

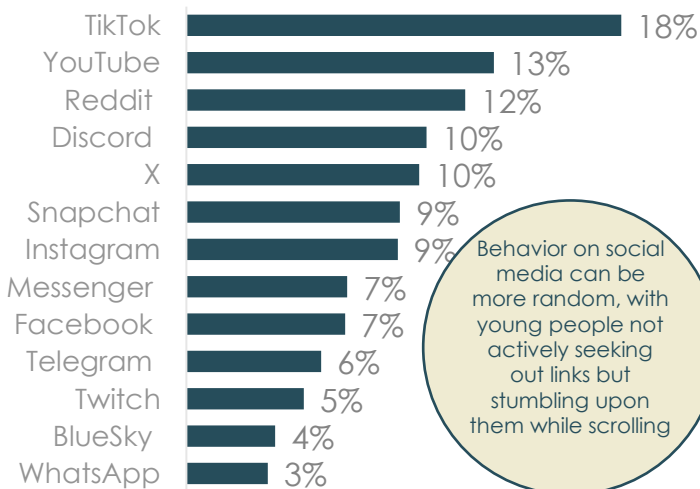
# Young people's illegal consumption of movies, series and live sports

The study covers illegal streaming and downloading of movies, series and live sports by 15-25-year-olds. It was conducted by Norstat in January 2025 via Norstat's online panel with 1515 respondents



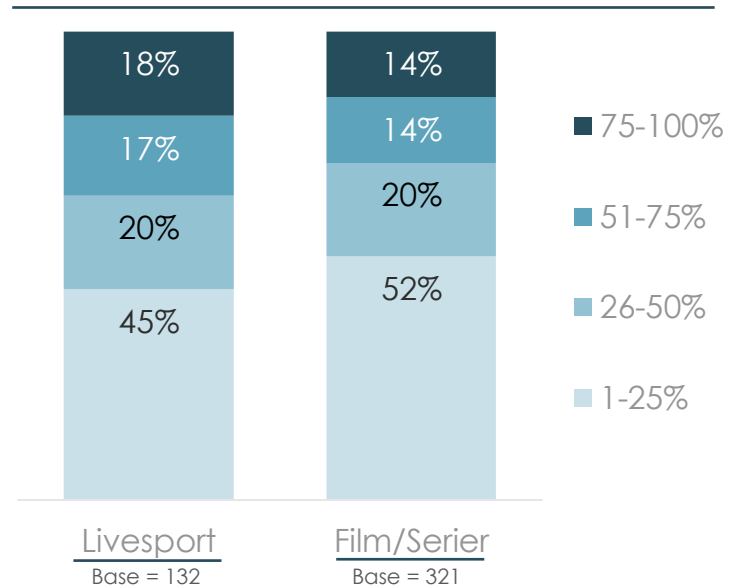
In the past month, have you shared, received or participated in illegal streaming and download of content on the following social media platforms?

\*The question is asked to those who have streamed illegal content



Behavior on social media can be more random, with young people not actively seeking out links but stumbling upon them while scrolling

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



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

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

