



for



Copyrights & US tech giants

What are the expectations in Europe?

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Jean-Daniel Lévy, Head of the Opinion department of Harris Interactive France

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

Italy



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Survey methodology



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



Sample of 800 people representative of the Italian population aged 18 and over, among a European sample of **6 600** people representative of the population aged 18 and over in Czech Republic, France, Germany, Greece, Italy, Poland, Romania and Spain (**1 000** in France and **800** in the other countries).



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.

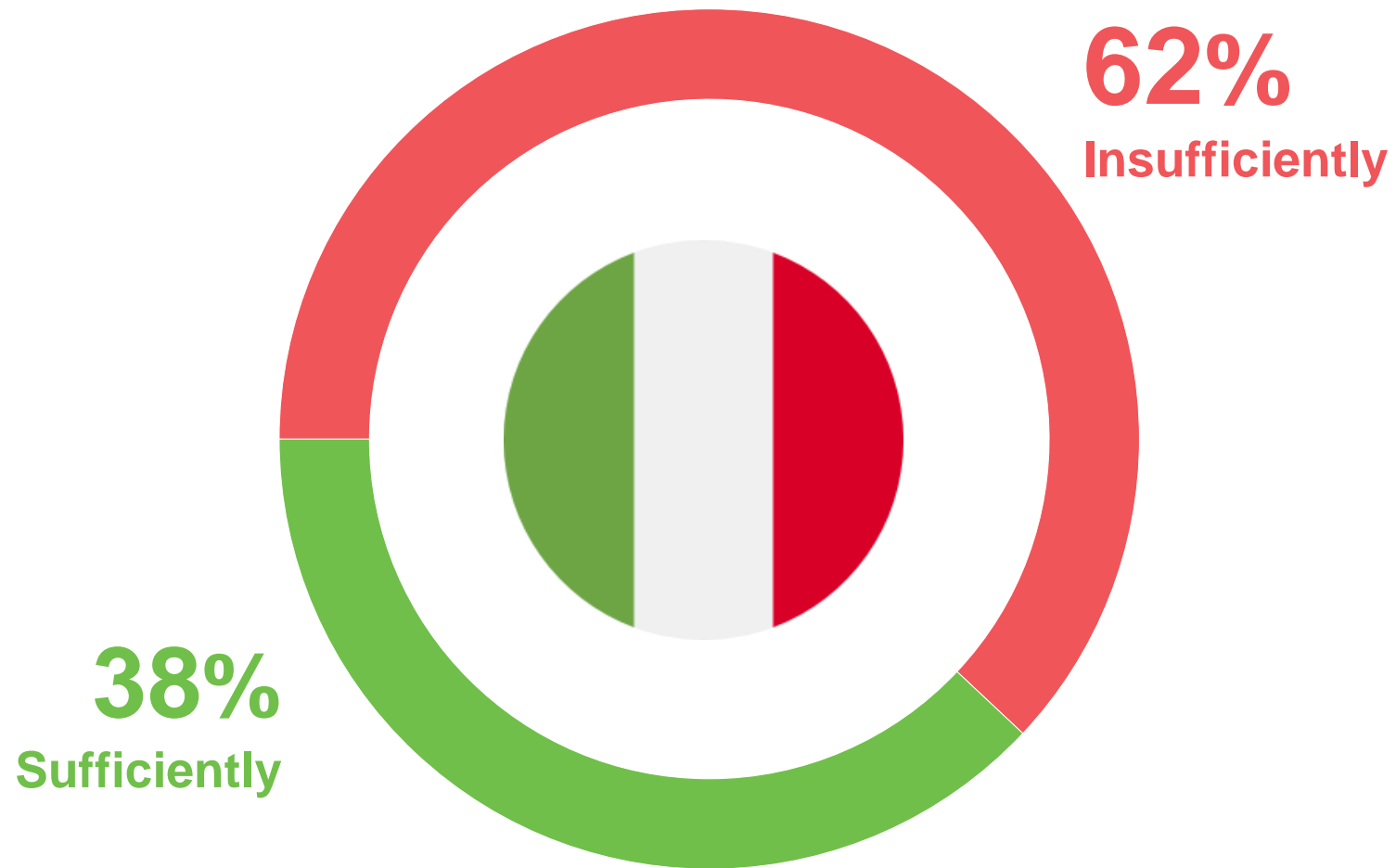
Perception of relations between the EU and the US tech giants



62% of Italians perceive the efforts made by the European union to regulate the power of US tech giants as insufficient

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 % -



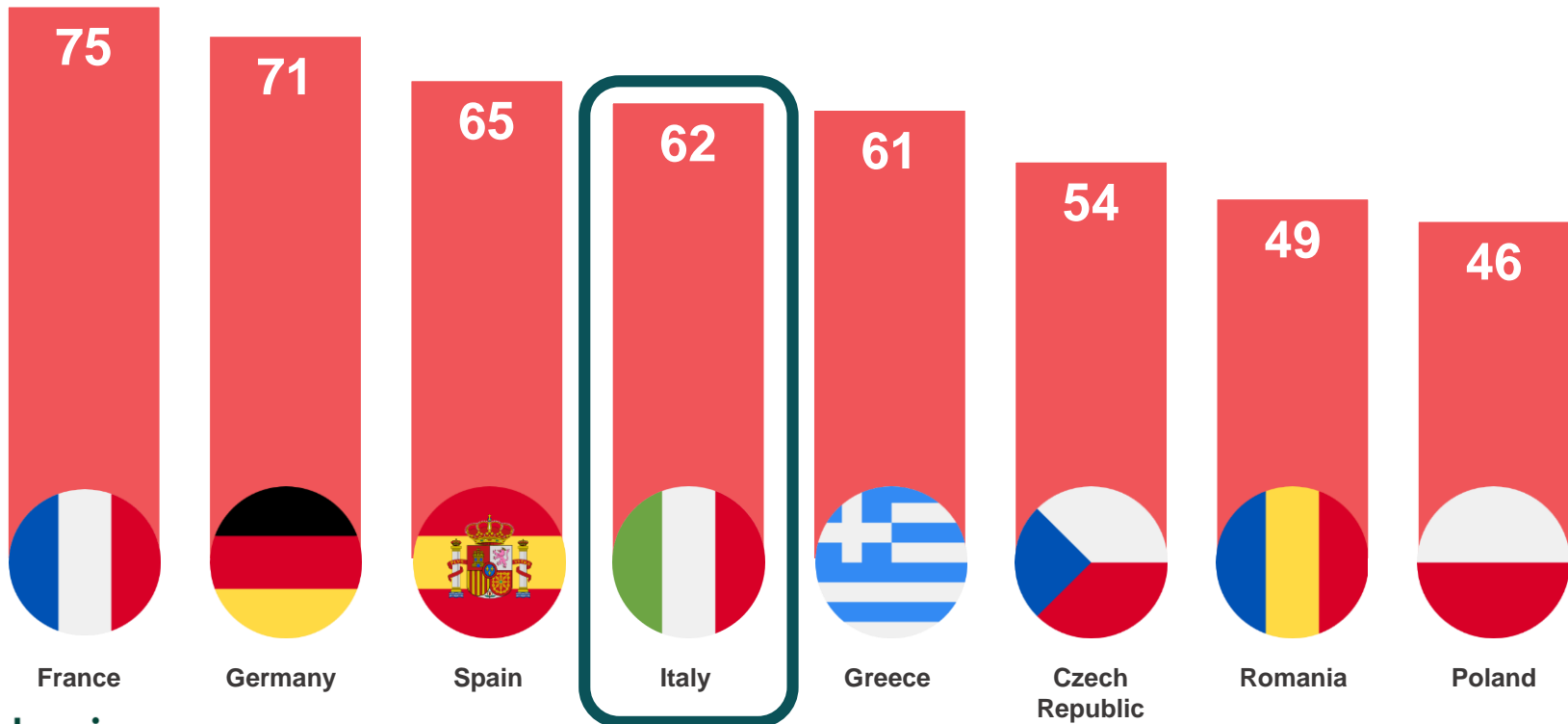
Perception on the efforts made by the European union to regulate the power of US tech giants, by country

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



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, impartiality of information and taxation of US tech giants

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

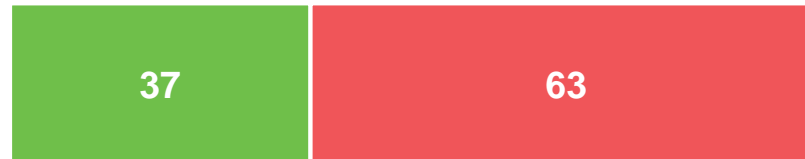
- To all, in % -



Ensure that artists and content creators are remunerated for the distribution of their work on internet platforms (Facebook, YouTube, Instagram, etc.)



Guarantee the impartiality of information on social networks and internet platforms



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



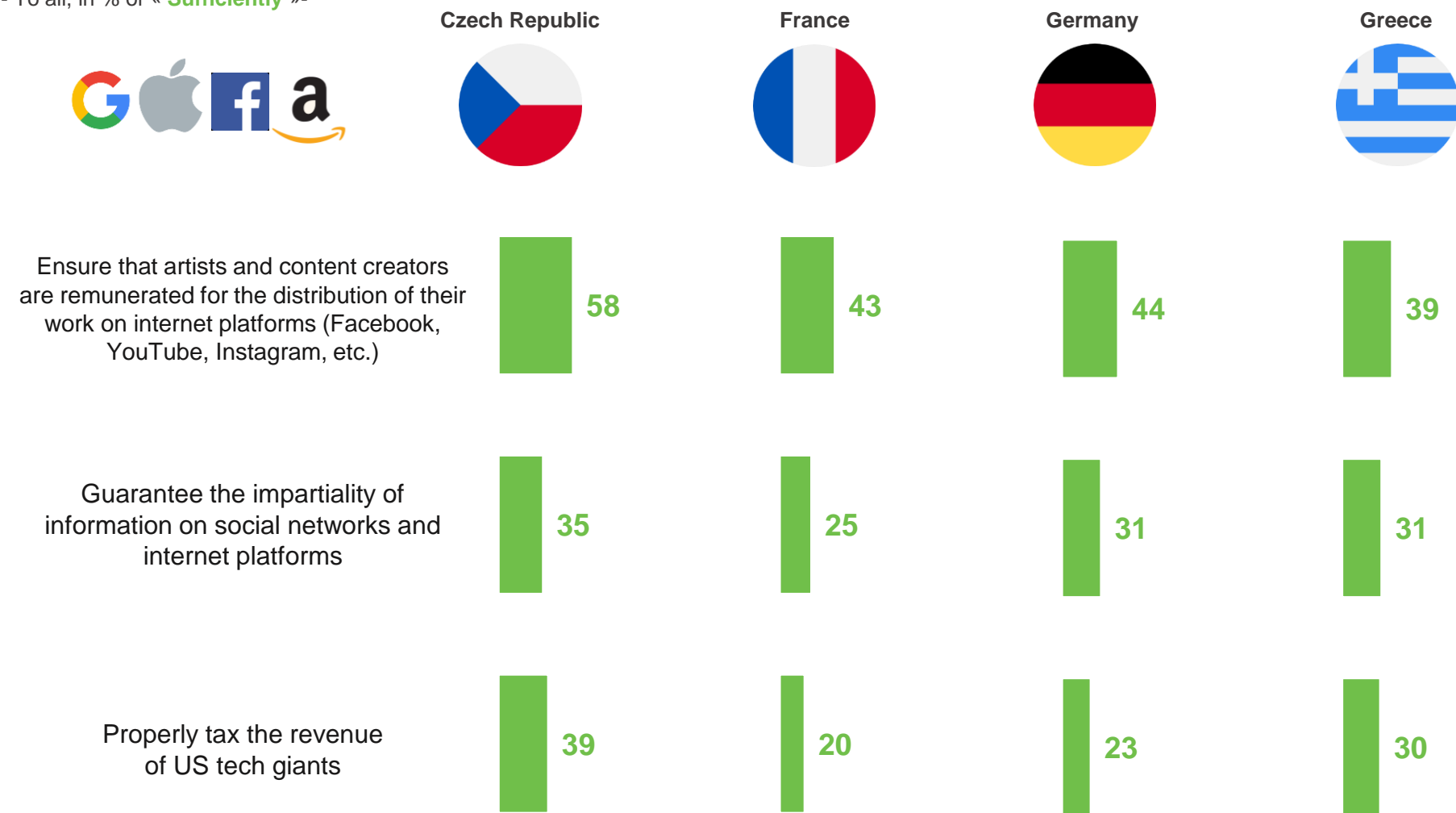
■ Sufficiently

■ 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 »-



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...?

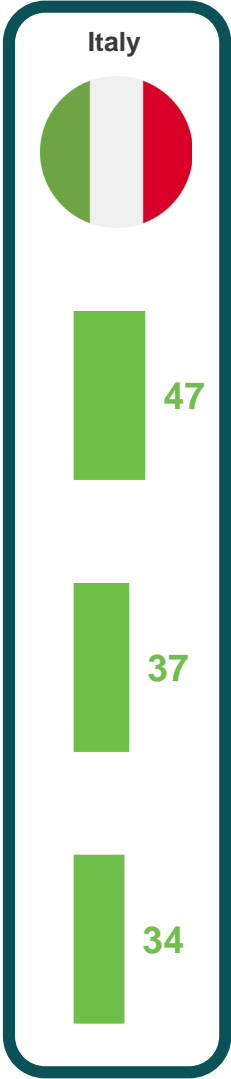
- To all, in % of « Sufficiently »-



Ensure that artists and content creators are remunerated for the distribution of their work on internet platforms (Facebook, YouTube, Instagram, etc.)

Guarantee the impartiality of information on social networks and internet platforms

Properly tax the revenue of US tech giants



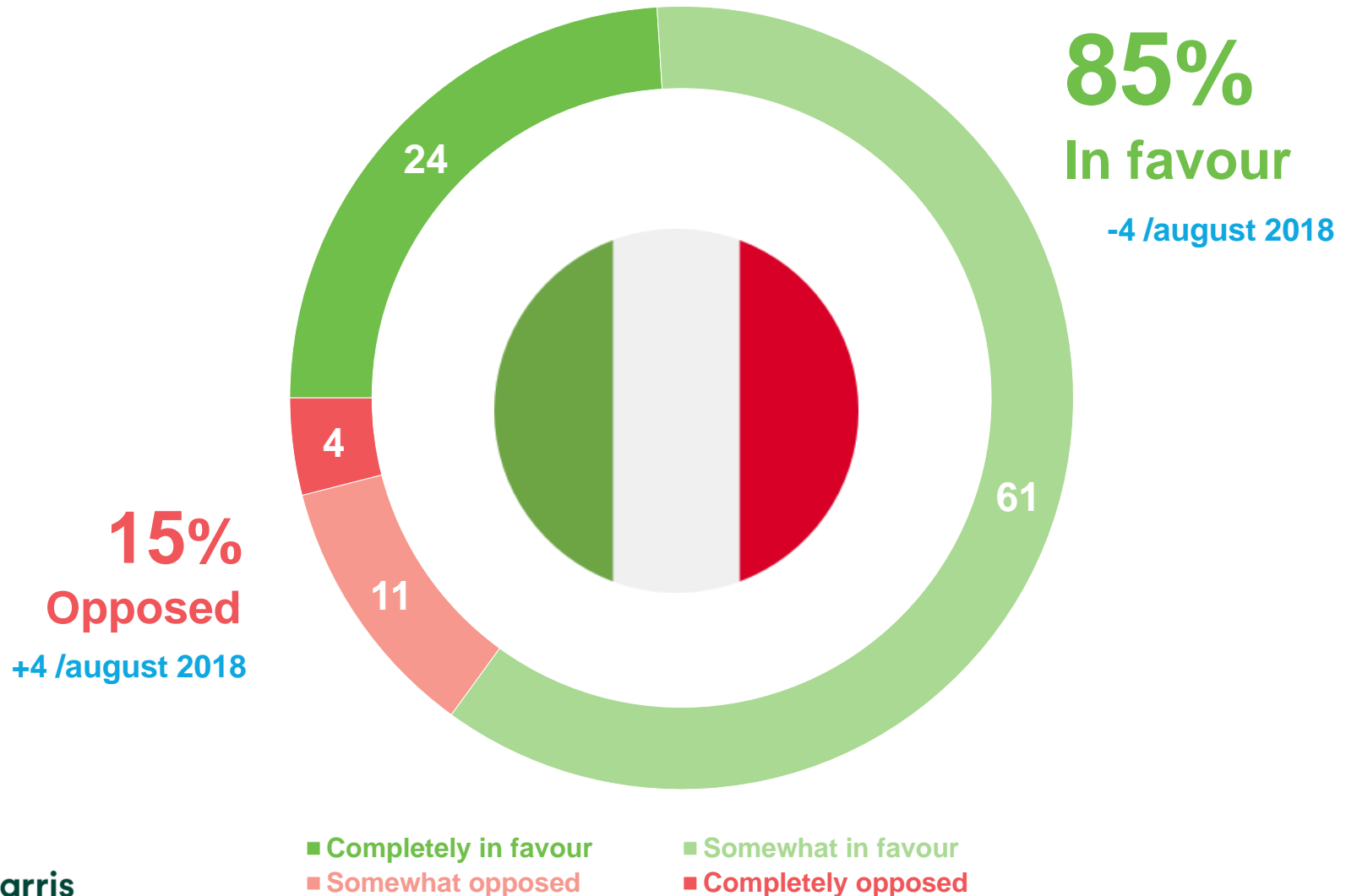
Focus on the protection and the remuneration of creators



There is a major approval among Italian people 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.)?

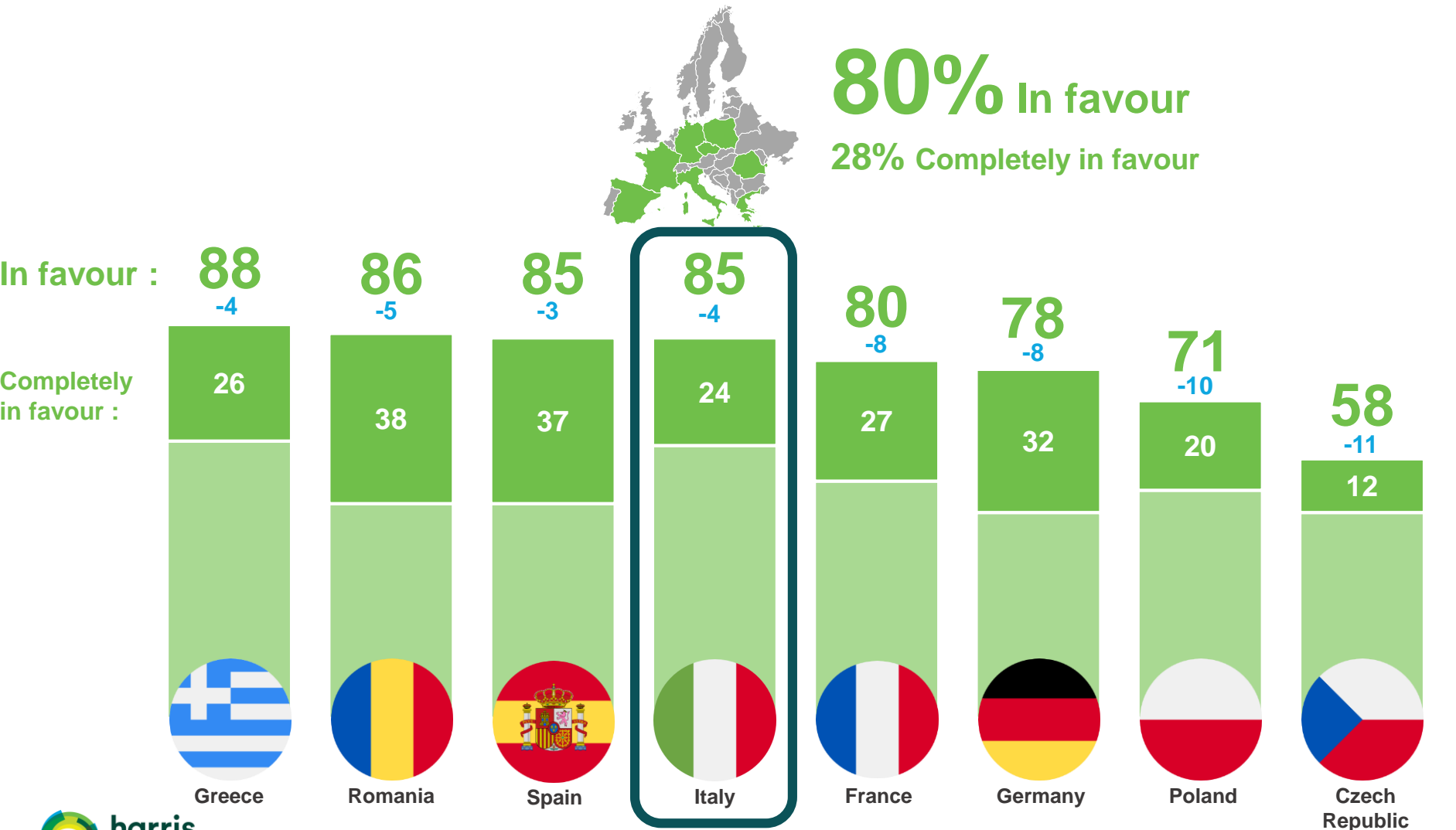
- To all, in % -



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 » -



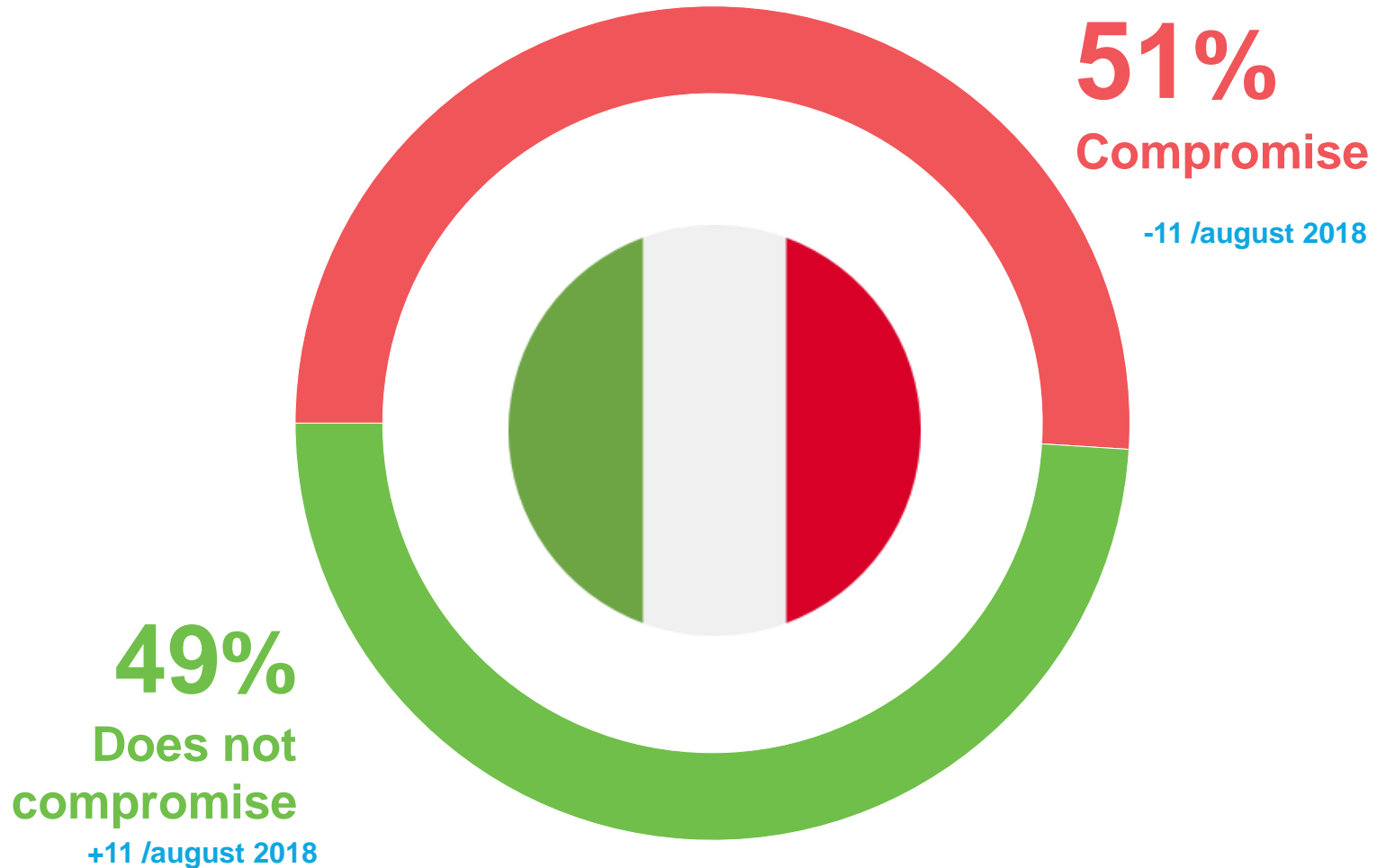
Perception of the threats US tech giants pose to democracy and information



51% of Italians perceive Tech Giants 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 % -



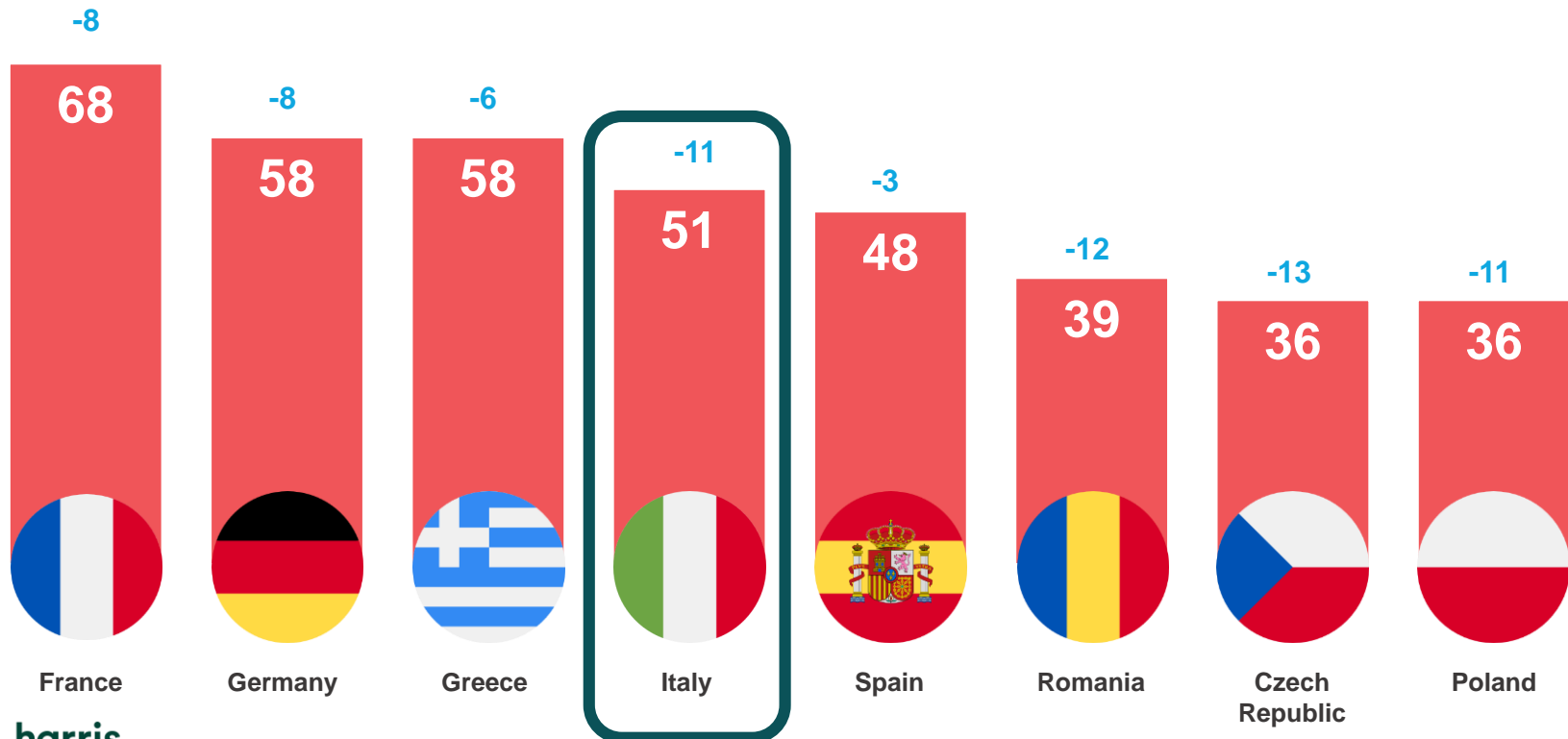
Feeling that tech giants compromise or not the functioning of democracy in Europe by country

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** » -



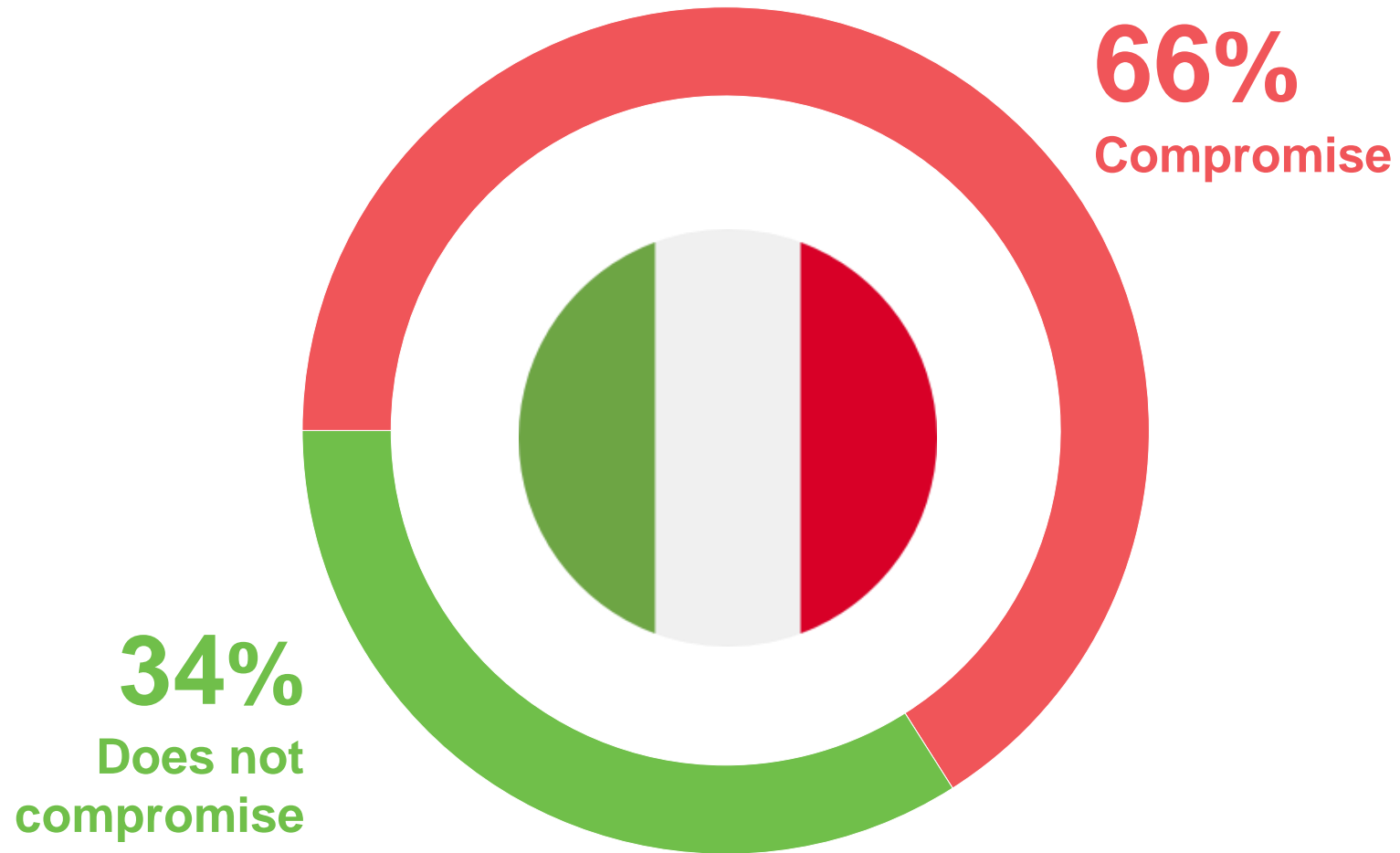
53%
Compromise



Italian people perceive even more Tech Giants 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 % -



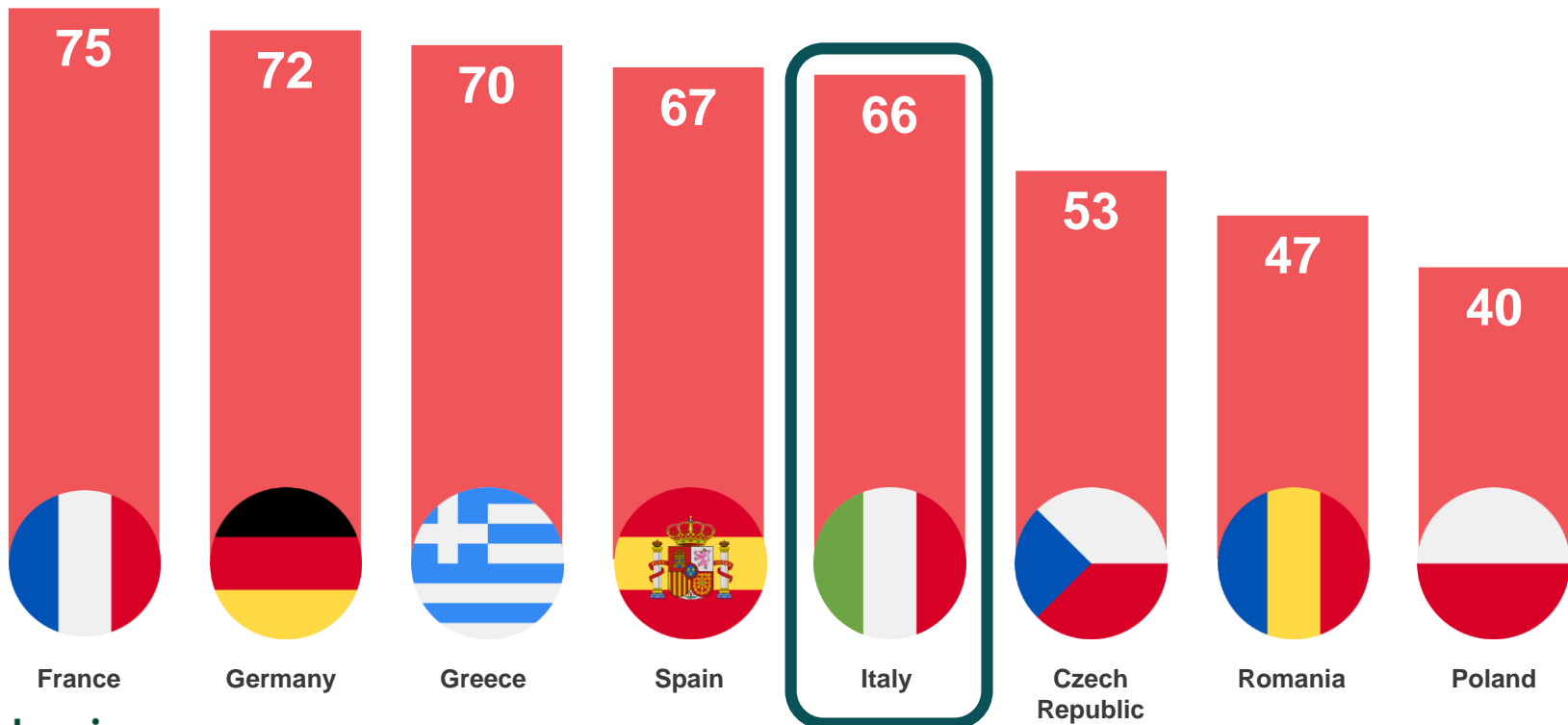
Feeling that tech giants compromise or not the circulation of accurate information in European countries

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



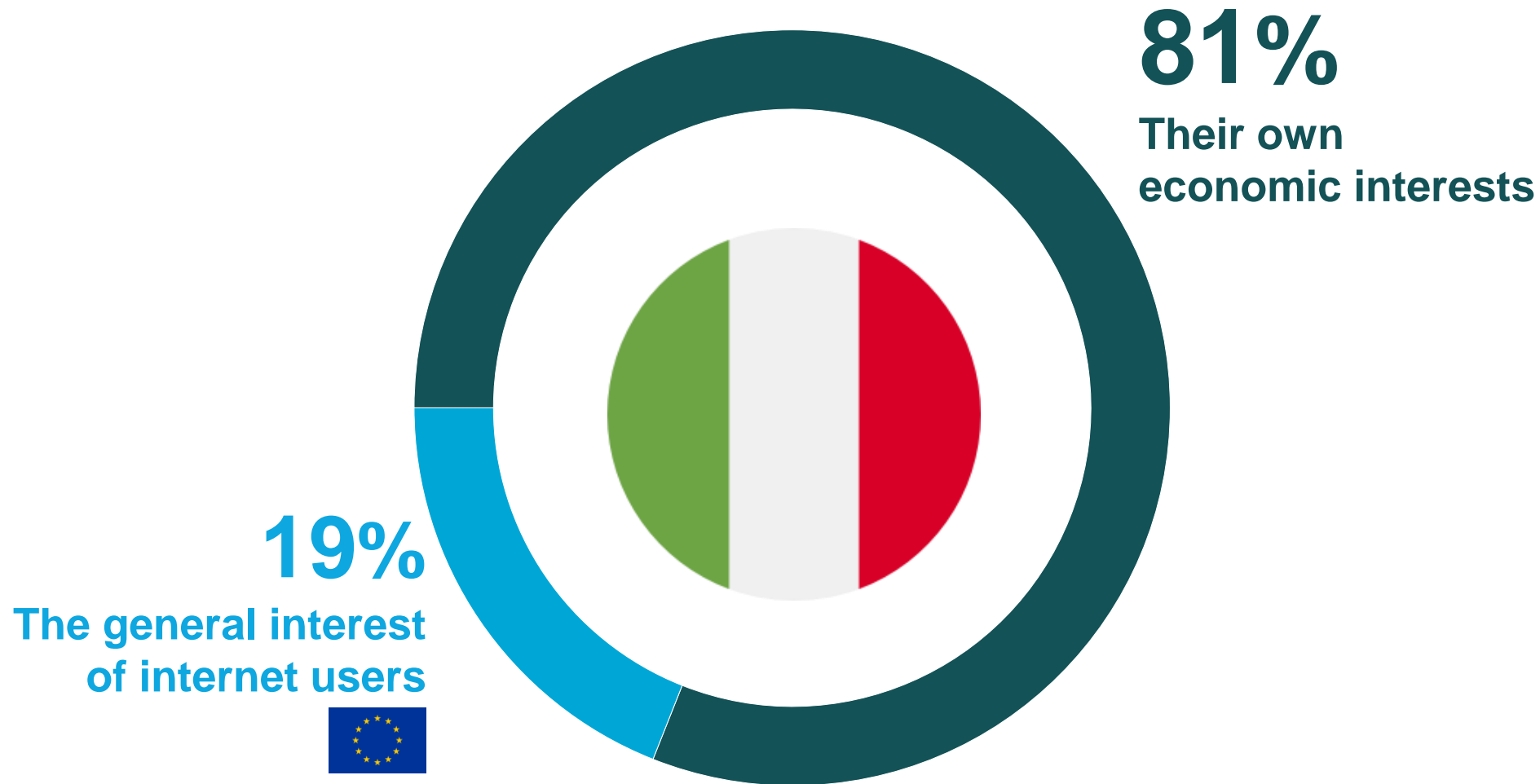
**Focus on the general attitude of
US tech giants**



According to 81% of Italian people, when Tech Giants speak out, they do in order to protect 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 % -



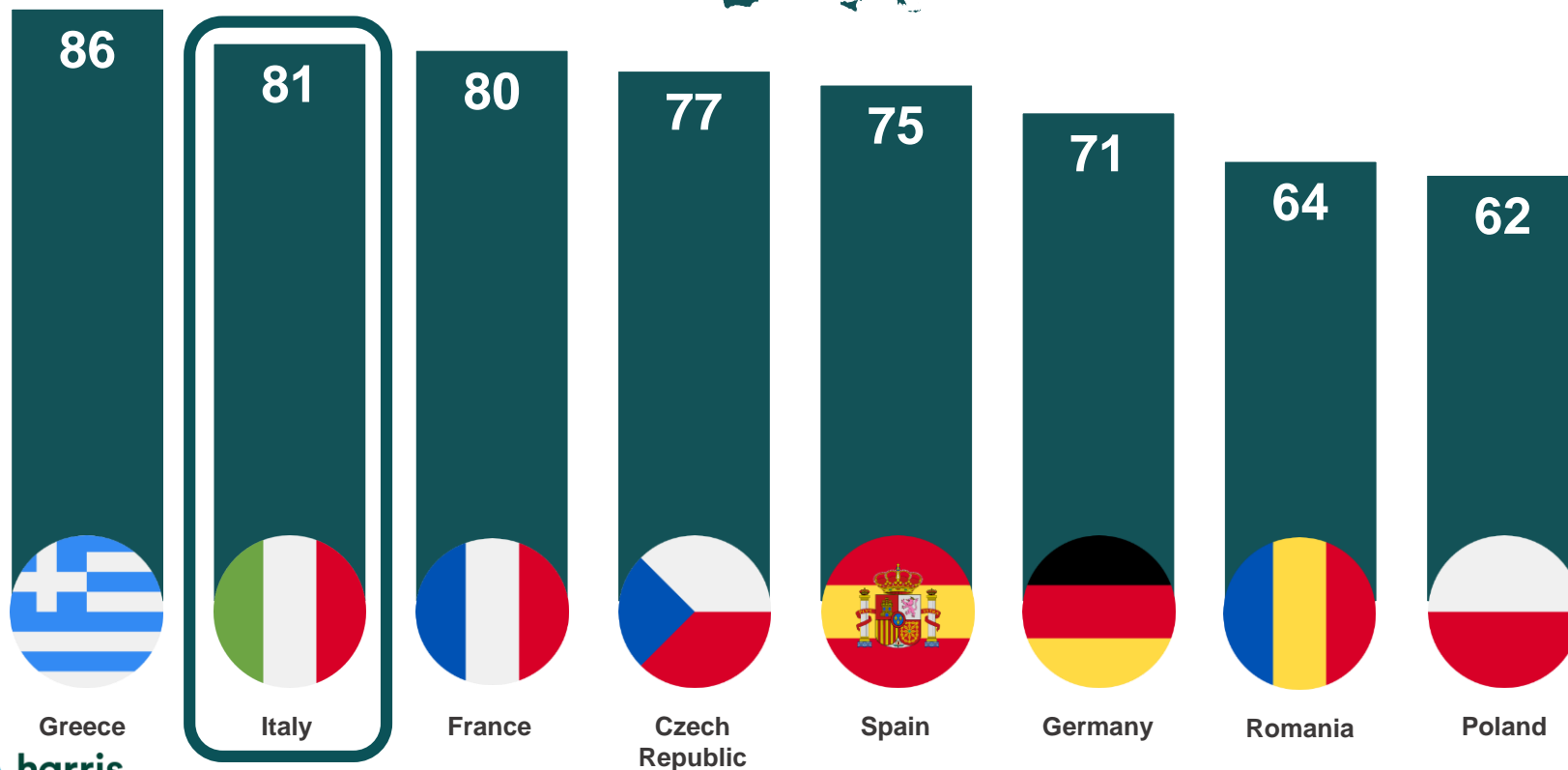
Perception of the interests followed by the US tech giants

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



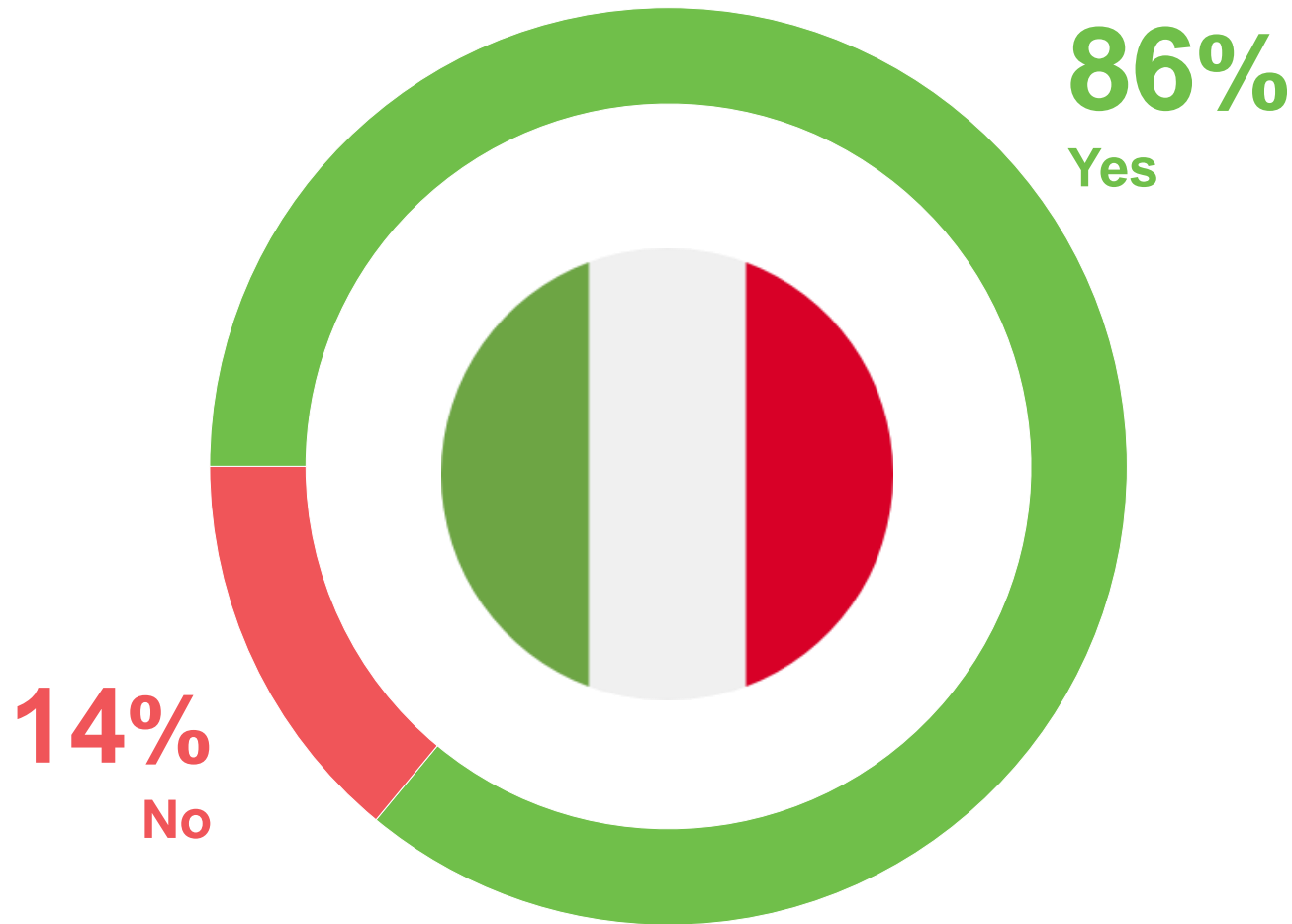
**General approval for a tax on
the revenue of US tech giants**



86% of Italian people approve 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 % -



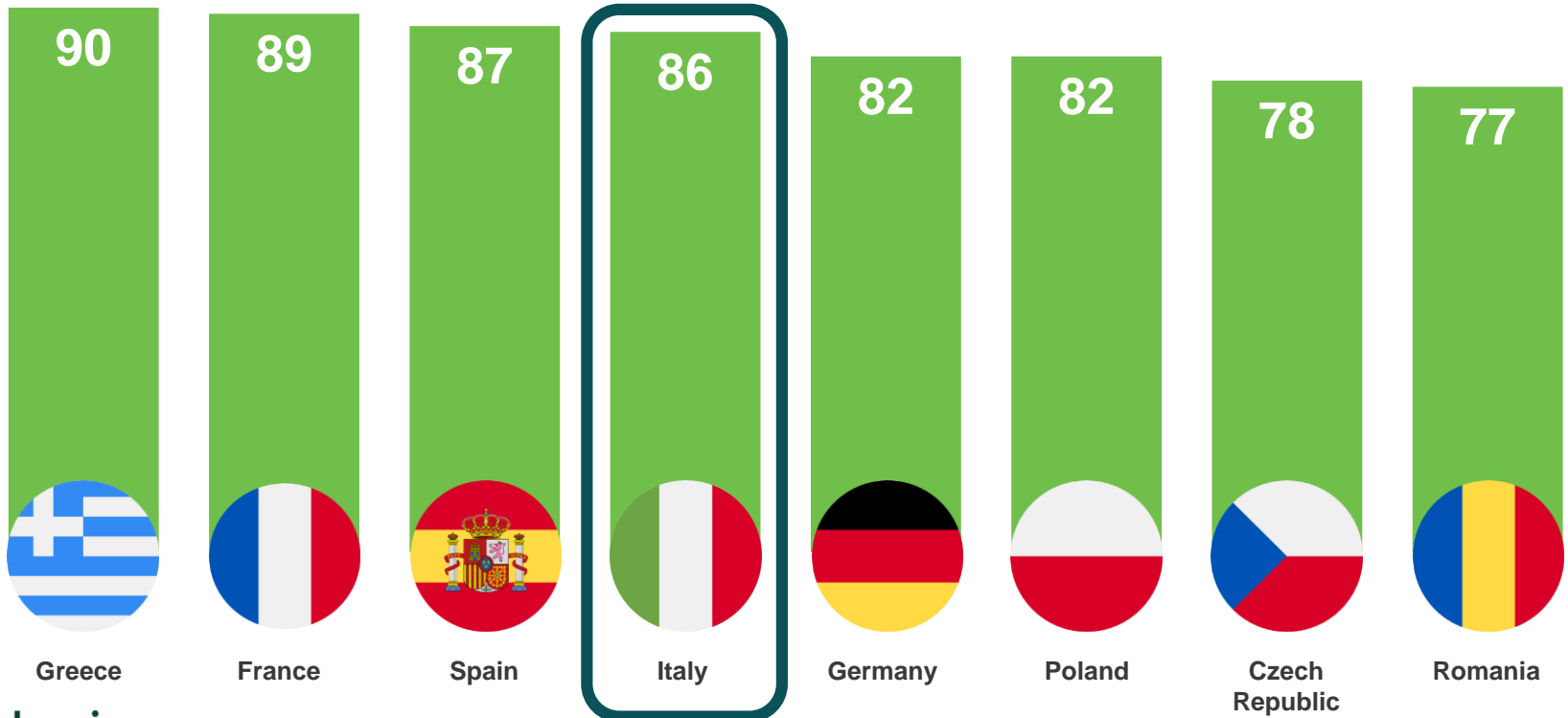
Approval for a tax on the revenue of US tech giants, by country

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 % of « Yes » -



84%
Yes



Contacts

Jean-Daniel Lévy

Head of the Opinion department of Harris Interactive France

01 44 87 60 30 - jdlevy@harrisinteractive.fr

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