

15-25 year olds
illegal streaming
and download
of movies, series
and live sport



About the analysis

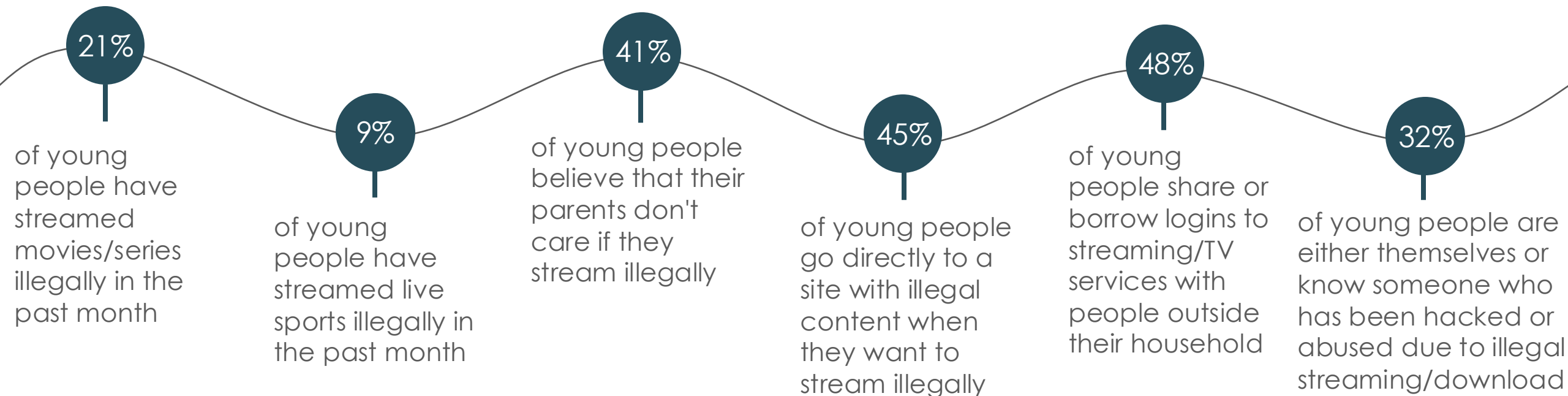
The analysis was conducted by Norstat in January 2025

Sample size: 1,515 respondents

Method: Interviews from Norstat's online panel.

Target group: 15-25 year olds, nationally representative in terms of age, gender and region in Denmark.

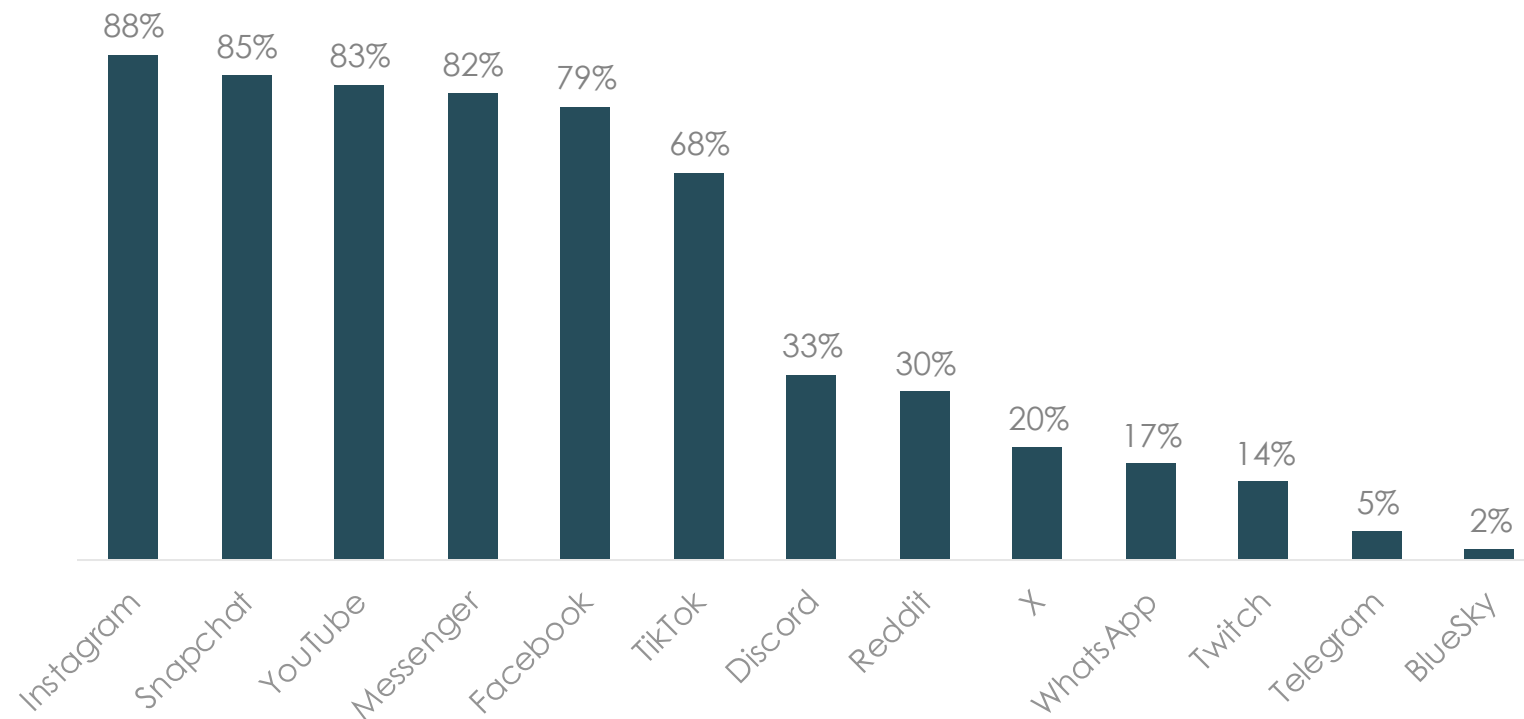
Main conclusions of the analysis



Young people's use of social media

Which of the following media have you used one or more times in the past month?

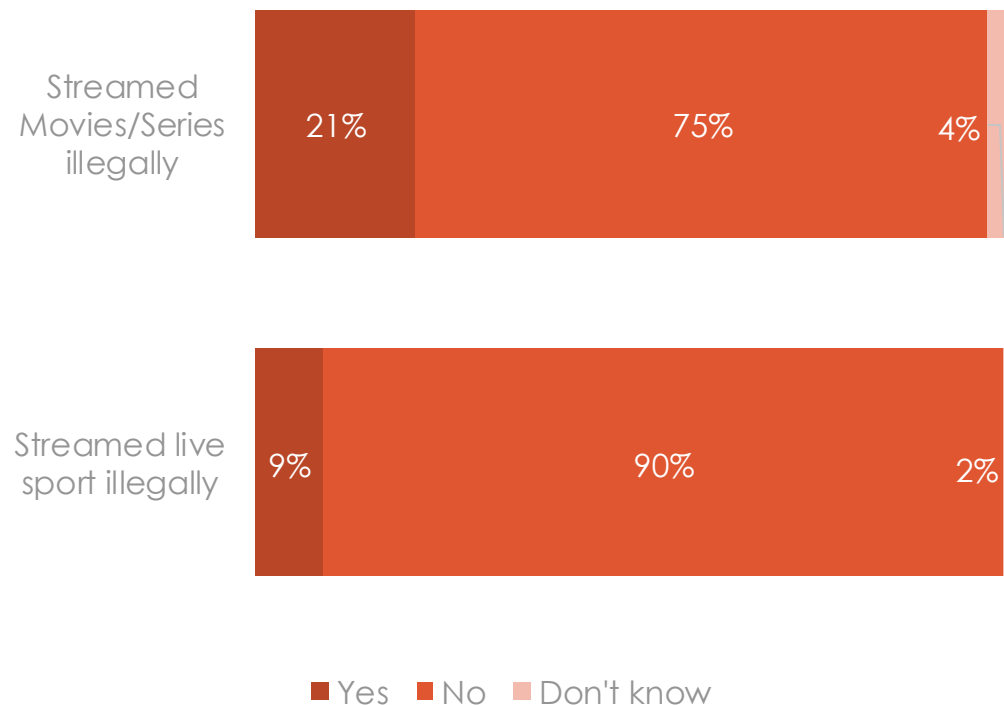
Base = 1515



More men than women stream and download illegally

Have you done one or more of the following actions in the past month?

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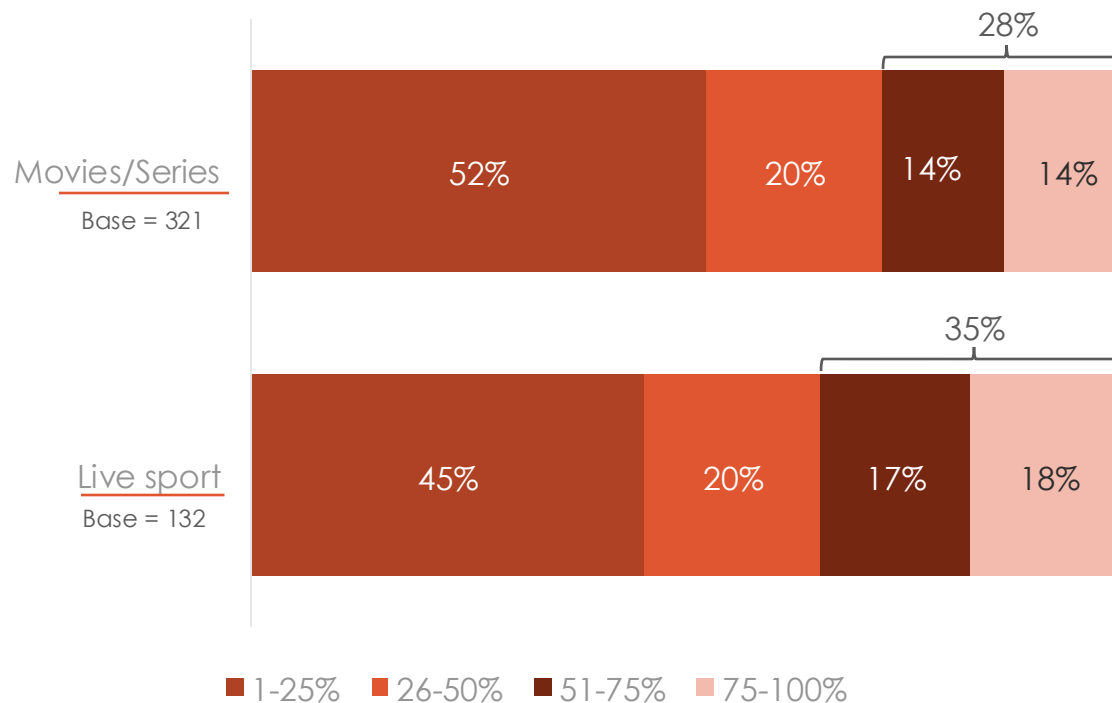
One in five young people (21%) say they have streamed movies or series illegally in the past month. This is more common than illegal streaming of live sports, which one in ten (9%) have streamed illegally in the past month.

Illegal streaming of live sports is significantly more common among boys, with one in seven (14%) having done so in the past month, while it is almost non-existent among girls (3%).

Illegal streaming of movies/shows is also more prevalent among boys, with 27% having streamed illegally in the past month.

One in four young people consume almost all movies and series illegally, while one in three stream live sports

Think back over the past month. What percentage of your use of the following content would you say has been illegal?



One in four of those who have streamed illegally say that more than half of their movie and series viewing (28%) in the past month has been illegal. When it comes to live sports, this applies to one in three (35%).

Conversely, 45% and 52% have only downloaded or streamed illegal content to a minor extent (less than a quarter of consumption). This is particularly driven by girls, with 64% stating that a quarter of their movie/series consumption has been illegal.

The main reasons for illegal use of online content are that the legal services don't have the content you're looking for and that it's cheaper than legal sites

What is the reason you downloaded/streamed illegally?

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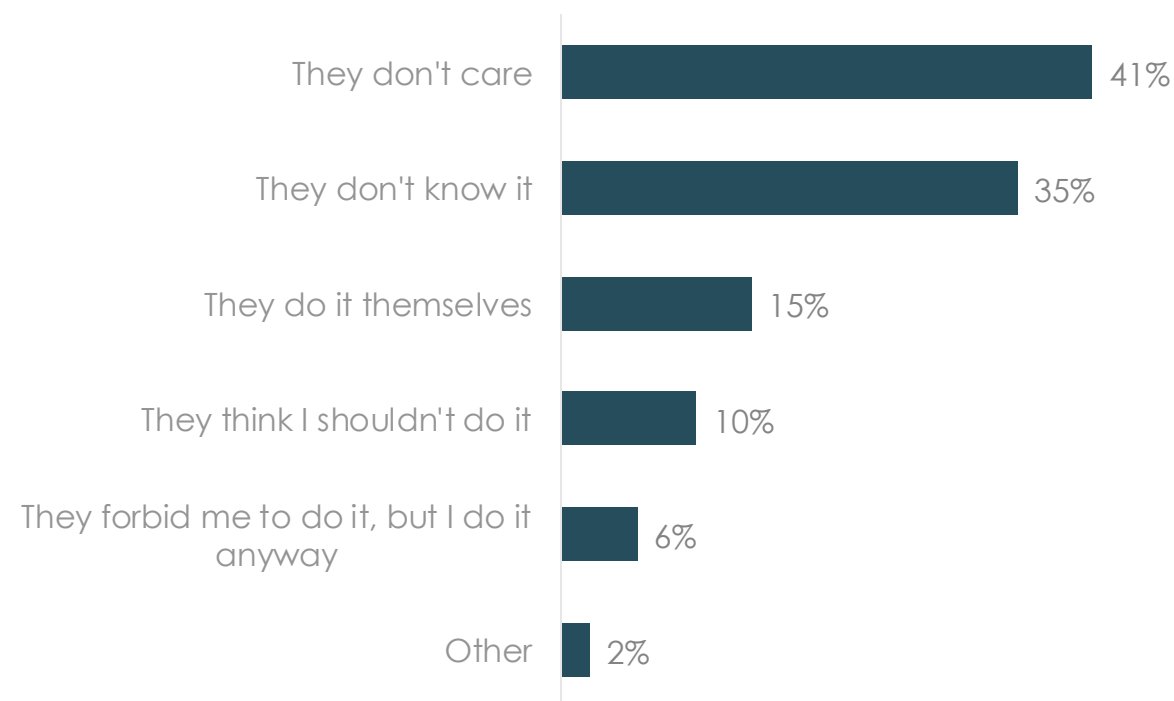
The two most prominent reasons for consuming online content illegally are that the legal sites don't have the content they are looking for (53%) and that it is cheaper (36%).

Boys seem to be more concerned with price, with 40% of boys stating that they use illegal sites because it is cheaper compared to 26% of girls. Among girls, a higher proportion say they didn't know it was illegal at the time they streamed it (24% versus 10% of boys).

Few young people living at home face parental resistance to illegal downloading and streaming

How do your parents feel about you streaming or downloading illegally?

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The normalization of illegal use of online content is reflected in parents' attitudes towards their children's online behavior. 41% of young people living at home feel that their parents don't care that they are streaming or downloading content illegally.

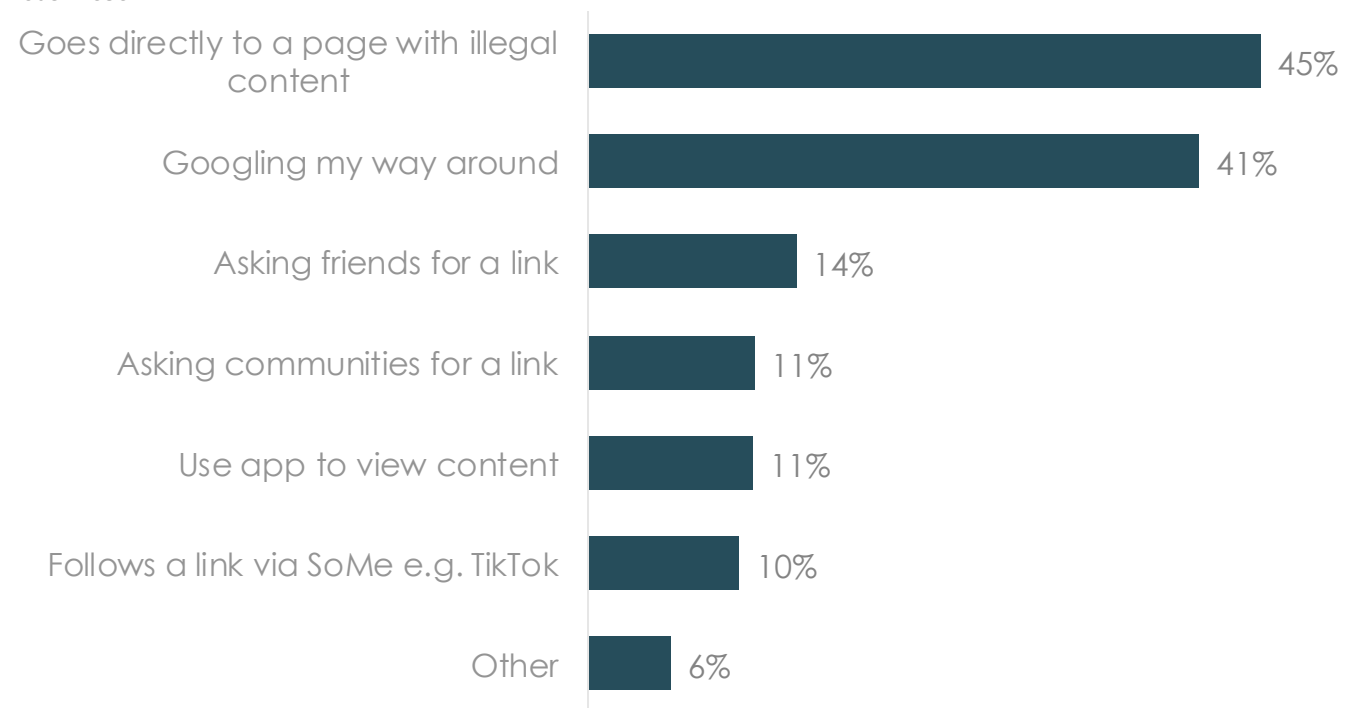
One in three (35%) feel that their parents don't know, while one in six (15%) say that their parents stream or download illegally themselves.

Overall, only 16% of young people who stream or download illegally experience resistance from their parents, with 10% stating that their parents tell them not to, while 6% forbid their child to do so (but the child does it anyway).

Young people's methods of accessing illegal content online are direct, searching and through links they receive from friends and in communities

What do you do when you want to download or stream illegal content online?

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Young people know where to go to find illegal content. 45% answered that they go directly to a website with illegal content.

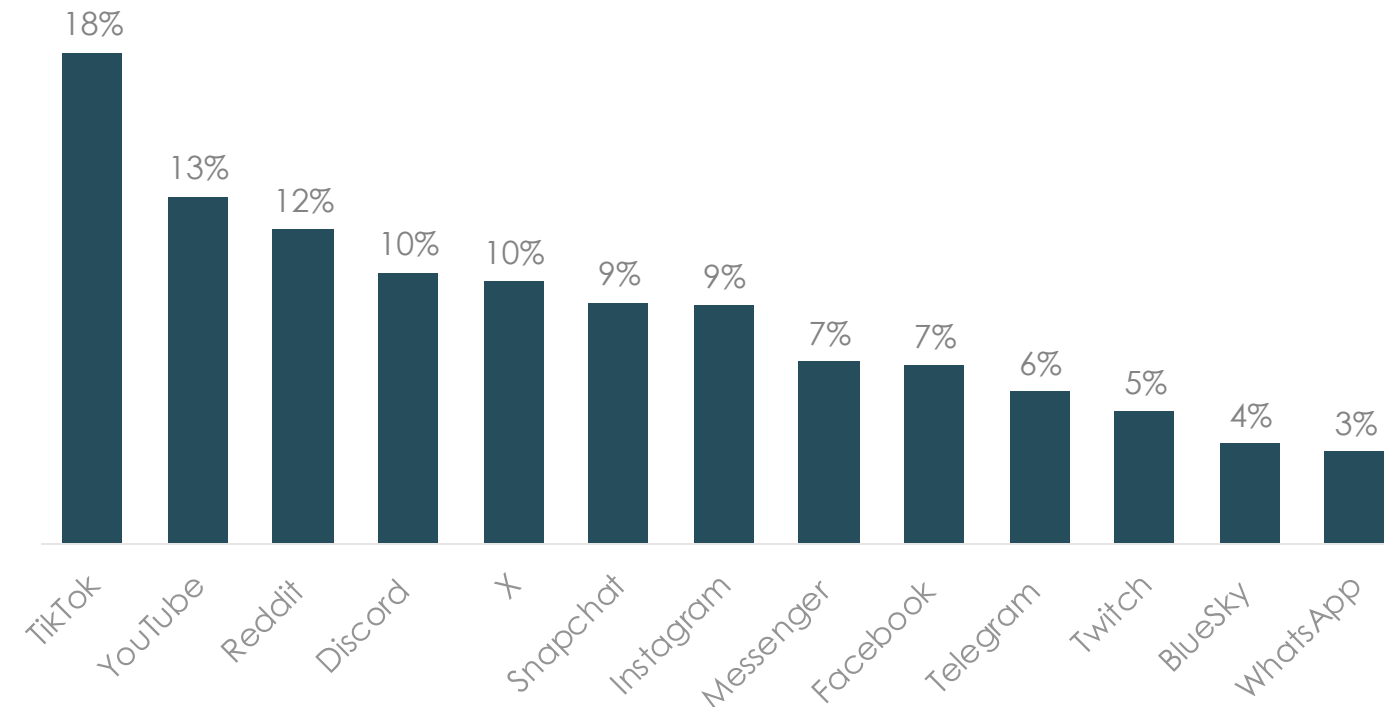
It is also common for young people to use Google to find a page where they can view illegal content (41%).

Some young people find links through their friends (14%) and other communities (11%), while 10% follow links they find on social media.

Sharing, receiving and consuming illegal content on social media is common among young people

In the past month, have you shared, received or participated in illegal streaming and download of content on the following social media platforms?

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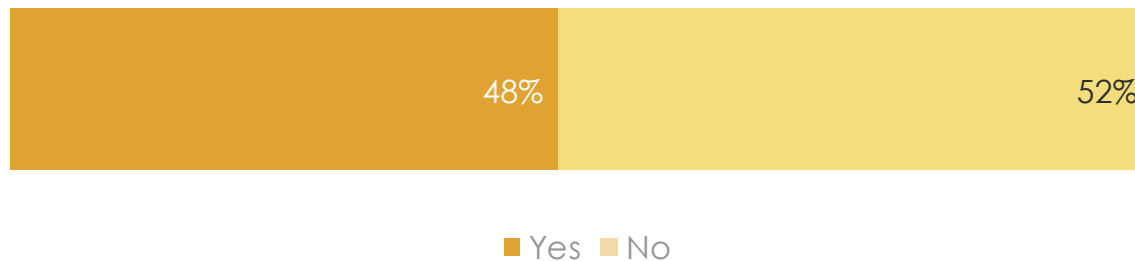
TikTok is the social media most frequently used to share, receive and participate in illegal streaming.

However, social media behavior can also be more random, with young people not actively seeking out links but instead stumbling upon them in their daily scrolling.

Half of young people share or borrow streaming/TV service logins with people outside their household

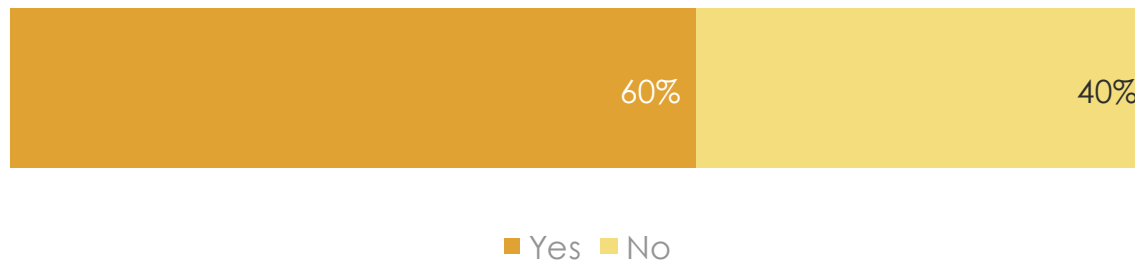
Have you shared/borrowed logins/passwords for streaming services or TV packages with your friends or family (who do not live with you) in the past month?

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Did you know that it's not legal to share/borrow logins/passwords for paid streaming services with friends and family you don't live with?

Base = 1515



Half of young people (48%) have shared or borrowed logins to streaming services or TV packages with friends or family outside the household in the past month.

Sharing logins to streaming/TV services is more prevalent among girls, with 54% having shared logins in the past month compared to 43% of boys.

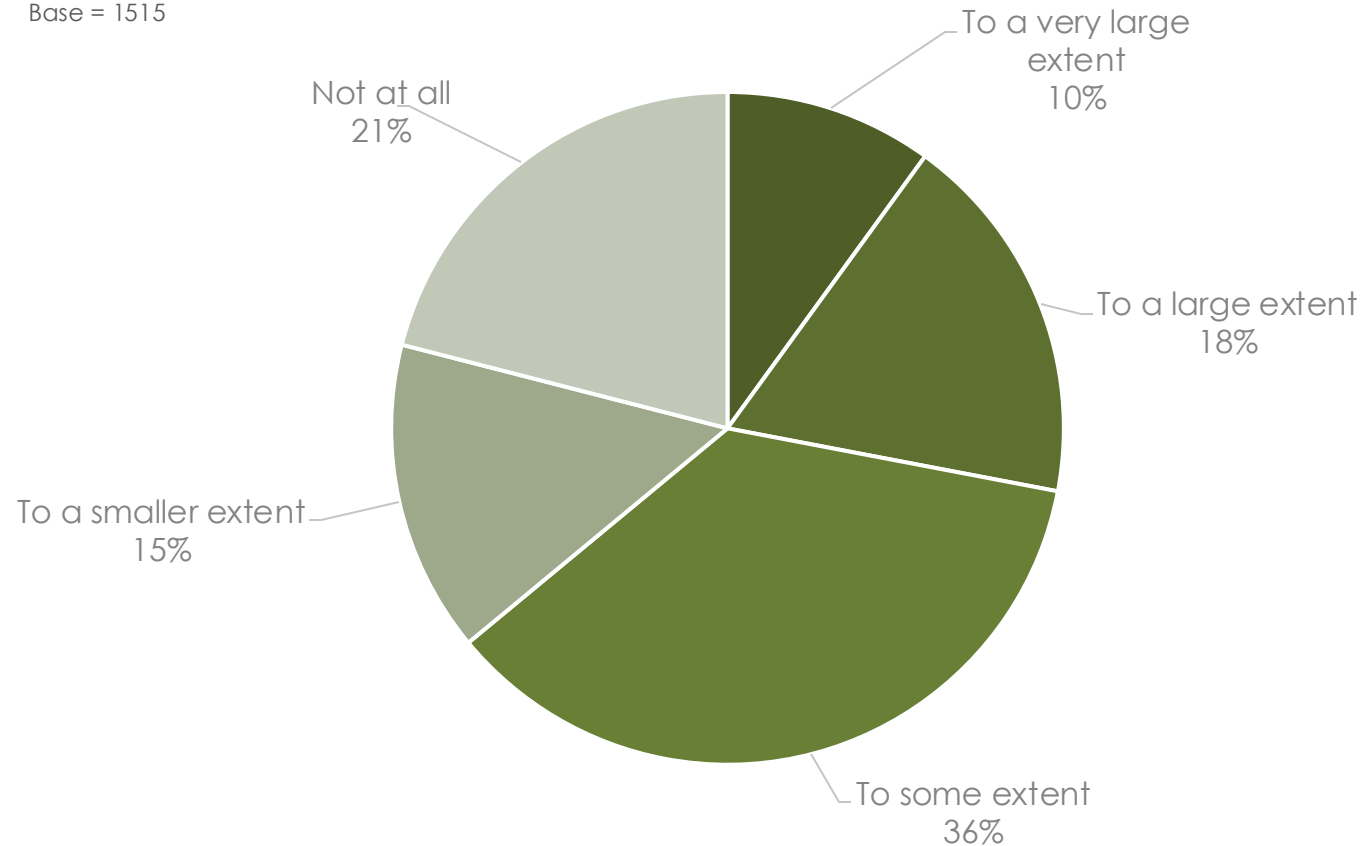
There is also a higher proportion of those living away from home (61%) than those living at home (38%) who share or borrow passwords.

At the same time, 60% of young people are aware that it is illegal to share logins outside their household.

One in four young people want to be more informed about when streaming and downloading is illegal

To what extent do you need more information about when streaming and download online is legal or illegal?

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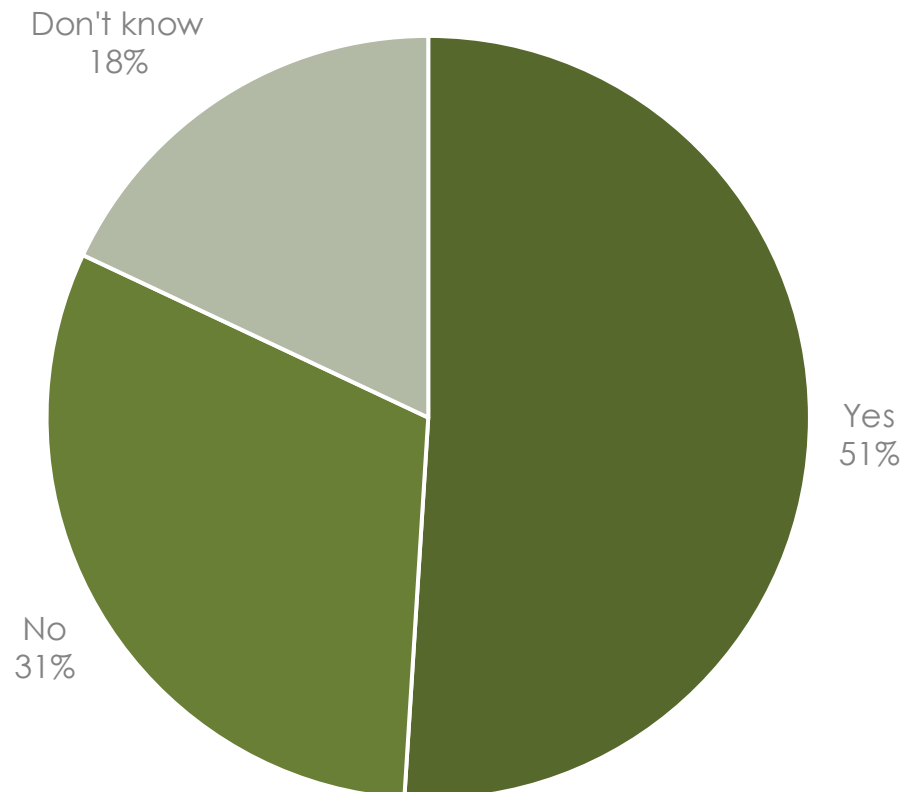


28% of young people say that they miss information about when streaming and downloading online is legal or illegal to a great or very great extent.

Young people want more education about online rights and illegal content

Do you think there should be more education/awareness about online rights and illegal content in schools?

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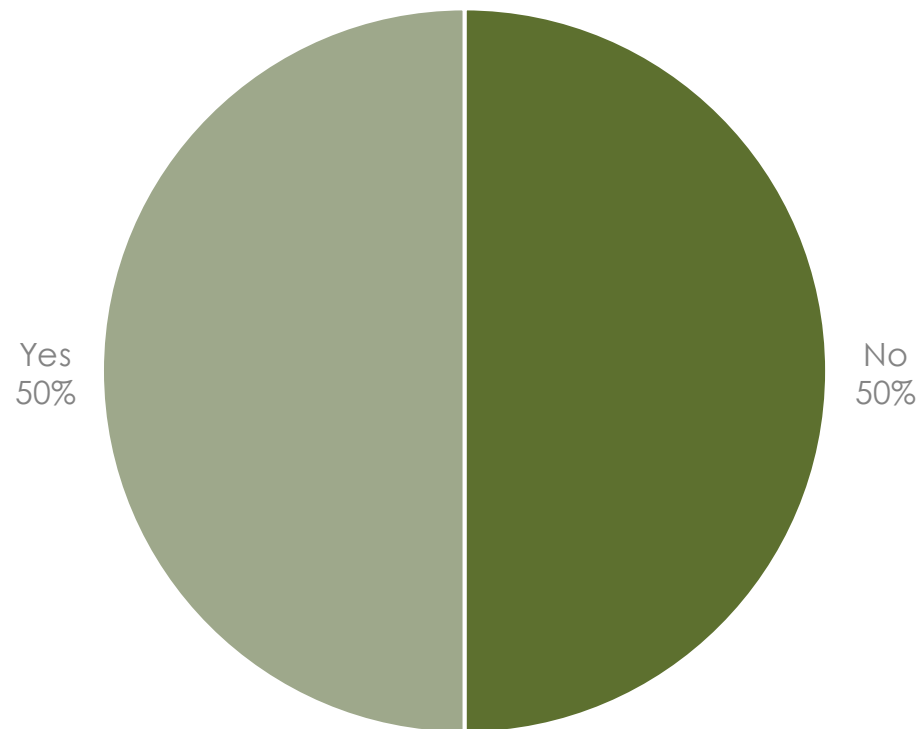


Half of young people (51%) think there should be more education about online rights and illegal content in schools.

Half of young people consider that illegal sites are often run by criminal masterminds

Illegal sites are often run by criminal masterminds, and there is a risk of your data being hacked and misused. Is this something you think about when streaming or downloading illegally?

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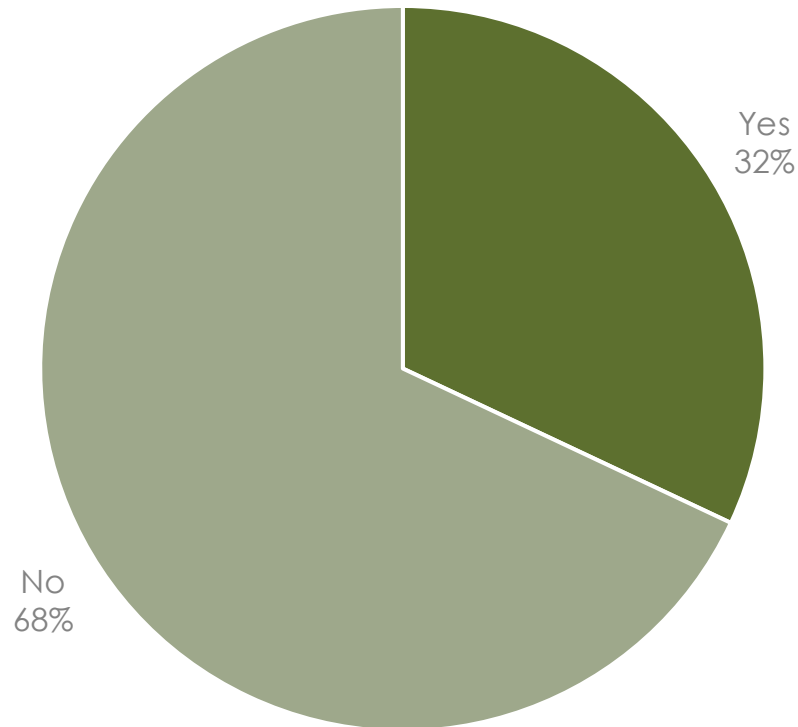


50% of young people who have streamed illegally in the past month say they think about the fact that illegal sites are often run by criminal networks.

One in three young people have either been hacked or abused due to illegal streaming/downloads or know someone who has been hacked or abused

Have you or someone you know been hacked or otherwise had their data misused due to illegal streaming or downloading?

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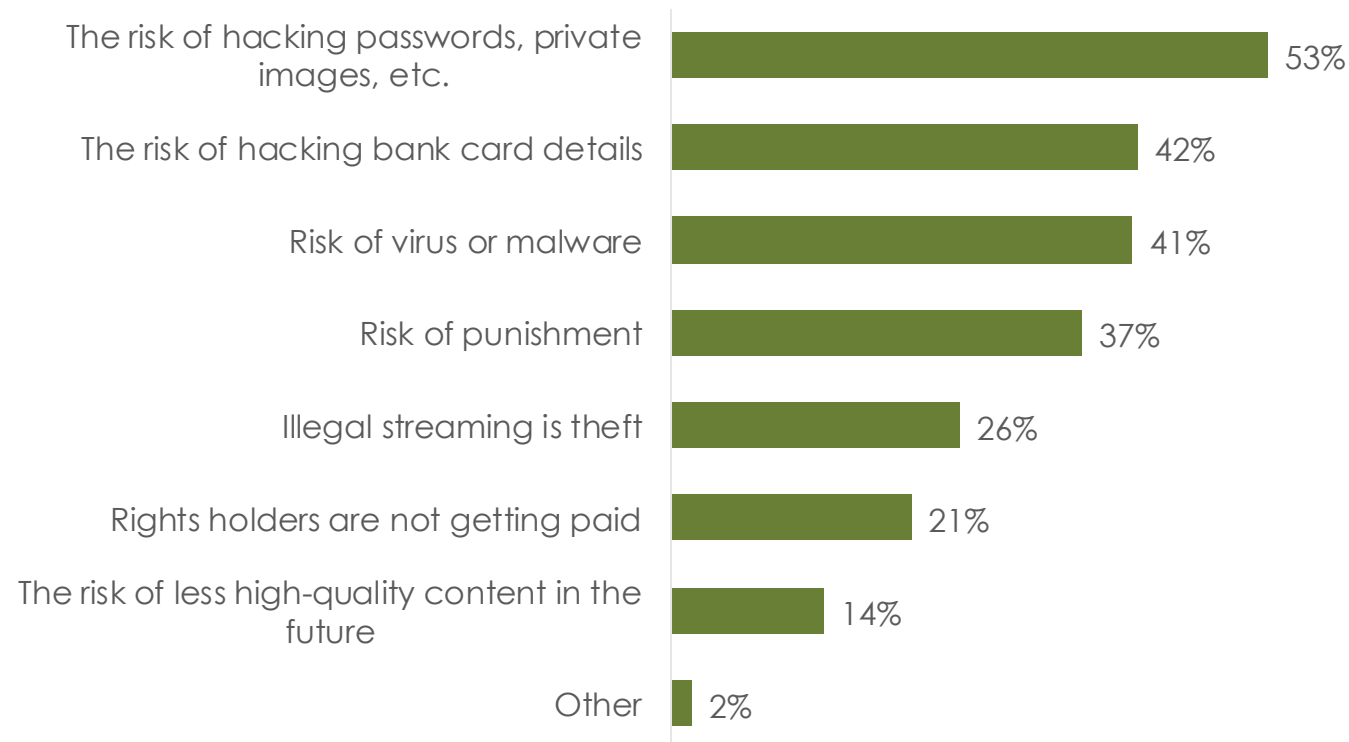


32% of young people are either themselves or know someone who has been hacked or abused due to illegal streaming/downloads. This applies to slightly more girls (35%) than boys (29%).

Preventive efforts should focus on the link between the consequences and young people - where it affects them personally

If you were to create a campaign against illegal streaming, which of the following statements would you prioritize?

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Young people point out that prevention efforts/campaigns against illegal streaming should focus on messages where consequences are directly linked to young people's behavior - where it comes very close to them personally. This applies especially to the risks of hacking passwords and images (53%), hacking and misuse of bank details (42%) and the risk of viruses or malware (41%).

More girls than boys say they would prioritize the risk of a hacker gaining access to personal information, passwords or private photos - 61% of girls versus 46% of boys.



**RETTIGHEDS
ALLIANCEN**

