Copyrights & Tech giants

What are the expectations in Europe?

March 2019

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Pierre-Hadrien Bartoli, Research Manager - Opinion department of Harris Interactive France
Summary

Survey methodology

Perception of relations between the EU and the tech giants

Perception on the actions done by the EU regarding the internet and US tech giants

Focus on the protection and the remuneration of creators

Perception of the threats US tech giants pose to democracy and information

Focus on the general attitude of US tech giants

General approval for a tax on the revenue of US tech giants
Survey methodology

Survey conducted online from the 15th to the 22th of February 2019.

European sample of 6600 people representative of the population aged 18 and over in Czech Republic, France, Germany, Greece, Italy, Poland, Romania and Spain

**France**: sample of 1000 people representative of the population aged 18 and over 🇫🇷

**Spain, Italy, Germany, Poland, Czech Republic, Romania and Greece**: samples of 800 people representative of the population aged 18 and over in each country 🇪🇸 🇩🇪 🇬🇷 🇮🇹 🇵🇱 🇨🇿 🇷🇴 🇬🇷

The numbers highlighted in blue (*august 2018*) are from a survey conducted in the same conditions from the 24th to the 30th of August 2018

Quota method and adjustments applied to:

- sex, age, socio-professional category / incomes, living area.
Perception of relations between the EU and the tech giants
Perception on the efforts made by the European union to regulate the power of US tech giants

In your opinion, has the European Union sufficiently or insufficiently regulated the power of US tech giants (i.e. large American Internet companies, such as Google, Apple, Facebook or Amazon) over the past 5 years?

- To all, in % -

64% Insufficiently
36% Sufficiently
Perception on the efforts made by the European union to regulate the power of US tech giants, by country

In your opinion, has the European Union sufficiently or insufficiently regulated the power of US tech giants (i.e. large American Internet companies, such as Google, Apple, Facebook or Amazon) over the past 5 years?

- To all, in % of « insufficiently » -

64% Insufficiently

France 75% Germany 71% Spain 65% Italy 62% Greece 61% Czech Republic 54% Romania 49% Poland 46%
Feeling that UE has sufficiently or insufficiently regulated the power of US tech giants over the past 5 years, by country

In your opinion, has the European Union sufficiently or insufficiently regulated the power of US tech giants (i.e. large American Internet companies, such as Google, Apple, Facebook or Amazon) over the past 5 years?

- To all, in % -

<table>
<thead>
<tr>
<th>Country</th>
<th>Insufficiently</th>
<th>Sufficiently</th>
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<tbody>
<tr>
<td>Czech Republic</td>
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<td>Poland</td>
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<td>Romania</td>
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<td>Spain</td>
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▪ Insufficiently
▪ Sufficiently
Perception on the actions done by the EU regarding the internet and US tech giants
The action of the UE is mainly perceived as insufficient in terms of the remuneration of artists and content creators, protection of citizens’ datas and taxation of US tech giants

In your opinion, over the past 5 years has the European Union sufficiently or insufficiently acted to…?

- To all, in % -

| Ensure that artists and content creators are remunerated for the distribution of their work on internet platforms (Facebook, YouTube, Instagram, etc.) | 46 | 54 |
| Guarantee the impartiality of information on social networks and internet platforms | 34 | 66 |
| Properly tax the revenue of US tech giants (i.e. large American Internet companies, such as Google, Apple, Facebook or Amazon) making a profit in European Union countries | 31 | 69 |

- Sufficiently
- Insufficiently
Perception that UE has sufficiently or insufficiently acted, by country

In your opinion, over the past 5 years has the European Union sufficiently or insufficiently acted to…?

- To all, in % of « Sufficiently »-

<table>
<thead>
<tr>
<th>Ensure that artists and content creators are remunerated for the distribution of their work on internet platforms (Facebook, YouTube, Instagram, etc.)</th>
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<tr>
<th>Guarantee the impartiality of information on social networks and internet platforms</th>
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<th>Properly tax the revenue of US tech giants</th>
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<td>20</td>
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</table>
Perception that UE has sufficiently or insufficiently acted, by country

In your opinion, over the past 5 years has the European Union sufficiently or insufficiently acted to…?

- To all, in % of «Sufficiently»-

<table>
<thead>
<tr>
<th>Issue</th>
<th>Italy</th>
<th>Poland</th>
<th>Romania</th>
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<td>34</td>
<td>48</td>
<td>47</td>
<td>32</td>
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</tbody>
</table>
Focus on the protection and the remuneration of creators
There is a major approval among the different countries about the introduction of rules to guarantee creators’ protection and remuneration.

Are you in favour of or against the European Union implementing rules to guarantee the remuneration of artists and content creators for the distribution of their content on internet platforms (YouTube, Facebook, etc.)?

- To all, in % -

80% In favour

20% Opposed

+7 /august 2018
Approval of the protection and remuneration of creators, by country

Are you in favour of or against the European Union implementing rules to guarantee the remuneration of artists and content creators for the distribution of their content on internet platforms (YouTube, Facebook, etc.)?

- To all, in % of « In favour » -

**80% In favour**

**28% Completely in favour**

**In favour:**
- Greece: 88 (-4)
- Romania: 86 (-5)
- Spain: 85 (-3)
- Italy: 85 (-4)
- France: 80 (-8)
- Germany: 78 (-8)
- Poland: 71 (-10)
- Czech Republic: 58 (-11)

**Completely in favour:**
- Greece: 26
- Romania: 38
- Spain: 37
- Italy: 24
- France: 27
- Germany: 32
- Poland: 20
- Czech Republic: 12
Attitude on the European Union implementing rules concerning the protection and remuneration of creators, in each country

Are you in favour of or against the European Union implementing rules to guarantee the remuneration of artists and content creators for the distribution of their content on internet platforms (YouTube, Facebook, etc.)?

- To all, in % -

- Completely in favour
- Somewhat in favour
- Somewhat opposed
- Completely opposed

Czech Republic
France
Germany
Greece
Italy
Poland
Romania
Spain

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Perception of the threats US tech giants pose to democracy and information
Tech Giants are mainly perceived as being a potential risk for the functioning of European democracies

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

- To all, in % -

53% Compromise

47% Does not compromise

+8 /august 2018
Feeling that tech giants compromise or not the functioning of democracy in Europe by country

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

- To all, in % of « Compromise » -

53% Compromise

France -68% Germany -68% Greece -58% Italy -51% Spain -48% Romania -39% Czech Republic -36% Poland -36%
Perception of the risk tech giants can possibly pose to the functioning of European democracies in each country

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

- To all, in % -

<table>
<thead>
<tr>
<th>Country</th>
<th>Compromises</th>
<th>Does not compromise</th>
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<tbody>
<tr>
<td>Czech Republic</td>
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<td>48</td>
<td>52</td>
</tr>
</tbody>
</table>

- Compromises
- Does not compromise
Tech Giants are even more perceived as being a potential risk for the circulation of an accurate information in European countries

Would you say that US tech giants (such as Google, Apple, Facebook or Amazon), by the means of influence, compromise or not the circulation of accurate information in European countries?

- To all, in % -

65% Compromise

35% Does not compromise
Feeling that tech giants compromise or not the circulation of accurate information in European countries

Would you say that US tech giants (such as Google, Apple, Facebook or Amazon), by the means of influence, compromise or not the circulation of accurate information in European countries?

- To all, in % of «Compromise» -

65% Compromise

- France: 75%
- Germany: 72%
- Greece: 70%
- Spain: 67%
- Italy: 66%
- Czech Republic: 53%
- Romania: 47%
- Poland: 40%
Perception of the risk tech giants can possibly pose to the circulation of accurate information in European countries

Would you say that US tech giants (such as Google, Apple, Facebook or Amazon), by the means of influence, compromise or not the circulation of accurate information in European countries?

- To all, in % -

- Compromises
- Does not compromise
Focus on the general attitude of US tech giants
Tech Giants are mainly perceived as protecting their own economic interests rather than the general interest of internet users.

In your opinion, when US tech giants (such as Google, Apple, Facebook or Amazon) speak out, do they above all protect...

- To all, in % -

74% Their own economic interests
26% The general interest of internet users
Perception of the interests followed by the US tech giants

In your opinion, when US tech giants (such as Google, Apple, Facebook or Amazon) speak out, do they above all protect...

- To all, in % « Their own economic interests » -

74% Their own economic interests

- Greece: 86%
- Italy: 81%
- France: 80%
- Czech Republic: 77%
- Spain: 75%
- Germany: 71%
- Romania: 64%
- Poland: 62%
Perception of the interests followed by the US tech giants by country

In your opinion, when US tech giants (such as Google, Apple, Facebook or Amazon) speak out, do they above all protect...

- To all, in % -

- Their own economic interests
- The general interest of internet users
General approval for a tax on the revenue of US tech giants
There is a major approval among the different countries about the introduction of a tax on the revenue of US tech giants making a profit in European Union countries.

Do you think that the European Union should have introduced a tax on the revenue of US tech giants (i.e. large American Internet companies, such as Google, Apple, Facebook or Amazon) making a profit in European Union countries?

- To all, in % -

84% Yes

16% No
Do you think that the European Union should have introduced a tax on the revenue of US tech giants (i.e. large American Internet companies, such as Google, Apple, Facebook or Amazon) making a profit in European Union countries?

- To all, in % of « Yes » -

Approval for a tax on the revenue of US tech giants, by country

84%

Yes

<table>
<thead>
<tr>
<th>Country</th>
<th>% Yes</th>
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<td>Greece</td>
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Approval for a tax on the revenue of US tech giants, by country

Do you think that the European Union should have introduced a tax on the revenue of US tech giants (i.e. large American Internet companies, such as Google, Apple, Facebook or Amazon) making a profit in European Union countries?

- To all, in % -

Czech Republic: 22% No, 78% Yes
France: 11% No, 89% Yes
Germany: 18% No, 82% Yes
Greece: 10% No, 90% Yes
Italy: 14% No, 86% Yes
Poland: 18% No, 82% Yes
Romania: 23% No, 77% Yes
Spain: 13% No, 87% Yes
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