

Nordic Piracy 2022

Study on the illegal consumption of films and series by Danes. Conducted by Mediavisjon in March 2022.



580.000 Danes watch films and series illegally. That is an increase of **80.000** since spring 2021



Pirates represent **13%** of the Danish population aged 15-74. This is the highest since 2014



More than **70%** of the pirates in Denmark use Facebook, YouTube, or both



40% of all illegally obtained titles are Danish. In 2020 the share was **21%** while it was **32%** in 2021

