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Music fans get behind legal downloads

Warnings from ISPs working

by Katie Scott published on 13 October 2008

The warnings that ISPs are sending out to customers caught illegally downloading copyright material seem to be working.

In a survey conducted by Entertainment Media Research (EMR), it was found that 75% of music pirates would stop if told to by their ISP.

The survey took in 1500 UK consumers and found that the increasing availability of competitive online music download services meant that more web surfers were looking to download legally.

In fact, more than half of those interviewed said they got music from legal subscription sites, or those supported by ads.

But warnings from ISPs are also proving a deterrent.

"It is quite evident that an ISP-led strategy has bite, because illegal downloaders are fairly convinced that ISPs are currently monitoring their activities and are more likely to act against them than the courts", said Russell Hart, chief executive of Entertainment Media Research in a statement.

The survey also found that teenagers are still the most likely to illegally download music, whilst more than 40% of over-35s buying downloads at least once per month.

