
EUIPO: UEFA Euro and Olympics in sight but “foul play”. Millions of people watch sporting events illegally

“This year, Europe is the epicentre of all things sport. The world is gearing up to watch spectacular goals during the UEFA EURO 2024, photo finishes at the Tour de France and gold-medal-winning moments at the Olympic and Paralympic Games in Paris. But as Europeans prepare to tune into the biggest broadcast sporting events, millions of them may do so illegally”. According to a study by the European Union Intellectual Property Office (EUIPO) on the perception, awareness and behaviour of EU citizens, “12% of them accessed or streamed content from illegal online sources to watch sports”. As for young people aged 15 to 24, “more than a quarter (27%) admit to using illegal online channels to watch sports”. EUIPO Executive Director João Negrão said: “As we enjoy the thrill of competition this summer, it’s crucial to play fair, both for players on the field as well as for spectators at home. The IP rights behind these events protect and enhance our experiences as fans, support our athletes and inspire future European and world champions. By watching official broadcasts and buying licensed products, we ensure our beloved sports continue to thrive for generations to come”.

Valentina Bombelli