

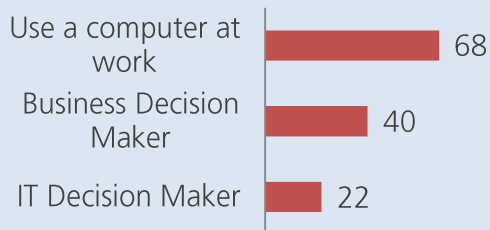
2010 BSA Global Software Piracy Study

Switzerland Support for Intellectual Property Rights

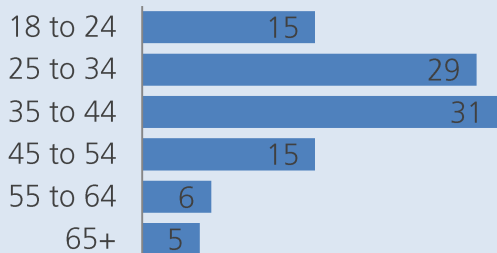
Survey Details

- All respondents installed software in the last year
- 68% use a computer at work
- Gender break 55/45 male/female
- Survey conducted online Jan 20- Feb 23, 2011

Work use



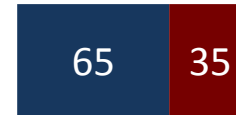
Age of Respondents



Support for IPR

- Swiss respondents show strong support for innovators but less support for the discrete elements of intellectual property rights.
 - 65% say innovators should be rewarded vs. the global average of 71%.
 - On the discrete elements 69% say IP rewards creativity – in line with the global average of 73%.
 - However, just 51% say IP is good for local employment and 54% say that IP benefits the local economy. Both are well below global averages.

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



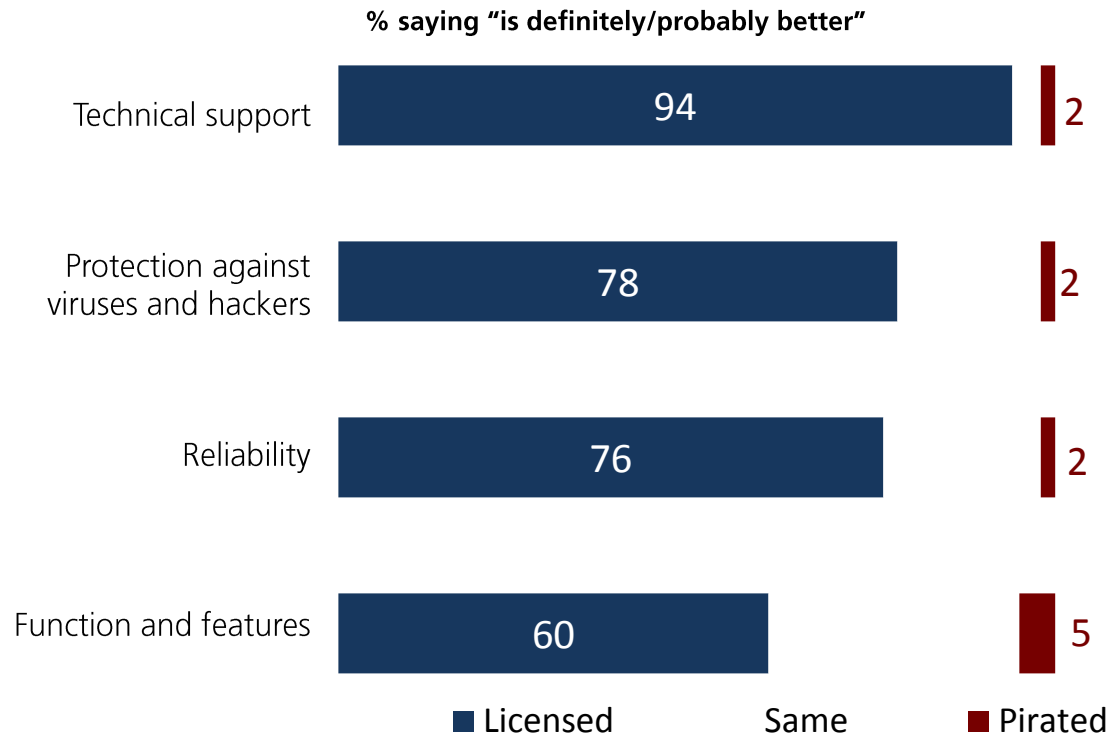
■ Pro-IP DK/NS ■ Anti-IP

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Switzerland Preference for Licensed Software

Licensed vs. Pirated Software

- Swiss respondents feel that licensed software is superior to unlicensed software.
 - A strong majority of Swiss say that licensed software is superior when it comes to technical support (94%), protection against malware (78%) and reliability (76%). Fewer believe licensed software has an edge on functionality (60%).



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Switzerland Awareness of Software Acquisition Channels

Channel Legality

- Swiss consumers generally understand what are legal vs. illegal methods to acquire software. However, auctions sites and installation of multiple copies are generally seen as legal rather than illegal.
 - A majority of Swiss say that peer-to-peer (85%), lending software (69%), and street markets are illegal (51%).
 - However, most Swiss believe that auction sites (72%) provide legal software, and two-thirds say installing multiple copies at home is OK (this is also the most common form of software piracy in Switzerland).

