4</b>   | <b>4</b>  | <b>1</b>     | <b>8</b>             |
|  | RO    | <b>88</b>  | <b>4</b>   | <b>11</b>   | <b>2</b>     | <b>15</b>            |
|  | SI    | <b>83</b>  | <b>2</b>   | <b>17</b>   | <b>3</b>     | <b>19</b>            |
|  | SK    | <b>76</b>  | <b>8</b>   | <b>14</b>   | <b>8</b>     | <b>21</b>            |
|  | FI    | <b>79</b>  | <b>10</b>  | <b>32</b>   | <b>3</b>     | <b>38</b>            |
|  | SE    | <b>69</b>  | <b>11</b>  | <b>42</b>   | <b>3</b>     | <b>49</b>            |
|  | UK    | <b>72</b>  | <b>34</b>  | <b>41</b>   | <b>2</b>     | <b>59</b>            |



Q5 Vous avez dit avoir utilisé Internet au cours des 12 derniers mois pour télécharger ou accéder à des programmes de sport. Pour cela, avez-vous... ? (PLUSIEURS REPONSES POSSIBLES)

Q5 You mentioned that you have accessed or downloaded sports over the past 12 months. For this have you... (MULTIPLE ANSWERS POSSIBLE)






























Q5 Sie haben angegeben, dass Sie in den letzten 12 Monaten auf Sportinhalte zugegriffen oder diese heruntergeladen haben. Haben Sie ...? (MEHRFACHNENNUNGEN MÖGLICH)

|   |       | Téléchargé ou accédé gratuitement aux contenus que vous vouliez                        | Payé pour le contenu auquel vous avez accédé ou que vous avez téléchargé | Payé un abonnement en ligne (par exemple mensuel)                           | Ne sais pas  | Total 'Payé'         |
|---|-------|--|--|---|--------------|----------------------|
|   |       | Accessed or downloaded the contents you wanted for free                                | Paid per item downloaded or streamed                                     | Paid an online subscription (e.g. monthly)                                  | Don't know   | Total 'Paid'         |
|   |       | Auf die gewünschten Inhalte kostenlos zugegriffen oder diese kostenlos heruntergeladen | Dafür pro Download oder Stream bezahlt                                   | Dafür ein kostenpflichtiges Online-Abo abgeschlossen (z. B. ein Monats-Abo) | Weiß nicht   | Gesamt 'Hat bezahlt' |
| %   |       | Flash EB 411   | Flash EB 411   | Flash EB 411  | Flash EB 411 | Flash EB 411         |
|  | EU 28 | <b>82</b>  | <b>7</b>   | <b>14</b>   | <b>4</b>     | <b>19</b>            |
|  | BE    | <b>79</b>  | <b>8</b>   | <b>19</b>   | <b>4</b>     | <b>26</b>            |
|  | BG    | <b>86</b>  | <b>3</b>   | <b>7</b>  | <b>5</b>     | <b>10</b>            |
|  | CZ    | <b>93</b>  | <b>1</b>   | <b>5</b>  | <b>3</b>     | <b>6</b>             |
|  | DK    | <b>76</b>  | <b>4</b>   | <b>19</b>   | <b>5</b>     | <b>22</b>            |
|  | DE    | <b>87</b>  | <b>3</b>   | <b>8</b>  | <b>4</b>     | <b>11</b>            |
|  | EE    | <b>83</b>  | <b>6</b>   | <b>13</b>   | <b>3</b>     | <b>18</b>            |
|  | IE    | <b>79</b>  | <b>5</b>   | <b>15</b>   | <b>4</b>     | <b>20</b>            |
|  | EL    | <b>90</b>  | <b>4</b>   | <b>6</b>  | <b>1</b>     | <b>10</b>            |
|  | ES    | <b>88</b>  | <b>6</b>   | <b>11</b>   | <b>6</b>     | <b>15</b>            |
|  | FR    | <b>81</b>  | <b>13</b>  | <b>16</b>   | <b>3</b>     | <b>24</b>            |
|  | HR    | <b>71</b>  | <b>4</b>   | <b>26</b>   | <b>5</b>     | <b>30</b>            |
|  | IT    | <b>81</b>  | <b>8</b>   | <b>8</b>  | <b>3</b>     | <b>16</b>            |
|  | CY    | <b>84</b>  | <b>7</b>   | <b>14</b>   | <b>2</b>     | <b>20</b>            |
|  | LV    | <b>88</b>  | <b>4</b>   | <b>7</b>  | <b>3</b>     | <b>11</b>            |
|  | LT    | <b>78</b>  | <b>3</b>   | <b>17</b>   | <b>5</b>     | <b>20</b>            |
|  | LU    | <b>87</b>  | <b>8</b>   | <b>16</b>   | <b>4</b>     | <b>20</b>            |
|  | HU    | <b>91</b>  | <b>2</b>   | <b>4</b>  | <b>3</b>     | <b>6</b>             |
|  | MT    | <b>89</b>  | <b>5</b>   | <b>7</b>  | <b>0</b>     | <b>12</b>            |
|  | NL    | <b>81</b>  | <b>5</b>   | <b>13</b>   | <b>6</b>     | <b>17</b>            |
|  | AT    | <b>89</b>  | <b>4</b>   | <b>6</b>  | <b>4</b>     | <b>11</b>            |
|  | PL    | <b>77</b>  | <b>4</b>   | <b>17</b>   | <b>4</b>     | <b>21</b>            |
|  | PT    | <b>95</b>  | <b>2</b>   | <b>4</b>  | <b>1</b>     | <b>5</b>             |
|  | RO    | <b>89</b>  | <b>2</b>   | <b>9</b>  | <b>1</b>     | <b>11</b>            |
|  | SI    | <b>77</b>  | <b>4</b>   | <b>15</b>   | <b>7</b>     | <b>20</b>            |
|  | SK    | <b>75</b>  | <b>8</b>   | <b>11</b>   | <b>10</b>    | <b>18</b>            |
|  | FI    | <b>75</b>  | <b>12</b>  | <b>16</b>   | <b>9</b>     | <b>25</b>            |
|  | SE    | <b>61</b>  | <b>10</b>  | <b>34</b>   | <b>5</b>     | <b>42</b>            |
|  | UK    | <b>69</b>  | <b>21</b>  | <b>30</b>   | <b>5</b>     | <b>43</b>            |

Q6 Vous avez dit avoir utilisé Internet pour télécharger ou accéder à de la musique, c'est-à-dire uniquement du contenu audio au cours des 12 derniers mois. Pour cela, avez-vous... ? (PLUSIEURS REPONSES POSSIBLES)

Q6 You mentioned that you have accessed or downloaded music, meaning only audio content over the past 12 months. For this have you... (MULTIPLE ANSWERS POSSIBLE)






























Q6 Sie haben angegeben, dass Sie in den letzten 12 Monaten auf Musik, d. h. ausschließlich Audio-Inhalte, zugegriffen oder diese heruntergeladen haben. Haben Sie ...? (MEHRFACHNENNUNGEN MÖGLICH)

|   |       | Téléchargé ou accédé gratuitement aux contenus que vous vouliez                        | Payé pour le contenu auquel vous avez accédé ou que vous avez téléchargé | Payé un abonnement en ligne (par exemple mensuel)                           | Ne sais pas  | Total 'Payé'         |
|---|-------|--|--|---|--------------|----------------------|
|   |       | Accessed or downloaded the contents you wanted for free                                | Paid per item downloaded or streamed                                     | Paid an online subscription (e.g. monthly)                                  | Don't know   | Total 'Paid'         |
|   |       | Auf die gewünschten Inhalte kostenlos zugegriffen oder diese kostenlos heruntergeladen | Dafür pro Download oder Stream bezahlt                                   | Dafür ein kostenpflichtiges Online-Abo abgeschlossen (z. B. ein Monats-Abo) | Weiß nicht   | Gesamt 'Hat bezahlt' |
| %   |       | Flash EB 411   | Flash EB 411   | Flash EB 411  | Flash EB 411 | Flash EB 411         |
|  | EU 28 | <b>77</b>  | <b>19</b>  | <b>12</b>   | <b>2</b>     | <b>29</b>            |
|  | BE    | <b>83</b>  | <b>16</b>  | <b>12</b>   | <b>3</b>     | <b>25</b>            |
|  | BG    | <b>88</b>  | <b>4</b>   | <b>5</b>  | <b>3</b>     | <b>9</b>             |
|  | CZ    | <b>90</b>  | <b>10</b>  | <b>6</b>  | <b>2</b>     | <b>15</b>            |
|  | DK    | <b>63</b>  | <b>11</b>  | <b>40</b>   | <b>2</b>     | <b>49</b>            |
|  | DE    | <b>72</b>  | <b>25</b>  | <b>12</b>   | <b>2</b>     | <b>35</b>            |
|  | EE    | <b>92</b>  | <b>7</b>   | <b>6</b>  | <b>1</b>     | <b>12</b>            |
|  | IE    | <b>70</b>  | <b>32</b>  | <b>12</b>   | <b>1</b>     | <b>42</b>            |
|  | EL    | <b>89</b>  | <b>7</b>   | <b>4</b>  | <b>2</b>     | <b>11</b>            |
|  | ES    | <b>88</b>  | <b>9</b>   | <b>7</b>  | <b>2</b>     | <b>16</b>            |
|  | FR    | <b>77</b>  | <b>15</b>  | <b>13</b>   | <b>2</b>     | <b>26</b>            |
|  | HR    | <b>75</b>  | <b>2</b>   | <b>22</b>   | <b>4</b>     | <b>24</b>            |
|  | IT    | <b>84</b>  | <b>14</b>  | <b>3</b>  | <b>1</b>     | <b>17</b>            |
|  | CY    | <b>86</b>  | <b>3</b>   | <b>14</b>   | <b>1</b>     | <b>16</b>            |
|  | LV    | <b>88</b>  | <b>8</b>   | <b>7</b>  | <b>1</b>     | <b>15</b>            |
|  | LT    | <b>80</b>  | <b>3</b>   | <b>19</b>   | <b>4</b>     | <b>21</b>            |
|  | LU    | <b>72</b>  | <b>33</b>  | <b>17</b>   | <b>2</b>     | <b>42</b>            |
|  | HU    | <b>89</b>  | <b>6</b>   | <b>8</b>  | <b>1</b>     | <b>14</b>            |
|  | MT    | <b>91</b>  | <b>3</b>   | <b>6</b>  | <b>2</b>     | <b>8</b>             |
|  | NL    | <b>72</b>  | <b>15</b>  | <b>18</b>   | <b>4</b>     | <b>31</b>            |
|  | AT    | <b>83</b>  | <b>22</b>  | <b>7</b>  | <b>2</b>     | <b>28</b>            |
|  | PL    | <b>82</b>  | <b>8</b>   | <b>12</b>   | <b>2</b>     | <b>20</b>            |
|  | PT    | <b>91</b>  | <b>6</b>   | <b>4</b>  | <b>2</b>     | <b>10</b>            |
|  | RO    | <b>89</b>  | <b>3</b>   | <b>7</b>  | <b>2</b>     | <b>11</b>            |
|  | SI    | <b>85</b>  | <b>4</b>   | <b>13</b>   | <b>3</b>     | <b>17</b>            |
|  | SK    | <b>82</b>  | <b>8</b>   | <b>9</b>  | <b>6</b>     | <b>17</b>            |
|  | FI    | <b>78</b>  | <b>8</b>   | <b>25</b>   | <b>3</b>     | <b>32</b>            |
|  | SE    | <b>42</b>  | <b>4</b>   | <b>59</b>   | <b>3</b>     | <b>61</b>            |
|  | UK    | <b>58</b>  | <b>55</b>  | <b>15</b>   | <b>3</b>     | <b>64</b>            |

Q7 Vous avez dit avoir utilisé Internet pour télécharger ou accéder à des e-books ou livres numériques au cours des 12 derniers mois. Pour cela, avez-vous... ? (PLUSIEURS REPONSES POSSIBLES)

Q7 You mentioned that you have accessed or downloaded e-books or digital books over the past 12 months. For this have you... (MULTIPLE ANSWERS POSSIBLE)






























Q7 Sie haben angegeben, dass Sie in den letzten 12 Monaten auf E-Books oder digitale Bücher zugegriffen oder diese heruntergeladen haben. Haben Sie ...? (MEHRFACHNENNUNGEN MÖGLICH)

|   |       | Téléchargé ou accédé gratuitement aux contenus que vous vouliez                        | Payé pour le contenu auquel vous avez accédé ou que vous avez téléchargé | Payé un abonnement en ligne (par exemple mensuel)                           | Ne sais pas  | Total 'Payé'         |
|---|-------|--|--|---|--------------|----------------------|
|   |       | Accessed or downloaded the contents you wanted for free                                | Paid per item downloaded or streamed                                     | Paid an online subscription (e.g. monthly)                                  | Don't know   | Total 'Paid'         |
|   |       | Auf die gewünschten Inhalte kostenlos zugegriffen oder diese kostenlos heruntergeladen | Dafür pro Download oder Stream bezahlt                                   | Dafür ein kostenpflichtiges Online-Abo abgeschlossen (z. B. ein Monats-Abo) | Weiß nicht   | Gesamt 'Hat bezahlt' |
| %   |       | Flash EB 411   | Flash EB 411   | Flash EB 411  | Flash EB 411 | Flash EB 411         |
|  | EU 28 | <b>64</b>  | <b>39</b>  | <b>8</b>  | <b>4</b>     | <b>46</b>            |
|  | BE    | <b>69</b>  | <b>28</b>  | <b>11</b>   | <b>6</b>     | <b>36</b>            |
|  | BG    | <b>82</b>  | <b>12</b>  | <b>3</b>  | <b>5</b>     | <b>16</b>            |
|  | CZ    | <b>71</b>  | <b>29</b>  | <b>8</b>  | <b>6</b>     | <b>37</b>            |
|  | DK    | <b>64</b>  | <b>30</b>  | <b>13</b>   | <b>8</b>     | <b>40</b>            |
|  | DE    | <b>46</b>  | <b>56</b>  | <b>8</b>  | <b>5</b>     | <b>63</b>            |
|  | EE    | <b>74</b>  | <b>28</b>  | <b>7</b>  | <b>4</b>     | <b>33</b>            |
|  | IE    | <b>39</b>  | <b>64</b>  | <b>9</b>  | <b>2</b>     | <b>69</b>            |
|  | EL    | <b>89</b>  | <b>8</b>   | <b>6</b>  | <b>1</b>     | <b>13</b>            |
|  | ES    | <b>79</b>  | <b>22</b>  | <b>9</b>  | <b>2</b>     | <b>30</b>            |
|  | FR    | <b>61</b>  | <b>40</b>  | <b>4</b>  | <b>4</b>     | <b>42</b>            |
|  | HR    | <b>75</b>  | <b>7</b>   | <b>14</b>   | <b>8</b>     | <b>20</b>            |
|  | IT    | <b>59</b>  | <b>43</b>  | <b>5</b>  | <b>2</b>     | <b>48</b>            |
|  | CY    | <b>76</b>  | <b>12</b>  | <b>15</b>   | <b>2</b>     | <b>27</b>            |
|  | LV    | <b>75</b>  | <b>17</b>  | <b>6</b>  | <b>7</b>     | <b>23</b>            |
|  | LT    | <b>68</b>  | <b>14</b>  | <b>21</b>   | <b>6</b>     | <b>34</b>            |
|  | LU    | <b>43</b>  | <b>57</b>  | <b>15</b>   | <b>5</b>     | <b>64</b>            |
|  | HU    | <b>82</b>  | <b>14</b>  | <b>6</b>  | <b>4</b>     | <b>20</b>            |
|  | MT    | <b>75</b>  | <b>22</b>  | <b>5</b>  | <b>1</b>     | <b>27</b>            |
|  | NL    | <b>57</b>  | <b>43</b>  | <b>5</b>  | <b>8</b>     | <b>47</b>            |
|  | AT    | <b>48</b>  | <b>46</b>  | <b>7</b>  | <b>7</b>     | <b>52</b>            |
|  | PL    | <b>69</b>  | <b>24</b>  | <b>13</b>   | <b>3</b>     | <b>36</b>            |
|  | PT    | <b>86</b>  | <b>9</b>   | <b>4</b>  | <b>3</b>     | <b>13</b>            |
|  | RO    | <b>84</b>  | <b>11</b>  | <b>6</b>  | <b>3</b>     | <b>18</b>            |
|  | SI    | <b>75</b>  | <b>11</b>  | <b>11</b>   | <b>8</b>     | <b>21</b>            |
|  | SK    | <b>73</b>  | <b>11</b>  | <b>9</b>  | <b>13</b>    | <b>19</b>            |
|  | FI    | <b>69</b>  | <b>27</b>  | <b>6</b>  | <b>9</b>     | <b>31</b>            |
|  | SE    | <b>62</b>  | <b>22</b>  | <b>17</b>   | <b>5</b>     | <b>39</b>            |
|  | UK    | <b>55</b>  | <b>75</b>  | <b>9</b>  | <b>4</b>     | <b>79</b>            |

Q8 Vous avez dit avoir utilisé Internet pour télécharger ou accéder à des jeux au cours des 12 derniers mois. Pour cela, avez-vous... ? (PLUSIEURS REPONSES POSSIBLES)

Q8 You mentioned that you have accessed or downloaded games over the past 12 months. For this have you... (MULTIPLE ANSWERS POSSIBLE)






























Q8 Sie haben angegeben, dass Sie in den letzten 12 Monaten auf Spiele zugegriffen oder diese heruntergeladen haben. Haben Sie ...? (MEHRFACHNENNUNGEN MÖGLICH)

|   |       | Téléchargé ou accédé gratuitement aux contenus que vous vouliez                        | Payé pour le contenu auquel vous avez accédé ou que vous avez téléchargé | Payé un abonnement en ligne (par exemple mensuel)                           | Commencé à jouer gratuitement mais avez ensuite acheté des éléments liés au jeu             | Ne sais pas  | Total 'Payé'         |
|---|-------|--|--|---|---|--------------|----------------------|
|   |       | Accessed or downloaded the contents you wanted for free                                | Paid per item downloaded or streamed                                     | Paid an online subscription (e.g. monthly)                                  | Started to play for free, but then purchased items related to the game                      | Don't know   | Total 'Paid'         |
|   |       | Auf die gewünschten Inhalte kostenlos zugegriffen oder diese kostenlos heruntergeladen | Dafür pro Download oder Stream bezahlt                                   | Dafür ein kostenpflichtiges Online-Abo abgeschlossen (z. B. ein Monats-Abo) | Zuerst kostenlos gespielt, aber dann bestimmte Items im Zusammenhang mit dem Spiel erworben | Weiß nicht   | Gesamt 'Hat bezahlt' |
| %   |       | Flash EB 411   | Flash EB 411   | Flash EB 411  | Flash EB 411  | Flash EB 411 | Flash EB 411         |
|  | EU 28 | <b>76</b>  | <b>20</b>  | <b>8</b>  | <b>16</b>   | <b>3</b>     | <b>34</b>            |
|  | BE    | <b>83</b>  | <b>15</b>  | <b>9</b>  | <b>20</b>   | <b>2</b>     | <b>33</b>            |
|  | BG    | <b>82</b>  | <b>7</b>   | <b>3</b>  | <b>10</b>   | <b>4</b>     | <b>19</b>            |
|  | CZ    | <b>80</b>  | <b>12</b>  | <b>6</b>  | <b>18</b>   | <b>2</b>     | <b>31</b>            |
|  | DK    | <b>68</b>  | <b>27</b>  | <b>9</b>  | <b>23</b>   | <b>3</b>     | <b>46</b>            |
|  | DE    | <b>69</b>  | <b>19</b>  | <b>7</b>  | <b>15</b>   | <b>3</b>     | <b>36</b>            |
|  | EE    | <b>82</b>  | <b>16</b>  | <b>2</b>  | <b>12</b>   | <b>2</b>     | <b>25</b>            |
|  | IE    | <b>62</b>  | <b>28</b>  | <b>6</b>  | <b>21</b>   | <b>2</b>     | <b>46</b>            |
|  | EL    | <b>77</b>  | <b>10</b>  | <b>5</b>  | <b>15</b>   | <b>1</b>     | <b>26</b>            |
|  | ES    | <b>80</b>  | <b>13</b>  | <b>6</b>  | <b>14</b>   | <b>3</b>     | <b>28</b>            |
|  | FR    | <b>78</b>  | <b>22</b>  | <b>6</b>  | <b>16</b>   | <b>5</b>     | <b>30</b>            |
|  | HR    | <b>72</b>  | <b>3</b>   | <b>16</b>   | <b>7</b>  | <b>6</b>     | <b>26</b>            |
|  | IT    | <b>85</b>  | <b>11</b>  | <b>1</b>  | <b>7</b>  | <b>1</b>     | <b>19</b>            |
|  | CY    | <b>78</b>  | <b>4</b>   | <b>11</b>   | <b>5</b>  | <b>3</b>     | <b>20</b>            |
|  | LV    | <b>85</b>  | <b>8</b>   | <b>2</b>  | <b>10</b>   | <b>4</b>     | <b>18</b>            |
|  | LT    | <b>70</b>  | <b>11</b>  | <b>19</b>   | <b>9</b>  | <b>1</b>     | <b>37</b>            |
|  | LU    | <b>77</b>  | <b>20</b>  | <b>5</b>  | <b>19</b>   | <b>1</b>     | <b>37</b>            |
|  | HU    | <b>67</b>  | <b>5</b>   | <b>10</b>   | <b>24</b>   | <b>5</b>     | <b>36</b>            |
|  | MT    | <b>84</b>  | <b>12</b>  | <b>2</b>  | <b>6</b>  | <b>1</b>     | <b>19</b>            |
|  | NL    | <b>79</b>  | <b>24</b>  | <b>8</b>  | <b>13</b>   | <b>3</b>     | <b>36</b>            |
|  | AT    | <b>68</b>  | <b>16</b>  | <b>10</b>   | <b>14</b>   | <b>4</b>     | <b>36</b>            |
|  | PL    | <b>70</b>  | <b>14</b>  | <b>8</b>  | <b>13</b>   | <b>6</b>     | <b>31</b>            |
|  | PT    | <b>82</b>  | <b>6</b>   | <b>4</b>  | <b>10</b>   | <b>3</b>     | <b>19</b>            |
|  | RO    | <b>87</b>  | <b>6</b>   | <b>5</b>  | <b>6</b>  | <b>1</b>     | <b>15</b>            |
|  | SI    | <b>80</b>  | <b>4</b>   | <b>7</b>  | <b>5</b>  | <b>6</b>     | <b>15</b>            |
|  | SK    | <b>73</b>  | <b>10</b>  | <b>6</b>  | <b>9</b>  | <b>6</b>     | <b>25</b>            |
|  | FI    | <b>74</b>  | <b>34</b>  | <b>10</b>   | <b>15</b>   | <b>5</b>     | <b>42</b>            |
|  | SE    | <b>71</b>  | <b>30</b>  | <b>11</b>   | <b>19</b>   | <b>3</b>     | <b>49</b>            |
|  | UK    | <b>74</b>  | <b>45</b>  | <b>17</b>   | <b>28</b>   | <b>3</b>     | <b>57</b>            |

Q9R En pensant à tous les types de contenus que vous avez téléchargés ou auxquels vous avez accédé au cours des 12 derniers mois, quel(s) site(s) Internet avez-vous utilisé(s) ? (NE PAS LIRE – PLUSIEURS REPONSES POSSIBLES)

Q9R Thinking about all the types of content you have accessed or downloaded over the past 12 months, which website(s) have you used? (DO NOT READ OUT – MULTIPLE ANSWERS POSSIBLE)

Q9R Denken Sie jetzt bitte an alle Arten von Inhalten, auf die Sie in den letzten 12 Monaten zugegriffen oder die Sie heruntergeladen haben: Welche Webseite(n) haben Sie dafür genutzt? (NICHT VORLESEN - MEHRFACHANTWORTEN MÖGLICH)

|   |       | Musique         | Audiovisuel<br>(sports inclus)                  | Livres          | Jeux            | Sites Web<br>offrant<br>différents type<br>de contenu | Autres          | Ne sais pas     |
|---|-------|-----------------|---|-----------------|-----------------|---|-----------------|-----------------|
|   |       | Music           | Audiovisuel<br>(incl.sports)                    | Books           | Games           | Website<br>offering<br>different types<br>of content  | Other           | Don't know      |
|   |       | Musik           | Audiovisuelle<br>Inhalte (mit<br>Sportinhalten) | Bücher          | Spiele          | Website, die<br>verschiedene<br>Inhalte<br>anbieten   | Sonstige        | Weiß nicht      |
| %   |       | Flash EB<br>411 | Flash EB<br>411                                 | Flash EB<br>411 | Flash EB<br>411 | Flash EB<br>411                                       | Flash EB<br>411 | Flash EB<br>411 |
|    | EU 28 | <b>9</b>        | <b>48</b>                                       | <b>1</b>        | <b>0</b>        | <b>28</b>   | <b>47</b>       | <b>16</b>       |
|    | BE    | <b>11</b>       | <b>50</b>                                       | <b>1</b>        | <b>1</b>        | <b>23</b>   | <b>53</b>       | <b>13</b>       |
|    | BG    | <b>1</b>        | <b>51</b>                                       | <b>0</b>        | <b>0</b>        | <b>7</b>  | <b>45</b>       | <b>23</b>       |
|   | CZ    | <b>2</b>        | <b>46</b>                                       | <b>0</b>        | <b>0</b>        | <b>13</b>   | <b>65</b>       | <b>15</b>       |
|  | DK    | <b>25</b>       | <b>68</b>                                       | <b>18</b>       | <b>0</b>        | <b>26</b>   | <b>40</b>       | <b>9</b>        |
|  | DE    | <b>8</b>        | <b>44</b>                                       | <b>1</b>        | <b>1</b>        | <b>40</b>   | <b>39</b>       | <b>17</b>       |
|  | EE    | <b>13</b>       | <b>67</b>                                       | <b>4</b>        | <b>0</b>        | <b>11</b>   | <b>48</b>       | <b>12</b>       |
|  | IE    | <b>12</b>       | <b>60</b>                                       | <b>0</b>        | <b>0</b>        | <b>39</b>   | <b>48</b>       | <b>9</b>        |
|  | EL    | <b>2</b>        | <b>40</b>                                       | <b>0</b>        | <b>0</b>        | <b>15</b>   | <b>48</b>       | <b>22</b>       |
|  | ES    | <b>8</b>        | <b>23</b>                                       | <b>1</b>        | <b>0</b>        | <b>15</b>   | <b>56</b>       | <b>23</b>       |
|  | FR    | <b>19</b>       | <b>50</b>                                       | <b>1</b>        | <b>1</b>        | <b>19</b>   | <b>52</b>       | <b>13</b>       |
|  | HR    | <b>0</b>        | <b>65</b>                                       | <b>0</b>        | <b>0</b>        | <b>1</b>  | <b>52</b>       | <b>14</b>       |
|  | IT    | <b>3</b>        | <b>47</b>                                       | <b>2</b>        | <b>0</b>        | <b>29</b>   | <b>34</b>       | <b>16</b>       |
|  | CY    | <b>1</b>        | <b>70</b>                                       | <b>0</b>        | <b>0</b>        | <b>48</b>   | <b>39</b>       | <b>5</b>        |
|  | LV    | <b>6</b>        | <b>45</b>                                       | <b>0</b>        | <b>8</b>        | <b>14</b>   | <b>59</b>       | <b>21</b>       |
|  | LT    | <b>5</b>        | <b>66</b>                                       | <b>3</b>        | <b>5</b>        | <b>24</b>   | <b>59</b>       | <b>10</b>       |
|  | LU    | <b>7</b>        | <b>56</b>                                       | <b>0</b>        | <b>3</b>        | <b>53</b>   | <b>40</b>       | <b>9</b>        |
|  | HU    | <b>3</b>        | <b>71</b>                                       | <b>1</b>        | <b>0</b>        | <b>30</b>   | <b>42</b>       | <b>8</b>        |
|  | MT    | <b>2</b>        | <b>36</b>                                       | <b>0</b>        | <b>0</b>        | <b>11</b>   | <b>66</b>       | <b>11</b>       |
|  | NL    | <b>14</b>       | <b>52</b>                                       | <b>6</b>        | <b>0</b>        | <b>20</b>   | <b>48</b>       | <b>12</b>       |
|  | AT    | <b>2</b>        | <b>66</b>                                       | <b>0</b>        | <b>1</b>        | <b>33</b>   | <b>50</b>       | <b>10</b>       |
|  | PL    | <b>2</b>        | <b>40</b>                                       | <b>0</b>        | <b>0</b>        | <b>15</b>   | <b>56</b>       | <b>22</b>       |
|  | PT    | <b>4</b>        | <b>44</b>                                       | <b>0</b>        | <b>0</b>        | <b>17</b>   | <b>51</b>       | <b>23</b>       |
|  | RO    | <b>0</b>        | <b>39</b>                                       | <b>0</b>        | <b>0</b>        | <b>28</b>   | <b>49</b>       | <b>23</b>       |
|  | SI    | <b>0</b>        | <b>89</b>                                       | <b>0</b>        | <b>0</b>        | <b>11</b>   | <b>23</b>       | <b>3</b>        |
|  | SK    | <b>3</b>        | <b>61</b>                                       | <b>0</b>        | <b>0</b>        | <b>6</b>  | <b>41</b>       | <b>14</b>       |
|  | FI    | <b>24</b>       | <b>65</b>                                       | <b>0</b>        | <b>1</b>        | <b>8</b>  | <b>61</b>       | <b>12</b>       |
|  | SE    | <b>52</b>       | <b>73</b>                                       | <b>1</b>        | <b>0</b>        | <b>18</b>   | <b>48</b>       | <b>9</b>        |
|  | UK    | <b>10</b>       | <b>53</b>                                       | <b>1</b>        | <b>0</b>        | <b>52</b>   | <b>45</b>       | <b>9</b>        |

Q10.1 Pour chacun des types de contenus suivants que vous pouvez télécharger ou auxquels vous pouvez accéder sur Internet en (NOTRE PAYS), diriez-vous que vous trouvez ce que vous cherchez...






























Les contenus audiovisuels, comme des films, des séries, des clips vidéo et tous les programmes TV sauf le sport

Q10.1 For each of the following types of content that you can access or download on the Internet in (OUR COUNTRY), would you say that you find what you are looking for...

Audio-visual content such as films, series, video clips and all TV content, excluding sports

Q10.1 Bitte sagen Sie mir für jede der folgenden Arten von Inhalten, auf die Sie in (UNSEREM LAND) im Internet zugreifen können bzw. die Sie in (UNSEREM LAND) im Internet herunterladen können, ob Sie sagen würden, dass Sie immer, häufig, selten oder niemals das finden, wonach Sie suchen.

Audiovisuelle Inhalte, wie z. B. Filme, Serien, Video-Clips und alle Fernsehhalte, mit Ausnahme von Sportinhalten

|   |       | Toujours     | Souvent      | Rarement     | Jamais       | Ne sais pas  | Total 'Peut trouver' |
|---|-------|--------------|--------------|--------------|--------------|--------------|----------------------|
|   |       | Always       | Oftentimes   | Rarely       | Never        | Don't know   | Total 'Can find'     |
|   |       | Immer        | Häufig       | Selten       | Niemals      | Weiß nicht   | Gesamt 'Kann finden' |
| %   |       | Flash EB 411 | Flash EB 411 | Flash EB 411 | Flash EB 411 | Flash EB 411 | Flash EB 411         |
|    | EU 28 | <b>32</b>    | <b>50</b>    | <b>12</b>    | <b>3</b>     | <b>3</b>     | <b>94</b>            |
|    | BE    | <b>25</b>    | <b>54</b>    | <b>16</b>    | <b>4</b>     | <b>1</b>     | <b>95</b>            |
|    | BG    | <b>45</b>    | <b>38</b>    | <b>14</b>    | <b>1</b>     | <b>2</b>     | <b>97</b>            |
|    | CZ    | <b>31</b>    | <b>56</b>    | <b>10</b>    | <b>1</b>     | <b>2</b>     | <b>97</b>            |
|    | DK    | <b>30</b>    | <b>55</b>    | <b>9</b>     | <b>1</b>     | <b>5</b>     | <b>94</b>            |
|    | DE    | <b>30</b>    | <b>46</b>    | <b>14</b>    | <b>5</b>     | <b>5</b>     | <b>90</b>            |
|  | EE    | <b>51</b>    | <b>37</b>    | <b>8</b>     | <b>1</b>     | <b>3</b>     | <b>96</b>            |
|  | IE    | <b>33</b>    | <b>55</b>    | <b>8</b>     | <b>2</b>     | <b>2</b>     | <b>96</b>            |
|  | EL    | <b>31</b>    | <b>53</b>    | <b>12</b>    | <b>3</b>     | <b>1</b>     | <b>96</b>            |
|  | ES    | <b>31</b>    | <b>53</b>    | <b>11</b>    | <b>3</b>     | <b>2</b>     | <b>95</b>            |
|  | FR    | <b>31</b>    | <b>53</b>    | <b>11</b>    | <b>3</b>     | <b>2</b>     | <b>95</b>            |
|  | HR    | <b>36</b>    | <b>41</b>    | <b>17</b>    | <b>4</b>     | <b>2</b>     | <b>94</b>            |
|  | IT    | <b>24</b>    | <b>53</b>    | <b>18</b>    | <b>2</b>     | <b>3</b>     | <b>95</b>            |
|  | CY    | <b>48</b>    | <b>40</b>    | <b>8</b>     | <b>2</b>     | <b>2</b>     | <b>96</b>            |
|  | LV    | <b>36</b>    | <b>44</b>    | <b>12</b>    | <b>4</b>     | <b>4</b>     | <b>92</b>            |
|  | LT    | <b>38</b>    | <b>46</b>    | <b>11</b>    | <b>2</b>     | <b>3</b>     | <b>95</b>            |
|  | LU    | <b>25</b>    | <b>63</b>    | <b>8</b>     | <b>2</b>     | <b>2</b>     | <b>96</b>            |
|  | HU    | <b>51</b>    | <b>37</b>    | <b>10</b>    | <b>0</b>     | <b>2</b>     | <b>98</b>            |
|  | MT    | <b>51</b>    | <b>31</b>    | <b>10</b>    | <b>6</b>     | <b>2</b>     | <b>92</b>            |
|  | NL    | <b>26</b>    | <b>55</b>    | <b>11</b>    | <b>3</b>     | <b>5</b>     | <b>92</b>            |
|  | AT    | <b>34</b>    | <b>50</b>    | <b>8</b>     | <b>4</b>     | <b>4</b>     | <b>92</b>            |
|  | PL    | <b>31</b>    | <b>49</b>    | <b>16</b>    | <b>2</b>     | <b>2</b>     | <b>96</b>            |
|  | PT    | <b>42</b>    | <b>43</b>    | <b>9</b>     | <b>3</b>     | <b>3</b>     | <b>94</b>            |
|  | RO    | <b>40</b>    | <b>37</b>    | <b>18</b>    | <b>3</b>     | <b>2</b>     | <b>95</b>            |
|  | SI    | <b>52</b>    | <b>35</b>    | <b>9</b>     | <b>3</b>     | <b>1</b>     | <b>96</b>            |
|  | SK    | <b>34</b>    | <b>32</b>    | <b>23</b>    | <b>6</b>     | <b>5</b>     | <b>89</b>            |
|  | FI    | <b>30</b>    | <b>56</b>    | <b>10</b>    | <b>2</b>     | <b>2</b>     | <b>96</b>            |
|  | SE    | <b>26</b>    | <b>64</b>    | <b>6</b>     | <b>1</b>     | <b>3</b>     | <b>96</b>            |
|  | UK    | <b>38</b>    | <b>54</b>    | <b>5</b>     | <b>2</b>     | <b>1</b>     | <b>97</b>            |

Q10.2 Pour chacun des types de contenus suivants que vous pouvez télécharger ou auxquels vous pouvez accéder sur Internet en (NOTRE PAYS), diriez-vous que vous trouvez ce que vous cherchez...






























Les programmes de sport

Q10.2 For each of the following types of content that you can access or download on the Internet in (OUR COUNTRY), would you say that you find what you are looking for...

Sports

Q10.2 Bitte sagen Sie mir für jede der folgenden Arten von Inhalten, auf die Sie in (UNSEREM LAND) im Internet zugreifen können bzw. die Sie in (UNSEREM LAND) im Internet herunterladen können, ob Sie sagen würden, dass Sie immer, häufig, selten oder niemals das finden, wonach Sie suchen.

Sportinhalte

|   |       | Toujours     | Souvent      | Rarement     | Jamais       | Ne sais pas  | Total 'Peut trouver' |
|---|-------|--------------|--------------|--------------|--------------|--------------|----------------------|
|   |       | Always       | Oftentimes   | Rarely       | Never        | Don't know   | Total 'Can find'     |
|   |       | Immer        | Häufig       | Selten       | Niemals      | Weiß nicht   | Gesamt 'Kann finden' |
| %   |       | Flash EB 411 | Flash EB 411 | Flash EB 411 | Flash EB 411 | Flash EB 411 | Flash EB 411         |
|    | EU 28 | <b>43</b>    | <b>38</b>    | <b>12</b>    | <b>4</b>     | <b>3</b>     | <b>93</b>            |
|    | BE    | <b>33</b>    | <b>46</b>    | <b>13</b>    | <b>4</b>     | <b>4</b>     | <b>92</b>            |
|    | BG    | <b>57</b>    | <b>25</b>    | <b>12</b>    | <b>3</b>     | <b>3</b>     | <b>94</b>            |
|    | CZ    | <b>42</b>    | <b>40</b>    | <b>12</b>    | <b>3</b>     | <b>3</b>     | <b>94</b>            |
|    | DK    | <b>41</b>    | <b>40</b>    | <b>10</b>    | <b>2</b>     | <b>7</b>     | <b>91</b>            |
|    | DE    | <b>43</b>    | <b>39</b>    | <b>12</b>    | <b>2</b>     | <b>4</b>     | <b>94</b>            |
|  | EE    | <b>50</b>    | <b>34</b>    | <b>11</b>    | <b>0</b>     | <b>5</b>     | <b>95</b>            |
|  | IE    | <b>46</b>    | <b>43</b>    | <b>8</b>     | <b>1</b>     | <b>2</b>     | <b>97</b>            |
|  | EL    | <b>45</b>    | <b>36</b>    | <b>15</b>    | <b>3</b>     | <b>1</b>     | <b>96</b>            |
|  | ES    | <b>52</b>    | <b>31</b>    | <b>8</b>     | <b>5</b>     | <b>4</b>     | <b>91</b>            |
|  | FR    | <b>36</b>    | <b>50</b>    | <b>7</b>     | <b>6</b>     | <b>1</b>     | <b>93</b>            |
|  | HR    | <b>41</b>    | <b>32</b>    | <b>20</b>    | <b>4</b>     | <b>3</b>     | <b>93</b>            |
|  | IT    | <b>41</b>    | <b>38</b>    | <b>14</b>    | <b>3</b>     | <b>4</b>     | <b>93</b>            |
|  | CY    | <b>56</b>    | <b>35</b>    | <b>7</b>     | <b>2</b>     | <b>0</b>     | <b>98</b>            |
|  | LV    | <b>39</b>    | <b>37</b>    | <b>15</b>    | <b>4</b>     | <b>5</b>     | <b>91</b>            |
|  | LT    | <b>49</b>    | <b>31</b>    | <b>8</b>     | <b>6</b>     | <b>6</b>     | <b>88</b>            |
|  | LU    | <b>31</b>    | <b>45</b>    | <b>17</b>    | <b>5</b>     | <b>2</b>     | <b>93</b>            |
|  | HU    | <b>62</b>    | <b>25</b>    | <b>6</b>     | <b>3</b>     | <b>4</b>     | <b>93</b>            |
|  | MT    | <b>67</b>    | <b>21</b>    | <b>6</b>     | <b>5</b>     | <b>1</b>     | <b>94</b>            |
|  | NL    | <b>41</b>    | <b>41</b>    | <b>9</b>     | <b>6</b>     | <b>3</b>     | <b>91</b>            |
|  | AT    | <b>43</b>    | <b>36</b>    | <b>12</b>    | <b>4</b>     | <b>5</b>     | <b>91</b>            |
|  | PL    | <b>41</b>    | <b>36</b>    | <b>17</b>    | <b>3</b>     | <b>3</b>     | <b>94</b>            |
|  | PT    | <b>56</b>    | <b>33</b>    | <b>7</b>     | <b>1</b>     | <b>3</b>     | <b>96</b>            |
|  | RO    | <b>45</b>    | <b>28</b>    | <b>20</b>    | <b>4</b>     | <b>3</b>     | <b>93</b>            |
|  | SI    | <b>59</b>    | <b>25</b>    | <b>8</b>     | <b>7</b>     | <b>1</b>     | <b>92</b>            |
|  | SK    | <b>40</b>    | <b>27</b>    | <b>19</b>    | <b>9</b>     | <b>5</b>     | <b>86</b>            |
|  | FI    | <b>37</b>    | <b>43</b>    | <b>13</b>    | <b>5</b>     | <b>2</b>     | <b>93</b>            |
|  | SE    | <b>35</b>    | <b>46</b>    | <b>10</b>    | <b>4</b>     | <b>5</b>     | <b>91</b>            |
|  | UK    | <b>43</b>    | <b>45</b>    | <b>8</b>     | <b>3</b>     | <b>1</b>     | <b>96</b>            |

Q10.3 Pour chacun des types de contenus suivants que vous pouvez télécharger ou auxquels vous pouvez accéder sur Internet en (NOTRE PAYS), diriez-vous que vous trouvez ce que vous cherchez...






























La musique, c'est-à-dire uniquement des contenus audio

Q10.3 For each of the following types of content that you can access or download on the Internet in (OUR COUNTRY), would you say that you find what you are looking for...

Music, meaning only audio content

Q10.3 Bitte sagen Sie mir für jede der folgenden Arten von Inhalten, auf die Sie in (UNSEREM LAND) im Internet zugreifen können bzw. die Sie in (UNSEREM LAND) im Internet herunterladen können, ob Sie sagen würden, dass Sie immer, häufig, selten oder niemals das finden, wonach Sie suchen.

Musik, d. h. ausschließlich Audio-Inhalte

|   |       | Toujours     | Souvent      | Rarement     | Jamais       | Ne sais pas  | Total 'Peut trouver' |
|---|-------|--------------|--------------|--------------|--------------|--------------|----------------------|
|   |       | Always       | Oftentimes   | Rarely       | Never        | Don't know   | Total 'Can find'     |
|   |       | Immer        | Häufig       | Selten       | Niemals      | Weiß nicht   | Gesamt 'Kann finden' |
| %   |       | Flash EB 411 | Flash EB 411 | Flash EB 411 | Flash EB 411 | Flash EB 411 | Flash EB 411         |
|    | EU 28 | <b>49</b>    | <b>39</b>    | <b>8</b>     | <b>2</b>     | <b>2</b>     | <b>96</b>            |
|    | BE    | <b>46</b>    | <b>41</b>    | <b>9</b>     | <b>3</b>     | <b>1</b>     | <b>96</b>            |
|    | BG    | <b>57</b>    | <b>30</b>    | <b>10</b>    | <b>2</b>     | <b>1</b>     | <b>97</b>            |
|    | CZ    | <b>52</b>    | <b>37</b>    | <b>8</b>     | <b>1</b>     | <b>2</b>     | <b>97</b>            |
|    | DK    | <b>55</b>    | <b>40</b>    | <b>2</b>     | <b>1</b>     | <b>2</b>     | <b>97</b>            |
|    | DE    | <b>43</b>    | <b>41</b>    | <b>11</b>    | <b>3</b>     | <b>2</b>     | <b>95</b>            |
|  | EE    | <b>66</b>    | <b>29</b>    | <b>4</b>     | <b>0</b>     | <b>1</b>     | <b>99</b>            |
|  | IE    | <b>60</b>    | <b>32</b>    | <b>6</b>     | <b>1</b>     | <b>1</b>     | <b>98</b>            |
|  | EL    | <b>48</b>    | <b>39</b>    | <b>10</b>    | <b>3</b>     | <b>0</b>     | <b>97</b>            |
|  | ES    | <b>50</b>    | <b>37</b>    | <b>8</b>     | <b>2</b>     | <b>3</b>     | <b>95</b>            |
|  | FR    | <b>51</b>    | <b>43</b>    | <b>5</b>     | <b>1</b>     | <b>0</b>     | <b>99</b>            |
|  | HR    | <b>48</b>    | <b>34</b>    | <b>14</b>    | <b>3</b>     | <b>1</b>     | <b>96</b>            |
|  | IT    | <b>47</b>    | <b>42</b>    | <b>8</b>     | <b>1</b>     | <b>2</b>     | <b>97</b>            |
|  | CY    | <b>62</b>    | <b>30</b>    | <b>5</b>     | <b>2</b>     | <b>1</b>     | <b>97</b>            |
|  | LV    | <b>53</b>    | <b>31</b>    | <b>11</b>    | <b>2</b>     | <b>3</b>     | <b>95</b>            |
|  | LT    | <b>51</b>    | <b>34</b>    | <b>9</b>     | <b>3</b>     | <b>3</b>     | <b>94</b>            |
|  | LU    | <b>49</b>    | <b>41</b>    | <b>7</b>     | <b>1</b>     | <b>2</b>     | <b>97</b>            |
|  | HU    | <b>66</b>    | <b>27</b>    | <b>4</b>     | <b>1</b>     | <b>2</b>     | <b>97</b>            |
|  | MT    | <b>58</b>    | <b>28</b>    | <b>10</b>    | <b>3</b>     | <b>1</b>     | <b>96</b>            |
|  | NL    | <b>42</b>    | <b>43</b>    | <b>8</b>     | <b>3</b>     | <b>4</b>     | <b>93</b>            |
|  | AT    | <b>48</b>    | <b>43</b>    | <b>6</b>     | <b>1</b>     | <b>2</b>     | <b>97</b>            |
|  | PL    | <b>44</b>    | <b>40</b>    | <b>13</b>    | <b>1</b>     | <b>2</b>     | <b>97</b>            |
|  | PT    | <b>58</b>    | <b>32</b>    | <b>8</b>     | <b>1</b>     | <b>1</b>     | <b>98</b>            |
|  | RO    | <b>51</b>    | <b>33</b>    | <b>13</b>    | <b>1</b>     | <b>2</b>     | <b>97</b>            |
|  | SI    | <b>63</b>    | <b>27</b>    | <b>5</b>     | <b>3</b>     | <b>2</b>     | <b>95</b>            |
|  | SK    | <b>46</b>    | <b>30</b>    | <b>17</b>    | <b>3</b>     | <b>4</b>     | <b>93</b>            |
|  | FI    | <b>46</b>    | <b>45</b>    | <b>6</b>     | <b>1</b>     | <b>2</b>     | <b>97</b>            |
|  | SE    | <b>44</b>    | <b>49</b>    | <b>3</b>     | <b>1</b>     | <b>3</b>     | <b>96</b>            |
|  | UK    | <b>56</b>    | <b>39</b>    | <b>3</b>     | <b>0</b>     | <b>2</b>     | <b>98</b>            |



Q10.4 Pour chacun des types de contenus suivants que vous pouvez télécharger ou auxquels vous pouvez accéder sur Internet en (NOTRE PAYS), diriez-vous que vous trouvez ce que vous cherchez...






























Les e-books ou des livres numériques

Q10.4 For each of the following types of content that you can access or download on the Internet in (OUR COUNTRY), would you say that you find what you are looking for...

E-books or digital books

Q10.4 Bitte sagen Sie mir für jede der folgenden Arten von Inhalten, auf die Sie in (UNSEREM LAND) im Internet zugreifen können bzw. die Sie in (UNSEREM LAND) im Internet herunterladen können, ob Sie sagen würden, dass Sie immer, häufig, selten oder niemals das finden, wonach Sie suchen.

E-Books oder digitale Bücher

|   |       | Toujours     | Souvent      | Rarement     | Jamais       | Ne sais pas  | Total 'Peut trouver' |
|---|-------|--------------|--------------|--------------|--------------|--------------|----------------------|
|   |       | Always       | Oftentimes   | Rarely       | Never        | Don't know   | Total 'Can find'     |
|   |       | Immer        | Häufig       | Selten       | Niemals      | Weiß nicht   | Gesamt 'Kann finden' |
| %   |       | Flash EB 411 | Flash EB 411 | Flash EB 411 | Flash EB 411 | Flash EB 411 | Flash EB 411         |
|    | EU 28 | <b>31</b>    | <b>41</b>    | <b>20</b>    | <b>4</b>     | <b>4</b>     | <b>92</b>            |
|    | BE    | <b>21</b>    | <b>39</b>    | <b>25</b>    | <b>10</b>    | <b>5</b>     | <b>85</b>            |
|    | BG    | <b>31</b>    | <b>36</b>    | <b>24</b>    | <b>4</b>     | <b>5</b>     | <b>91</b>            |
|    | CZ    | <b>24</b>    | <b>35</b>    | <b>31</b>    | <b>6</b>     | <b>4</b>     | <b>90</b>            |
|    | DK    | <b>39</b>    | <b>33</b>    | <b>10</b>    | <b>2</b>     | <b>16</b>    | <b>82</b>            |
|    | DE    | <b>40</b>    | <b>34</b>    | <b>17</b>    | <b>3</b>     | <b>6</b>     | <b>91</b>            |
|  | EE    | <b>48</b>    | <b>32</b>    | <b>13</b>    | <b>1</b>     | <b>6</b>     | <b>93</b>            |
|  | IE    | <b>48</b>    | <b>37</b>    | <b>10</b>    | <b>2</b>     | <b>3</b>     | <b>95</b>            |
|  | EL    | <b>13</b>    | <b>46</b>    | <b>34</b>    | <b>5</b>     | <b>2</b>     | <b>93</b>            |
|  | ES    | <b>30</b>    | <b>46</b>    | <b>20</b>    | <b>2</b>     | <b>2</b>     | <b>96</b>            |
|  | FR    | <b>22</b>    | <b>45</b>    | <b>25</b>    | <b>8</b>     | <b>0</b>     | <b>92</b>            |
|  | HR    | <b>19</b>    | <b>32</b>    | <b>41</b>    | <b>5</b>     | <b>3</b>     | <b>92</b>            |
|  | IT    | <b>24</b>    | <b>43</b>    | <b>24</b>    | <b>3</b>     | <b>6</b>     | <b>91</b>            |
|  | CY    | <b>34</b>    | <b>35</b>    | <b>24</b>    | <b>4</b>     | <b>3</b>     | <b>93</b>            |
|  | LV    | <b>25</b>    | <b>36</b>    | <b>26</b>    | <b>6</b>     | <b>7</b>     | <b>87</b>            |
|  | LT    | <b>27</b>    | <b>40</b>    | <b>25</b>    | <b>4</b>     | <b>4</b>     | <b>92</b>            |
|  | LU    | <b>42</b>    | <b>31</b>    | <b>18</b>    | <b>2</b>     | <b>7</b>     | <b>91</b>            |
|  | HU    | <b>39</b>    | <b>32</b>    | <b>22</b>    | <b>6</b>     | <b>1</b>     | <b>93</b>            |
|  | MT    | <b>45</b>    | <b>43</b>    | <b>6</b>     | <b>6</b>     | <b>0</b>     | <b>94</b>            |
|  | NL    | <b>23</b>    | <b>51</b>    | <b>14</b>    | <b>8</b>     | <b>4</b>     | <b>88</b>            |
|  | AT    | <b>35</b>    | <b>39</b>    | <b>15</b>    | <b>8</b>     | <b>3</b>     | <b>89</b>            |
|  | PL    | <b>21</b>    | <b>47</b>    | <b>25</b>    | <b>4</b>     | <b>3</b>     | <b>93</b>            |
|  | PT    | <b>27</b>    | <b>36</b>    | <b>29</b>    | <b>4</b>     | <b>4</b>     | <b>92</b>            |
|  | RO    | <b>23</b>    | <b>36</b>    | <b>31</b>    | <b>7</b>     | <b>3</b>     | <b>90</b>            |
|  | SI    | <b>32</b>    | <b>31</b>    | <b>22</b>    | <b>11</b>    | <b>4</b>     | <b>85</b>            |
|  | SK    | <b>23</b>    | <b>25</b>    | <b>32</b>    | <b>10</b>    | <b>10</b>    | <b>80</b>            |
|  | FI    | <b>24</b>    | <b>42</b>    | <b>23</b>    | <b>4</b>     | <b>7</b>     | <b>89</b>            |
|  | SE    | <b>24</b>    | <b>51</b>    | <b>13</b>    | <b>1</b>     | <b>11</b>    | <b>88</b>            |
|  | UK    | <b>50</b>    | <b>40</b>    | <b>5</b>     | <b>2</b>     | <b>3</b>     | <b>95</b>            |

Q10.5 Pour chacun des types de contenus suivants que vous pouvez télécharger ou auxquels vous pouvez accéder sur Internet en (NOTRE PAYS), diriez-vous que vous trouvez ce que vous cherchez...






























Les jeux, téléchargés ou en ligne

Q10.5 For each of the following types of content that you can access or download on the Internet in (OUR COUNTRY), would you say that you find what you are looking for...

Games, downloaded or online

Q10.5 Bitte sagen Sie mir für jede der folgenden Arten von Inhalten, auf die Sie in (UNSEREM LAND) im Internet zugreifen können bzw. die Sie in (UNSEREM LAND) im Internet herunterladen können, ob Sie sagen würden, dass Sie immer, häufig, selten oder niemals das finden, wonach Sie suchen.






























Spiele, als Download oder online

|   |       | Toujours     | Souvent      | Rarement     | Jamais       | Ne sais pas  | Total 'Peut trouver' |
|---|-------|--------------|--------------|--------------|--------------|--------------|----------------------|
|   |       | Always       | Oftentimes   | Rarely       | Never        | Don't know   | Total 'Can find'     |
|   |       | Immer        | Häufig       | Selten       | Niemals      | Weiß nicht   | Gesamt 'Kann finden' |
| %   |       | Flash EB 411 | Flash EB 411 | Flash EB 411 | Flash EB 411 | Flash EB 411 | Flash EB 411         |
|    | EU 28 | <b>42</b>    | <b>38</b>    | <b>11</b>    | <b>4</b>     | <b>5</b>     | <b>91</b>            |
|    | BE    | <b>34</b>    | <b>45</b>    | <b>11</b>    | <b>7</b>     | <b>3</b>     | <b>90</b>            |
|    | BG    | <b>52</b>    | <b>26</b>    | <b>12</b>    | <b>4</b>     | <b>6</b>     | <b>90</b>            |
|    | CZ    | <b>44</b>    | <b>29</b>    | <b>17</b>    | <b>2</b>     | <b>8</b>     | <b>90</b>            |
|    | DK    | <b>45</b>    | <b>39</b>    | <b>5</b>     | <b>0</b>     | <b>11</b>    | <b>89</b>            |
|    | DE    | <b>40</b>    | <b>33</b>    | <b>12</b>    | <b>7</b>     | <b>8</b>     | <b>85</b>            |
|  | EE    | <b>59</b>    | <b>22</b>    | <b>10</b>    | <b>2</b>     | <b>7</b>     | <b>91</b>            |
|  | IE    | <b>42</b>    | <b>43</b>    | <b>8</b>     | <b>3</b>     | <b>4</b>     | <b>93</b>            |
|  | EL    | <b>36</b>    | <b>43</b>    | <b>16</b>    | <b>4</b>     | <b>1</b>     | <b>95</b>            |
|  | ES    | <b>43</b>    | <b>35</b>    | <b>8</b>     | <b>7</b>     | <b>7</b>     | <b>86</b>            |
|  | FR    | <b>44</b>    | <b>39</b>    | <b>9</b>     | <b>2</b>     | <b>6</b>     | <b>92</b>            |
|  | HR    | <b>42</b>    | <b>31</b>    | <b>17</b>    | <b>6</b>     | <b>4</b>     | <b>90</b>            |
|  | IT    | <b>37</b>    | <b>38</b>    | <b>17</b>    | <b>2</b>     | <b>6</b>     | <b>92</b>            |
|  | CY    | <b>47</b>    | <b>35</b>    | <b>8</b>     | <b>7</b>     | <b>3</b>     | <b>90</b>            |
|  | LV    | <b>40</b>    | <b>31</b>    | <b>15</b>    | <b>6</b>     | <b>8</b>     | <b>86</b>            |
|  | LT    | <b>46</b>    | <b>30</b>    | <b>15</b>    | <b>4</b>     | <b>5</b>     | <b>91</b>            |
|  | LU    | <b>42</b>    | <b>34</b>    | <b>13</b>    | <b>5</b>     | <b>6</b>     | <b>89</b>            |
|  | HU    | <b>58</b>    | <b>28</b>    | <b>9</b>     | <b>2</b>     | <b>3</b>     | <b>95</b>            |
|  | MT    | <b>59</b>    | <b>23</b>    | <b>10</b>    | <b>7</b>     | <b>1</b>     | <b>92</b>            |
|  | NL    | <b>40</b>    | <b>35</b>    | <b>9</b>     | <b>5</b>     | <b>11</b>    | <b>84</b>            |
|  | AT    | <b>44</b>    | <b>35</b>    | <b>9</b>     | <b>5</b>     | <b>7</b>     | <b>88</b>            |
|  | PL    | <b>31</b>    | <b>44</b>    | <b>17</b>    | <b>4</b>     | <b>4</b>     | <b>92</b>            |
|  | PT    | <b>46</b>    | <b>37</b>    | <b>9</b>     | <b>2</b>     | <b>6</b>     | <b>92</b>            |
|  | RO    | <b>44</b>    | <b>32</b>    | <b>20</b>    | <b>2</b>     | <b>2</b>     | <b>96</b>            |
|  | SI    | <b>58</b>    | <b>19</b>    | <b>10</b>    | <b>12</b>    | <b>1</b>     | <b>87</b>            |
|  | SK    | <b>36</b>    | <b>24</b>    | <b>25</b>    | <b>7</b>     | <b>8</b>     | <b>85</b>            |
|  | FI    | <b>46</b>    | <b>39</b>    | <b>8</b>     | <b>3</b>     | <b>4</b>     | <b>93</b>            |
|  | SE    | <b>36</b>    | <b>44</b>    | <b>12</b>    | <b>2</b>     | <b>6</b>     | <b>92</b>            |
|  | UK    | <b>45</b>    | <b>47</b>    | <b>2</b>     | <b>3</b>     | <b>3</b>     | <b>94</b>            |

Q11 Quand vous regardez des films ou des séries dans une autre langue que le [LANGUE(S) DE NOTRE PAYS], quelles options de langues vous conviennent? (PLUSIEURS REPONSES POSSIBLES)

Q11 When you are watching films or series in another language than [OUR COUNTRY LANGUAGE(S)] which of the following are you comfortable watching? (MULTIPLE ANSWERS POSSIBLE)






























Q11 Wenn Sie sich Filme oder Serien in einer anderen Sprache als auf [DER/DEN SPRACHE(N) UNSERES LANDES] anschauen, welche der folgenden Filme oder Serien schauen Sie sich gerne an? (MEHRFACHNENNUNGEN MÖGLICH)

|   |       | En version audio en anglais sans sous-titres             | Avec des sous-titres en anglais              | En version audio dans une autre langue que l'anglais ou le [LANGUE(S) DE NOTRE PAYS]     | Avec des sous-titres dans une autre langue que l'anglais ou le [LANGUE(S) DE NOTRE PAYS]                 |
|---|-------|--|--|--|--|
|   |       | With audio in English without any subtitles              | With subtitles in English                    | With audio in a language other than English, or [OUR COUNTRY LANGUAGE(S)]                | With subtitles in a language other than English, or [OUR COUNTRY LANGUAGE(S)]                            |
|   |       | Filme oder Serien in englischer Sprache, ohne Untertitel | Filme oder Serien mit englischen Untertiteln | Filme oder Serien in einer anderen Sprache als Englisch oder [SPRACHE(N) UNSERES LANDES] | Filme oder Serien mit Untertiteln in einer anderen Sprache als Englisch oder [SPRACHE(N) UNSERES LANDES] |
| %   |       | Flash EB 411   | Flash EB 411                                 | Flash EB 411   | Flash EB 411   |
|  | EU 28 | <b>20</b>  | <b>19</b>                                    | <b>10</b>  | <b>8</b>   |
|  | BE    | <b>33</b>  | <b>31</b>                                    | <b>13</b>  | <b>10</b>  |
|  | BG    | <b>14</b>  | <b>12</b>                                    | <b>7</b>   | <b>5</b>   |
|  | CZ    | <b>19</b>  | <b>20</b>                                    | <b>16</b>  | <b>10</b>  |
|  | DK    | <b>73</b>  | <b>71</b>                                    | <b>46</b>  | <b>35</b>  |
|  | DE    | <b>17</b>  | <b>8</b>                                     | <b>7</b>   | <b>4</b>   |
|  | EE    | <b>39</b>  | <b>30</b>                                    | <b>11</b>  | <b>9</b>   |
|  | IE    | <b>23</b>  | <b>29</b>                                    | <b>9</b>   | <b>8</b>   |
|  | EL    | <b>23</b>  | <b>21</b>                                    | <b>5</b>   | <b>4</b>   |
|  | ES    | <b>14</b>  | <b>12</b>                                    | <b>6</b>   | <b>4</b>   |
|  | FR    | <b>15</b>  | <b>20</b>                                    | <b>12</b>  | <b>8</b>   |
|  | HR    | <b>22</b>  | <b>14</b>                                    | <b>7</b>   | <b>5</b>   |
|  | IT    | <b>8</b>   | <b>11</b>                                    | <b>3</b>   | <b>2</b>   |
|  | CY    | <b>37</b>  | <b>28</b>                                    | <b>5</b>   | <b>6</b>   |
|  | LV    | <b>26</b>  | <b>20</b>                                    | <b>14</b>  | <b>10</b>  |
|  | LT    | <b>19</b>  | <b>13</b>                                    | <b>33</b>  | <b>10</b>  |
|  | LU    | <b>39</b>  | <b>34</b>                                    | <b>23</b>  | <b>18</b>  |
|  | HU    | <b>13</b>  | <b>10</b>                                    | <b>5</b>   | <b>4</b>   |
|  | MT    | <b>10</b>  | <b>25</b>                                    | <b>27</b>  | <b>8</b>   |
|  | NL    | <b>44</b>  | <b>42</b>                                    | <b>22</b>  | <b>22</b>  |
|  | AT    | <b>29</b>  | <b>14</b>                                    | <b>8</b>   | <b>6</b>   |
|  | PL    | <b>11</b>  | <b>13</b>                                    | <b>4</b>   | <b>3</b>   |
|  | PT    | <b>19</b>  | <b>11</b>                                    | <b>6</b>   | <b>9</b>   |
|  | RO    | <b>16</b>  | <b>10</b>                                    | <b>7</b>   | <b>5</b>   |
|  | SI    | <b>34</b>  | <b>23</b>                                    | <b>16</b>  | <b>12</b>  |
|  | SK    | <b>12</b>  | <b>16</b>                                    | <b>10</b>  | <b>6</b>   |
|  | FI    | <b>55</b>  | <b>53</b>                                    | <b>19</b>  | <b>19</b>  |
|  | SE    | <b>54</b>  | <b>47</b>                                    | <b>18</b>  | <b>14</b>  |
|  | UK    | <b>28</b>  | <b>38</b>                                    | <b>22</b>  | <b>17</b>  |

Q11 Quand vous regardez des films ou des séries dans une autre langue que le [LANGUE(S) DE NOTRE PAYS], quelles options de langues vous conviennent? (PLUSIEURS REPONSES POSSIBLES)

Q11 When you are watching films or series in another language than [OUR COUNTRY LANGUAGE(S)] which of the following are you comfortable watching? (MULTIPLE ANSWERS POSSIBLE)



























Q11 Wenn Sie sich Filme oder Serien in einer anderen Sprache als auf [DER/DEN SPRACHE(N) UNSERES LANDES] anschauen, welche der folgenden Filme oder Serien schauen Sie sich gerne an? (MEHRFACHNENNUNGEN MÖGLICH)

|   |       | Vous ne regardez que des films ou séries avec l'audio dans le [LANGUE(S) DE NOTRE PAYS] ou avec des sous-titres dans le [LANGUE(S) DE NOTRE PAYS] | Ne sais pas  | Total 'Autre langue que l'anglais ou le(s) langue(s) nationale(s)' |
|---|-------|---|--------------|--|
|   |       | I only watch films or series with audio in [OUR COUNTRY LANGUAGE(S)] or with subtitles in [OUR COUNTRY LANGUAGE(S)]                               | Don't know   | Total 'Other language than English or the national language(s)'    |
|   |       | Ich schaue nur Filme oder Serien in [DER/DEN SPRACHE(N) UNSERES LANDES] oder mit Untertiteln [IN DER/DEN SPRACHE(N) UNSERES LANDES]               | Weiß nicht   | Gesamt 'Andere Sprache als Englisch oder nationale Sprache(n)'     |
| %   |       | Flash EB 411  | Flash EB 411 | Flash EB 411   |
|  | EU 28 | <b>62</b>   | <b>5</b>     | <b>14</b>  |
|  | BE    | <b>53</b>   | <b>4</b>     | <b>17</b>  |
|  | BG    | <b>72</b>   | <b>3</b>     | <b>9</b>   |
|  | CZ    | <b>62</b>   | <b>5</b>     | <b>18</b>  |
|  | DK    | <b>15</b>   | <b>0</b>     | <b>53</b>  |
|  | DE    | <b>66</b>   | <b>9</b>     | <b>10</b>  |
|  | EE    | <b>48</b>   | <b>2</b>     | <b>15</b>  |
|  | IE    | <b>50</b>   | <b>3</b>     | <b>12</b>  |
|  | EL    | <b>61</b>   | <b>4</b>     | <b>6</b>   |
|  | ES    | <b>72</b>   | <b>2</b>     | <b>8</b>   |
|  | FR    | <b>64</b>   | <b>4</b>     | <b>15</b>  |
|  | HR    | <b>59</b>   | <b>5</b>     | <b>9</b>   |
|  | IT    | <b>75</b>   | <b>5</b>     | <b>4</b>   |
|  | CY    | <b>42</b>   | <b>5</b>     | <b>8</b>   |
|  | LV    | <b>57</b>   | <b>4</b>     | <b>16</b>  |
|  | LT    | <b>43</b>   | <b>4</b>     | <b>36</b>  |
|  | LU    | <b>39</b>   | <b>3</b>     | <b>28</b>  |
|  | HU    | <b>75</b>   | <b>4</b>     | <b>7</b>   |
|  | MT    | <b>38</b>   | <b>6</b>     | <b>30</b>  |
|  | NL    | <b>38</b>   | <b>4</b>     | <b>31</b>  |
|  | AT    | <b>59</b>   | <b>6</b>     | <b>10</b>  |
|  | PL    | <b>74</b>   | <b>4</b>     | <b>5</b>   |
|  | PT    | <b>61</b>   | <b>6</b>     | <b>13</b>  |
|  | RO    | <b>66</b>   | <b>5</b>     | <b>9</b>   |
|  | SI    | <b>48</b>   | <b>4</b>     | <b>20</b>  |
|  | SK    | <b>60</b>   | <b>6</b>     | <b>14</b>  |
|  | FI    | <b>37</b>   | <b>1</b>     | <b>23</b>  |
|  | SE    | <b>34</b>   | <b>2</b>     | <b>22</b>  |
|  | UK    | <b>46</b>   | <b>4</b>     | <b>28</b>  |

Q11R Quand vous regardez des films ou des séries dans une autre langue que le [LANGUE(S) DE NOTRE PAYS], quelles options de langues vous conviennent? (PLUSIEURS REPONSES POSSIBLES)

Q11R When you are watching films or series in another language than [OUR COUNTRY LANGUAGE(S)] which of the following are you comfortable watching? (MULTIPLE ANSWERS POSSIBLE)






























Q11R Wenn Sie sich Filme oder Serien in einer anderen Sprache als auf [DER/DEN SPRACHE(N) UNSERES LANDES] anschauen, welche der folgenden Filme oder Serien schauen Sie sich gerne an? (MEHRFACHNENNUNGEN MÖGLICH)

|   |       | Total 'Anglais'<br>Total 'English'<br>Gesamt 'Englisch' |
|---|-------|---|
| %   |       | Flash EB<br>411   |
|    | TOTAL | <b>26</b>   |
|    | BE    | <b>40</b>   |
|    | BG    | <b>20</b>   |
|    | CZ    | <b>26</b>   |
|    | DK    | <b>81</b>   |
|    | DE    | <b>21</b>   |
|    | EE    | <b>46</b>   |
|    | EL    | <b>33</b>   |
|    | ES    | <b>21</b>   |
|    | FR    | <b>26</b>   |
|   | HR    | <b>30</b>   |
|  | IT    | <b>17</b>   |
|  | CY    | <b>49</b>   |
|  | LV    | <b>34</b>   |
|  | LT    | <b>26</b>   |
|  | LU    | <b>51</b>   |
|  | HU    | <b>18</b>   |
|  | NL    | <b>54</b>   |
|  | AT    | <b>33</b>   |
|  | PL    | <b>19</b>   |
|  | PT    | <b>25</b>   |
|  | RO    | <b>22</b>   |
|  | SI    | <b>40</b>   |
|  | SK    | <b>24</b>   |
|  | FI    | <b>60</b>   |
|  | SE    | <b>63</b>   |

Q12 Vous m'avez dit avoir un abonnement payant pour accéder à des contenus audio-visuels, de la musique, des e-books ou des jeux. Que s'est-il passé la dernière fois que vous avez essayé d'utiliser un de vos abonnements alors que vous étiez dans un autre Etat membre de l'UE ?

Q12 You told me that you have a paying subscription(s) for accessing audio-visual content, music, e-books or games. What happened the last time you tried to use your subscription(s) for accessing online content when you were in another EU Member State?






























Q12 Sie haben gesagt, dass Sie ein oder mehrere kostenpflichtige Online-Abos für audiovisuelle Inhalte, Musik, E-Books oder Spiele haben. Was ist passiert, als Sie das letzte Mal in einem anderen EU-Mitgliedstaat versucht haben, über Ihr Abo bzw. Ihre Abos auf Online-Inhalte zuzugreifen?

|   |  | Vous n'avez jamais essayé de l'utiliser lors d'un séjour dans un autre Etat membre de l'UE et vous ne voyez pas l'utilité de le faire dans l'avenir                          | Vous n'avez jamais essayé de l'utiliser lors d'un séjour dans un autre Etat membre de l'UE mais vous aimeriez le faire à l'avenir                               | Vous avez essayé et cela a parfaitement fonctionné        |
|---|--|--|---|---|
|   |  | You have never tried to use it when you were in another EU Member State and you do not see the need of doing so in the future  | You have never tried to use it when you were in another EU Member State, but you would be interested in doing so in the future                                  | You tried and it worked perfectly                         |
|   |  | Sie haben noch nie versucht, ein Abo während eines Aufenthaltes in einem anderen EU-Mitgliedstaat zu nutzen, und Sie sehen auch nicht die Notwendigkeit, dies künftig zu tun | Sie haben noch nie versucht, ein Abo während eines Aufenthaltes in einem anderen EU-Mitgliedstaat zu nutzen, wären aber daran interessiert, dies künftig zu tun | Sie haben es versucht und es hat einwandfrei funktioniert |
| %   |  | Flash EB 411   | Flash EB 411  | Flash EB 411  |
|  EU 28 |  | <b>54</b>  | <b>21</b>   | <b>10</b>   |
|  BE    |  | <b>55</b>  | <b>16</b>   | <b>13</b>   |
|  BG    |  | <b>31</b>  | <b>26</b>   | <b>12</b>   |
|  CZ    |  | <b>58</b>  | <b>18</b>   | <b>11</b>   |
|  DK    |  | <b>37</b>  | <b>33</b>   | <b>9</b>  |
|  DE    |  | <b>59</b>  | <b>12</b>   | <b>13</b>   |
|  EE    |  | <b>41</b>  | <b>13</b>   | <b>22</b>   |
|  IE    |  | <b>38</b>  | <b>38</b>   | <b>7</b>  |
|  EL    |  | <b>46</b>  | <b>28</b>   | <b>12</b>   |
|  ES    |  | <b>54</b>  | <b>22</b>   | <b>10</b>   |
|  FR    |  | <b>52</b>  | <b>25</b>   | <b>9</b>  |
|  HR    |  | <b>58</b>  | <b>22</b>   | <b>6</b>  |
|  IT    |  | <b>49</b>  | <b>28</b>   | <b>11</b>   |
|  CY    |  | <b>36</b>  | <b>12</b>   | <b>17</b>   |
|  LV    |  | <b>43</b>  | <b>36</b>   | <b>9</b>  |
|  LT    |  | <b>52</b>  | <b>20</b>   | <b>10</b>   |
|  LU    |  | <b>54</b>  | <b>10</b>   | <b>19</b>   |
|  HU    |  | <b>39</b>  | <b>8</b>  | <b>14</b>   |
|  MT    |  | <b>30</b>  | <b>14</b>   | <b>8</b>  |
|  NL    |  | <b>59</b>  | <b>17</b>   | <b>5</b>  |
|  AT    |  | <b>61</b>  | <b>14</b>   | <b>10</b>   |
|  PL    |  | <b>57</b>  | <b>26</b>   | <b>7</b>  |
|  PT    |  | <b>48</b>  | <b>24</b>   | <b>17</b>   |
|  RO    |  | <b>48</b>  | <b>17</b>   | <b>8</b>  |
|  SI    |  | <b>63</b>  | <b>6</b>  | <b>9</b>  |
|  SK    |  | <b>59</b>  | <b>4</b>  | <b>8</b>  |
|  FI    |  | <b>42</b>  | <b>32</b>   | <b>12</b>   |
|  SE    |  | <b>42</b>  | <b>23</b>   | <b>13</b>   |
|  UK    |  | <b>59</b>  | <b>19</b>   | <b>8</b>  |

Q12 Vous m'avez dit avoir un abonnement payant pour accéder à des contenus audio-visuels, de la musique, des e-books ou des jeux. Que s'est-il passé la dernière fois que vous avez essayé d'utiliser un de vos abonnements alors que vous étiez dans un autre Etat membre de l'UE ?

Q12 You told me that you have a paying subscription(s) for accessing audio-visual content, music, e-books or games. What happened the last time you tried to use your subscription(s) for accessing online content when you were in another EU Member State?






























Q12 Sie haben gesagt, dass Sie ein oder mehrere kostenpflichtige Online-Abos für audiovisuelle Inhalte, Musik, E-Books oder Spiele haben. Was ist passiert, als Sie das letzte Mal in einem anderen EU-Mitgliedstaat versucht haben, über Ihr Abo bzw. Ihre Abos auf Online-Inhalte zuzugreifen?

|   |  | Vous avez essayé, mais le choix de contenus disponibles était limité ou différent de celui disponible dans le pays où vous avez souscrit votre abonnement  | Vous avez essayé, mais vous n'avez pu accéder qu'aux contenus que vous aviez déjà téléchargés                   | Vous avez essayé, mais le service n'était pas accessible, même avec une bonne connexion Internet                  |
|---|--|--|---|---|
|   |  | You tried, but the choice of content was limited or different compared to what is available in the country in which you made the subscription  | You tried, but could access only the content that you previously downloaded                                     | You tried, but the service was not accessible, even with a good Internet connection                               |
|   |  | Sie haben es versucht, aber die Auswahl der Inhalte war begrenzt oder hat sich von der Auswahl der Inhalte unterschieden, die in dem Land zur Verfügung stehen, in dem Sie das Abo abgeschlossen | Sie haben es versucht, konnten aber nur auf die Inhalte zugreifen, die Sie bereits zuvor heruntergeladen hatten | Sie haben es versucht, konnten aber nicht auf den Dienst zugreifen, auch nicht mit einer guten Internetverbindung |
| %   |  | Flash EB 411   | Flash EB 411  | Flash EB 411  |
|  EU 28 |  | <b>3</b>   | <b>1</b>  | <b>3</b>  |
|  BE    |  | <b>3</b>   | <b>2</b>  | <b>6</b>  |
|  BG    |  | <b>0</b>   | <b>0</b>  | <b>2</b>  |
|  CZ    |  | <b>1</b>   | <b>0</b>  | <b>1</b>  |
|  DK    |  | <b>6</b>   | <b>1</b>  | <b>7</b>  |
|  DE    |  | <b>2</b>   | <b>0</b>  | <b>3</b>  |
|  EE    |  | <b>3</b>   | <b>0</b>  | <b>5</b>  |
|  IE    |  | <b>5</b>   | <b>2</b>  | <b>4</b>  |
|  EL    |  | <b>0</b>   | <b>4</b>  | <b>0</b>  |
|  ES    |  | <b>4</b>   | <b>1</b>  | <b>5</b>  |
|  FR    |  | <b>3</b>   | <b>2</b>  | <b>3</b>  |
|  HR    |  | <b>0</b>   | <b>0</b>  | <b>1</b>  |
|  IT    |  | <b>2</b>   | <b>0</b>  | <b>1</b>  |
|  CY    |  | <b>3</b>   | <b>8</b>  | <b>6</b>  |
|  LV    |  | <b>2</b>   | <b>0</b>  | <b>1</b>  |
|  LT    |  | <b>1</b>   | <b>2</b>  | <b>4</b>  |
|  LU    |  | <b>10</b>  | <b>1</b>  | <b>4</b>  |
|  HU    |  | <b>6</b>   | <b>0</b>  | <b>4</b>  |
|  MT    |  | <b>11</b>  | <b>0</b>  | <b>5</b>  |
|  NL    |  | <b>1</b>   | <b>3</b>  | <b>7</b>  |
|  AT    |  | <b>4</b>   | <b>0</b>  | <b>4</b>  |
|  PL    |  | <b>2</b>   | <b>0</b>  | <b>1</b>  |
|  PT    |  | <b>3</b>   | <b>0</b>  | <b>1</b>  |
|  RO    |  | <b>2</b>   | <b>1</b>  | <b>5</b>  |
|  SI    |  | <b>3</b>   | <b>0</b>  | <b>8</b>  |
|  SK    |  | <b>5</b>   | <b>1</b>  | <b>2</b>  |
|  FI    |  | <b>6</b>   | <b>2</b>  | <b>4</b>  |
|  SE    |  | <b>5</b>   | <b>1</b>  | <b>5</b>  |
|  UK    |  | <b>4</b>   | <b>1</b>  | <b>3</b>  |

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Q12 Sie haben gesagt, dass Sie ein oder mehrere kostenpflichtige Online-Abos für audiovisuelle Inhalte, Musik, E-Books oder Spiele haben. Was ist passiert, als Sie das letzte Mal in einem anderen EU-Mitgliedstaat versucht haben, über Ihr Abo bzw. Ihre Abos auf Online-Inhalte zuzugreifen?






























|   |       | Ne sais pas  | Total 'N'a jamais essayé l'utiliser'        | Total 'N'a pas parfaitement fonctionné'     |
|---|-------|--------------|---|---|
|   |       | Don't know   | Total 'Has never tried to use it'           | Total 'It did not work perfectly'           |
|   |       | Weiß nicht   | Gesamt 'Hat noch nie probiert es zu nutzen' | Gesamt 'Es funktionierte nicht einwandfrei' |
| %   |       | Flash EB 411 | Flash EB 411                                | Flash EB 411                                |
|  | EU 28 | <b>8</b>     | <b>75</b>                                   | <b>7</b>                                    |
|  | BE    | <b>5</b>     | <b>71</b>                                   | <b>11</b>                                   |
|  | BG    | <b>29</b>    | <b>57</b>                                   | <b>2</b>                                    |
|  | CZ    | <b>11</b>    | <b>76</b>                                   | <b>2</b>                                    |
|  | DK    | <b>7</b>     | <b>70</b>                                   | <b>14</b>                                   |
|  | DE    | <b>11</b>    | <b>71</b>                                   | <b>5</b>                                    |
|  | EE    | <b>16</b>    | <b>54</b>                                   | <b>8</b>                                    |
|  | IE    | <b>6</b>     | <b>76</b>                                   | <b>11</b>                                   |
|  | EL    | <b>10</b>    | <b>74</b>                                   | <b>4</b>                                    |
|  | ES    | <b>4</b>     | <b>76</b>                                   | <b>10</b>                                   |
|  | FR    | <b>6</b>     | <b>77</b>                                   | <b>8</b>                                    |
|  | HR    | <b>13</b>    | <b>80</b>                                   | <b>1</b>                                    |
|  | IT    | <b>9</b>     | <b>77</b>                                   | <b>3</b>                                    |
|  | CY    | <b>18</b>    | <b>48</b>                                   | <b>17</b>                                   |
|  | LV    | <b>9</b>     | <b>79</b>                                   | <b>3</b>                                    |
|  | LT    | <b>11</b>    | <b>72</b>                                   | <b>7</b>                                    |
|  | LU    | <b>2</b>     | <b>64</b>                                   | <b>15</b>                                   |
|  | HU    | <b>29</b>    | <b>47</b>                                   | <b>10</b>                                   |
|  | MT    | <b>32</b>    | <b>44</b>                                   | <b>16</b>                                   |
|  | NL    | <b>8</b>     | <b>76</b>                                   | <b>11</b>                                   |
|  | AT    | <b>7</b>     | <b>75</b>                                   | <b>8</b>                                    |
|  | PL    | <b>7</b>     | <b>83</b>                                   | <b>3</b>                                    |
|  | PT    | <b>7</b>     | <b>72</b>                                   | <b>4</b>                                    |
|  | RO    | <b>19</b>    | <b>65</b>                                   | <b>8</b>                                    |
|  | SI    | <b>11</b>    | <b>69</b>                                   | <b>11</b>                                   |
|  | SK    | <b>21</b>    | <b>63</b>                                   | <b>8</b>                                    |
|  | FI    | <b>2</b>     | <b>74</b>                                   | <b>12</b>                                   |
|  | SE    | <b>11</b>    | <b>65</b>                                   | <b>11</b>                                   |
|  | UK    | <b>6</b>     | <b>78</b>                                   | <b>8</b>                                    |



Q13 Au cours des 12 derniers mois, avez-vous essayé de télécharger ou d'accéder à l'un des contenus suivants au moyen d'un service en ligne généralement destiné aux utilisateurs d'un autre Etat membre de l'UE ? Par exemple, essayer d'accéder à un site de Vidéo à la Demande (VOD) au Royaume-Uni (REPLACER PAR "en Espagne" AU ROYAUME-UNI) depuis (NOTRE PAYS). (PLUSIEURS REPONSES POSSIBLES)

Q13 Over the past 12 months have you tried to access or download any of the following content through an online service generally meant for users in another EU Member State? For example, trying to access online a UK (REPLACE WITH "Spanish" IN THE UK) video on demand (VOD) service from (OUR COUNTRY)? (MULTIPLE ANSWERS POSSIBLE)






























Q13 Haben Sie in den vergangenen 12 Monaten versucht, über einen Online-Dienst, der eigentlich für Nutzer in einem anderen EU-Mitgliedstaat bestimmt ist, auf irgendwelche der folgenden Inhalte zuzugreifen oder diese herunterzuladen? Haben Sie z. B. versucht, einen Video-on-Demand-Dienst in Großbritannien (IN GROSSBRITANNIEN MIT „Spanien“ ERSETZEN) von (UNSEREM LAND) aus zu nutzen? (MEHRFACHNENNUNGEN MÖGLICH)

|   |  | Des contenus audiovisuels, comme des films, des séries, des clips vidéo et tous les programmes TV sauf le sport     | Des programmes de sport | De la musique, c'est-à-dire uniquement des contenus audio | Des e-books ou des livres numériques |
|---|--|---|-------------------------|---|--------------------------------------|
|   |  | Audio-visual content such as films, series, video clips and all TV content, excluding sports                        | Sports                  | Music, meaning only audio content                         | E-books or digital books             |
|   |  | Audiovisuelle Inhalte, wie z. B. Filme, Serien, Video-Clips und alle Fernsehinhalte, mit Ausnahme von Sportinhalten | Sportinhalte            | Musik, d. h. ausschließlich Audio-Inhalte                 | E-Books oder digitale Bücher         |
| %   |  | Flash EB 411  | Flash EB 411            | Flash EB 411  | Flash EB 411                         |
|  EU 28 |  | <b>5</b>  | <b>2</b>                | <b>3</b>  | <b>1</b>                             |
|  BE    |  | <b>10</b>   | <b>4</b>                | <b>10</b>   | <b>2</b>                             |
|  BG    |  | <b>1</b>  | <b>2</b>                | <b>2</b>  | <b>2</b>                             |
|  CZ    |  | <b>7</b>  | <b>3</b>                | <b>4</b>  | <b>1</b>                             |
|  DK    |  | <b>10</b>   | <b>3</b>                | <b>3</b>  | <b>1</b>                             |
|  DE    |  | <b>2</b>  | <b>2</b>                | <b>1</b>  | <b>1</b>                             |
|  EE    |  | <b>4</b>  | <b>2</b>                | <b>2</b>  | <b>1</b>                             |
|  IE    |  | <b>25</b>   | <b>5</b>                | <b>6</b>  | <b>3</b>                             |
|  EL    |  | <b>6</b>  | <b>3</b>                | <b>5</b>  | <b>3</b>                             |
|  ES    |  | <b>4</b>  | <b>2</b>                | <b>5</b>  | <b>1</b>                             |
|  FR    |  | <b>4</b>  | <b>1</b>                | <b>3</b>  | <b>0</b>                             |
|  HR    |  | <b>6</b>  | <b>3</b>                | <b>7</b>  | <b>2</b>                             |
|  IT    |  | <b>3</b>  | <b>2</b>                | <b>2</b>  | <b>1</b>                             |
|  CY    |  | <b>6</b>  | <b>3</b>                | <b>4</b>  | <b>3</b>                             |
|  LV    |  | <b>11</b>   | <b>4</b>                | <b>8</b>  | <b>3</b>                             |
|  LT    |  | <b>7</b>  | <b>2</b>                | <b>4</b>  | <b>2</b>                             |
|  LU    |  | <b>13</b>   | <b>5</b>                | <b>13</b>   | <b>6</b>                             |
|  HU    |  | <b>5</b>  | <b>2</b>                | <b>5</b>  | <b>2</b>                             |
|  MT    |  | <b>11</b>   | <b>4</b>                | <b>8</b>  | <b>4</b>                             |
|  NL    |  | <b>9</b>  | <b>2</b>                | <b>4</b>  | <b>1</b>                             |
|  AT    |  | <b>5</b>  | <b>2</b>                | <b>4</b>  | <b>1</b>                             |
|  PL    |  | <b>5</b>  | <b>1</b>                | <b>3</b>  | <b>2</b>                             |
|  PT    |  | <b>7</b>  | <b>4</b>                | <b>5</b>  | <b>2</b>                             |
|  RO    |  | <b>3</b>  | <b>1</b>                | <b>3</b>  | <b>2</b>                             |
|  SI    |  | <b>9</b>  | <b>2</b>                | <b>6</b>  | <b>1</b>                             |
|  SK    |  | <b>4</b>  | <b>1</b>                | <b>2</b>  | <b>1</b>                             |
|  FI    |  | <b>7</b>  | <b>3</b>                | <b>1</b>  | <b>0</b>                             |
|  SE    |  | <b>6</b>  | <b>1</b>                | <b>2</b>  | <b>0</b>                             |
|  UK    |  | <b>7</b>  | <b>5</b>                | <b>5</b>  | <b>2</b>                             |

Q13 Au cours des 12 derniers mois, avez-vous essayé de télécharger ou d'accéder à l'un des contenus suivants au moyen d'un service en ligne généralement destiné aux utilisateurs d'un autre Etat membre de l'UE ? Par exemple, essayer d'accéder à un site de Vidéo à la Demande (VOD) au Royaume-Uni (REPLACER PAR "en Espagne" AU ROYAUME-UNI) depuis (NOTRE PAYS). (PLUSIEURS REPONSES POSSIBLES)

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Q13 Haben Sie in den vergangenen 12 Monaten versucht, über einen Online-Dienst, der eigentlich für Nutzer in einem anderen EU-Mitgliedstaat bestimmt ist, auf irgendwelche der folgenden Inhalte zuzugreifen oder diese herunterzuladen? Haben Sie z. B. versucht, einen Video-on-Demand-Dienst in Großbritannien (IN GROSSBRITANNIEN MIT „Spanien“ ERSETZEN) von (UNSEREM LAND) aus zu nutzen? (MEHRFACHNENNUNGEN MÖGLICH)

|   |       | Des jeux, téléchargés ou en ligne | Aucun (NE PAS LIRE)    | Ne sais pas  | Total 'A essayé'      |
|---|-------|-----------------------------------|------------------------|--------------|-----------------------|
|   |       | Games, downloaded or online       | None (DO NOT READ OUT) | Don't know   | Total 'Has tried'     |
|   |       | Spiele, als Download oder online  | Keine (NICHT VORLESEN) | Weiß nicht   | Gesamt 'Hat probiert' |
| %   |       | Flash EB 411                      | Flash EB 411           | Flash EB 411 | Flash EB 411          |
|  | EU 28 | <b>2</b>                          | <b>89</b>              | <b>3</b>     | <b>8</b>              |
|  | BE    | <b>5</b>                          | <b>81</b>              | <b>1</b>     | <b>18</b>             |
|  | BG    | <b>1</b>                          | <b>82</b>              | <b>12</b>    | <b>6</b>              |
|  | CZ    | <b>3</b>                          | <b>88</b>              | <b>2</b>     | <b>10</b>             |
|  | DK    | <b>2</b>                          | <b>82</b>              | <b>4</b>     | <b>14</b>             |
|  | DE    | <b>1</b>                          | <b>92</b>              | <b>2</b>     | <b>5</b>              |
|  | EE    | <b>1</b>                          | <b>90</b>              | <b>4</b>     | <b>6</b>              |
|  | IE    | <b>2</b>                          | <b>68</b>              | <b>2</b>     | <b>30</b>             |
|  | EL    | <b>2</b>                          | <b>85</b>              | <b>3</b>     | <b>12</b>             |
|  | ES    | <b>2</b>                          | <b>90</b>              | <b>2</b>     | <b>7</b>              |
|  | FR    | <b>1</b>                          | <b>92</b>              | <b>2</b>     | <b>6</b>              |
|  | HR    | <b>3</b>                          | <b>82</b>              | <b>4</b>     | <b>13</b>             |
|  | IT    | <b>0</b>                          | <b>91</b>              | <b>4</b>     | <b>6</b>              |
|  | CY    | <b>4</b>                          | <b>85</b>              | <b>3</b>     | <b>12</b>             |
|  | LV    | <b>4</b>                          | <b>76</b>              | <b>7</b>     | <b>17</b>             |
|  | LT    | <b>3</b>                          | <b>85</b>              | <b>4</b>     | <b>11</b>             |
|  | LU    | <b>5</b>                          | <b>77</b>              | <b>1</b>     | <b>22</b>             |
|  | HU    | <b>2</b>                          | <b>85</b>              | <b>4</b>     | <b>11</b>             |
|  | MT    | <b>3</b>                          | <b>74</b>              | <b>6</b>     | <b>20</b>             |
|  | NL    | <b>3</b>                          | <b>84</b>              | <b>2</b>     | <b>14</b>             |
|  | AT    | <b>1</b>                          | <b>89</b>              | <b>2</b>     | <b>9</b>              |
|  | PL    | <b>1</b>                          | <b>89</b>              | <b>2</b>     | <b>9</b>              |
|  | PT    | <b>3</b>                          | <b>84</b>              | <b>4</b>     | <b>12</b>             |
|  | RO    | <b>1</b>                          | <b>89</b>              | <b>4</b>     | <b>7</b>              |
|  | SI    | <b>1</b>                          | <b>82</b>              | <b>4</b>     | <b>14</b>             |
|  | SK    | <b>1</b>                          | <b>88</b>              | <b>5</b>     | <b>7</b>              |
|  | FI    | <b>1</b>                          | <b>90</b>              | <b>1</b>     | <b>9</b>              |
|  | SE    | <b>0</b>                          | <b>91</b>              | <b>2</b>     | <b>7</b>              |
|  | UK    | <b>2</b>                          | <b>89</b>              | <b>1</b>     | <b>11</b>             |

Q14 Que s'est-il passé la dernière fois que vous avez essayé d'utiliser un service en ligne généralement destiné aux utilisateurs d'un autre Etat membre de l'UE ? (PLUSIEURS REPONSES POSSIBLES)

Q14 What happened the last time you tried to use an online service generally meant for users in another EU Member State? (MULTIPLE ANSWERS POSSIBLE)






























Q14 Was ist passiert, als Sie das letzte Mal versucht haben, einen Online-Dienst zu nutzen, der eigentlich für Nutzer in einem anderen EU-Mitgliedstaat bestimmt ist? (MEHRFACHNENNUNGEN MÖGLICH)

|   |  | Cela a marché et vous avez pu télécharger ou accéder au contenu que vous vouliez                   | Vous n'avez eu qu'un accès limité aux contenus du site Internet et vous n'avez pas pu accéder ou télécharger le contenu que vous vouliez            | Le moyen de paiement que vous vouliez utiliser a été refusé | Vous avez été redirigé vers la version du site Internet de (NOTRE PAYS) |
|---|--|--|---|---|---|
|   |  | It worked and you could access or download what you wanted   | You had only limited access to the website content and could not access or download the content you wanted  | The payment method you wanted to use was refused            | You were redirected to the version of the site of (OUR COUNTRY)         |
|   |  | Es hat funktioniert und Sie konnten auf die gewünschten Inhalte zugreifen oder diese herunterladen | Sie hatten nur eingeschränkten Zugang zu den Inhalten der Webseite und konnten nicht auf die gewünschten Inhalte zugreifen oder diese herunterladen | Die von Ihnen gewünschte Bezahlmethode wurde abgelehnt      | Sie wurden auf die Version (VON UNSEREM LAND) der Webseite umgeleitet   |
| %   |  | Flash EB 411   | Flash EB 411  | Flash EB 411  | Flash EB 411  |
|  EU 28 |  | <b>54</b>  | <b>27</b>   | <b>5</b>  | <b>16</b>   |
|  BE    |  | <b>52</b>  | <b>36</b>   | <b>11</b>   | <b>27</b>   |
|  BG    |  | <b>33</b>  | <b>24</b>   | <b>1</b>  | <b>3</b>  |
|  CZ    |  | <b>58</b>  | <b>24</b>   | <b>9</b>  | <b>14</b>   |
|  DK    |  | <b>72</b>  | <b>19</b>   | <b>5</b>  | <b>11</b>   |
|  DE    |  | <b>56</b>  | <b>25</b>   | <b>3</b>  | <b>11</b>   |
|  EE    |  | <b>57</b>  | <b>15</b>   | <b>2</b>  | <b>4</b>  |
|  IE    |  | <b>26</b>  | <b>34</b>   | <b>2</b>  | <b>13</b>   |
|  EL    |  | <b>55</b>  | <b>22</b>   | <b>6</b>  | <b>17</b>   |
|  ES    |  | <b>53</b>  | <b>32</b>   | <b>4</b>  | <b>20</b>   |
|  FR    |  | <b>45</b>  | <b>29</b>   | <b>2</b>  | <b>28</b>   |
|  HR    |  | <b>47</b>  | <b>18</b>   | <b>2</b>  | <b>4</b>  |
|  IT    |  | <b>60</b>  | <b>23</b>   | <b>1</b>  | <b>11</b>   |
|  CY    |  | <b>67</b>  | <b>13</b>   | <b>0</b>  | <b>0</b>  |
|  LV    |  | <b>59</b>  | <b>32</b>   | <b>7</b>  | <b>19</b>   |
|  LT    |  | <b>48</b>  | <b>33</b>   | <b>2</b>  | <b>9</b>  |
|  LU    |  | <b>58</b>  | <b>38</b>   | <b>10</b>   | <b>18</b>   |
|  HU    |  | <b>62</b>  | <b>19</b>   | <b>7</b>  | <b>13</b>   |
|  MT    |  | <b>48</b>  | <b>18</b>   | <b>3</b>  | <b>8</b>  |
|  NL    |  | <b>49</b>  | <b>20</b>   | <b>2</b>  | <b>13</b>   |
|  AT    |  | <b>62</b>  | <b>18</b>   | <b>5</b>  | <b>11</b>   |
|  PL    |  | <b>60</b>  | <b>20</b>   | <b>15</b>   | <b>14</b>   |
|  PT    |  | <b>76</b>  | <b>12</b>   | <b>3</b>  | <b>14</b>   |
|  RO    |  | <b>47</b>  | <b>13</b>   | <b>2</b>  | <b>11</b>   |
|  SI    |  | <b>56</b>  | <b>16</b>   | <b>6</b>  | <b>9</b>  |
|  SK    |  | <b>40</b>  | <b>16</b>   | <b>7</b>  | <b>4</b>  |
|  FI    |  | <b>45</b>  | <b>51</b>   | <b>6</b>  | <b>10</b>   |
|  SE    |  | <b>42</b>  | <b>18</b>   | <b>4</b>  | <b>17</b>   |
|  UK    |  | <b>55</b>  | <b>42</b>   | <b>8</b>  | <b>20</b>   |

Q14 Que s'est-il passé la dernière fois que vous avez essayé d'utiliser un service en ligne généralement destiné aux utilisateurs d'un autre Etat membre de l'UE ? (PLUSIEURS REPONSES POSSIBLES)

Q14 What happened the last time you tried to use an online service generally meant for users in another EU Member State? (MULTIPLE ANSWERS POSSIBLE)






























Q14 Was ist passiert, als Sie das letzte Mal versucht haben, einen Online-Dienst zu nutzen, der eigentlich für Nutzer in einem anderen EU-Mitgliedstaat bestimmt ist? (MEHRFACHNENNUNGEN MÖGLICH)

|   |       | Le service n'était pas accessible, même avec une bonne connexion Internet                 | Vous avez rencontré des difficultés mais vous avez trouvé un moyen d'accéder au contenu (par exemple via un VPN) | Ne sais pas  | Total 'A rencontré des difficultés' |
|---|-------|---|--|--------------|-------------------------------------|
|   |       | The service was not accessible, even with a good Internet connection                      | You experienced some problems, but found a way to access the content (e.g. VPN)                                  | Don't know   | Total 'Has experienced problems'    |
|   |       | Sie konnten nicht auf den Dienst zugreifen, auch nicht mit einer guten Internetverbindung | Es gab einige Probleme, aber Sie haben einen Weg gefunden, auf die Inhalte zuzugreifen (z. B. über VPN)          | Weiß nicht   | Gesamt 'Hat Probleme erlebt'        |
| %   |       | Flash EB 411  | Flash EB 411   | Flash EB 411 | Flash EB 411                        |
|  | EU 28 | <b>17</b>   | <b>22</b>  | <b>7</b>     | <b>56</b>                           |
|  | BE    | <b>28</b>   | <b>29</b>  | <b>8</b>     | <b>76</b>                           |
|  | BG    | <b>7</b>  | <b>20</b>  | <b>17</b>    | <b>53</b>                           |
|  | CZ    | <b>25</b>   | <b>31</b>  | <b>7</b>     | <b>55</b>                           |
|  | DK    | <b>6</b>  | <b>10</b>  | <b>5</b>     | <b>33</b>                           |
|  | DE    | <b>11</b>   | <b>27</b>  | <b>1</b>     | <b>52</b>                           |
|  | EE    | <b>17</b>   | <b>25</b>  | <b>2</b>     | <b>50</b>                           |
|  | IE    | <b>36</b>   | <b>15</b>  | <b>8</b>     | <b>77</b>                           |
|  | EL    | <b>9</b>  | <b>22</b>  | <b>0</b>     | <b>60</b>                           |
|  | ES    | <b>18</b>   | <b>18</b>  | <b>10</b>    | <b>56</b>                           |
|  | FR    | <b>15</b>   | <b>31</b>  | <b>7</b>     | <b>68</b>                           |
|  | HR    | <b>10</b>   | <b>14</b>  | <b>15</b>    | <b>43</b>                           |
|  | IT    | <b>12</b>   | <b>8</b>   | <b>2</b>     | <b>44</b>                           |
|  | CY    | <b>23</b>   | <b>6</b>   | <b>2</b>     | <b>39</b>                           |
|  | LV    | <b>21</b>   | <b>23</b>  | <b>4</b>     | <b>61</b>                           |
|  | LT    | <b>17</b>   | <b>19</b>  | <b>10</b>    | <b>60</b>                           |
|  | LU    | <b>31</b>   | <b>16</b>  | <b>6</b>     | <b>65</b>                           |
|  | HU    | <b>13</b>   | <b>12</b>  | <b>6</b>     | <b>42</b>                           |
|  | MT    | <b>28</b>   | <b>6</b>   | <b>8</b>     | <b>49</b>                           |
|  | NL    | <b>17</b>   | <b>20</b>  | <b>12</b>    | <b>53</b>                           |
|  | AT    | <b>7</b>  | <b>7</b>   | <b>12</b>    | <b>34</b>                           |
|  | PL    | <b>9</b>  | <b>10</b>  | <b>3</b>     | <b>51</b>                           |
|  | PT    | <b>7</b>  | <b>16</b>  | <b>1</b>     | <b>36</b>                           |
|  | RO    | <b>8</b>  | <b>13</b>  | <b>11</b>    | <b>45</b>                           |
|  | SI    | <b>8</b>  | <b>7</b>   | <b>12</b>    | <b>37</b>                           |
|  | SK    | <b>20</b>   | <b>14</b>  | <b>14</b>    | <b>49</b>                           |
|  | FI    | <b>30</b>   | <b>26</b>  | <b>5</b>     | <b>78</b>                           |
|  | SE    | <b>29</b>   | <b>15</b>  | <b>16</b>    | <b>61</b>                           |
|  | UK    | <b>27</b>   | <b>40</b>  | <b>11</b>    | <b>67</b>                           |

Q15 Pour quelle(s) raison(s), parmi les suivantes, avez-vous essayé d'accéder à ces contenus en ligne généralement destinés aux utilisateurs d'un autre Etat membre de l'UE ? (PLUSIEURS REPONSES POSSIBLES)

Q15 For which of the following reasons have you tried to access this online content generally meant for users in another EU Member State? (MULTIPLE ANSWERS POSSIBLE)






























Q15 Aus welchen der folgenden Gründe haben Sie versucht, auf diese Online-Inhalte zuzugreifen, die eigentlich für Nutzer in einem anderen EU-Mitgliedstaat bestimmt sind? (MEHRFACHNENNUNGEN MÖGLICH)

|   |       | Le choix de contenus est plus large | Vous cherchiez des contenus spécifiques qui ne sont pas disponibles en (NOTRE PAYS)    | Vous cherchiez des contenus dans une langue spécifique      | C'est moins cher |
|---|-------|-------------------------------------|--|---|------------------|
|   |       | The choice of content is wider      | You were looking for specific content not available in (OUR COUNTRY)                   | You were looking for content in a specific language         | It is cheaper    |
|   |       | Die Auswahl der Inhalte ist größer  | Sie haben nach bestimmten Inhalten gesucht, die in (UNSEREM LAND) nicht verfügbar sind | Sie haben nach Inhalten in einer bestimmten Sprache gesucht | Es ist günstiger |
| %   |       | Flash EB 411                        | Flash EB 411   | Flash EB 411  | Flash EB 411     |
|  | EU 28 | <b>40</b>                           | <b>53</b>  | <b>26</b>   | <b>17</b>        |
|  | BE    | <b>64</b>                           | <b>58</b>  | <b>37</b>   | <b>25</b>        |
|  | BG    | <b>11</b>                           | <b>42</b>  | <b>11</b>   | <b>11</b>        |
|  | CZ    | <b>54</b>                           | <b>58</b>  | <b>44</b>   | <b>15</b>        |
|  | DK    | <b>55</b>                           | <b>58</b>  | <b>11</b>   | <b>16</b>        |
|  | DE    | <b>37</b>                           | <b>53</b>  | <b>17</b>   | <b>10</b>        |
|  | EE    | <b>23</b>                           | <b>37</b>  | <b>16</b>   | <b>3</b>         |
|  | IE    | <b>32</b>                           | <b>63</b>  | <b>9</b>  | <b>6</b>         |
|  | EL    | <b>28</b>                           | <b>34</b>  | <b>17</b>   | <b>10</b>        |
|  | ES    | <b>32</b>                           | <b>53</b>  | <b>38</b>   | <b>26</b>        |
|  | FR    | <b>56</b>                           | <b>54</b>  | <b>21</b>   | <b>16</b>        |
|  | HR    | <b>34</b>                           | <b>28</b>  | <b>8</b>  | <b>9</b>         |
|  | IT    | <b>19</b>                           | <b>46</b>  | <b>28</b>   | <b>9</b>         |
|  | CY    | <b>53</b>                           | <b>26</b>  | <b>17</b>   | <b>30</b>        |
|  | LV    | <b>43</b>                           | <b>71</b>  | <b>36</b>   | <b>12</b>        |
|  | LT    | <b>24</b>                           | <b>44</b>  | <b>20</b>   | <b>6</b>         |
|  | LU    | <b>46</b>                           | <b>46</b>  | <b>40</b>   | <b>22</b>        |
|  | HU    | <b>27</b>                           | <b>38</b>  | <b>32</b>   | <b>11</b>        |
|  | MT    | <b>25</b>                           | <b>45</b>  | <b>8</b>  | <b>7</b>         |
|  | NL    | <b>28</b>                           | <b>49</b>  | <b>20</b>   | <b>14</b>        |
|  | AT    | <b>36</b>                           | <b>45</b>  | <b>12</b>   | <b>6</b>         |
|  | PL    | <b>37</b>                           | <b>47</b>  | <b>17</b>   | <b>16</b>        |
|  | PT    | <b>32</b>                           | <b>46</b>  | <b>17</b>   | <b>7</b>         |
|  | RO    | <b>34</b>                           | <b>30</b>  | <b>14</b>   | <b>10</b>        |
|  | SI    | <b>35</b>                           | <b>30</b>  | <b>2</b>  | <b>9</b>         |
|  | SK    | <b>16</b>                           | <b>29</b>  | <b>18</b>   | <b>7</b>         |
|  | FI    | <b>58</b>                           | <b>83</b>  | <b>22</b>   | <b>23</b>        |
|  | SE    | <b>38</b>                           | <b>53</b>  | <b>15</b>   | <b>8</b>         |
|  | UK    | <b>52</b>                           | <b>68</b>  | <b>45</b>   | <b>31</b>        |

Q15 Pour quelle(s) raison(s), parmi les suivantes, avez-vous essayé d'accéder à ces contenus en ligne généralement destinés aux utilisateurs d'un autre Etat membre de l'UE ? (PLUSIEURS REPONSES POSSIBLES)

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Q15 Aus welchen der folgenden Gründe haben Sie versucht, auf diese Online-Inhalte zuzugreifen, die eigentlich für Nutzer in einem anderen EU-Mitgliedstaat bestimmt sind? (MEHRFACHNENNUNGEN MÖGLICH)

|   |       | Le fournisseur de contenus auquel vous vouliez accéder n'est pas disponible en (NOTRE PAYS)      | La qualité du service (par ex. l'interface utilisateurs, le système de recommandations) est meilleure | Vous êtes originaire ou avez habité dans ce pays       | Autre (NE PAS LIRE)     | Ne sais pas  |
|---|-------|--|---|--|-------------------------|--------------|
|   |       | The online content provider you wanted to access is not available in (OUR COUNTRY)               | The quality of the service (e.g. user interface, recommendations system) is better                    | You come from or used to live in that country          | Other (DO NOT READ OUT) | Don't know   |
|   |       | Der Online-Inhalteanbieter, auf den Sie zugreifen wollten, ist in (UNSEREM LAND) nicht verfügbar | Die Qualität des Dienstes (z. B. Benutzeroberfläche, Empfehlungssystem) ist besser                    | Sie stammen aus dem Land oder haben früher dort gelebt | Andere (NICHT VORLESEN) | Weiß nicht   |
| %   |       | Flash EB 411   | Flash EB 411  | Flash EB 411   | Flash EB 411            | Flash EB 411 |
|  | EU 28 | <b>34</b>  | <b>18</b>   | <b>15</b>  | <b>7</b>                | <b>6</b>     |
|  | BE    | <b>48</b>  | <b>31</b>   | <b>14</b>  | <b>2</b>                | <b>9</b>     |
|  | BG    | <b>20</b>  | <b>21</b>   | <b>10</b>  | <b>4</b>                | <b>12</b>    |
|  | CZ    | <b>58</b>  | <b>34</b>   | <b>21</b>  | <b>3</b>                | <b>3</b>     |
|  | DK    | <b>32</b>  | <b>16</b>   | <b>10</b>  | <b>7</b>                | <b>5</b>     |
|  | DE    | <b>26</b>  | <b>6</b>  | <b>12</b>  | <b>17</b>               | <b>3</b>     |
|  | EE    | <b>26</b>  | <b>15</b>   | <b>4</b>   | <b>13</b>               | <b>0</b>     |
|  | IE    | <b>33</b>  | <b>13</b>   | <b>9</b>   | <b>6</b>                | <b>5</b>     |
|  | EL    | <b>36</b>  | <b>20</b>   | <b>10</b>  | <b>5</b>                | <b>2</b>     |
|  | ES    | <b>37</b>  | <b>38</b>   | <b>13</b>  | <b>3</b>                | <b>11</b>    |
|  | FR    | <b>40</b>  | <b>22</b>   | <b>18</b>  | <b>2</b>                | <b>9</b>     |
|  | HR    | <b>16</b>  | <b>11</b>   | <b>5</b>   | <b>4</b>                | <b>8</b>     |
|  | IT    | <b>9</b>   | <b>11</b>   | <b>9</b>   | <b>7</b>                | <b>3</b>     |
|  | CY    | <b>12</b>  | <b>18</b>   | <b>3</b>   | <b>1</b>                | <b>3</b>     |
|  | LV    | <b>41</b>  | <b>23</b>   | <b>12</b>  | <b>2</b>                | <b>4</b>     |
|  | LT    | <b>11</b>  | <b>25</b>   | <b>5</b>   | <b>8</b>                | <b>13</b>    |
|  | LU    | <b>47</b>  | <b>34</b>   | <b>27</b>  | <b>6</b>                | <b>5</b>     |
|  | HU    | <b>20</b>  | <b>7</b>  | <b>7</b>   | <b>7</b>                | <b>4</b>     |
|  | MT    | <b>14</b>  | <b>7</b>  | <b>3</b>   | <b>24</b>               | <b>7</b>     |
|  | NL    | <b>33</b>  | <b>14</b>   | <b>9</b>   | <b>8</b>                | <b>9</b>     |
|  | AT    | <b>31</b>  | <b>0</b>  | <b>11</b>  | <b>8</b>                | <b>10</b>    |
|  | PL    | <b>19</b>  | <b>17</b>   | <b>4</b>   | <b>7</b>                | <b>4</b>     |
|  | PT    | <b>26</b>  | <b>16</b>   | <b>9</b>   | <b>7</b>                | <b>5</b>     |
|  | RO    | <b>2</b>   | <b>13</b>   | <b>2</b>   | <b>3</b>                | <b>5</b>     |
|  | SI    | <b>10</b>  | <b>9</b>  | <b>6</b>   | <b>13</b>               | <b>5</b>     |
|  | SK    | <b>15</b>  | <b>10</b>   | <b>13</b>  | <b>12</b>               | <b>7</b>     |
|  | FI    | <b>33</b>  | <b>18</b>   | <b>9</b>   | <b>0</b>                | <b>2</b>     |
|  | SE    | <b>33</b>  | <b>4</b>  | <b>9</b>   | <b>3</b>                | <b>14</b>    |
|  | UK    | <b>64</b>  | <b>20</b>   | <b>39</b>  | <b>8</b>                | <b>3</b>     |

Q16 Vous avez dit ne pas avoir, au cours des 12 derniers mois, essayé de télécharger ou d'accéder à des contenus au travers d'un service en ligne généralement destiné aux utilisateurs d'un autre Etat membre de l'UE. C'est parce que... (PLUSIEURS REPONSES POSSIBLES)

Q16 You told me that over the past 12 months you have not tried to access or download content through an online service generally meant for users in another EU Member State. Is it because... (MULTIPLE ANSWERS POSSIBLE)






























Q16 Sie haben gesagt, dass Sie in den vergangenen 12 Monaten nicht versucht haben, über einen Online-Dienst, der eigentlich für Nutzer in einem anderen EU-Mitgliedstaat bestimmt ist, auf Inhalte zuzugreifen oder diese herunterzuladen. Liegt das daran, dass ...? (MEHRFACHNENNUNGEN MÖGLICH)

|   |       | Vous avez suffisamment de choix de contenus en (NOTRE PAYS)       | Vous pensez que vous ne pourriez pas y accéder      | Vous ne savez pas comment y accéder               | Vous ne pourriez pas les comprendre    |
|---|-------|---|---|---|--|
|   |       | You have sufficient choice of content in (OUR COUNTRY)            | You do not think you will be able to access it      | You do not know how to access it                  | You would not understand it            |
|   |       | Sie in (UNSEREM LAND) eine ausreichende Auswahl an Inhalten haben | Sie nicht glauben, dass Sie darauf zugreifen können | Sie nicht wissen, wie Sie darauf zugreifen können | Sie die Inhalte nicht verstehen würden |
| %   |       | Flash EB 411  | Flash EB 411  | Flash EB 411                                      | Flash EB 411                           |
|   | EU 28 | <b>51</b>   | <b>9</b>  | <b>20</b>   | <b>19</b>                              |
|  | BE    | <b>78</b>   | <b>14</b>   | <b>34</b>   | <b>28</b>                              |
|  | BG    | <b>29</b>   | <b>6</b>  | <b>12</b>   | <b>10</b>                              |
|  | CZ    | <b>64</b>   | <b>6</b>  | <b>18</b>   | <b>26</b>                              |
|  | DK    | <b>57</b>   | <b>3</b>  | <b>25</b>   | <b>8</b>                               |
|  | DE    | <b>53</b>   | <b>6</b>  | <b>15</b>   | <b>15</b>                              |
|  | EE    | <b>41</b>   | <b>4</b>  | <b>11</b>   | <b>5</b>                               |
|  | IE    | <b>35</b>   | <b>15</b>   | <b>20</b>   | <b>11</b>                              |
|  | EL    | <b>33</b>   | <b>6</b>  | <b>17</b>   | <b>9</b>                               |
|  | ES    | <b>48</b>   | <b>7</b>  | <b>22</b>   | <b>18</b>                              |
|  | FR    | <b>68</b>   | <b>15</b>   | <b>32</b>   | <b>29</b>                              |
|  | HR    | <b>44</b>   | <b>4</b>  | <b>10</b>   | <b>7</b>                               |
|  | IT    | <b>19</b>   | <b>5</b>  | <b>13</b>   | <b>10</b>                              |
|  | CY    | <b>22</b>   | <b>2</b>  | <b>14</b>   | <b>5</b>                               |
|  | LV    | <b>48</b>   | <b>8</b>  | <b>23</b>   | <b>17</b>                              |
|  | LT    | <b>40</b>   | <b>3</b>  | <b>13</b>   | <b>10</b>                              |
|  | LU    | <b>53</b>   | <b>13</b>   | <b>26</b>   | <b>17</b>                              |
|  | HU    | <b>41</b>   | <b>6</b>  | <b>11</b>   | <b>14</b>                              |
|  | MT    | <b>19</b>   | <b>5</b>  | <b>11</b>   | <b>3</b>                               |
|  | NL    | <b>45</b>   | <b>3</b>  | <b>18</b>   | <b>13</b>                              |
|  | AT    | <b>58</b>   | <b>5</b>  | <b>13</b>   | <b>8</b>                               |
|  | PL    | <b>52</b>   | <b>3</b>  | <b>8</b>  | <b>12</b>                              |
|  | PT    | <b>28</b>   | <b>4</b>  | <b>12</b>   | <b>8</b>                               |
|  | RO    | <b>27</b>   | <b>2</b>  | <b>17</b>   | <b>7</b>                               |
|  | SI    | <b>42</b>   | <b>1</b>  | <b>7</b>  | <b>5</b>                               |
|  | SK    | <b>28</b>   | <b>4</b>  | <b>7</b>  | <b>16</b>                              |
|  | FI    | <b>68</b>   | <b>15</b>   | <b>33</b>   | <b>24</b>                              |
|  | SE    | <b>54</b>   | <b>4</b>  | <b>13</b>   | <b>5</b>                               |
|  | UK    | <b>75</b>   | <b>23</b>   | <b>35</b>   | <b>44</b>                              |

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Q16 You told me that over the past 12 months you have not tried to access or download content through an online service generally meant for users in another EU Member State. Is it because... (MULTIPLE ANSWERS POSSIBLE)

Q16 Sie haben gesagt, dass Sie in den vergangenen 12 Monaten nicht versucht haben, über einen Online-Dienst, der eigentlich für Nutzer in einem anderen EU-Mitgliedstaat bestimmt ist, auf Inhalte zuzugreifen oder diese herunterzuladen. Liegt das daran, dass ...? (MEHRFACHNENNUNGEN MÖGLICH)






























|   |       | Vous n'avez pas confiance dans les services proposés dans d'autres Etats membres de l'UE    | Vous n'êtes pas intéressé(e) par ce type de contenu    | Autre (NE PAS LIRE)     | Ne sais pas  |
|---|-------|---|--|-------------------------|--------------|
|   |       | You do not trust the services offered in other EU Member States                             | You are not interested in this type of content         | Other (DO NOT READ OUT) | Don't know   |
|   |       | Sie kein Vertrauen in die Dienste haben, die in anderen EU-Mitgliedstaaten angeboten werden | Sie an dieser Art von Inhalten nicht interessiert sind | Andere (NICHT VORLESEN) | Weiß nicht   |
| %   |       | Flash EB 411  | Flash EB 411   | Flash EB 411            | Flash EB 411 |
|   | EU 28 | <b>13</b>   | <b>54</b>  | <b>7</b>                | <b>2</b>     |
|  | BE    | <b>27</b>   | <b>68</b>  | <b>4</b>                | <b>1</b>     |
|  | BG    | <b>5</b>  | <b>40</b>  | <b>10</b>               | <b>3</b>     |
|  | CZ    | <b>13</b>   | <b>56</b>  | <b>5</b>                | <b>1</b>     |
|  | DK    | <b>11</b>   | <b>44</b>  | <b>9</b>                | <b>3</b>     |
|  | DE    | <b>15</b>   | <b>53</b>  | <b>6</b>                | <b>3</b>     |
|  | EE    | <b>1</b>  | <b>42</b>  | <b>15</b>               | <b>3</b>     |
|  | IE    | <b>10</b>   | <b>48</b>  | <b>8</b>                | <b>2</b>     |
|  | EL    | <b>9</b>  | <b>48</b>  | <b>8</b>                | <b>3</b>     |
|  | ES    | <b>10</b>   | <b>46</b>  | <b>12</b>               | <b>2</b>     |
|  | FR    | <b>23</b>   | <b>62</b>  | <b>5</b>                | <b>1</b>     |
|  | HR    | <b>3</b>  | <b>37</b>  | <b>9</b>                | <b>2</b>     |
|  | IT    | <b>4</b>  | <b>56</b>  | <b>6</b>                | <b>2</b>     |
|  | CY    | <b>5</b>  | <b>37</b>  | <b>21</b>               | <b>5</b>     |
|  | LV    | <b>8</b>  | <b>40</b>  | <b>13</b>               | <b>3</b>     |
|  | LT    | <b>3</b>  | <b>36</b>  | <b>13</b>               | <b>3</b>     |
|  | LU    | <b>24</b>   | <b>59</b>  | <b>4</b>                | <b>2</b>     |
|  | HU    | <b>4</b>  | <b>34</b>  | <b>13</b>               | <b>4</b>     |
|  | MT    | <b>1</b>  | <b>48</b>  | <b>22</b>               | <b>2</b>     |
|  | NL    | <b>16</b>   | <b>59</b>  | <b>9</b>                | <b>3</b>     |
|  | AT    | <b>18</b>   | <b>51</b>  | <b>10</b>               | <b>2</b>     |
|  | PL    | <b>6</b>  | <b>35</b>  | <b>6</b>                | <b>3</b>     |
|  | PT    | <b>3</b>  | <b>47</b>  | <b>16</b>               | <b>3</b>     |
|  | RO    | <b>4</b>  | <b>44</b>  | <b>13</b>               | <b>2</b>     |
|  | SI    | <b>6</b>  | <b>28</b>  | <b>17</b>               | <b>5</b>     |
|  | SK    | <b>5</b>  | <b>42</b>  | <b>9</b>                | <b>6</b>     |
|  | FI    | <b>13</b>   | <b>60</b>  | <b>9</b>                | <b>1</b>     |
|  | SE    | <b>4</b>  | <b>48</b>  | <b>9</b>                | <b>4</b>     |
|  | UK    | <b>25</b>   | <b>72</b>  | <b>4</b>                | <b>1</b>     |



Q17 A quel(s) type(s) de contenu, parmi les suivants, souhaiteriez-vous accéder par le biais de services en ligne généralement destinés à des utilisateurs d'un autre Etat membre de l'UE ? (PLUSIEURS REPONSES POSSIBLES)

Q17 Which of the following types of content would you be interested to access through online services generally meant for users in another EU Member State? (MULTIPLE ANSWERS POSSIBLE)






























Q17 An welchen Arten von Inhalten von Online-Diensten, die eigentlich für Nutzer in einem anderen EU-Mitgliedstaat bestimmt sind, wären Sie interessiert bzw. auf welche hätten Sie gerne Zugriff? (MEHRFACHNENNUNGEN MÖGLICH)

|   |       | Des contenus audiovisuels<br>comme des films, des<br>séries, des clips vidéo et<br>tous les contenus TV<br>excepté le sport         | Des programmes de sport | De la musique, c'est-à-<br>dire uniquement du<br>contenu audio | Des e-books ou des livres<br>numériques |
|---|-------|---|-------------------------|--|---|
|   |       | Audio-visual content such<br>as films, series, video<br>clips and all TV content,<br>excluding sports                               | Sports                  | Music, meaning only audio<br>content                           | E-books or digital books                |
|   |       | Audiovisuelle Inhalte, wie<br>z. B. Filme, Serien, Video-<br>Clips und alle<br>Fernsehinhalte, mit<br>Ausnahme von<br>Sportinhalten | Sportinhalte            | Musik, d. h. ausschließlich<br>Audio-Inhalte                   | E-Books oder digitale<br>Bücher         |
| %   |       | Flash EB<br>411   | Flash EB<br>411         | Flash EB<br>411  | Flash EB<br>411                         |
|  | EU 28 | <b>29</b>   | <b>15</b>               | <b>23</b>  | <b>10</b>                               |
|  | BE    | <b>28</b>   | <b>16</b>               | <b>33</b>  | <b>8</b>                                |
|  | BG    | <b>31</b>   | <b>18</b>               | <b>28</b>  | <b>12</b>                               |
|  | CZ    | <b>30</b>   | <b>14</b>               | <b>22</b>  | <b>12</b>                               |
|  | DK    | <b>35</b>   | <b>15</b>               | <b>25</b>  | <b>7</b>                                |
|  | DE    | <b>16</b>   | <b>8</b>                | <b>16</b>  | <b>4</b>                                |
|  | EE    | <b>22</b>   | <b>7</b>                | <b>16</b>  | <b>8</b>                                |
|  | IE    | <b>38</b>   | <b>21</b>               | <b>28</b>  | <b>12</b>                               |
|  | EL    | <b>29</b>   | <b>17</b>               | <b>25</b>  | <b>15</b>                               |
|  | ES    | <b>39</b>   | <b>18</b>               | <b>28</b>  | <b>15</b>                               |
|  | FR    | <b>34</b>   | <b>20</b>               | <b>31</b>  | <b>9</b>                                |
|  | HR    | <b>40</b>   | <b>19</b>               | <b>22</b>  | <b>14</b>                               |
|  | IT    | <b>27</b>   | <b>10</b>               | <b>18</b>  | <b>11</b>                               |
|  | CY    | <b>28</b>   | <b>16</b>               | <b>21</b>  | <b>11</b>                               |
|  | LV    | <b>44</b>   | <b>18</b>               | <b>32</b>  | <b>12</b>                               |
|  | LT    | <b>39</b>   | <b>14</b>               | <b>24</b>  | <b>10</b>                               |
|  | LU    | <b>37</b>   | <b>24</b>               | <b>33</b>  | <b>13</b>                               |
|  | HU    | <b>24</b>   | <b>11</b>               | <b>17</b>  | <b>7</b>                                |
|  | MT    | <b>32</b>   | <b>19</b>               | <b>23</b>  | <b>13</b>                               |
|  | NL    | <b>26</b>   | <b>10</b>               | <b>17</b>  | <b>7</b>                                |
|  | AT    | <b>16</b>   | <b>10</b>               | <b>14</b>  | <b>9</b>                                |
|  | PL    | <b>32</b>   | <b>15</b>               | <b>24</b>  | <b>11</b>                               |
|  | PT    | <b>33</b>   | <b>17</b>               | <b>34</b>  | <b>13</b>                               |
|  | RO    | <b>36</b>   | <b>14</b>               | <b>29</b>  | <b>11</b>                               |
|  | SI    | <b>16</b>   | <b>12</b>               | <b>11</b>  | <b>7</b>                                |
|  | SK    | <b>28</b>   | <b>14</b>               | <b>22</b>  | <b>13</b>                               |
|  | FI    | <b>40</b>   | <b>21</b>               | <b>31</b>  | <b>12</b>                               |
|  | SE    | <b>35</b>   | <b>15</b>               | <b>23</b>  | <b>8</b>                                |
|  | UK    | <b>29</b>   | <b>20</b>               | <b>22</b>  | <b>10</b>                               |

Q17 A quel(s) type(s) de contenu, parmi les suivants, souhaiteriez-vous accéder par le biais de services en ligne généralement destinés à des utilisateurs d'un autre Etat membre de l'UE ? (PLUSIEURS REPONSES POSSIBLES)

Q17 Which of the following types of content would you be interested to access through online services generally meant for users in another EU Member State? (MULTIPLE ANSWERS POSSIBLE)






























Q17 An welchen Arten von Inhalten von Online-Diensten, die eigentlich für Nutzer in einem anderen EU-Mitgliedstaat bestimmt sind, wären Sie interessiert bzw. auf welche hätten Sie gerne Zugriff? (MEHRFACHNENNUNGEN MÖGLICH)

|   |       | Des jeux, téléchargés ou en ligne | Aucun (NE PAS LIRE)    | Ne sais pas  | Total 'Souhaiterait accéder'          |
|---|-------|-----------------------------------|------------------------|--------------|---------------------------------------|
|   |       | Games, downloaded or online       | None (DO NOT READ OUT) | Don't know   | Total 'Would be interested to access' |
|   |       | Spiele, als Download oder online  | Keine (NICHT VORLESEN) | Weiß nicht   | Gesamt 'Wäre an Zugriff interessiert' |
| %   |       | Flash EB 411                      | Flash EB 411           | Flash EB 411 | Flash EB 411                          |
|  | EU 28 | <b>8</b>                          | <b>47</b>              | <b>3</b>     | <b>50</b>                             |
|  | BE    | <b>9</b>                          | <b>50</b>              | <b>1</b>     | <b>49</b>                             |
|  | BG    | <b>8</b>                          | <b>27</b>              | <b>7</b>     | <b>66</b>                             |
|  | CZ    | <b>9</b>                          | <b>49</b>              | <b>4</b>     | <b>47</b>                             |
|  | DK    | <b>7</b>                          | <b>44</b>              | <b>4</b>     | <b>52</b>                             |
|  | DE    | <b>5</b>                          | <b>62</b>              | <b>4</b>     | <b>34</b>                             |
|  | EE    | <b>4</b>                          | <b>52</b>              | <b>12</b>    | <b>36</b>                             |
|  | IE    | <b>11</b>                         | <b>32</b>              | <b>1</b>     | <b>67</b>                             |
|  | EL    | <b>9</b>                          | <b>29</b>              | <b>1</b>     | <b>70</b>                             |
|  | ES    | <b>12</b>                         | <b>40</b>              | <b>3</b>     | <b>57</b>                             |
|  | FR    | <b>9</b>                          | <b>42</b>              | <b>1</b>     | <b>56</b>                             |
|  | HR    | <b>8</b>                          | <b>25</b>              | <b>3</b>     | <b>72</b>                             |
|  | IT    | <b>5</b>                          | <b>47</b>              | <b>3</b>     | <b>51</b>                             |
|  | CY    | <b>10</b>                         | <b>43</b>              | <b>5</b>     | <b>52</b>                             |
|  | LV    | <b>9</b>                          | <b>23</b>              | <b>6</b>     | <b>71</b>                             |
|  | LT    | <b>10</b>                         | <b>33</b>              | <b>6</b>     | <b>61</b>                             |
|  | LU    | <b>11</b>                         | <b>37</b>              | <b>1</b>     | <b>62</b>                             |
|  | HU    | <b>6</b>                          | <b>54</b>              | <b>5</b>     | <b>42</b>                             |
|  | MT    | <b>11</b>                         | <b>38</b>              | <b>2</b>     | <b>60</b>                             |
|  | NL    | <b>5</b>                          | <b>58</b>              | <b>2</b>     | <b>40</b>                             |
|  | AT    | <b>6</b>                          | <b>65</b>              | <b>3</b>     | <b>32</b>                             |
|  | PL    | <b>8</b>                          | <b>38</b>              | <b>4</b>     | <b>57</b>                             |
|  | PT    | <b>11</b>                         | <b>39</b>              | <b>3</b>     | <b>58</b>                             |
|  | RO    | <b>12</b>                         | <b>26</b>              | <b>2</b>     | <b>72</b>                             |
|  | SI    | <b>4</b>                          | <b>63</b>              | <b>4</b>     | <b>34</b>                             |
|  | SK    | <b>9</b>                          | <b>34</b>              | <b>5</b>     | <b>60</b>                             |
|  | FI    | <b>14</b>                         | <b>40</b>              | <b>2</b>     | <b>58</b>                             |
|  | SE    | <b>6</b>                          | <b>42</b>              | <b>4</b>     | <b>54</b>                             |
|  | UK    | <b>13</b>                         | <b>57</b>              | <b>0</b>     | <b>42</b>                             |

Q18 Aimeriez-vous accéder à des contenus audio-visuels (par exemple des films, des séries, des contenus télévisuels, des programmes de sport), de la musique, des e-books ou des jeux disponibles dans d'autres Etats membres de l'UE?

Q18 Would you like to access audio visual content (e.g. films, series, TV content, sports), music, e-books, or games available in other EU Member States?






























Q18 Würden Sie gerne auf audiovisuelle Inhalte (z. B. Filme, Serien, Fernsehinhalte, Sportinhalte), Musik, E-Books oder Spiele zugreifen, die in anderen EU-Mitgliedstaaten verfügbar sind?

|   |       | Oui<br>Yes<br>Ja | Non<br>No<br>Nein | Ne sais pas<br>Don't know<br>Weiß nicht |
|---|-------|------------------|-------------------|---|
| %   |       | Flash EB<br>411  | Flash EB<br>411   | Flash EB<br>411                         |
|    | EU 28 | <b>15</b>        | <b>81</b>         | <b>4</b>                                |
|    | BE    | <b>10</b>        | <b>88</b>         | <b>2</b>                                |
|    | BG    | <b>28</b>        | <b>64</b>         | <b>8</b>                                |
|    | CZ    | <b>6</b>         | <b>91</b>         | <b>3</b>                                |
|    | DK    | <b>2</b>         | <b>87</b>         | <b>11</b>                               |
|    | DE    | <b>10</b>        | <b>84</b>         | <b>6</b>                                |
|    | EE    | <b>8</b>         | <b>82</b>         | <b>10</b>                               |
|    | IE    | <b>22</b>        | <b>76</b>         | <b>2</b>                                |
|    | EL    | <b>23</b>        | <b>73</b>         | <b>4</b>                                |
|    | ES    | <b>14</b>        | <b>80</b>         | <b>6</b>                                |
|    | FR    | <b>14</b>        | <b>82</b>         | <b>4</b>                                |
|    | HR    | <b>19</b>        | <b>78</b>         | <b>3</b>                                |
|   | IT    | <b>11</b>        | <b>86</b>         | <b>3</b>                                |
|  | CY    | <b>29</b>        | <b>67</b>         | <b>4</b>                                |
|  | LV    | <b>14</b>        | <b>78</b>         | <b>8</b>                                |
|  | LT    | <b>21</b>        | <b>70</b>         | <b>9</b>                                |
|  | LU    | <b>17</b>        | <b>81</b>         | <b>2</b>                                |
|  | HU    | <b>13</b>        | <b>83</b>         | <b>4</b>                                |
|  | MT    | <b>27</b>        | <b>61</b>         | <b>12</b>                               |
|  | NL    | <b>4</b>         | <b>94</b>         | <b>2</b>                                |
|  | AT    | <b>11</b>        | <b>84</b>         | <b>5</b>                                |
|  | PL    | <b>16</b>        | <b>78</b>         | <b>6</b>                                |
|  | PT    | <b>23</b>        | <b>70</b>         | <b>7</b>                                |
|  | RO    | <b>34</b>        | <b>61</b>         | <b>5</b>                                |
|  | SI    | <b>10</b>        | <b>88</b>         | <b>2</b>                                |
|  | SK    | <b>15</b>        | <b>75</b>         | <b>10</b>                               |
|  | FI    | <b>10</b>        | <b>85</b>         | <b>5</b>                                |
|  | SE    | <b>11</b>        | <b>81</b>         | <b>8</b>                                |
|  | UK    | <b>8</b>         | <b>91</b>         | <b>1</b>                                |

Q19 Pourquoi ne seriez-vous pas intéressé(e)? (PLUSIEURS REponses POSSIBLES)

Q19 Why would you not be interested? (MULTIPLE ANSWERS POSSIBLE)






























Q19 Warum sind Sie nicht daran interessiert? (MEHRFACHNENNUNGEN MÖGLICH)

|   |       | Le choix de contenus est suffisant en (NOTRE PAYS)        | Vous ne pourriez pas comprendre les contenus proposés dans d'autres Etats membres de l'UE                      | Vous n'êtes pas intéressé(e) par ce type de contenus d'une manière générale | Vous n'êtes pas intéressé(e) par ce type de contenus disponibles dans d'autres Etats membres de l'UE | Autre (NE PAS LIRE)     | Ne sais pas  |
|---|-------|---|--|---|--|-------------------------|--------------|
|   |       | The choice of content is sufficient in (OUR COUNTRY)      | You would not be able to use or understand the content offered in other EU Member States                       | You are not interested in this type of content in general                   | You are not interested in this type of content from other EU Member States                           | Other (DO NOT READ OUT) | Don't know   |
|   |       | Die Auswahl der Inhalte in (UNSEREM LAND) ist ausreichend | Sie wären nicht in der Lage, die in anderen EU-Mitgliedstaaten angebotenen Inhalte zu nutzen oder zu verstehen | Sie sind an dieser Art von Inhalten grundsätzlich nicht interessiert        | Sie sind nicht an dieser Art von Inhalten aus anderen EU-Mitgliedstaaten interessiert                | Andere (NICHT VORLESEN) | Weiß nicht   |
| %   |       | Flash EB 411  | Flash EB 411   | Flash EB 411  | Flash EB 411   | Flash EB 411            | Flash EB 411 |
|  | EU 28 | <b>40</b>   | <b>24</b>  | <b>47</b>   | <b>25</b>  | <b>10</b>               | <b>6</b>     |
|  | BE    | <b>67</b>   | <b>37</b>  | <b>57</b>   | <b>45</b>  | <b>4</b>                | <b>5</b>     |
|  | BG    | <b>26</b>   | <b>19</b>  | <b>25</b>   | <b>16</b>  | <b>19</b>               | <b>10</b>    |
|  | CZ    | <b>52</b>   | <b>36</b>  | <b>47</b>   | <b>27</b>  | <b>7</b>                | <b>4</b>     |
|  | DK    | <b>39</b>   | <b>23</b>  | <b>38</b>   | <b>28</b>  | <b>12</b>               | <b>8</b>     |
|  | DE    | <b>56</b>   | <b>21</b>  | <b>40</b>   | <b>25</b>  | <b>7</b>                | <b>6</b>     |
|  | EE    | <b>33</b>   | <b>7</b>   | <b>42</b>   | <b>11</b>  | <b>27</b>               | <b>4</b>     |
|  | IE    | <b>31</b>   | <b>29</b>  | <b>52</b>   | <b>24</b>  | <b>5</b>                | <b>2</b>     |
|  | EL    | <b>18</b>   | <b>21</b>  | <b>54</b>   | <b>18</b>  | <b>7</b>                | <b>9</b>     |
|  | ES    | <b>38</b>   | <b>30</b>  | <b>44</b>   | <b>18</b>  | <b>16</b>               | <b>8</b>     |
|  | FR    | <b>53</b>   | <b>29</b>  | <b>48</b>   | <b>26</b>  | <b>4</b>                | <b>9</b>     |
|  | HR    | <b>31</b>   | <b>13</b>  | <b>41</b>   | <b>23</b>  | <b>9</b>                | <b>3</b>     |
|  | IT    | <b>15</b>   | <b>16</b>  | <b>54</b>   | <b>15</b>  | <b>5</b>                | <b>3</b>     |
|  | CY    | <b>12</b>   | <b>6</b>   | <b>29</b>   | <b>8</b>   | <b>34</b>               | <b>12</b>    |
|  | LV    | <b>42</b>   | <b>18</b>  | <b>22</b>   | <b>17</b>  | <b>31</b>               | <b>5</b>     |
|  | LT    | <b>38</b>   | <b>14</b>  | <b>26</b>   | <b>15</b>  | <b>12</b>               | <b>7</b>     |
|  | LU    | <b>70</b>   | <b>24</b>  | <b>51</b>   | <b>41</b>  | <b>3</b>                | <b>3</b>     |
|  | HU    | <b>33</b>   | <b>24</b>  | <b>32</b>   | <b>16</b>  | <b>16</b>               | <b>5</b>     |
|  | MT    | <b>19</b>   | <b>19</b>  | <b>47</b>   | <b>18</b>  | <b>12</b>               | <b>3</b>     |
|  | NL    | <b>32</b>   | <b>15</b>  | <b>47</b>   | <b>25</b>  | <b>17</b>               | <b>5</b>     |
|  | AT    | <b>48</b>   | <b>17</b>  | <b>48</b>   | <b>23</b>  | <b>13</b>               | <b>2</b>     |
|  | PL    | <b>42</b>   | <b>22</b>  | <b>30</b>   | <b>23</b>  | <b>8</b>                | <b>6</b>     |
|  | PT    | <b>7</b>  | <b>11</b>  | <b>53</b>   | <b>15</b>  | <b>21</b>               | <b>3</b>     |
|  | RO    | <b>17</b>   | <b>6</b>   | <b>37</b>   | <b>12</b>  | <b>22</b>               | <b>12</b>    |
|  | SI    | <b>35</b>   | <b>5</b>   | <b>35</b>   | <b>9</b>   | <b>18</b>               | <b>4</b>     |
|  | SK    | <b>14</b>   | <b>12</b>  | <b>37</b>   | <b>28</b>  | <b>14</b>               | <b>3</b>     |
|  | FI    | <b>71</b>   | <b>42</b>  | <b>57</b>   | <b>29</b>  | <b>5</b>                | <b>3</b>     |
|  | SE    | <b>55</b>   | <b>13</b>  | <b>29</b>   | <b>19</b>  | <b>13</b>               | <b>3</b>     |
|  | UK    | <b>63</b>   | <b>48</b>  | <b>70</b>   | <b>55</b>  | <b>8</b>                | <b>4</b>     |

Q20 Vous avez indiqué ne pas avoir utilisé Internet au cours des 12 derniers mois pour accéder ou télécharger des contenus audiovisuels, de la musique, des e-books ou des jeux. Vous ne l'avez pas fait parce que... (PLUSIEURS REPONSES POSSIBLES)

Q20 You told me that over the past 12 months you have not used the Internet to access or download audio-visual content, music, e-books or games. Is it because... (MULTIPLE ANSWERS POSSIBLE)






























Q20 Sie haben gesagt, dass Sie in den vergangenen 12 Monaten das Internet nicht genutzt haben, um auf audiovisuelle Inhalte, Musik, E-Books oder Spiele zuzugreifen oder diese herunterzuladen. Liegt das daran, dass ...? (MEHRFACHNENNUNGEN MÖGLICH)

|   |       | Vous avez un accès limité à Internet                | Vous n'avez pas d'appareil permettant d'accéder ou de télécharger ce type de contenus            | Vous ne savez pas comment accéder ou télécharger ce type de contenus                           | Vous n'êtes pas intéressé(e) par ce type de contenu |
|---|-------|---|--|--|---|
|   |       | You have limited access to the Internet             | You do not have the right device to access or download such content                              | You do not know how or where to access or download such content                                | You are not interested in such content              |
|   |       | Sie einen eingeschränkten Zugang zum Internet haben | Sie nicht das richtige Gerät haben, um auf solche Inhalte zuzugreifen oder diese herunterzuladen | Sie nicht wissen, wie oder wo Sie auf solche Inhalte zugreifen oder diese herunterladen können | Sie an solchen Inhalten nicht interessiert sind     |
| %   |       | Flash EB 411  | Flash EB 411   | Flash EB 411   | Flash EB 411  |
|  | EU 28 | <b>7</b>  | <b>6</b>   | <b>18</b>  | <b>63</b>   |
|  | BE    | <b>18</b>   | <b>9</b>   | <b>22</b>  | <b>80</b>   |
|  | BG    | <b>5</b>  | <b>1</b>   | <b>12</b>  | <b>52</b>   |
|  | CZ    | <b>8</b>  | <b>7</b>   | <b>13</b>  | <b>58</b>   |
|  | DK    | <b>3</b>  | <b>0</b>   | <b>16</b>  | <b>66</b>   |
|  | DE    | <b>4</b>  | <b>4</b>   | <b>14</b>  | <b>65</b>   |
|  | EE    | <b>4</b>  | <b>1</b>   | <b>5</b>   | <b>54</b>   |
|  | IE    | <b>11</b>   | <b>8</b>   | <b>15</b>  | <b>54</b>   |
|  | EL    | <b>14</b>   | <b>5</b>   | <b>13</b>  | <b>50</b>   |
|  | ES    | <b>5</b>  | <b>5</b>   | <b>18</b>  | <b>54</b>   |
|  | FR    | <b>13</b>   | <b>10</b>  | <b>27</b>  | <b>69</b>   |
|  | HR    | <b>8</b>  | <b>3</b>   | <b>11</b>  | <b>46</b>   |
|  | IT    | <b>5</b>  | <b>2</b>   | <b>10</b>  | <b>66</b>   |
|  | CY    | <b>9</b>  | <b>0</b>   | <b>10</b>  | <b>45</b>   |
|  | LV    | <b>2</b>  | <b>5</b>   | <b>15</b>  | <b>45</b>   |
|  | LT    | <b>1</b>  | <b>1</b>   | <b>8</b>   | <b>55</b>   |
|  | LU    | <b>14</b>   | <b>12</b>  | <b>27</b>  | <b>69</b>   |
|  | HU    | <b>5</b>  | <b>1</b>   | <b>10</b>  | <b>40</b>   |
|  | MT    | <b>2</b>  | <b>1</b>   | <b>18</b>  | <b>60</b>   |
|  | NL    | <b>2</b>  | <b>1</b>   | <b>15</b>  | <b>74</b>   |
|  | AT    | <b>3</b>  | <b>5</b>   | <b>6</b>   | <b>70</b>   |
|  | PL    | <b>2</b>  | <b>9</b>   | <b>12</b>  | <b>36</b>   |
|  | PT    | <b>5</b>  | <b>3</b>   | <b>12</b>  | <b>63</b>   |
|  | RO    | <b>7</b>  | <b>8</b>   | <b>19</b>  | <b>52</b>   |
|  | SI    | <b>3</b>  | <b>1</b>   | <b>5</b>   | <b>43</b>   |
|  | SK    | <b>2</b>  | <b>2</b>   | <b>4</b>   | <b>55</b>   |
|  | FI    | <b>10</b>   | <b>13</b>  | <b>26</b>  | <b>76</b>   |
|  | SE    | <b>6</b>  | <b>4</b>   | <b>15</b>  | <b>67</b>   |
|  | UK    | <b>13</b>   | <b>16</b>  | <b>32</b>  | <b>78</b>   |

Q20 Vous avez indiqué ne pas avoir utilisé Internet au cours des 12 derniers mois pour accéder ou télécharger des contenus audiovisuels, de la musique, des e-books ou des jeux. Vous ne l'avez pas fait parce que... (PLUSIEURS REPONSES POSSIBLES)

Q20 You told me that over the past 12 months you have not used the Internet to access or download audio-visual content, music, e-books or games. Is it because... (MULTIPLE ANSWERS POSSIBLE)






























Q20 Sie haben gesagt, dass Sie in den vergangenen 12 Monaten das Internet nicht genutzt haben, um auf audiovisuelle Inhalte, Musik, E-Books oder Spiele zuzugreifen oder diese herunterzuladen. Liegt das daran, dass ...? (MEHRFACHNENNUNGEN MÖGLICH)

|   |       | Vous préférez accéder à ce type de contenus autrement (DVDs, CDs, livres, jeux, télévision - y compris la télévision payante)                 | Autre (NE PAS LIRE)     | Ne sais pas  |
|---|-------|---|-------------------------|--------------|
|   |       | You prefer accessing this content in other ways (e.g. DVDs, CDs, books, games, TV, including pay-TV)  | Other (DO NOT READ OUT) | Don't know   |
|   |       | Sie es vorziehen, auf andere Art und Weise auf solche Inhalte zuzugreifen (z. B. DVDs, CDs, Bücher, Spiele, Fernsehen, einschließlich Pay-TV) | Andere (NICHT VORLESEN) | Weiß nicht   |
| %   |       | Flash EB 411  | Flash EB 411            | Flash EB 411 |
|  | EU 28 | <b>43</b>   | <b>9</b>                | <b>2</b>     |
|  | BE    | <b>59</b>   | <b>4</b>                | <b>2</b>     |
|  | BG    | <b>19</b>   | <b>21</b>               | <b>5</b>     |
|  | CZ    | <b>60</b>   | <b>7</b>                | <b>1</b>     |
|  | DK    | <b>40</b>   | <b>9</b>                | <b>3</b>     |
|  | DE    | <b>38</b>   | <b>12</b>               | <b>4</b>     |
|  | EE    | <b>22</b>   | <b>20</b>               | <b>9</b>     |
|  | IE    | <b>49</b>   | <b>5</b>                | <b>0</b>     |
|  | EL    | <b>42</b>   | <b>8</b>                | <b>0</b>     |
|  | ES    | <b>46</b>   | <b>17</b>               | <b>2</b>     |
|  | FR    | <b>55</b>   | <b>4</b>                | <b>2</b>     |
|  | HR    | <b>32</b>   | <b>14</b>               | <b>3</b>     |
|  | IT    | <b>20</b>   | <b>6</b>                | <b>2</b>     |
|  | CY    | <b>4</b>  | <b>29</b>               | <b>8</b>     |
|  | LV    | <b>34</b>   | <b>20</b>               | <b>6</b>     |
|  | LT    | <b>30</b>   | <b>16</b>               | <b>4</b>     |
|  | LU    | <b>68</b>   | <b>5</b>                | <b>0</b>     |
|  | HU    | <b>25</b>   | <b>16</b>               | <b>9</b>     |
|  | MT    | <b>10</b>   | <b>19</b>               | <b>0</b>     |
|  | NL    | <b>30</b>   | <b>7</b>                | <b>3</b>     |
|  | AT    | <b>39</b>   | <b>11</b>               | <b>5</b>     |
|  | PL    | <b>61</b>   | <b>7</b>                | <b>2</b>     |
|  | PT    | <b>25</b>   | <b>15</b>               | <b>3</b>     |
|  | RO    | <b>14</b>   | <b>20</b>               | <b>0</b>     |
|  | SI    | <b>16</b>   | <b>29</b>               | <b>7</b>     |
|  | SK    | <b>17</b>   | <b>14</b>               | <b>9</b>     |
|  | FI    | <b>50</b>   | <b>5</b>                | <b>1</b>     |
|  | SE    | <b>29</b>   | <b>15</b>               | <b>2</b>     |
|  | UK    | <b>73</b>   | <b>3</b>                | <b>1</b>     |

Q21 Vous avez dit ne pas avoir souscrit d'abonnement payant permettant d'accéder à des contenus audiovisuels, de la musique, des e-books ou des jeux. Si vous souscriviez ce type d'abonnement dans l'avenir, serait-il important pour vous de pouvoir accéder à ce service lors de vos voyages ou séjours temporaires dans d'autres Etats membres de l'UE ?

Q21 You told me that you do not have any paying subscription for accessing audio-visual content, music, e-books or games. If you were to take out such a subscription in the future, would it be important for you to be able to use this service while travelling or temporarily staying in other EU Member States?

Q21 Sie haben gesagt, dass Sie kein kostenpflichtiges Abo für den Zugang zu audiovisuellen Inhalten, Musik, E-Books oder Spielen haben. Wenn Sie in Zukunft ein solches Abo abschließen würden, wäre es Ihnen dann wichtig, diesen Dienst auch auf Reisen oder während eines vorübergehenden Aufenthaltes in anderen EU-Mitgliedstaaten nutzen zu können?

|   |       | Oui          | Non          | Vous ne prendriez jamais ce type d'abonnement (NE PAS LIRE) | Ne sais pas  |
|---|-------|--------------|--------------|---|--------------|
|   |       | Yes          | No           | You would never take a subscription (DO NOT READ OUT)       | Don't know   |
|   |       | Ja           | Nein         | Sie würden nie ein Abo abschließen (NICHT VORLESEN)         | Weiß nicht   |
| %   |       | Flash EB 411 | Flash EB 411 | Flash EB 411  | Flash EB 411 |
|    | EU 28 | <b>33</b>    | <b>52</b>    | <b>10</b>   | <b>5</b>     |
|   | BE    | <b>34</b>    | <b>60</b>    | <b>4</b>  | <b>2</b>     |
|  | BG    | <b>45</b>    | <b>41</b>    | <b>7</b>  | <b>7</b>     |
|  | CZ    | <b>35</b>    | <b>58</b>    | <b>5</b>  | <b>2</b>     |
|  | DK    | <b>29</b>    | <b>56</b>    | <b>11</b>   | <b>4</b>     |
|  | DE    | <b>29</b>    | <b>50</b>    | <b>17</b>   | <b>4</b>     |
|  | EE    | <b>37</b>    | <b>33</b>    | <b>20</b>   | <b>10</b>    |
|  | IE    | <b>51</b>    | <b>41</b>    | <b>5</b>  | <b>3</b>     |
|  | EL    | <b>47</b>    | <b>42</b>    | <b>8</b>  | <b>3</b>     |
|  | ES    | <b>44</b>    | <b>44</b>    | <b>5</b>  | <b>7</b>     |
|  | FR    | <b>32</b>    | <b>59</b>    | <b>6</b>  | <b>3</b>     |
|  | HR    | <b>45</b>    | <b>45</b>    | <b>7</b>  | <b>3</b>     |
|  | IT    | <b>30</b>    | <b>48</b>    | <b>17</b>   | <b>5</b>     |
|  | CY    | <b>38</b>    | <b>49</b>    | <b>9</b>  | <b>4</b>     |
|  | LV    | <b>39</b>    | <b>54</b>    | <b>3</b>  | <b>4</b>     |
|  | LT    | <b>30</b>    | <b>53</b>    | <b>10</b>   | <b>7</b>     |
|  | LU    | <b>47</b>    | <b>49</b>    | <b>2</b>  | <b>2</b>     |
|  | HU    | <b>28</b>    | <b>45</b>    | <b>24</b>   | <b>3</b>     |
|  | MT    | <b>33</b>    | <b>40</b>    | <b>21</b>   | <b>6</b>     |
|  | NL    | <b>25</b>    | <b>63</b>    | <b>8</b>  | <b>4</b>     |
|  | AT    | <b>29</b>    | <b>47</b>    | <b>23</b>   | <b>1</b>     |
|  | PL    | <b>35</b>    | <b>54</b>    | <b>5</b>  | <b>6</b>     |
|  | PT    | <b>36</b>    | <b>51</b>    | <b>7</b>  | <b>6</b>     |
|  | RO    | <b>37</b>    | <b>52</b>    | <b>8</b>  | <b>3</b>     |
|  | SI    | <b>23</b>    | <b>53</b>    | <b>21</b>   | <b>3</b>     |
|  | SK    | <b>30</b>    | <b>57</b>    | <b>8</b>  | <b>5</b>     |
|  | FI    | <b>23</b>    | <b>70</b>    | <b>3</b>  | <b>4</b>     |
|  | SE    | <b>29</b>    | <b>56</b>    | <b>10</b>   | <b>5</b>     |
|  | UK    | <b>30</b>    | <b>58</b>    | <b>7</b>  | <b>5</b>     |