

Influencers and IP



November 2025

INFLUENCERS AND IP

Commissioned by the European Union Intellectual Property Office (EUIPO) through the European Observatory on Infringements of Intellectual Property Rights to KPMG and ICF Next

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Foreword

Influencer marketing is driving a rapidly growing economic impact, contributing billions of euros annually to global economies. Social media influencers and content creators significantly affect opinions, shape consumer habits and contribute to the evolution of culture in the digital age. Their creativity and influence offer immense potential, not only for innovation and entrepreneurship, but also for promoting the value of intellectual property (IP) and respect for IP.

The ‘Influencers and IP’ study represents a milestone, as it is the first EU-level report of its kind, through which we have gathered insights from hundreds of influencers to better understand their relationship with IP. The research shows that many influencers recognise the value of IP, as those who are more advanced in their entrepreneurial and professional journey tend to have registered their rights.

However, despite recognising the benefits of IP protection and the risks for the health and safety of their audiences related to counterfeiting and piracy, influencers seem to be reluctant to talk about the importance of respecting IP in their content.

The EUIPO, through the IP Next-GEN initiative, a priority under its 2030 Strategic Plan, will work with influencers to address the importance of respecting IP within their communities by deepening their involvement in our outreach and media initiatives while also motivating them to lead their own awareness-raising efforts. We will provide them with evidence and real-life cases about the negative impacts of counterfeiting and piracy and further develop their IP skills.

Influencers and content creators are not just trendsetters, they are entrepreneurs, cultural ambassadors and educators. By empowering them with knowledge on IP, we strengthen the integrity of the digital space for everyone, especially for future generations.

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Executive summary

Influencer marketing continues its exponential growth trajectory, with the industry's market size projected to reach \$32.55 billion (USD – US dollars) in 2025⁽¹⁾. In today's digital landscape, social media influencers⁽²⁾ play a growing and powerful role in shaping the attitudes, behaviours and consumption patterns of European Union (EU) citizens, and in particular of young people across Europe. Their reach and perceived authenticity make them trusted sources of inspiration and information, particularly among Generation Z.

This influence, however, is not without risk. As highlighted in the 2022 Intellectual Property and Youth Scoreboard⁽³⁾, 8 % of young people reported intentionally accessing illegal content based on recommendations from influencers or famous people, while 11 % cited such recommendations as a motivating factor in purchasing counterfeit goods. In addition, the EUIPO has been made aware by Observatory stakeholders of instances and practices of influencers promoting counterfeit goods or pirated content. These findings and insights underscored the urgent need to better understand how influencers engage with intellectual property (IP) and the extent to which they contribute to or help prevent IP infringement.

Against this backdrop, the EUIPO, through the Observatory on Infringements of Intellectual Property Rights, has launched the first of its kind 'Influencers and IP' EU-level study as part of its 2030 Strategic Plan⁽⁴⁾, under the Priority Impact Area 'Inclusive IP landscape in Europe'. The study focuses on influencers active on Instagram, TikTok, and YouTube, which are the platforms that are

⁽¹⁾ Influencer Marketing Hub, 2025. Influencer Marketing Benchmark Report 2025, <https://influencermarketinghub.com/influencer-marketing-benchmark-report/#toc-0>.

⁽²⁾ For the purpose of this study 'influencers' shall be understood as 'online content creators who post content on social media or video-sharing platforms through which they impact society, public opinion and the personal views of their audience, often showcased through their authenticity-based relationship with their audience. Influencers often have a commercial intent and engage with commercial actors through different business models for monetisation purposes. Influencers can also engage in off-line activities, such as patronage, meet-and-greets and product lines' as per the Council of the EU's 2024 Council conclusions on support for influencers as online content creators, <https://data.consilium.europa.eu/doc/document/ST-9301-2024-INIT/en/pdf>.

⁽³⁾ EUIPO, *Intellectual Property and Youth Scoreboard 2022*, June 2022, https://euiipo.europa.eu/tunnel-web/secure/webdav/guest/document_library/observatory/documents/reports/IP_youth_scoreboard_study_2022/IP_youth_scoreboard_study_2022_en.pdf.

⁽⁴⁾ EUIPO, *Strategic Plan 2030*, <https://www.euiipo.europa.eu/en/about-us/governance/strategic-plan>.

the most relevant to young audiences, and examines their attitudes toward counterfeiting, piracy, and responsible content creation.

To support this analysis, a comprehensive online survey was conducted among a sample of 300 influencers from all 27 EU Member States with a predominantly younger followership. Influencers were selected to reflect the demographic distribution of the EU population and were categorised by follower tier to capture a diverse range of perspectives. The methodology offers a directional insight rather than precise metrics, and the findings should be interpreted as more qualitative than quantitative, given the limited representativity of the sample.

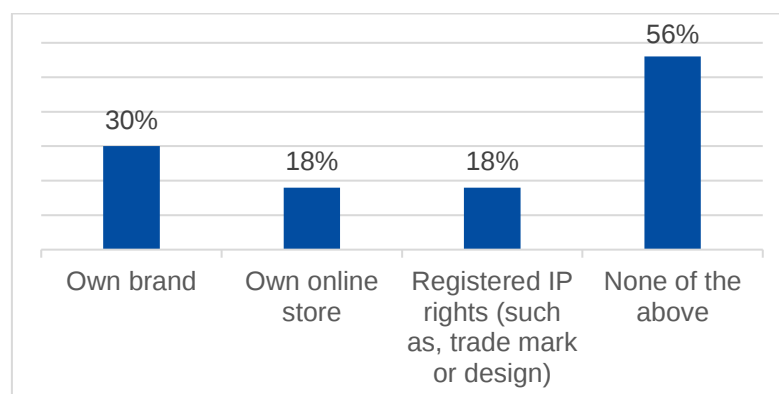
Getting to know our influencers

The survey was completed by influencers based in one of the 27 EU Member States. Most respondents (92 %) report that they earn income from their content, confirming that they operate professionally.

According to follower count, most influencers fall within the mid-tier 50 000 to 500 000 followers (49 %) and 10 000 to 50 000 followers (30 %), while 13 % are macro influencers with 500 000 to 1 million followers, or more.

When it comes to having relevant business assets, 30 % of respondents report owning a brand, 18 % say they run an online store, and 18 % say they hold registered IP rights⁽⁵⁾. The latter can be seen as relatively low, considering the IP intensiveness of the content creator sector.

Figure 0.1 Business assets

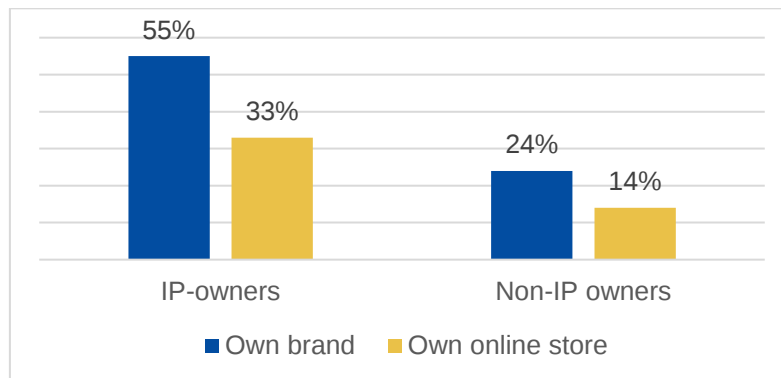


*Base: 300 Influencers in the EU. A total of 365 answers were collected, as the question allowed for multiple answers.
Screening Question: Q5 Do you have any of the following? (Select all that apply)*

⁽⁵⁾ Having a brand does not necessarily mean the influencer holds a registered IP right.

The data also indicate that influencers claiming to hold registered IP rights are one step ahead in their entrepreneurial journey. More than half (55 %) have their own brand and one-third (33 %) run an online store. In comparison, of those without registered IP rights only 24 % have a brand and just 14 % have an online store.

Figure 0.2 Business assets of IP owners and non-IP owners



Base: 54 IP owners; 246 non-IP owners. The question allowed for multiple answers.
 Screening Question: Q5 Do you have any of the following? (Select all that apply)

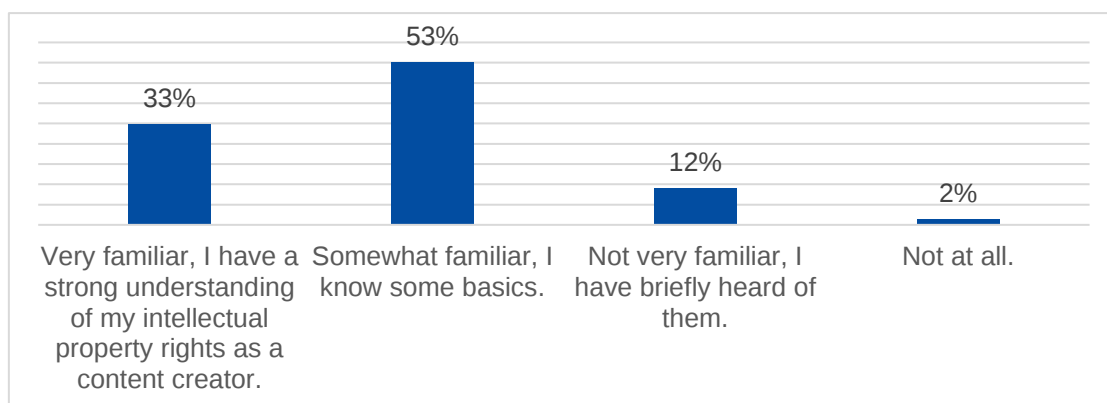
Sense of responsibility towards the audience and valuing brand authenticity

96 % of influencers feel either fully or somewhat responsible for the impact of their promotional content on their audience, while only 4 % report limited or no responsibility. Furthermore, 92 % of influencers report always verifying the legitimacy of brands before promoting them as part of brand collaborations.

Familiarity with IP rights

A combined 86 % of influencers report being very or somewhat familiar with their own IP rights including copyright, trade marks, and designs. 12 % of influencers indicate limited or no familiarity.

Figure 0.3 Familiarity with IP rights



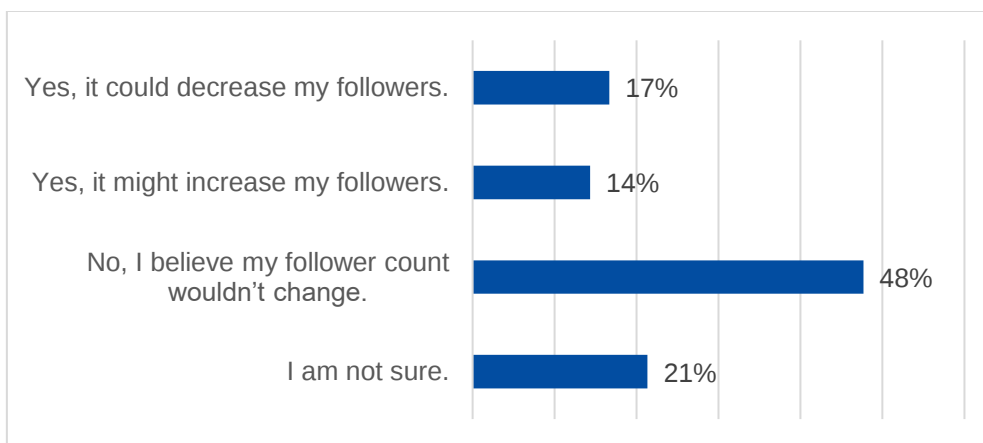
Base: 300 Influencers in the EU
 Question 3: Q3 How familiar are you with your own IP rights (such as copyright, trade marks, designs) as a content creator?

Impact of addressing IP on follower count

Almost half (48 %) of respondents believe that addressing the importance of respecting IP in their content would have no impact on their follower count, 21 % are unsure of the effect, 14 % anticipate a positive effect while 17 % expect it to have a negative impact. These mixed opinions suggest that, while respecting IP is considered important, the influence of IP advocacy on audience engagement remains uncertain and context-dependent for influencers.

Having 17 % of influencers believing that talking about the importance of respecting IP could decrease the number of their followers is a concerning finding, as it indicates that a notable share of influencers perceives IP advocacy as potentially detrimental to their engagement.

Figure 0.4 Impact of addressing IP on follower count



Base: 300 Influencers in the EU

Question 4: Q4 Do you think talking about the importance of respecting intellectual property in your content might affect your follower count?

Respect for IP

The responses indicate strong ethical awareness when it comes to respecting IP among influencers, with the vast majority reporting having actively avoided promoting counterfeit products (94 %) and pirated digital content (93 %), while only 4-5 % admit to having promoted IP infringing goods or content in the past 12 months.

Influencers and artificial intelligence

The adoption of AI tools is widespread among influencers, with 51 % using them often or sometimes. 47 % believe their content might be altered and used by AI for someone else's benefit. 72 % are aware that AI-generated content may infringe IP rights, while 28 % show limited awareness.

Conclusions

Influencers who own registered IP rights are significantly more advanced in their entrepreneurial and professional journey. A higher proportion of IPR-owning influencers have established a brand and operate an online store, as compared to those not holding IP rights.

Influencers are reluctant to talk about the importance of respecting IP in their content. Even so, they do report high levels of responsibility towards their followers and display an awareness of the positive value of IP. They also display an awareness of the risks that counterfeiting and piracy can pose to the health and safety of their audiences.

One in two influencers use AI tools for their activities. **Half of influencers are concerned that their content might be altered and repurposed by AI for others' benefit, while two-thirds are aware of the possibility that AI-generated outputs may infringe existing IP rights.**

Recommended future actions

A key future action would be to **work with relevant respected influencers to address the importance of respecting IP within their communities by involving them in awareness raising and media campaigns, especially by encouraging them to undertake such campaigns on their own initiative.**

In order to prepare the grounds for this first action it is important to **provide influencers with evidence, facts and real-life cases about the negative economic and social impacts of counterfeiting and piracy and to continue upskilling their knowledge on IP**, including as part of compulsory national certification training for influencers. **A particular focus in future training initiatives should be on the intersection of IP and AI**, as influencers demand more clarity when it comes to content creation in this regard.

Furthermore, it is recommended to **share the study's findings with policymakers for their consideration when drafting new legislation or revising existing laws.**

Considering the rapid evolution of the influencer landscape, **a follow-up study within two years** is recommended to dive deeper into the different aspects of this first edition, e.g., how, in practice, influencers verify brand, product and service authenticity, as well as to look into gender segmentation among influencers.

1 Setting the scene: context and rationale

Influencer marketing continues its exponential growth trajectory, with the industry's market size projected to reach \$32.55 billion in 2025, compared to \$24 billion in 2024 and \$1.4 billion in 2014⁽⁶⁾. In an era where social media influencers⁽⁷⁾ shape consumer behaviour and cultural trends among EU citizens, particularly among Generation Z, the EUIPO recognises the need to assess the role influencers play in promoting or undermining respect for IP rights. The IP Next-GEN initiative, which is part of the EUIPO's 2030 Strategic Plan⁽⁸⁾, under the Priority Impact Area 'Inclusive IP landscape in Europe', fosters awareness and respect for intellectual property (IP) among young people, particularly by reaching them through channels they already engage with, like the education system, relevant events, and social media.

By leveraging influencers and trusted peers, the initiative aims to make IP relevant and relatable, highlighting its role in personal creativity, entrepreneurship, brand protection, and broader societal impact. At the same time, it contributes to improving the design of awareness and policy-making initiatives by providing evidence-based insights into how the youth interact with IP, especially in online environments that are prone to counterfeiting and piracy. All of this aligns with the EUIPO's broader strategic vision for 2030, prioritising innovation, education and responsible digital citizenship.

The influence of content creators, however, is not without risk. As highlighted in the 2022 Intellectual Property and Youth Scoreboard⁽⁹⁾, 8 % of young people reported intentionally accessing illegal

⁽⁶⁾ Influencer Marketing Hub – 2025, *Influencer Marketing Benchmark Report 2025*, <https://influencermarketinghub.com/influencer-marketing-benchmark-report/#toc-0>.

⁽⁷⁾ For the purpose of this study 'influencers' shall be understood as online content creators who post content on social media or video-sharing platforms through which they impact society, public opinion and the personal views of their audience, often showcased through their authenticity-based relationship with their audience. Influencers often have a commercial intent and engage with commercial actors through different business models for monetisation purposes. Influencers can also engage in off-line activities, such as patronage, meet-and-greets and product lines' as per the Council of the EU's 2024 Council conclusions on support for influencers as online content creators, <https://data.consilium.europa.eu/doc/document/ST-9301-2024-INIT/en/pdf>.

⁽⁸⁾ EUIPO, *Strategic Plan 2030*, <https://www.euipo.europa.eu/en/about-us/governance/strategic-plan>.

⁽⁹⁾ EUIPO, *Intellectual Property and Youth Scoreboard 2022*, June 2022, https://euipo.europa.eu/tunnel-web/secure/webdav/guest/document_library/observatory/documents/reports/IP_youth_scoreboard_study_2022/IP_youth_scoreboard_study_2022_en.pdf.

content based on recommendations from influencers or famous people, while 11 % cited such recommendations as a motivating factor in purchasing counterfeit goods. In addition, the EUIPO has been made aware by Observatory stakeholders of instances and practices of influencers promoting counterfeit goods or pirated content. These findings and insights underscored the urgent need to better understand how influencers engage with IP and the extent to which they contribute to or help prevent IP infringement.

Against this backdrop, the EUIPO, through the Observatory on Infringements of Intellectual Property Rights, has launched the 2025 ‘Influencers and IP’ study to offer evidence-based insights into how influencers and content creators affect young people’s attitudes towards IP. The report investigates influencers’ behaviours on platforms such as Instagram, TikTok, and YouTube, with a particular focus on IP, counterfeiting, piracy, and the responsible use of emerging technologies, such as AI.

The initiative builds on the EUIPO’s previous engagement with influencers through the Ideas Powered⁽¹⁰⁾ for Creatives programme, including the Youth Workshop⁽¹¹⁾ and the PoweredUp Festival⁽¹²⁾, which have trained influencers from all EU Member States on IP-related topics, as well as through collaboration on IP awareness raising campaigns. As part of the ongoing support, the EUIPO has created targeted IP training for influencers⁽¹³⁾, which is part of the European Commission’s Influencer Legal Hub⁽¹⁴⁾, a dedicated resource offering training videos, legal briefs, summaries of key EU laws and court cases, links to national consumer authorities and training on EU legislation that is relevant for influencers.

⁽¹⁰⁾ EUIPO, Ideas Powered, <https://www.euipo.europa.eu/en/observatory/awareness/ideas-powered>.

⁽¹¹⁾ EUIPO, IP Youth Workshop, <https://ideaspowered.eu/our-projects/ip-youth-workshop>.

⁽¹²⁾ EUIPO, Powered Up Festival 2021, <https://www.youtube.com/playlist?list=PLH465kSomI5syVvaZnEhq4KAX8ObCLWdv>.

⁽¹³⁾ EUIPO, IP for Influencers, <https://www.euipo.europa.eu/en/observatory/awareness/ideas-powered/ip-for-influencers>.

⁽¹⁴⁾ European Commission, Influencer Legal Hub, https://commission.europa.eu/live-work-travel-eu/consumer-rights-and-complaints/influencer-legal-hub_en#part-4-influencers-and-intellectual-property-ip.

Figure 1 – IP training for influencers

These efforts have laid the groundwork for a more structured and evidence-based approach to influencer engagement, culminating in the development of this comprehensive report. This study provides actionable insights into how influencers perceive and interact with IP, how their content may influence young audiences' attitudes toward counterfeit and pirated goods, and how they navigate their responsibilities as content creators in a rapidly evolving digital landscape, also in the light of emerging national and EU legal frameworks on influencer conduct.

At national level, some Member States have started introducing legislation specifically regulating online influencing. For example:

- In June 2023, France passed law No 2023-451⁽¹⁵⁾ for regulating commercial influence and fighting against the excesses of influencers on social networks. This applies the provisions of the French Consumer Code to influencers, whether they operate within France or abroad. In addition, influencers are required to undergo specific training, including IP training.
- In Spain, the 13/2022 General Law of Audiovisual Communication⁽¹⁶⁾ defines influencers as audiovisual communication service providers when they promote, sell or organise the commercial communications included in or accompanying their audiovisual content.

Influencers must comply with a number of legislative acts adopted at EU level. For example:

⁽¹⁵⁾ Official Journal of the Republic of France, 2023, Law No 2023-451 for regulating commercial influence and fighting against the excesses of influencers on social networks, <https://www.legifrance.gouv.fr/jorf/id/JORFTEXT000047663185>.

⁽¹⁶⁾ Official State Journal of Spain, 2022. 13/2022 General Law of Audiovisual Communication, <https://www.boe.es/buscar/act.php?id=BOE-A-2022-11311>.

- The 2000/31/EC Directive on Electronic Commerce⁽¹⁷⁾ and the 2018/1808 Audiovisual Media Service Directive (AVMSD)⁽¹⁸⁾ oblige influencers in the EU to disclose their commercial partnerships as well as identify the company they are promoting. This transparency requirement applies across all EU Member States.
- Under the 2022/2065 Digital Services Act (DSA)⁽¹⁹⁾ influencers, as content creators, are required to take increased responsibility for the content they share online. They must ensure that their content is appropriate and not misleading or illegal.
- The AI Act⁽²⁰⁾ requires influencers who use AI in the production process to avoid specific prohibited AI practices, inform their audience that AI systems are involved, and clearly label any deepfakes.
- The content influencers create can be protected through several European IP laws. At the same time, relevant IP legislation ensures that influencers can be held liable if they infringe the IP of others. Influencers shall not mislead their audience by promoting goods or services or sharing pirated content.

In addition, in 2024 the Council of the EU adopted, for the first-time, conclusions dedicated to the subject of influencers, including the definition of an influencer, which was also used also in this study. The Council Conclusions on support for influencers as online content creators⁽²¹⁾ reflected that ‘European intellectual property laws provide influencers with tools to protect and promote their work while supporting their creativity. On the other hand, intellectual property laws prohibit influencers from reproducing or making available to the public content protected by copyright and/or related rights created by others without authorisation’.

⁽¹⁷⁾ Directive 2000/31/EC of the European Parliament and of the Council of 8 June 2000 on certain legal aspects of information society services, in particular electronic commerce, in the Internal Market (‘Directive on electronic commerce’), <https://eur-lex.europa.eu/eli/dir/2000/31/oj/eng>.

⁽¹⁸⁾ Directive (EU) 2018/1808 of the European Parliament and of the Council. Audiovisual Media Services Directive, <https://eur-lex.europa.eu/eli/dir/2018/1808/oj/eng>.

⁽¹⁹⁾ Regulation (EU) 2022/2065 of the European Parliament and of the Council, *Digital Services Act*, <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex%3A32022R2065>.

⁽²⁰⁾ Regulation (EU) 2024/1689 of the European Parliament and of the Council, *Artificial Intelligence Act*, <https://eur-lex.europa.eu/eli/reg/2024/1689/oj/eng>.

⁽²¹⁾ Council of the EU, 2024, *Council conclusions on support for influencers as online content creators*, <https://data.consilium.europa.eu/doc/document/ST-9301-2024-INIT/en/pdf>.

The findings will support future outreach strategies, policy development at Member State and EU level, and educational campaigns aimed at fostering a more respectful and sustainable online ecosystem. Ultimately, the 2025 'Influencers and IP' study seeks not only to document current trends but also to empower influencers and young audiences to become active participants in protecting creativity, innovation, and IP across Europe.

The EUIPO has commissioned this survey to the consortium formed by KPMG Asesores S.L., KPMG Auditores S.L., and Charles Oakes & Co. (KPMG-CO), in collaboration with ICF Next International Inc.

2 Key facts from the survey process

The 2025 'Influencers and IP' survey was conducted via the online EUSurvey platform between July and August 2025. The questionnaire consisted of five screening questions and eleven report questions and was made available in the 24 official EU languages. The questionnaire was developed by the EUIPO and incorporates feedback from the Observatory's Outreach Expert Group⁽²²⁾ and Public Awareness Working Group⁽²³⁾.

More than 4 100 social media influencers in all 27 EU Member States were mapped and approached to complete the study. All categories of influencers were included in the mapping. Some of the broad categories included were: fashion, beauty, lifestyle, travel, food, health, tech, gaming, parenting, sustainability, entertainment, finance, business, education, and infotainment.

The survey spans four influencer tiers adopted in digital marketing: nano (1 000-10 000 followers), micro (10 000-50 000 followers), mid-tier (50 000-500 000 followers) and macro (500 000 to 1 million followers and over), across three major platforms: Instagram, TikTok, and YouTube. The influencers mapped have a predominantly younger followership.

Out of the influencers contacted, 300 completed the study which, make up the final sample. While the sample size limits deep segmentation, the methodology ensures broad representation and a balanced view of the influencer landscape.

The methodology offers a directional insight rather than precise metrics, and the findings should be interpreted as more qualitative than quantitative, given the limited representativity of the sample. Nonetheless, the sample was carefully designed to ensure diversity across influencer tiers and geographic regions, providing a balanced perspective on the influencer landscape.

Refer to [Annex 1](#) of this report for a detailed overview of the study methodology.

⁽²²⁾ EUIPO, *The Observatory Expert Groups*, <https://www.euipo.europa.eu/en/observatory/about-us/expert-groups>.

⁽²³⁾ EUIPO, *Observatory working group meetings*, <https://www.euipo.europa.eu/en/news/observatory/observatory-working-group-meetings-04-2025>.

3 Getting to know our influencers

Background information about the influencers participating in the survey is essential to understanding the broader context of this study. It serves to classify respondents and ensure a diverse and representative sample across key demographic and professional criteria.

Audience size

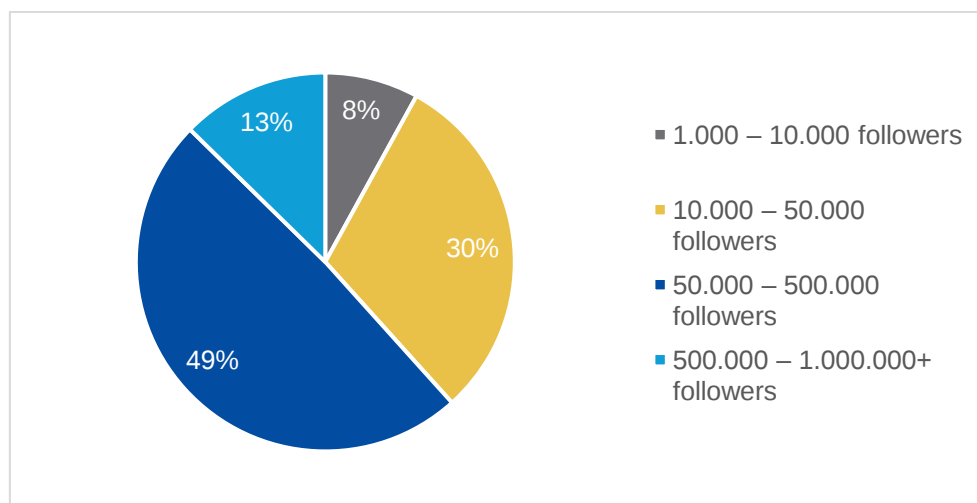
Influencers were grouped according to their follower count into four tiers⁽²⁴⁾ providing data across all influence levels.

The influencer reach of the respondents is concentrated in the mid-tier and micro categories:

- 49 % have a range of between 50 000-500 000 followers (mid-tier influencers);
- 30 % fall in the 10 000-50 000 follower range (micro influencers);
- 13 % have between 500 000 to 1 million+ followers (macro influencers);
- 8 % have between 1 000-10 000 followers (nano influencers).

This distribution highlights a robust presence of more established creators. Contrary to expectations, 13 % of macro influencers completed the survey.

Figure 2 Audience size



Base: 300 Influencers in the EU

Screening Question: Q4 What is the size of your total audience?

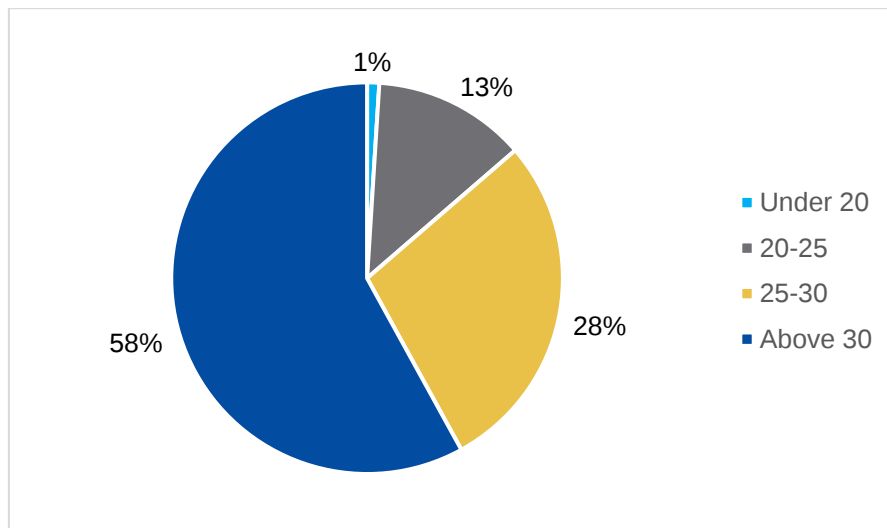
⁽²⁴⁾ According to a widely recognised framework used in digital marketing to categorise influencer reach and impact.

Age group distribution

Influencers invited to complete the study were selected based on their predominantly younger audiences.

The study findings show that the influencer community surveyed is predominantly (almost 60 %) aged above 30. Around 28 % fall within the 25-30 range, and roughly 13 % are between 20-25. Only 1 % are under 20. These figures could lead to the assumption that younger people are keen to listen to the voices of creators that are older than them.

Figure 3 Age group distribution



Base: 300 Influencers in the EU
 Screening Question: Q1 How old are you?

However, when analysing different influencer tiers, slight variations in age distribution emerge. Unlike the overall results, 58 % of both macro and nano influencers are under the age of 30.

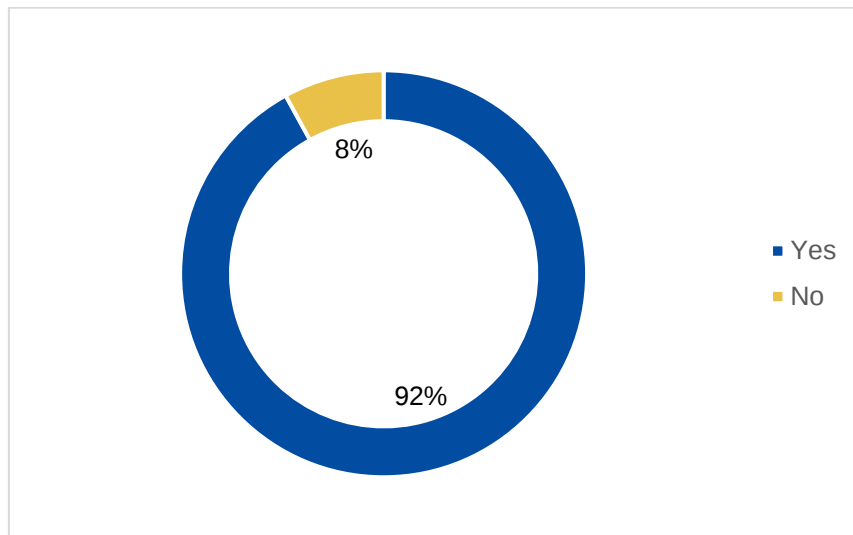
Member State of activity

Responses span all EU Member States. Refer to Table 2 of this report for a detailed engagement per Member State.

Influencing as a monetised activity

92 % of influencers report that they earn income from their activities, confirming that the vast majority are monetising their content either professionally or semi-professionally.

Figure 4 Influencing as a monetised activity



Base: 300 Influencers in the EU

Screening Question: Q3 Do you make money from your activities as a social media influencer?

Examining influencer tiers reveals some differences when it comes to monetisation. A substantial 97 % of macro influencers generate income from their activities, while only 67 % of nano influencers report earning any income through their content creation. This suggests that those with larger followings are more likely to treat content creation as a profession and monetise their efforts. In contrast, a greater proportion of nano influencers engage in these activities for reasons beyond financial gain, which could include personal interest, community building, or creative expression.

Business assets

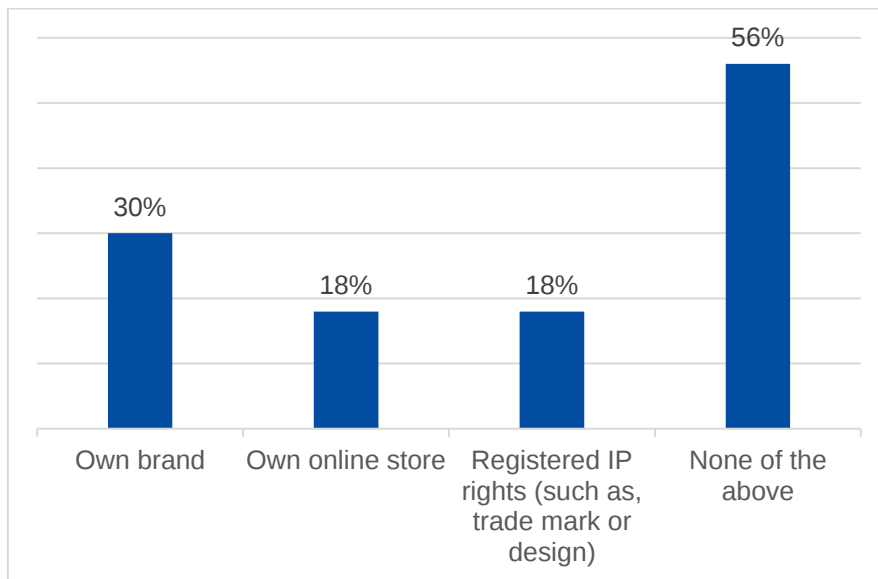
Influencers were asked whether they have developed their own brand, online store, or have registered IP rights (e.g., trade marks or designs), indicating their entrepreneurial engagement and IP relevance⁽²⁵⁾.

While 56 % of influencers report having none of the listed entrepreneurial assets, the remainder show characteristics associated with business development:

- 30 % own a brand;
- 18 % operate an online store;
- 18 % hold registered IP rights.

This suggests varying degrees of engagement with personal branding and IP protection among influencers

Figure 5 Business assets

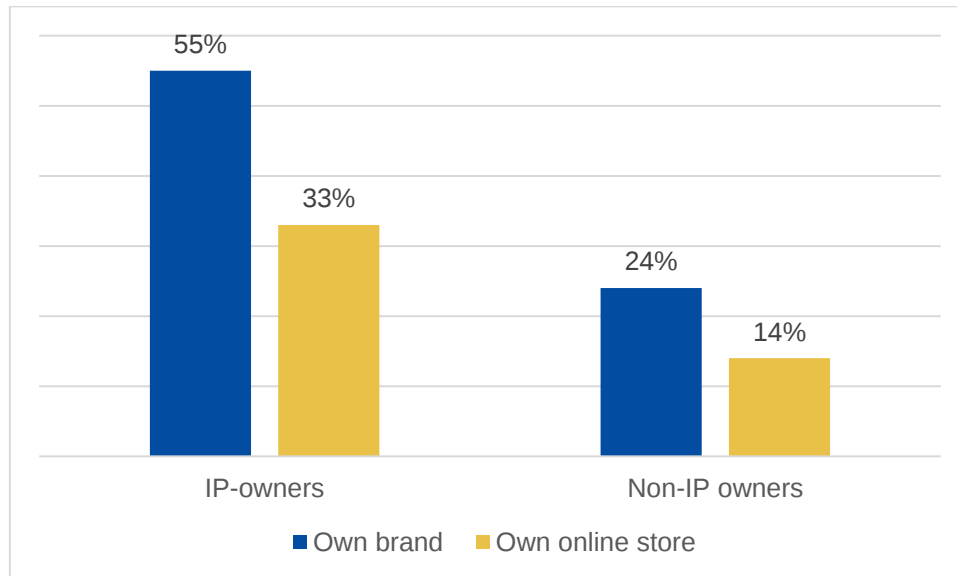


Base: 300 Influencers in the EU, who were allowed to provide multiple answers in the question. A total of 365 answers were collected.
Screening Question: Q5 Do you have any of the following? (Select all that apply)

⁽²⁵⁾ Having a brand does not necessarily mean the influencer holds a registered IP right.

The collected data also indicate that influencers claiming to hold registered IP rights are one step ahead in their entrepreneurial journey. More than half (55 %) have their own brand and one-third (33 %) run an online store. In comparison, only 24 % of those without registered IP rights have a brand and just 14 % have an online store.

Figure 6 Business assets of IP owners and non-IP owners



Base: 54 IP owners; 246 non-IP owners. The question allowed for multiple answers.
Screening Question: Q5 Do you have any of the following? (Select all that apply)

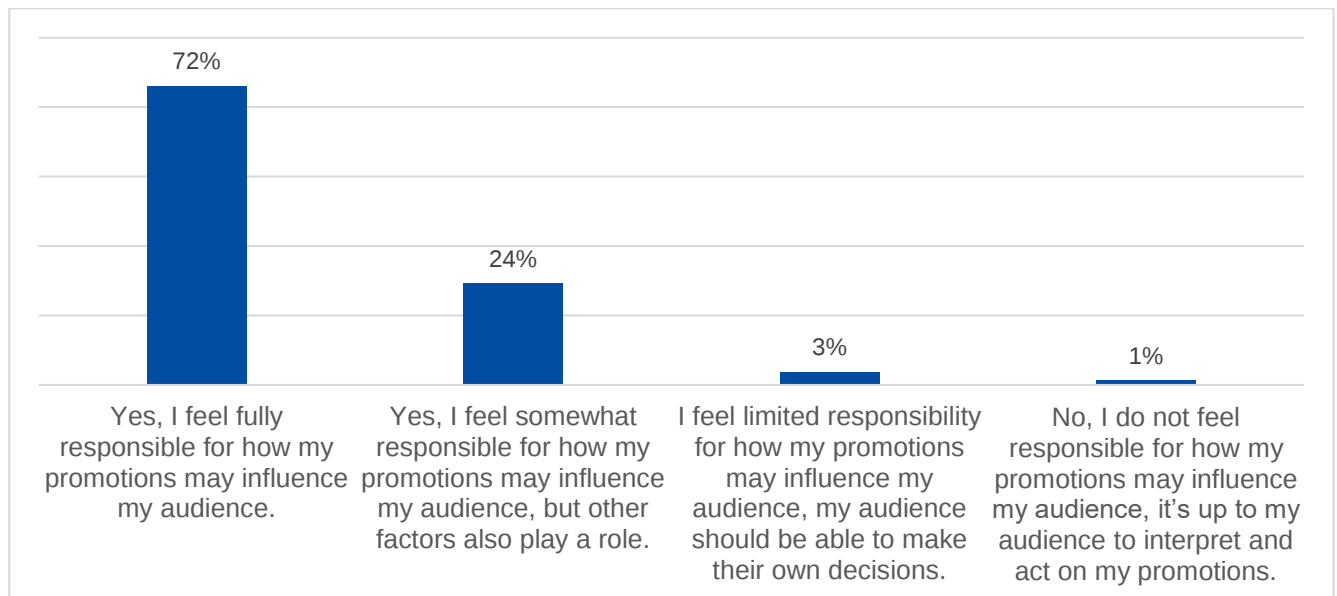
4 Sense of responsibility towards the audience and valuing brand authenticity

This dimension assesses influencers' sense of responsibility towards their audience and to what extent they value brand authenticity checks.

Sense of responsibility towards the audience

Influencers were questioned whether they feel accountable for the impact their promotions may have on their audience, ranging from full responsibility to none. 96 % of influencers feel either fully or somewhat responsible for the impact of their promotional content on their audience. A clear majority, 72 %, feel fully responsible for the impact of their promotions, an additional 24 % feel somewhat responsible, while only 4 % express limited or no responsibility.

Figure 7 Sense of responsibility towards the audience



Base: 300 Influencers in the EU

Question: Q1 Do you feel responsible for the impact your promotions could have on your audience?

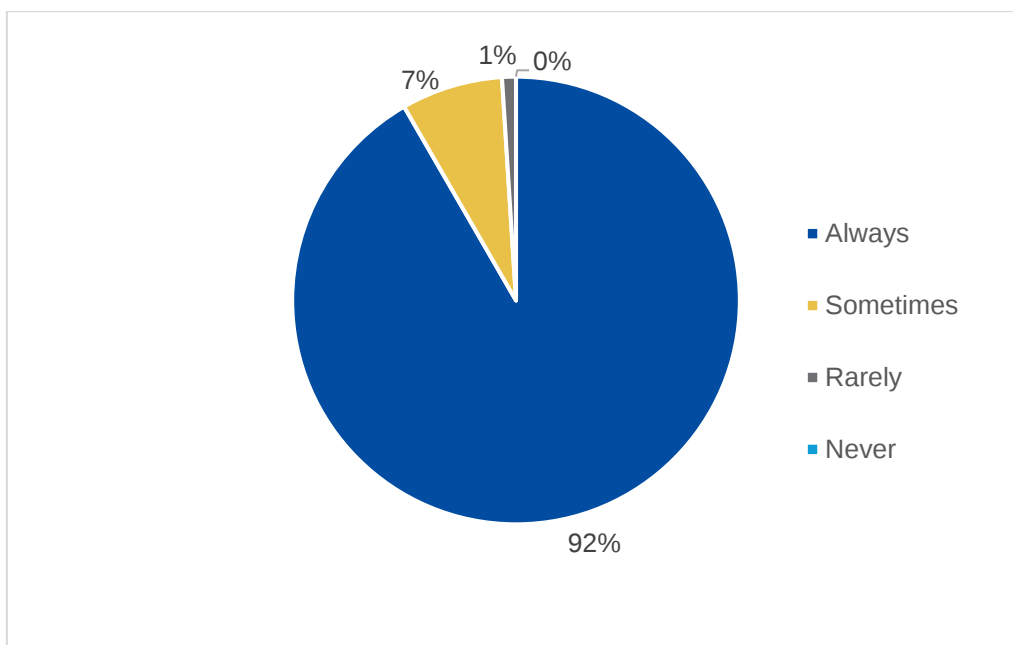
Researching brand authenticity

This question measured how often influencers verify the legitimacy of brands they collaborate with, indicating their vigilance against counterfeiting.

92 % report always verifying brand authenticity before promoting, reflecting high diligence in knowing the origin of the goods they are promoting.

As part of future research, it could be interesting to dive deeper into this question and try to understand how influencers in practice conduct this kind of verification.

Figure 8 Researching brand authenticity



Base: 300 Influencers in the EU

Question: Q2 How often do you thoroughly research the authenticity of the brands you collaborate with, to ensure they are original and not counterfeiting?

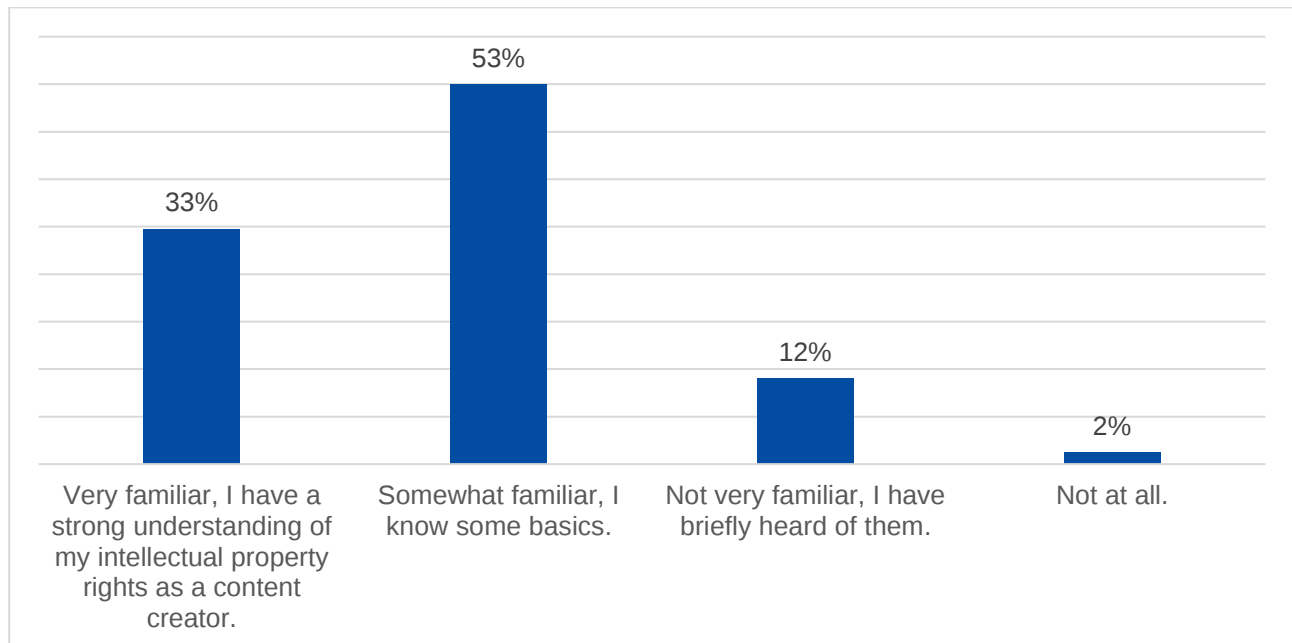
Macro influencers report consistently verifying the authenticity of the brands they collaborate with (100 %), while nano influencers report doing so 83 % of the time.

5 Familiarity with IP rights

This section reflects influencers' understanding of their own IP rights as content creators, including trade marks, designs, and copyright. The survey results indicate that 86 % of influencers are either very or somewhat familiar with IP rights while 14 % have limited or no familiarity with IP rights.

These figures suggest a generally moderate to high level of awareness across the influencer landscape, underscoring the positive evolution of professional standards in the influencer landscape.

Figure 9 Familiarity with IP rights



Base: 300 Influencers in the EU

Question: Q3. How familiar are you with your own intellectual property rights (such as copyright, trade marks, designs) as a content creator?

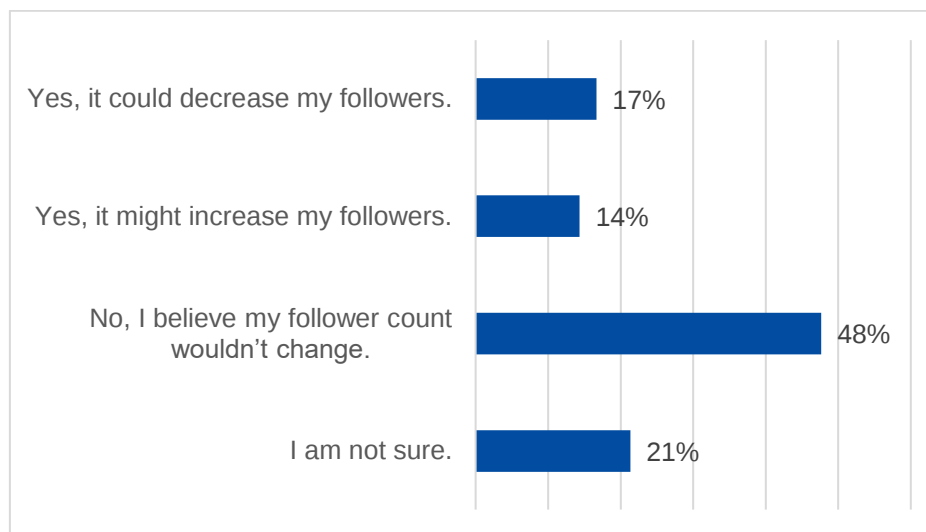
Familiarity with IP rights is slightly higher among IP owners. Within this group, 94 % of influencers report being familiar with IP rights, compared to 85 % among those influencers who do not own IP.

6 Impact of addressing IP on follower count

This part of the study explores whether influencers believe that discussing respect for IP in their content could affect their follower count positively, negatively, or not at all. The survey results suggest that opinions are mixed. 48 % of influencers believe IP-related messaging would have no impact on engagement, 21 % are unsure, 14 % expect a positive impact, and 17 % anticipate a negative effect. It can be inferred that, while respect for IP is broadly recognised as important among influencers, its effect on audience engagement remains unclear and is largely dependent on contextual factors.

Having 17 % of influencers believing that talking about the importance of respecting IP could decrease the number of their followers is a concerning finding, as it indicates that a notable share of influencers thinks that addressing IP could be detrimental to their level of engagement.

Figure 10 Impact of addressing IP on follower count



Base: 300 Influencers in the EU

Question: Q4. Do you think talking about the importance of respecting IP in your content might affect your follower count?

Across the different influencer tiers, 33 % of nano influencers believe their follower count would not change if they advocated respecting IP. However, 29 % of influencers are not sure how discussing the importance of respecting IP in their content may affect their audience. This highlights the need for greater awareness and confidence in integrating IP advocacy into their content strategies.

7 Respect for IP

This chapter explores whether influencers promote IP-infringing goods or services and how they perceive the risks associated with this. It reflects their awareness of the potential negative consequences for their audience and broader societal impacts.

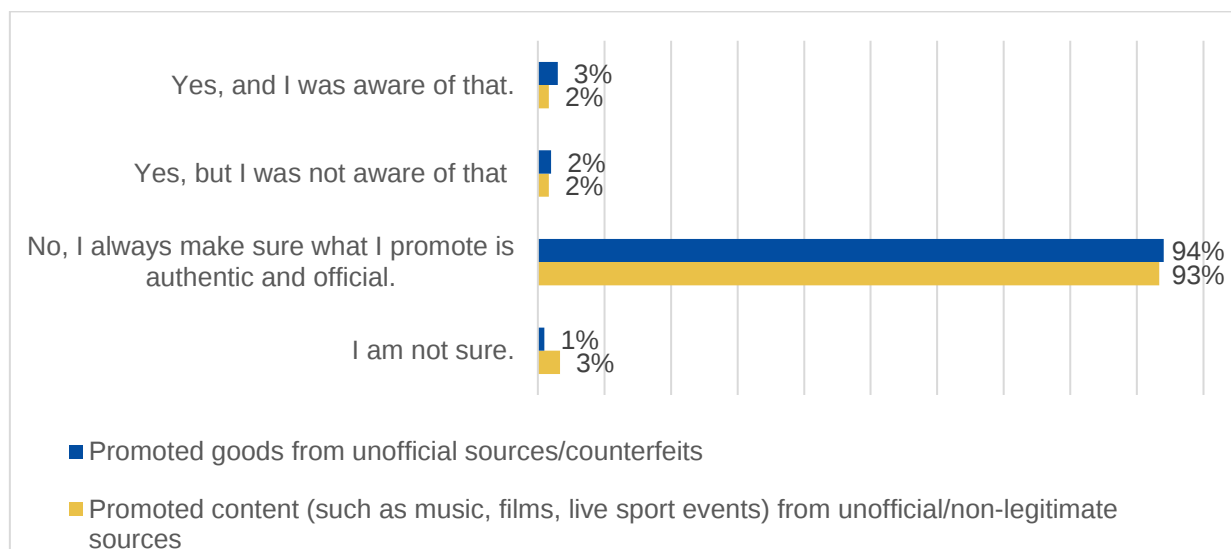
Promotion of counterfeit goods or pirated digital content

Influencers were asked whether they have knowingly or unknowingly **promoted counterfeit products from unofficial sources** in the past 12 months. The vast majority (94 %) report actively avoiding promoting such goods. Only 5 % of influencers report having promoted counterfeit goods, whether knowingly or unknowingly.

Regarding the **promotion of pirated digital content** such as music, films and live sports from unofficial or non-legitimate sources, a similarly high 93 % of respondents report having avoided promoting pirated digital content, while only 4 % acknowledge having done so in the past 12 months, whether knowingly or unknowingly.

Any future report could explore how influencers verify the authenticity of products and services.

Figure 11 Promotion of counterfeits and pirated digital content



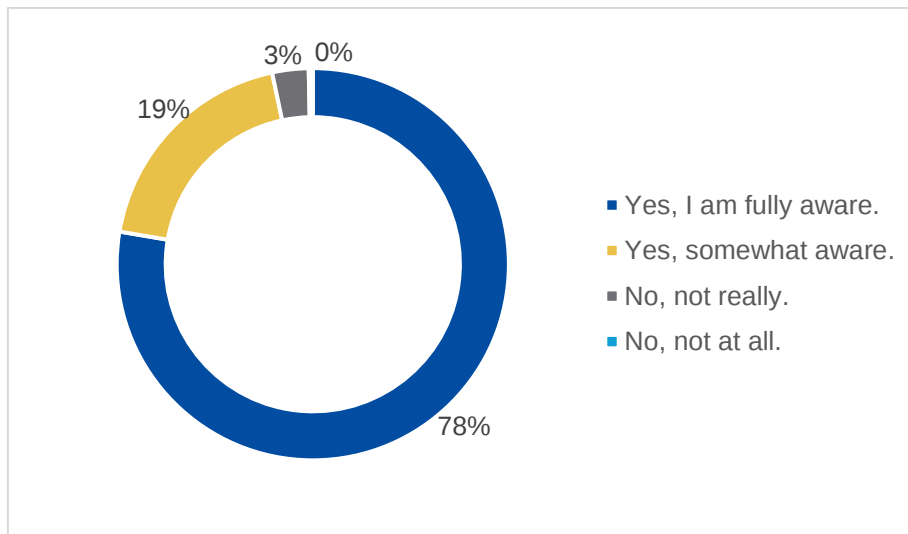
Base: 300 Influencers in the EU

Questions: Q5. In the last 12 months have you promoted goods from unofficial sources/counterfeits (including goods referred to as copies, fakes, forges, replicas, knockoffs, lookalikes, dupes or phonies)? Q6. In the last 12 months have you promoted content (such as music, films, live sport events) from unofficial/non-legitimate sources?

Health and safety risks

The influencers' awareness that promoting unverified goods or content could pose a risk to their audience's health and safety was assessed. Encouragingly, the results show that 97 % are fully or somewhat aware that endorsing unofficial products or content could pose a risk to their audience's well-being.

Figure 12 Health and safety risks



Base: 300 Influencers in the EU

Question: Q7. Are you aware that not double-checking the source of the goods or digital content you promote could pose risks to the health and safety of your audience?

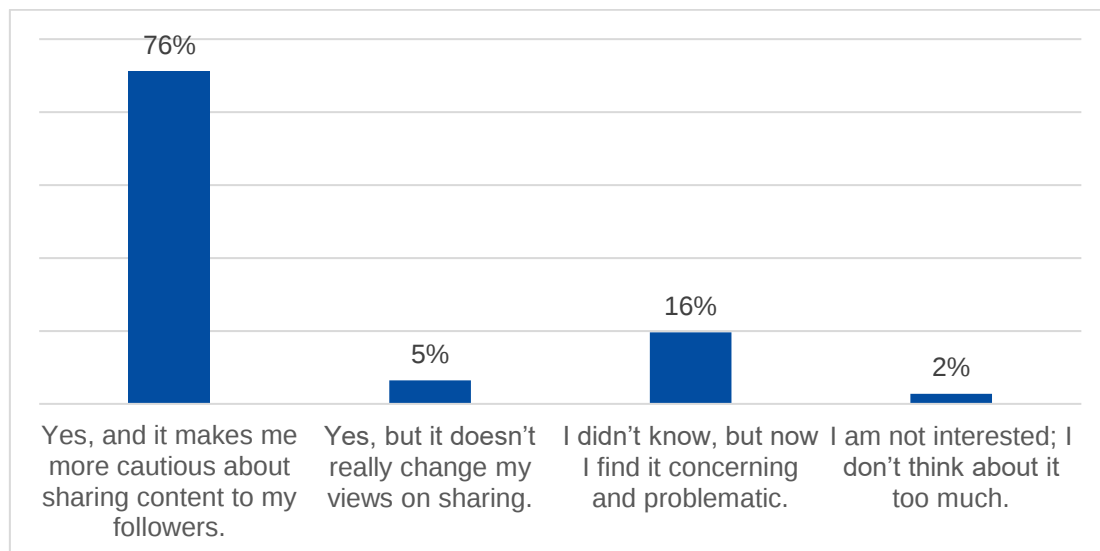
Links between counterfeiting and piracy, and criminal organisations

This part explores whether influencers recognise that criminal organisations are often behind counterfeiting and piracy, and how this awareness influences their behaviour.

The findings reflect a growing concern about the broader implications of counterfeit goods:

- 76 % of influencers are aware and exercise caution;
- 16 % were previously unaware but, after completing the survey, they express concern;
- 5 % are aware, but that does not make them more cautious about sharing;
- 2 % remain indifferent or show little interest.

Figure 13 Links between counterfeiting and piracy, and criminal organisations



Base: 300 Influencers in the EU

Question: Q8. Are you aware that criminal organisations are often behind counterfeiting and piracy?

Here, nano influencers appear to pay less importance to the links between IP infringement and criminal organisations than those in other tiers when sharing content with their followers, with 67 % doing so without caution. Additionally, a higher proportion of nano influencers (12 %) is not interested in, or does not think about, the fact that criminal organisations are often behind counterfeiting and piracy.

8 Influencers and artificial intelligence

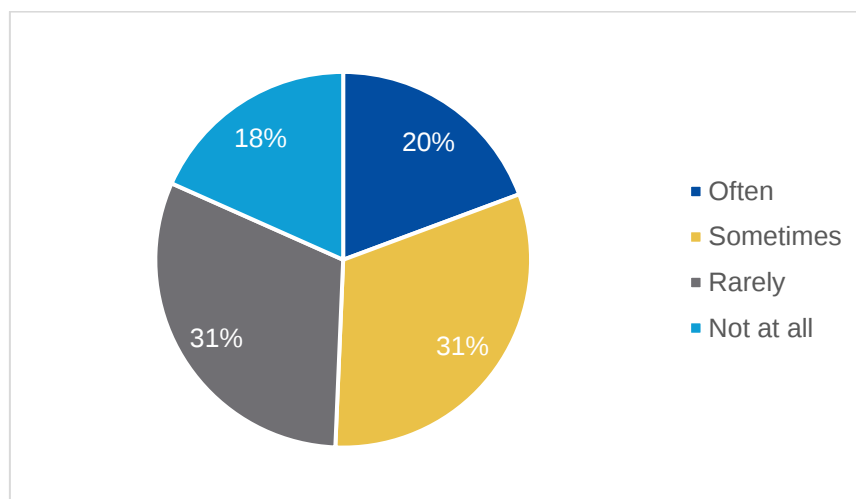
This section examines how influencers engage with and perceive the impact of AI in their professional activities. It focuses on current usage, anticipated effects and awareness of IP-related risks. It is based on three key questions.

The frequency of AI use

Influencers were asked how often they incorporate AI tools into their content creation or campaign management, ranging from frequent use to not at all.

The results reveal a diverse adoption landscape, with a noticeable trend toward increased experimentation. 51 % of influencers report using AI often or sometimes, and 18 % report not using AI at all. This suggests that, while AI is not yet universally embraced, its presence may be steadily growing within influencer workflows.

Figure 14 Frequency of AI use



Base: 300 Influencers in the EU

Question: Q9. How often do you use artificial intelligence (AI) in your activities as a social media influencer?

The expected impact of AI

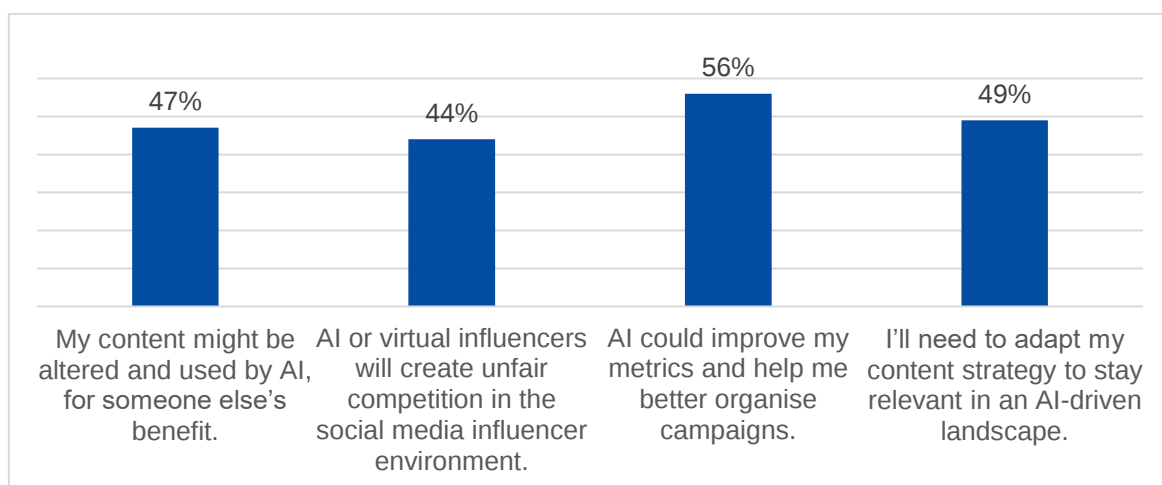
This section investigates influencers' expectations for how AI will affect their work in 12 months' time, including concerns about content misuse, competition from virtual influencers, and opportunities for improved performance.

Here, influencers anticipate multiple effects. The most selected response (56 %) highlights AI's perceived ability to improve metrics and streamline campaign organisation. This suggests that many creators are open to leveraging AI tools to enhance efficiency and performance. A significant portion of influencers (49 %) anticipates the need to adapt their content strategies to remain relevant in an increasingly AI-driven landscape. This reflects a proactive mindset and awareness of evolving digital dynamics.

47 % of respondents expressed apprehension that their content might be altered and repurposed by AI for others' benefit. This also underscores ongoing anxieties around ownership, attribution and ethical use of creative work, issues that are central to protecting influencers' IP rights. Additionally, 44 % cited the rise of AI-generated or virtual influencers as a source of unfair competition. This sentiment points to growing tension between human creators and algorithmically generated personas in the influencer economy.

The data illustrates a careful balance between optimism and concern. Creators are eager to harness AI's benefits yet remain alert to its potential impact on authenticity, fairness, and creative ownership.

Figure 15 Expected impact of AI

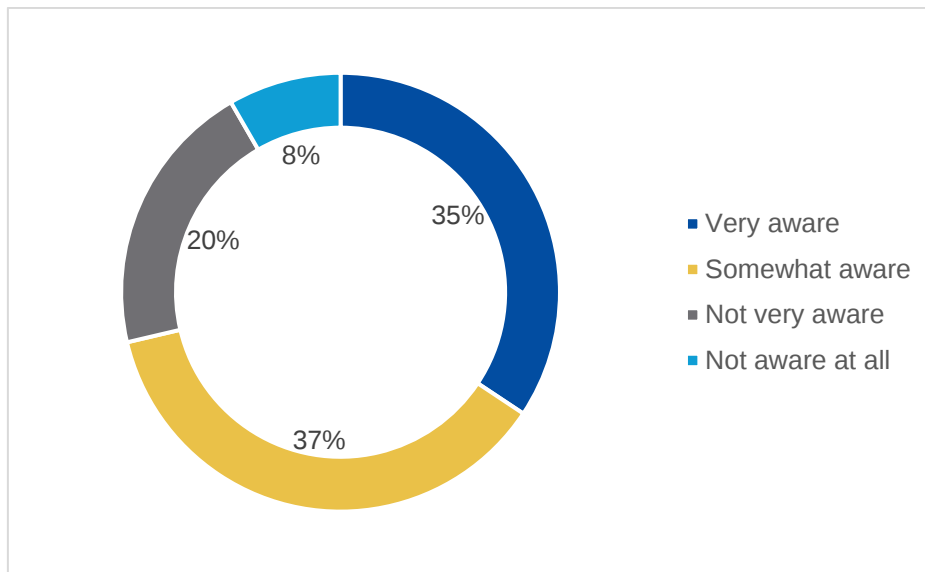


Base: 300 Influencers in the EU, who were allowed to provide multiple answers to the question. A total of 588 responses were collected. Question: Q10. How do you expect AI to impact your social media activities as a content creator in the coming 12 months? (Select all that apply).

Awareness of IP risks linked to AI

The final question captures how conscious influencers are of the possibility that AI-generated outputs may infringe existing IP rights. The findings point to a rising understanding of these challenges, with 72 % of influencers indicating they are either very or somewhat aware of such risks. Meanwhile, 28 % report limited awareness of the issue.

Figure 16 Awareness of IP risks linked to AI



Base: 300 Influencers in the EU

Question: Q11. How aware are you of the risk that AI systems might infringe IP rights, by generating outputs that resemble existing IP?

When analysing results by tier, nano influencers demonstrate lower awareness of the risk that AI systems may infringe IP rights. Only 58 % recognise this risk compared to 72 % across the broader influencer group.

9 Conclusions and recommended future actions

Conclusions

Influencers with registered IP rights are significantly more advanced in their entrepreneurial and professional journeys. A higher proportion of IPR-owning influencers have established a brand and operate an online store.

55 % of influencers that hold IP rights have an established brand and 33 % operate an online store. Among those not owning registered IP rights, only 24 % own a brand and just 14 % operate an online store. This suggests that influencers with registered IP rights have achieved more milestones on their business path, and it highlights the positive effect of IP protection on business growth.

In addition, only a small minority of influencers report having promoted counterfeit goods (5 %) or pirated digital content (4 %) in the last 12 months. This reveals that respecting IP is an important part of doing their business in a professional, lawful and secure manner.

Influencers are reluctant to talk about the importance of respecting IP in their content. Even so, they do report high levels of responsibility towards their followers and awareness of its positive value. They are also aware of the risks associated with counterfeiting and piracy that their audiences are exposed to in terms of their personal health and safety.

The report's findings suggest that, through their content and behaviour, influencers often portray IP as a tool for personal branding and monetisation, highlighting the importance of protecting creative and innovative work as a pathway to success in the digital economy. However, their casual or platform-dependent understanding of IP can lead young audiences to adopt a reactive approach, recognising IP mainly when it affects visibility or income.

At the same time, influencers act as informal educators, setting cultural norms around IP through their actions and attitudes. Young people tend to learn from influencers about how to navigate copyright claims, licensing and brand deals, while also learning this through their formal education.

In this context it is worrying that influencers' opinions are still divided on the impact of addressing the importance of respecting IP on follower engagement. Despite seeing a correlation between IP rights ownership and business and follower growth, half of the influencers surveyed believe that

discussing the importance of respecting IP in their content would not impact their follower count, while 17 % believe that this could decrease their follower count. In essence it can be assumed that influencers leverage IP because it contributes to their revenue, yet they hesitate to promote respect for IP rights in their content due to uncertainty about how their audience might respond.

One in two influencers use AI tools for their activities. **Half of the influencers are concerned that their content might be altered and repurposed by AI for others' benefit, while two-thirds are aware of the possibility that AI-generated outputs may infringe existing IP rights.**

Nevertheless, Influencers are cautiously optimistic about AI's potential to enhance their performance, while remaining wary of the risks related to competition from virtual influencers.

Recommended future actions

A key future action would be to **work with relevant respected influencers to address the importance of respecting IP within their communities. This can be done by involving them in awareness raising and media campaigns, and especially by encouraging them to undertake such campaigns on their own initiative.** A pool of influencers who are also convinced IP advocates, and who can promote respect for IP among relevant audiences, can be created, and they can be supported in this task. They can further be supported with ready-made content templates they can share with their followers. It is important to encourage these influencers to talk about respecting IP to their audiences as a relevant topic, regardless of the expectations of the followers, once the influencers feel more familiar with IP and the risks related to its infringement.

In order to prepare the grounds for this first action it is important to **provide influencers with evidence, facts and real-life cases about the negative economic and social impacts of counterfeiting and piracy and to continue upskilling their knowledge on IP**, including as part of compulsory national certification trainings for influencers. This could be done through engaging training materials with free certification, including influencer-friendly formats such as short videos, interactive stories and gamified quizzes, examples of IP infringement affecting creators, also to address influencers in the relevant events where they meet.

A particular focus in future IP training initiatives should be on the intersection of IP and AI, as influencers demand more clarity when it comes to content creation in this regard. Sharing insights on how AI may impact content ownership and how influencers can safeguard their IP will be essential. Responsible AI usage can be encouraged through tailored guides and checklists.

Furthermore, it is recommended to **share the study's findings with policymakers for their consideration when drafting new legislation or revising existing laws.**

This first edition of the report marks a foundational step in understanding the evolving landscape of influencers and IP. By identifying key attitudes and highlighting emerging trends, the stakeholders are provided with a clear and actionable overview of where this field stands today. Since the industry is moving quickly, **a follow-up study within the next two years is recommended**, which could dive deeper into the different aspects of this first edition, e.g., how, in practice, influencers verify brand, product and service authenticity as well as looking into gender segmentation among influencers.

When planning the next edition, it would be important to address the low response rate experienced and explore effective incentives to encourage broader participation. Feedback from readers and contributors will be instrumental in refining the methodology and ensuring that future editions remain relevant, rigorous and responsive to the needs of this dynamic field.

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Annex 1 – Inside the methodology

1.1 Questionnaire

The questionnaire for the 2025 ‘Influencers and IP’ study was developed by the EUIPO and reflects feedback received from the Observatory’s Outreach Expert Group⁽²⁶⁾ and the Public Awareness Working Group⁽²⁷⁾.

To accommodate the linguistic diversity of the EU, both the questionnaire and the introductory text were translated into all 24 official EU languages. This ensured that influencers from every Member State could understand the survey content clearly and respond in their native language, thereby improving the quality and reliability of the data collected.

To enhance accessibility, the survey was configured to allow respondents to select their preferred language directly within the questionnaire interface. This feature was particularly useful in Member States with more than one official language, such as Belgium, where the questionnaire was made available in all official national languages.

After completing the survey, all respondents were directed to the EUIPO’s ‘IP for Influencers’⁽²⁸⁾ webspace, where they could access training materials and resources designed to enhance their skills in protecting their creations and businesses.

The final version of the questionnaire is included as [Annex 2](#) to this report. It consists of five screening questions and eleven report questions and took approximately ten minutes to complete on average.

⁽²⁶⁾ EUIPO, *The Observatory Expert Groups*, <https://www.euiipo.europa.eu/en/observatory/about-us/expert-groups>.

⁽²⁷⁾ EUIPO, *Observatory working group meetings*, <https://www.euiipo.europa.eu/en/news/observatory/observatory-working-group-meetings-04-2025>.

⁽²⁸⁾ EUIPO, *IP for Influencers*, <https://www.euiipo.europa.eu/en/observatory/awareness/ideas-powered/ip-for-influencers>.

1.2 Survey implementation

Identification of influencers

The first step in the methodological approach involved identifying suitable influencers to participate in the survey. Only influencers aged 18 and above were considered. Particular attention was given to influencers with younger audiences, as this demographic was central to the study's objectives.

All categories of influencers were included in the mapping. Some of the broad categories included were: fashion, beauty, lifestyle, travel, food, health, tech, gaming, parenting, sustainability, entertainment, finance, business, education, and infotainment.

Influencers were mapped through a combination of sources, including public databases, hashtag sweeps, peer recommendations, and the Kolsquare platform⁽²⁹⁾, which specialises in influencer analytics, and which made it possible to identify whether influencers had previously collaborated with brands and which brands these were.

Once potential participants had been identified, they were vetted based on several key criteria. These included verified reach to ensure genuine audience engagement, recent activity to confirm that the influencers were currently active and clear affiliation with an EU Member State, determined through geotags or the language used in their content.

To ensure full compliance with the General Data Protection Regulation (GDPR)⁽³⁰⁾, only publicly listed contact information was collected and used during this process. No private or sensitive data was used, thus maintaining the integrity and privacy of all individuals involved.

The final mapping comprised over 4 100 influencers, all of whom received the survey. The majority were contacted through direct outreach (3 941 influencers). To ensure coverage across all EU Member States, influencer agencies were also engaged, enabling indirect outreach to an additional 200 influencers.

Survey roll-out

The implementation of the survey was designed to be as inclusive and user-friendly as possible. The survey itself was hosted by ICF Next on the EUSurvey platform, a secure and official tool developed

⁽²⁹⁾ Kolsquare, <https://www.kolsquare.com/en>.

⁽³⁰⁾ European Commission, *Data protection in the EU*, https://commission.europa.eu/law/law-topic/data-protection_en.

by the European Commission. This choice of platform provided a trusted environment for participants and ensured compliance with EU standards for digital engagement.

To support a smooth and intuitive experience for respondents, a joint technical setup and onboarding process was put in place. This included clear instructions, a streamlined interface, and responsive support mechanisms, all aimed at minimising barriers to participation and enhancing the overall user journey.

Follow-up process

Recognising the importance of maintaining engagement throughout the data collection period, between July and August 2025, a structured follow-up process was implemented. Participants who had not completed the survey received two reminder emails, the first after three working days, and the second after five. These reminders were designed to be polite, and to encourage and reinforce the value of each response.

In addition to email follow-ups, an optional outreach method was considered as influencers are particularly active on social media. For these influencers, direct messaging via platforms such as Instagram or TikTok provided a more informal and personalised way to prompt participation, helping to boost response rates among harder-to-reach profiles.

1.3 Final sample

Due to the lack of reliable and consistent data on the total number of influencers within the EU and its Member States, a population-based estimation model was adopted to calculate an approximate number. All influencer tiers were represented in the sample.

This methodology offers a directional insight rather than precise metrics, and the findings should be interpreted as more qualitative than quantitative, given the limited representativity of the sample. Nonetheless, the sample was carefully designed to ensure diversity across influencer tiers and geographic regions, providing a balanced perspective on the influencer landscape. When looking at the data it is important to consider the nature of the influencer profession, which places considerable importance on one's reputation and showing oneself in the best possible light.

The survey collected 300 completed responses from influencers across the EU. Even if this number significantly exceeds the minimum sample size anticipated for the study given its scope, timeline and budget, it is important to note the low response rate – only 7.5 % of the influencers who received the questionnaire completed it. This was likely due to the timing of the survey, during the summer period,

the restricted duration for direct outreach, and the fact that the survey did not offer any direct economic incentives.

Representation of the sample by influencer tier

Influencers were categorised into four tiers based on their follower count on their biggest profile of three major platforms: Instagram, TikTok, or YouTube. These tiers follow a widely recognised framework used in digital marketing to categorise influencer reach and impact.

Table 1 Sample size by influencer tier

Influencer tier	Follower count	Sample size achieved
Nano influencers	1,000-10,000	24
Micro influencers	10,000-50,000	91
Mid-tier influencers	50,000-500,000	147
Macro influencers	500,000-1 million+	38

Representation of the sample by Member State

To ensure geographic balance and population-weighted representation across all EU Member States, the sampling strategy aimed at least one respondent from each of the 27 Member States. The remaining responses were planned proportionally based on each Member State's share of the EU population in 2024⁽³¹⁾, using Eurostat data and the minimum of target sample size of 200 responses in total.

⁽³¹⁾ Eurostat, *Population change at national level*, https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Population_and_population_change_statistics.

Table 2 Sample size by country

Country	Population (2024)	Population Share	Min. target sample size	Sample size achieved
Germany	83,456,045	17.93 %	32	37
France	68,467,362	16.54 %	30	36
Italy	58,971,230	12.08 %	22	26
Spain	48,619,695	10.74 %	20	25
Poland	36,620,970	7.85 %	15	19
Romania	19,067,576	4.20 %	8	10
Netherlands	17,942,942	4.55 %	9	11
Belgium	11,817,096	2.85 %	6	10
Czechia	10,900,555	2.32 %	5	7
Portugal	10,639,726	2.26 %	5	16
Sweden	10,551,707	2.56 %	5	8
Greece	10,400,720	2.19 %	5	8
Hungary	9,584,627	2.12 %	5	15
Austria	9,158,750	2.09 %	5	5
Bulgaria	6,445,481	1.21 %	3	9
Denmark	5,961,249	1.54 %	4	10
Finland	5,603,851	1.33 %	3	6
Slovakia	5,424,687	1.16 %	3	4
Ireland	5,351,681	1.38 %	3	4
Croatia	3,861,967	0.84 %	2	10
Lithuania	2,885,891	0.61 %	2	3
Slovenia	2,123,949	0.44 %	2	5
Latvia	1,871,882	0.38 %	2	7
Estonia	1,374,687	0.30 %	1	3
Cyprus	966,365	0.23 %	1	3
Luxembourg	672,050	0.17 %	1	2
Malta	563,443	0.14 %	1	1

1.4 Set-up and data collection

The outreach strategy was designed to be both effective and respectful of privacy. Influencers received personalised emails in their native language, each crafted with a warm tone and clear explanation of the survey's purpose. GDPR compliance was emphasised, and each message included a live link to the survey along with an estimated time to complete it.

To extend the reach of the survey, additional engagement tools were considered. These included reaching out to the influencers managed by partnership talent agencies, particularly to reach mid-tier and macro influencers, and promotional support from EUIPO stakeholders: European Influencer Marketing Alliance (EIMA)⁽³²⁾, Union des fabricants pour la protection internationale de la propriété intellectuelle (UNIFAB)⁽³³⁾ and Bundesverband Influencer Marketing e.V.⁽³⁴⁾.

Data collection was managed collaboratively:

- ICF Next was responsible for mapping, localisation, outreach and delivery of raw survey results.
- KPMG handled data analysis, visualisation and preparation of the final report.
- The EUIPO acted as both the data controller and approving authority, and issued the official data protection statement, ensuring transparency and compliance throughout the process.

1.5 Contributions to the study process

The survey generated several key outputs:

- A dataset comprising 300 completed responses from influencers across the EU;
- Analytical insights and visualisations prepared by KPMG, based on the collected data;
- Outreach materials, including personalised emails, reminder messages, and optional social media follow-ups;
- Collaborations with talent agencies, designed to enhance participation and visibility.

1.6 Analysis approach

To support the analysis and enhance the understanding of the data, six key variables were identified for gathering influencer responses. These variables, which form the basis of the structure of the report, are as follows:

⁽³²⁾ European Influencer Marketing Alliance, <https://eimalliance.org>.

⁽³³⁾ UNIFAB: Union des fabricants pour la protection internationale de la propriété intellectuelle, <https://www.unifab.com/>.

⁽³⁴⁾ Bundesverband Influencer Marketing e.V., <https://www.bundesverbandinfluencermarketing.de/>.

- Getting to know our influencers;
- Sense of responsibility towards the audience and valuing brand authenticity;
- Familiarity with intellectual property rights;
- Impact of addressing IP on follower count;
- Respect for IP;
- Influencers and artificial intelligence.

Each of these dimensions is explored in greater detail in the main body of the report.

Moreover, the final analysis included comparisons across different segments, such as influencer tiers and IP ownership. The findings greatly mirrored the overall results. However, some significant differences were identified, and relevant insights were included in the report when it comes to influencers across the different tiers, in particular nano and macro influencers, as well as between the influencers who own registered IP rights and those who do not.

Annex 2 – Survey questionnaire

Screening questions

Getting to know our influencers

1. How old are you?

- A. Under 20
- B. 20-25
- C. 25-30
- D. Above 30

2. Which EU Member State is the main base for your activities as a social media influencer?

3. Do you make money from your activities as a social media influencer?

- A. Yes
- B. No

4. What is the size of your total audience?

- A. 1.000 – 10.000 followers
- B. 10.000 – 50.000 followers
- C. 50.000 – 500.000 followers
- D. 500.000 – 1.000.000+ followers

5. Do you have any of the following? (select all that apply)

- A. Own brand
- B. Own online store
- C. Registered intellectual property rights (such as, trade mark or design)
- D. None of the above

Report questions

Sense of responsibility towards the audience and valuing brand authenticity

1. Do you feel responsible for the impact your promotions could have on your audience?

- a. Yes, I feel fully responsible for how my promotions may influence my audience.
- b. Yes, I feel somewhat responsible for how my promotions may influence my audience, but other factors also play a role.
- c. I feel limited responsibility for how my promotions may influence my audience, my audience should be able to make their own decisions.
- d. No, I do not feel responsible for how my promotions may influence my audience, it's up to my audience to interpret and act on my promotions.

2. How often do you thoroughly research the authenticity of the brands you collaborate with, to ensure they are original and not counterfeiting?

- a. Always
- b. Sometimes
- c. Rarely
- d. Never

Familiarity with IP rights

3. How familiar are you with your own intellectual property rights (such as copyright, trade marks, designs) as a content creator?

- a. Very familiar, I have a strong understanding of my intellectual property rights as a content creator.
- b. Somewhat familiar, I know some basics.
- c. Not very familiar, I have briefly heard of them.
- d. Not at all

Impact of addressing IP on follower count

- 4. Do you think talking about the importance of respecting intellectual property in your content might affect your follower count?**
- a. Yes, it could decrease my followers.
 - b. Yes, it might increase my followers.
 - c. No, I believe my follower count wouldn't change.
 - d. I am not sure.

Respect for IP

- 5. In the last 12 months have you promoted goods from unofficial sources/counterfeits (including good referred to as copies, fakes, forges, replicas, knockoffs, lookalikes, dupes or phonies)?**
- a. Yes, and I was aware the goods were counterfeit/from unofficial sources.
 - b. Yes, but I was not aware the goods were counterfeit/from unofficial sources.
 - c. No, I always make sure the goods I promote are authentic and official.
 - d. I am not sure.
- 6. In the last 12 months have you promoted content (such as music, films, live sport events) from unofficial/non-legitimate sources?**
- a. Yes, and I was aware the sources were unofficial/non-legitimate.
 - b. Yes, but I was not aware that the sources were unofficial/non-legitimate.
 - c. No, I always make sure the sources I promote are authentic and official/legitimate.
 - d. I am not sure.
- 7. Are you aware that not double-checking the source of the goods or digital content you promote could pose risks to the health and safety of your audience?**
- a. Yes, I am fully aware.
 - b. Yes, somewhat aware.
 - c. No, not really.
 - d. No, not at all.

8. Are you aware that criminal organisations are often behind counterfeiting and piracy?

- a. Yes, and it makes me more cautious about sharing content with my followers.
- b. Yes, but it doesn't really change my views on sharing.
- c. I didn't know, but now I find it concerning and problematic.
- d. I am not interested; I don't think about it too much.

Influencers and artificial intelligence**9. How often do you use AI in your activities as a social media influencer?**

- A. Often
- B. Sometimes
- C. Rarely
- D. Not at all

10. How do you expect AI to impact your social media activities as a content creator in the coming 12 months? (Select all that apply)

- a. My content might be altered and used by AI, for someone else's benefit.
- b. AI or virtual influencers will create unfair competition in the social media influencer environment.
- c. AI could improve my metrics and help me better organise campaigns.
- d. I'll need to adapt my content strategy to stay relevant in an AI-driven landscape.

11. How aware are you of the risk that AI systems might infringe IP rights, by generating outputs that resemble existing IP?

- a. Very aware
- b. Somewhat aware
- c. Not very aware
- d. Not aware at all

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