

# Survey on Public Awareness of Intellectual Property Right Protection 2024

## 2024 Key Statistics

**> 90%**  
were aware of the  
existence of  
legislation protecting  
IP rights (copyright,  
trade marks, patents)  
in Hong Kong



**83.6%**  
recognised IPD as  
the government  
department responsible  
for registration of  
IP rights and  
promotion of IP  
protection

**77.6%**  
heard of the  
“No Fakes Pledge”  
Scheme



facilitate the development of  
local arts, culture and creative  
industries



attract foreign investment  
and increase the competitiveness  
of Hong Kong



**> 60%**  
agreed that

Hong Kong, as a regional  
IP trading centre,  
the protection of IP  
rights can ...

enhance the development  
of local innovation  
and technology



promote IP-related  
professional services  
in Hong Kong






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## Behaviours

### Consumption of Digital Content




**82.2%** did not browse or use  
infringing content in the past year

#### Top 3 reasons

-  Worried about getting infected by computer virus / being hacked by hackers / leaking personal information from illegal websites
-  Better quality assurance from authorised websites / mobile apps
-  Comply with IP laws

**16.4%** browsed or used  
infringing content in the past year

#### Top 3 reasons

-  There are channels available for free uploading, downloading or streaming
-  Too expensive to use authorised websites
-  More updated content

### Purchase of Physical Goods




**90.9%** seldom or never  
bought pirated or counterfeit  
goods in the past year

#### Top 3 reasons

-  Quality of genuine goods is guaranteed
-  No need to buy / not interested in pirated or counterfeit goods
-  Respect and support IP rights / support genuine goods / immoral or wrong to infringe IP rights

**7.8%** bought pirated  
or counterfeit goods in the past year

#### Top 3 reasons

-  The genuine goods were too expensive
-  Did not know that the goods were pirated / counterfeit when buying them
-  Other people use pirated / counterfeit goods too

## Attitude

**83.0%** agreed that

“it is morally wrong to browse / use the content from unauthorised websites / mobile apps knowing that it is an infringement of IP rights”

**85.9%** agreed that

“it is morally wrong to buy pirated / counterfeit goods knowing that it is an infringement of IP rights”