

THE GREAT DOWNLOAD DEBATE SURVEY RESULTS



Perception Pictures has recently conducted an online survey asking for opinions on the downloading of films. This survey was sent out via email word-of-mouth in Australia from March to July 2010 and specifically requested that respondents did not work in the film industry per-se

Of the 100 people surveyed, 75 responded that they did download films for private use (and/or the use of others, i.e. friends and family) OR would download films if they knew how/had access to the technology/'would if they could' i.e. not morally opposed to the idea




52% of respondents were 20-30 years of age (the second highest age bracket being 30-40 years of age at 27%), 57% were male and 44% were self-employed (with full-time employed at 34% and part-time/casual at 11%). See following for full statistical breakdown

Respondents were asked for their opinion on a range of questions regarding the quality, potential cost and marketing of film downloads. Following are their responses. In addition to answering these questions we also received a couple of comments via email, which are included as appropriate





Question One

How much would you pay for a high quality download, if it was as quick and simple as a free low quality version?			
		Response Percent	Response Count
\$0 (I wouldn't)		17.3%	13
<\$5 (cheaper than cinema ticket)		45.3%	34
\$5-\$10 (cheaper than some cinema tickets)		25.3%	19
\$10-\$20 (cheaper than a DVD/Bluray)		10.7%	8
\$20-\$30 (about the same as the DVD/Bluray alternative)		1.3%	1
answered question			75

Question Two

Do you care about the audio visual quality of the films you download?			
		Response Percent	Response Count
Yes - I only download the best high-res films		70.8%	51
A bit - If I really want the film I don't care what it looks like		23.6%	17
No - as long as I can see and hear it enough to follow it!		5.6%	4
answered question			72

Question Three

Why do you download films? (tick as many as you like)			
		Response Percent	Response Count
Affordability (free!)		46.8%	29
Availability (see films before they come out)		51.6%	32
Technology (love to try anything new)		9.7%	6
The Thrill (illegal activities are fun)		0.0%	0
Other		48.4%	30
answered question			62







Additional comment received:

This is the main reason I download... I'm normally not at all interested in the newest or latest movies. Most of what I'm interested in is not available on DVD, was never popular enough/didn't sell enough/ not a viable proposition etc. Most of what I want to see is rare or impossible to purchase... like Jim Morrisons film "HWY"... or Wally Cox's "Toy Grabbers". Things like this, extremely obscure but fantastic to me, and almost unobtainable.

- George

Question Four

Its been done before, but when Radiohead famously released an album containing a blank recordable CD-R and encouraged fans to download their music, the band caused controversy in the music industry. Would you purchase film packaging (DVD-R/Blu-ray) in a similar fashion? (Tick as many that apply)

		Response Percent	Response Count
Yes - if it came with a free log-in to a secure, legal, high-res, high-speed download - with free online updates		43.3%	29
Yes - I buy everything that is released for a film I like		9.0%	6
Yes - other		4.5%	3
No - just sell the digital file with the DVD/Blu-ray set and I'll buy it		11.9%	8
No - I don't care for all the packaging		37.3%	25
No - other		10.4%	7
		answered question	67

Additional comment received:

I have watched other people's downloaded movies. The quality of what the lay person accepts is torture for me. I don't think I've ever seen an illegal download of decent quality.

I have a good DVD collection.

I downloaded a few movies, and the thrill quickly wore off. I would much rather pay for a DVD and add it to my collection.






I'm glad you asked about packaging because that's important to me. Very important.

- Rock_X

Question Five – Part A

If you really like a film you have downloaded for free, would you then;			
	Yes	No	Response Count
See it at the cinema	59.6% (34)	40.4% (23)	57
Buy it on DVD/Bluray	77.6% (45)	22.4% (13)	58
answered question			66

Question Five – Part B

If yes for either option, why? (tick as many that apply)			
		Response Percent	Response Count
If its a big blockbuster you see it at cinema for 'event'		49.1%	28
To support the filmmakers		63.2%	36
Buy the DVD/Bluray to own it for collection		66.7%	38
Buy the DVD/Bluray for special features		36.8%	21
Other		17.5%	10
answered question			57

For further information about Perception Pictures visit www.perceptionpictures.com.au

