

College Students: The Rationale for P2P Video File Sharing

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Why Study College Students?

- Huge community; appx 14.4 million undergraduates source: U.S Census Bureau
- According to a GAO File Sharing Report 90% of students file share (May 2004)
- 80% do not care if the files they share are copyrighted
Source: Pew Internet Project Data, July 2003

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College Students – A Whole New World...

- Early adopters of technology
- Laptops, connected 24/7
- Many introduced to video file sharing by friends at dorms
- “Every one does it” vs. “The Outcast”

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College Students – A Whole New World...

- Landscape: Fast T-1, T-3 internet connections at colleges/universities make file sharing easy
- Habit forming years
- Large potential target market, today and in the future

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Video File Sharing – How?

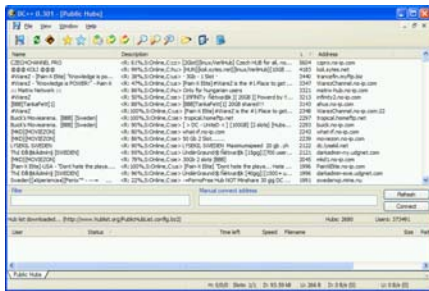
Video File Sharing - How?

- Download and share from school – feel “protected”
- Use mainly DC++, BitTorrent programs– connect through University hub

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Video File Sharing - How? –cont. DC++



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Video File Sharing - How?– cont.

- Storage: on computer drive or CD's
- Quantity ranging from once a week to 300 movies per semester

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Video File Sharing – Why?

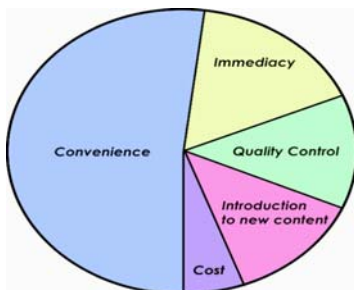
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Video File Sharing -Why?

- Convenience - way to watch what they want, when they want
- Immediacy. Looking for instant gratification
- “Quality control;” “check out the offerings, will not pay until I’m sure I like it”
- Introduce peers to new content
- Cost

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Video File Sharing -Why?



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File Sharing - TV Shows

- Do not have TV in dorms. Looking for something to watch
- Copyright issue less acute
- Share episodes of favorite shows previously viewed or missed
- Interested in re-runs; canceled shows; “immediacy factor”
- Store on computer

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Most Shared TV Content

Sex and The City - HBO



Queer Eye for the Straight Guy - Bravo



Family Guy- Fox



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Noam Chomsky



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File Sharing – Movies

- New Releases – most share to “check it out”; “Quality Control”
- Does not replace going to the movie theatre or buying the DVD
- Does replace DVD rental
- Do not store on computer; create huge DVD collections – up to 300 a semester

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Paying for Content ?

- Majority of students interviewed will pay for compelling content, good quality and no “annoying” limitations
- Movies; price has to compare to or be lower than a DVD rental \$3-\$5
- TV: 99 cents to \$5 per episode or series bundle
- Will pay more for canceled TV shows or hard to get content

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Paying For Content? – Cont.

- Love the iTunes model ; legal and cheap
- Do not have moral qualms about copyrights or revenue loss; willing to pay for good content
- Believe that downloading video files will eventually enhance the entertainment business
- Ambivalent towards university attempts to purchase content for them

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Conclusions

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Conclusions

- A majority of college students interviewed practice file sharing
- Students believe they will continue to file share after college
- A generation looking for convenience, immediacy and instant gratification; "everyone does it"
- Early adopters, tech savvy

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Conclusions (cont.)

- Video file sharing does not replace the movie theatre, DVD purchases; Does replace DVD rentals
- It's not about the money. The majority of students interviewed will pay same or less than rental for good quality and no restrictions
- See video file sharing as enhancing the entertainment business rather than disrupting it
- Interesting business models can be explored

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