The movie supplied as Electronic Supplementary Information contains the microscopic investigation of the fibril formation in the debonding region, during a steady state peeling test of a Scotch 3M 600 adhesive tape. The peeling angle and velocity are respectively $\theta=60^\circ$ and $V = 30 \, \mu m/s$. The video is accelerated at twice the real time. The field of view is 1.47x1.1 mm.