

Over 40% of young Spaniards watch football illegally

- **Spain is ranked as the third-highest country in the European Union for illegal consumption of sports content**
- **Piracy in Spanish football is estimated to result in financial losses of between 600 and 700 million euros each year.**
- **Sharesub, a shared subscription platform, enables users to save up to 75% on their annual subscription costs, with average savings of around 400 euros per year**

Madrid, 24 de febrero de 2025.- A recent report from the European Union Intellectual Property Office (EUIPO) reveals that in 2024, 19% of Spaniards admitted to using unauthorized online methods to access sports broadcasts. **This percentage increases to 42% among those aged 15 to 24**, highlighting a significant trend among younger audiences.

This widespread piracy is not only causing financial losses for the football industry but also affecting the quality and availability of content for legitimate subscribers. This creates a vicious cycle that threatens the long-term sustainability of the sport.

Furthermore, **Spain is ranked as the third-highest country in the European Union for illegal consumption of sports content**, behind only Bulgaria (21%) and Greece (20%), and tied with Luxembourg. The EU average is around 12%.

The need for legal and affordable alternatives

Piracy in Spanish football is estimated to result in financial losses of between 600 and 700 million euros each year. The industry supports over 190,000 jobs and contributes approximately 8.4 billion euros to the national economy, representing 1.44% of Spain's GDP, according to LaLiga, the organization responsible for managing the country's top football leagues.

In response to this issue, LaLiga has stepped up its efforts to combat illegal streaming platforms. In February 2025, they managed to block several platforms that were attracting more than 400,000 unique monthly users in Spain. These platforms often use services like Cloudflare to conceal their illegal activities and evade detection.

In March 2024, a groundbreaking court ruling gave LaLiga the authority to sanction not only the operators of illegal platforms but also the individual users who access pirated content. This measure aims to deter piracy and protect intellectual property rights across the football industry.

The Success of Sharesub with Ligue 1 in France

In France, the challenges related to broadcasting rights for Ligue 1 remain a pressing issue. DAZN, a major broadcaster, has only been able to pay half of its recent payment, holding back the rest due to ongoing concerns over piracy.

Amid this context, Sharesub, a shared subscription platform, has emerged as a secure and legal solution for fans who want to watch Ligue 1 matches affordably. By allowing users to safely share the cost of subscriptions across different services, Sharesub provides legal access to content while reducing subscription cancellations. This model enables users to save up to 75% on their annual combined subscription costs, including DAZN, with average savings of around 400 euros per year. This approach not only boosts subscriber loyalty but also helps platforms increase their revenue.

Jean-Brice de Cazenove, founder and CEO of Sharesub, explained: *“With rising costs for fans who want to watch their favorite sports and the increasing demand for streaming services in Spain and France, it’s essential for platforms to find sustainable business models that meet consumer expectations.”*

He added, *“While each country has its unique challenges, this approach demonstrates that legal alternatives can successfully reduce piracy and protect the football industry.”*

Sobre Sharesub

[Sharesub](#) is a leading French platform for shared subscriptions in Europe. Founded in 2020, it enables users to split the costs of more than 560 digital services, including streaming platforms, music services, educational apps, and productivity tools. Operating in 33 countries, Sharesub offers an innovative solution that helps users save between 30% and 75% on their subscription costs, with average annual savings of around 400 euros.

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