

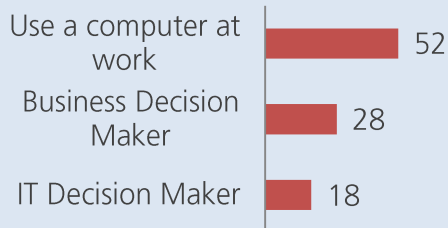
2010 BSA Global Software Piracy Study

Mexico Support for Intellectual Property Rights

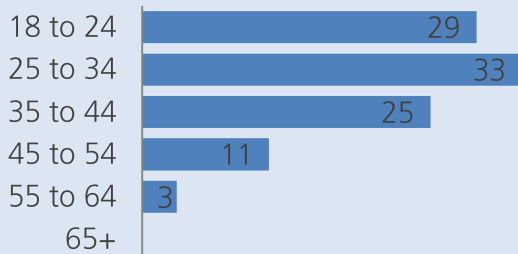
Survey Details

- All respondents installed software in the last year
- 52% use a computer at work
- Gender break 49/51 male/female
- Survey conducted face to face Jan 20- Feb 23, 2011

Work use



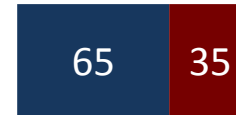
Age of Respondents



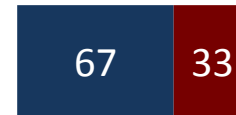
Support for IPR

- Mexican respondents show support for innovators and split support for intellectual property rights.
 - 65% say innovators should be rewarded vs. the global average of 71%. Most also say IP promotes local jobs (67% vs. 61% globally).
 - However, fewer (52%) say intellectual property rewards creativity (73% globally) or that IP benefits local economies (50% vs. 59% globally).

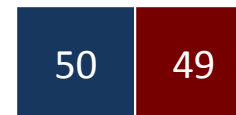
Inventors should be rewarded vs. Benefits should flow to society



Intellectual property rights creates jobs vs. IPR too expensive



Intellectual property rights benefits local econ vs. IPR helps Multi-Nationals



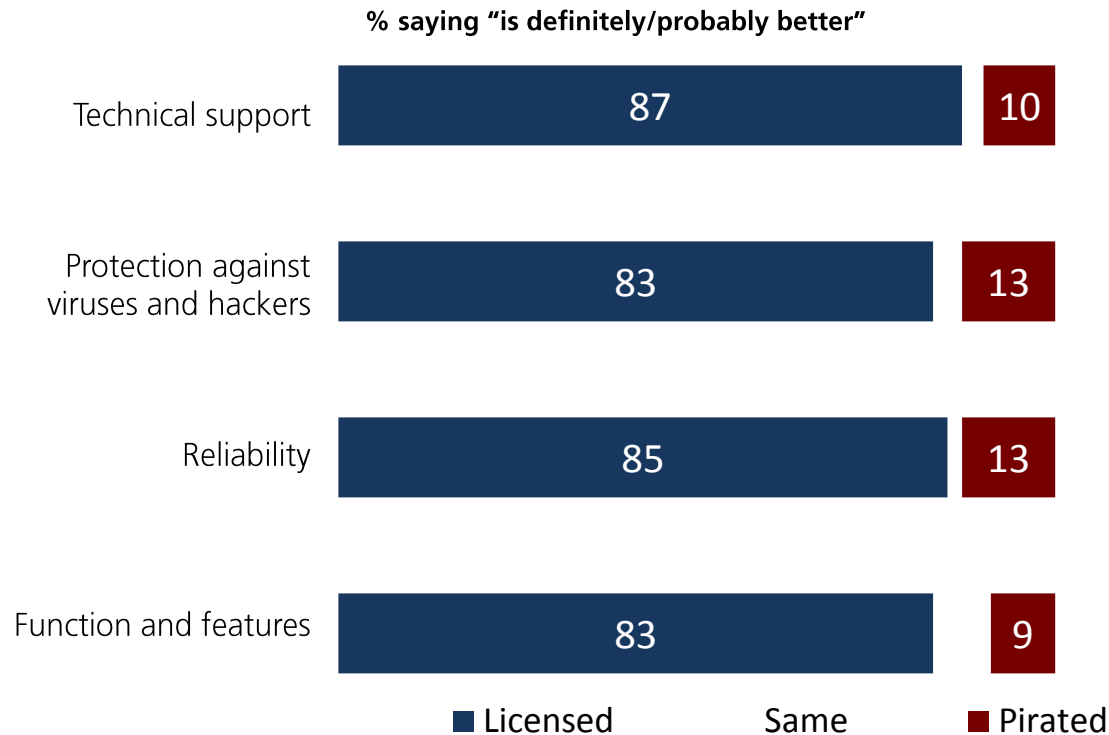
■ Pro-IP DK/NS ■ Anti-IP

2010 BSA Global Software Piracy Study

Mexico Preference for Licensed Software

Licensed vs. Pirated Software

- There is also a broad acknowledgement that licensed software is superior to unlicensed software.
 - Mexican consumers believe that access to technical support (87% vs. 88% global) is the biggest advantage licensed has over unlicensed.



2010 BSA Global Software Piracy Study

Mexico Awareness of Software Acquisition Channels

Channel Legality

- Mexican consumers exhibit significant uncertainty over what are legal vs. illegal ways to acquire software.
 - Comparatively high percentages of Mexican respondents say that all forms of software acquisition are legal – including software “loaned” by friends (56% vs. 39% globally) and peer-to-peer networks (65% vs. 36% globally)
 - Mexican consumers do recognize that software sold in street markets is usually not legal (only 28% say “legal” vs. 26% globally).

