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More needs to be done to capitalise on the power of the peer-to-peer networks that many music downloaders still use. A recent study found that regular downloaders of unlicensed music spent an average of £5.52 a month on legal digital music. This compares to just £1.27 spent by other music fans. The research clearly shows that music fans who break piracy laws are highly valuable customers. It also suggests that they are eager to adopt legitimate music services in the future. One researcher pointed out that "There's a myth that all illegal downloaders are mercenaries hell-bent on breaking the law in pursuit of free music." In reality hardcore fans "are extremely enthusiastic" about paid-for services, as long as they are suitably compelling, he said.

People who download unlicensed music tend not to buy legal digital music.

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