

Annex: Methodology applied in the Belgian study “Vers un modèle économique durable pour les éditeurs belges de journaux et de magazines: aperçu de l'importance des licences”, published in February 2014, to estimate loss of revenues

Analysis during 6 days between 20 January and 31 January 2014 with help of the monitoring tool OATS (Online Article Tracking System which is a Norwegian monitoring tool www.opoint.no)

The tracking tool tracked illegal reproductions on all print versions and websites during the indicated period.

An article was considered to be pirated if it corresponded to 80 % of the original article. An article was considered subject to parasitism if it corresponded 50-80 % of the original article.

In the Belgian case 5 611 articles were analysed/day of which 4516 were from printed papers and 1095 from websites.

On a daily basis, 2248 articles are reproduced without a licence, of which 1780 were considered illegal copies, and 468 parasite articles.

OATS does not indicate if the article is an illegal reproduction or not. The user of the tracking system need to display the results and decide if it is a legal or illegal reproduction.

Piracy estimations calculations:

Number of articles pirated/day x the actual fee of the licence x the number of editions/year
=

$$1780 \times 50 \times 310 = 27\,590\,000\text{€}$$

Parasitism estimation calculations

Number of parasite articles/day x actual fee of the licence x number of editions/year
=

$$468 \times 50 \times 310 = 7\,354\,000\text{€}$$

Loss of advertising revenue:

Number of pirated/parasite articles/day
x
Number of editions/year
x
Number of times that the article is read/year
x
median CPM of publishers websites

Belgian result, assuming that in the best case pirated article are consulted around 100/year or in the worst case 1000/year:

- Minimum: $1780 \times 310 \times 100 \times 0.0195 = 1\,076\,010\text{€}$
- Maximum: $1780 \times 310 \times 1000 \times 0.0195 = 10\,760\,100\text{€}$