

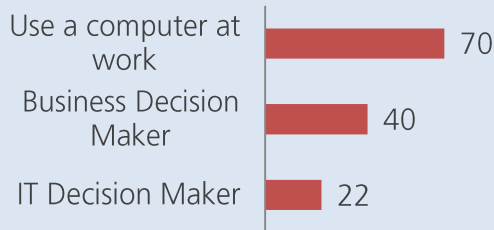
2010 BSA Global Software Piracy Study

Czech Republic Support for Intellectual Property Rights

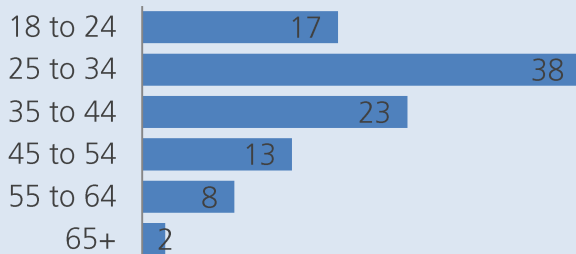
Survey Details

- All respondents installed software in the last year
- 70% use a computer at work
- Gender break 52/48 male/female
- Survey conducted online Jan 20- Feb 23, 2011

Work use



Age of Respondents



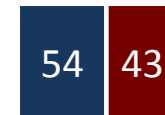
Support for IPR

- Czech respondents show strong support for innovators as well as discrete elements of intellectual property rights. Czech responses are on par with the global average.
 - 72% say innovators should be rewarded vs. the global average of 71%.
 - On the discrete elements 75% say IP rewards creativity and 62% say that IP benefits the local economy. Each of these attitudes are within a few points of the global average.
 - Czechs are less positive on the good IP does good for local employment. Here 54% support the pro-IP statement

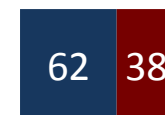
Inventors should be rewarded vs. Benefits should flow to society



Intellectual property rights creates jobs vs. IPR too expensive



Intellectual property rights benefits local econ vs. IPR helps Multi-Nationals



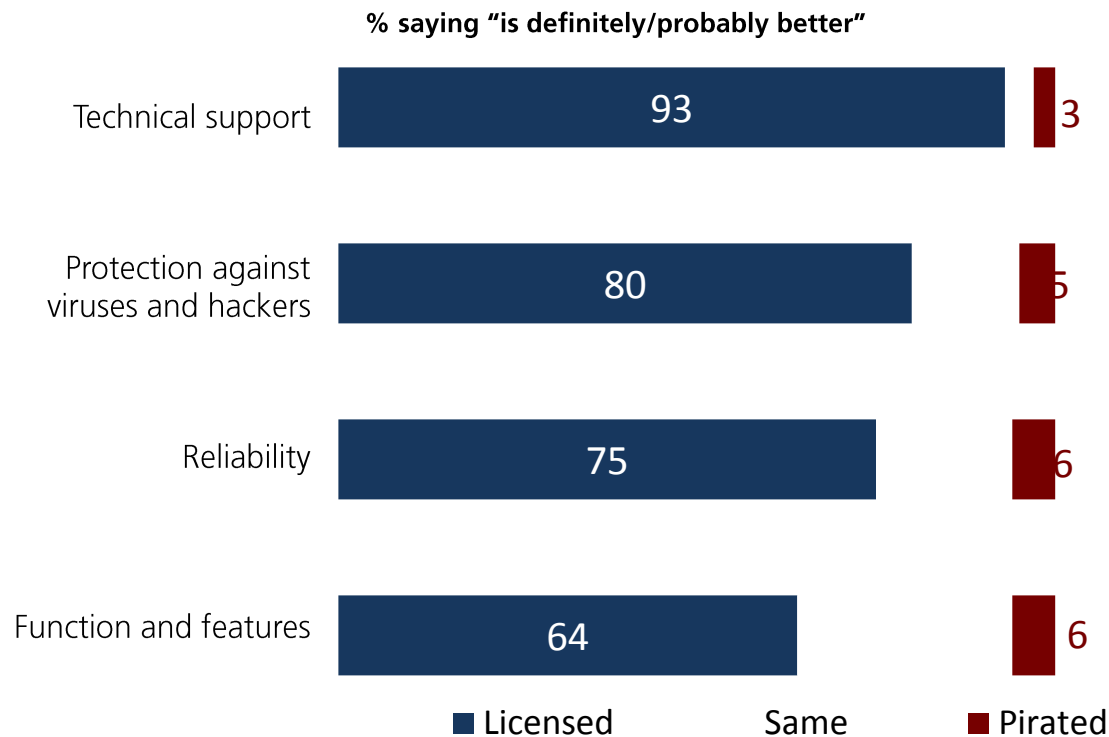
■ Pro-IP DK/NS ■ Anti-IP

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Czech Republic Preference for Licensed Software

Licensed vs. Pirated Software

- Czech respondents feel strongly that licensed software is superior to unlicensed software and are again on par with the global average.
 - A strong majority of Czechs say that licensed software is superior when it comes to technical support (90%), protection against malware (80%), reliability (75%), and functionality (64%).



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Czech Republic Awareness of Software Acquisition Channels

Channel Legality

- Czech consumers are generally aware of legal vs. illegal methods of acquiring software.
 - A minority of Czechs believe that street markets (19%), peer-to-peer networks (45%), multiple installations at work (44%) or installing “loaned” software (27%) are legal ways to acquire software.
 - However, a majority of Czechs say that online auction websites (69%) and multiple installations at home (54%) are legal.

