



June 2022

Accessing and valuing cultural content and creators

DACS.org.uk

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Accessing and valuing cultural content

In June 2022, DACS commissioned a short survey through YouGov examining how we access and value cultural content, and those who create it.

About DACS

Established by artists for artists, DACS is the flagship rights management organisation for visual artists in the UK. Passionate about transforming the financial landscape for visual artists, we act as a trusted broker for over 180,000 artists worldwide. Our members include Turner Prize nominee Ingrid Pollard, Venice Biennale 2022 top Golden Lion prize winner Sonia Boyce, Tracey Emin, Sir Peter Blake, Damien Hirst, Yinka Shonibare, the Andy Warhol Foundation and many more.

With almost 40 years' experience of managing copyright and licensing requests on behalf of members, DACS' offers tailor-made advice on sourcing artwork images for publishing, merchandising and advertising requirements through our Artimage and copyright licensing service.

Campaigning for artists' rights and championing their sustained and vital contribution to the creative economy, DACS successfully campaigned for the introduction of the Artist's Resale Right into UK law in 2006 and to date, has paid out over £100million in Artist's Resale Right royalties to artists and their estates. Additionally, through our Payback scheme, we have paid out over £70 million in collective licensing royalties since its founding in 1999.

In the wake of the Covid pandemic, DACS launched the Manifesto for Artists, crowd-sourced from artists, it sets out key policy changes that can make a significant difference to the financial sustainability of artists, including a proposal for a Smart Fund that could generate £300m a year for artists and communities across the country. Out of the Manifesto, alongside partner organisations (CVAN and A-N), DACS set up the All Party Parliamentary Group for the Visual Arts to increase understanding of the issues that artists face and enabling visual artists to have a voice within political and policy thought-leadership.

YouGov survey results – key findings

81% of people say that culture – e.g. music, art, books, films, images, podcasts and TV (herein ‘cultural content’) – is important in their daily lives

75% of people access cultural content more than 3 times a week

82% of people support the notion that artists, performers and creative workers should be paid for their work

72% of people support artists, performers and creative workers being paid when their work is shared digitally

67% of people support the government being open to new initiatives to pay artists, performers and creative workers for their work

77% of people technology companies being open to new initiatives to pay artists, performers and creative workers for their work

YouGov survey results – general findings

92% of people own devices such as laptops, phones and other devices capable of sharing cultural content

37% of people access cultural content more than 10 times a week

56% of people have paid to download cultural content, with 44% of those people paying for content 1-2 times a month.

63% of people download cultural content for free

80% of people download or save cultural content for free more than once a month

43% of people will share cultural content they found on their devices with other people every few weeks or more

Only **5%** of people think that every creator is paid for their creative work that is available online to be streamed, shared or downloaded

Importance of culture

In general, how important would you say, music, art, books, films, images (e.g photography or graphics) podcasts, and television are in your daily life?

Very important	37%
Fairly important	44%
Not very important	12%
Not at all important	4%
Don't know	3%
Net: Important	81%
Net: Not important	16%
Unweighted N	2002

Electrical devices

Do you currently own any devices such as laptops, phones, tablets, PCs, eReaders and or Smart TVs that are capable of sharing videos, images, pictures and/or written content?

Yes, I do	92%
No, I don't	5%
Don't know / can't recall	12%
Not at all important	4%
Unweighted N	2002

Frequency of access to cultural artefacts

Thinking about a typical week...How often, if at all, do you access listen to/ watch/ read/ view; music, art, books, films or TV or podcasts in your home?

0 times a week	6%
1 to 2 times a week	13%
3 to 6 times a week	19%
7 to 10 times a week	19%
More than 10 times a week	37%
Don't know / can't recall	5%
Unweighted N	2002

Payment of content

Thinking about electrical devices you own that you can share images, videos or written content with... Have you ever paid to download content such as music, art, books, films, TV or podcasts on these devices?

Yes, I have	56%
No, I haven't	40%
Don't know / I'm not sure	4%
Unweighted N	1847

Paying to download content

Thinking about a typical month... How often, if at all, do you pay to download content such as music, art, books, films or TV or podcasts on the electrical devices you own?

0 times in a typical month	29%
1 to 2 times a month	44%
3 to 6 times a month	9%
7 to 10 times a month	3%
More than 10 times a month	4%
Don't know / can't recall	10%
Not applicable – I do not access music, art, books and TV in my home	1%
Unweighted N	1003

Free content yes/no

Still thinking about electrical devices you own that you can share images, videos or written content with... In general, do you download content such as music, art, books, films, TV or podcasts for free?

Yes, I have	63%
No, I haven't	33%
Don't know / I'm not sure	4%
Unweighted N	1847

Frequency of free content yes / no

Thinking about a typical month... How often, if at all, do you download or save content such as music, art, books, films, TV or podcasts for free in your usual month (e.g., saving images to your phone, downloading a film to watch later, saving an eBook to your tablet or e-reader)?

0 times in a typical month	10%
1 to 2 times a month	40%
3 to 6 times a month	19%
7 to 10 times a month	7%
More than 10 times a month	14%
Don't know / can't recall	10%
Unweighted N	1161

Sharing of content frequency

Still thinking about electrical devices you own that you can share images, videos or written content with... On average, how often, if at all, do you ever save content you have found using your device, and send it to other people's devices (e.g. sharing an image, PDF or video clip to other people via your phone, laptop or tablet)?

4 or more times a day	2%
2 to 3 times a day	4%
Once a day	6%
2 to 3 times a week	11%
4 to 6 times a week	3%
Once a week	8%
Once every 2 to 3 weeks	9%
Once a month or less often	20%
Never	29%
Don't know	9%
Unweighted N	1847

Sharing of content support v. oppose

On a slightly different topic... To what extent do you support or oppose each of the following?



	STRONGLY SUPPORT	TEND TO SUPPORT	NEITHER SUPPORT OR OPPOSE	TEND TO OPPOSE	STRONGLY OPPOSE	DON'T KNOW	UN- WEIGHTED N
Artists, performers, and other creative workers should be paid for their creative work	48%	34%	12%	1%	0%	5%	2002
Artists, performers, and other creative workers should be paid when their creative work is shared digitally	34%	38%	17%	2%	1%	8%	2002
The government should be open to new initiatives to pay artists, performers and other creative workers for their work	33%	34%	18%	4%	3%	8%	2002
Technology companies should be open to new initiatives to pay artists, performers and other creative workers for their work	39%	38%	13%	2%	1%	8%	2002

Perception of how often creators are paid

Thinking about music, art, books, films, TV or podcasts that are available online to be streamed, shared or downloaded...Approximately, how many creators of images, podcasts, music, films and books do you think are paid for their creative work?

Every creator is paid for their work	5%
Most creators are paid for their work	22%
Some creators are paid for their work	42%
No creators are paid for their creative work	1%
Don't know	30%
Unweighted N	2002

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