



# ALLIANCE

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FOR INTELLECTUAL PROPERTY

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## **New research shows people not confident in spotting illegal websites**

New research conducted by Populus for the Alliance for Intellectual Property and the Premier League shows that more needs to be done to help people feel confident on the web.

The research, published today, showed that:

- Barely half internet users (54%) feel safe/secure when downloading/streaming entertainment material
- Barely half (56%) feel that it is easy to know whether a site's offer of goods or services was legal
- The presence of authoritative banking/payment brands such as PayPal, Visa or MasterCard made nearly three-quarters (71%) of people feel confident about the authenticity of a site's offer
- 77% of all users felt that infringement of IP was a major problem for one or more of the IP industries (film, TV, music, sport, publishing, computer games)
- Nearly three-quarters (71%) of internet users would like to see appropriate regulation of the internet to make illegal activity more difficult

The survey was published on the same day a conference is being held to talk about the future of intellectual property policy in the UK and Europe. The audience is to hear from the **Rt Hon Vince Cable MP, Secretary of State for Business, Innovation and Skills** and **Michel Barnier, the European Commissioner responsible for the Internal Market and Services**.

Commenting on the research, **Richard Mollet, Chair of the Alliance for Intellectual Property** said:

“People want to feel safe on the internet but, despite thinking they can spot an illicit site, in reality people are being conned by these sites using payment brands, running advertising from reputable companies and having terms and conditions for access. Everyone involved in legitimate activity on the internet, including those that create IP, need to do their bit to run these illicit sites out of town.”

For further information contact Dan Guthrie on 0207 618 9100 or 07720 075 299

**ENDS**

## **NOTES TO EDITORS**

**Details of today's conference can be found at:**

<http://www.allianceforip.co.uk/downloads/pdf/IPConferenceAgenda.pdf>

## **ABOUT THE ALLIANCE**

Established in 1998, the Alliance for Intellectual Property is a UK-based coalition of 24 trade associations concerned with ensuring that intellectual property rights are valued in the UK and that a legislative regime exists which enables the value and contribution of these rights to be fully realised. Our members include representatives of the audiovisual, music, games and business software, and sports industries, branded manufactured goods, publishers, retailers and designers.

We work closely with the Department for Business, Innovation and Skills, the Intellectual Property Office, trading standards and the police to raise awareness of the value of intellectual property and the harm caused to communities, consumers and legitimate businesses by IP theft. We, and many of our members, are also participants in the IP Crime Group, which facilitates cross departmental dialogue and joint working amongst the relevant enforcement bodies and organisations.

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