

# AudienceNet Online Copyright Infringement Tracker

Beatrice White, BSocSc Sociology

## Introduction

AudienceNet is a consumer market research company based in London. They work with a number of different clients on a wide range of topics making no one day in the office the same as the next. Based here as an

intern, I aided in a variety of different jobs which contributed to different stages of the research process. This work saw me help to assist research for companies such as YouTube and BP.

## Objectives

My work at AudienceNet varied depending on client and at which stage of the research process they were at, at any given time. Being a consumer market research company, they aim to discover people's opinions towards whatever their client is interested in, from brands to products. Therefore, the overall objective of any project I helped with involved aiming to build up a picture of attitudes from a relevant sample to feedback to each client. One project I assisted with was for the Intellectual Property Office. The aim of this research project was to track online copyright infringement across various categories.

## Method

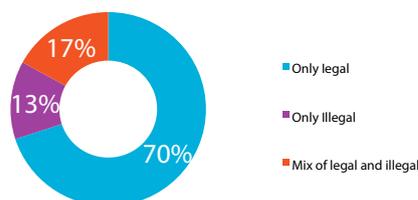
Due to the nature of my internship I didn't follow one particular method to achieve a set goal, but rather was involved at different stages. I did desk research, which concerned using search engines to do research on topics for upcoming projects which I would then present to other team members. Furthermore, I was encouraged to design my own questions which could be used to help research certain things AudienceNet were interested in. In addition to this I used Excel to create tables, in particular ones which were neater than they had been previously, with colour coding symbolising significant changes over set time periods. I also used Excel to create graphs which could then be put into PowerPoints and final reports. This was my specific task for their project regarding online copyright infringement

## Results and Conclusions

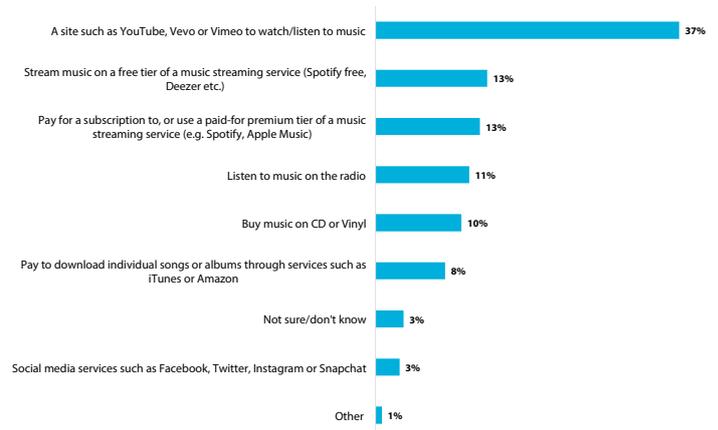
### Music

Looking specifically at the music category of the OCI report, we focused on the downloading and streaming of music online. The top three reasons for accessing music online were. 1. 'Being able to listen to music instantly wherever I want' (49%). 2. 'Having a wide range of music to listen to' (47%) and 3. 'it's free or cheap' (41%). Overall, 87% of respondents had used at least one legal source to download music. This was compared to 30% of people who had used at least one illegal source.

Those aged 16-24 were the most likely to have used an illegal source in order to download music (36%), whereas those aged 45-54 were actually those least likely to have used an illegal source (21%)



Sources used to download music, grouped by legal and illegal  
Base: 2,297 (those who downloaded music from the sites listed)

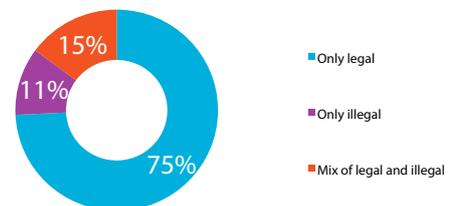


If music was no longer available to download or stream via illegal sources, which source, if any, would you go to instead?

Base: 660 (those who downloaded and/or streamed music illegally)

### Film

For films, levels of infringement were higher, 22% of people had streamed films illegally online, and when looking at those who had downloaded films illegally this was even higher at 26%. However, the majority of people still downloaded and streamed films legally. The most common way of downloading and streaming films was by having 'a paid prescription to an online video streaming service' (82%), followed by 'TV catchup services' (38%).



Sources used to download films, grouped by legal and illegal Base: 859

## Key Skills Learnt

I was introduced to the statistical analysis programme 'Q'. I had never used this before, so to be able to use some of AudienceNet's data to create and analyse my own tables in Q was a valuable experience. Further to this, I now feel more confident in using Excel. I have extended my knowledge beyond using it in a classroom to actually using it in real life, thus giving me more practice in using it and solidifying my previous skills. Secondly, in terms of life lessons this internship has taught me, I feel I now have a far clearer idea of what it is like working at a company and doing social research. I am aware of how crucial it is to accurately complete each stage of the research process, as well as the need to do this while sticking to a schedule.