

Research Report

MUNISH '12



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Forum	Special Conference 1
Issue:	Combating Internet Piracy
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Introduction

In recent years, "file sharing" of copyrighted material more commonly called "Internet piracy" has gained much popularity and has also received global attention by sparking debate which now questions the ethics of those that embrace it. What most pirates don't know is that 98.8 percent of Data transferred P2P networks is copyrighted and 70% of these online users do not find any wrong in piracy.

Combating Internet piracy is a recent and huge challenge. It may have impact on the companies that develop and manufacture software also as it exposes users to a host of unacceptable risks, and ultimately threatens intellectual property. Internet piracy no matter what is said can in a way fundamentally undermine the global economy. Therefore, online piracy has become a tremendous business really difficult to control. Online piracy is not uniform within a country; it varies from city to city, industry-to-industry and demographic to demographic.

There are three main forms of Internet Piracy: music piracy, software piracy, and movie piracy. Although other forms of online piracy exist, these three remain the most common for which online piracy is used. Pirates are stealing, sampling, and remixing "copyrighted" content. That robs the industries that create and sell intellectual products of hundreds of billions of dollars. It can be consider as a theft of intellectual property. Each year, film and record production companies as well as software and video games companies suffer from billions of dollars in lost profits. This loss comes as a direct result of Internet piracy. The most pirated items on the web are pornography items and movies. Near 12.5 billions of dollars of loss are estimated each year due to Piracy in the music business.

Definition of key terms

Combat

Take action in goal to reduce or prevent something bad or undesirable.

Copyrighted content

Copyright gives the creator of an original work, [exclusive rights](#) to it. The copyright holder has the right to be credited for his work, to determine who may adapt the work to other forms, who may perform the work, who may financially benefit from it. It is a form of [intellectual property](#).

Internet piracy

“File sharing” refers to the use of the Internet to provide downloadable copies of pirated software or to advertise and market pirated software that is delivered through other means.

Software Piracy

It refers to the unauthorized copying or distribution of copyrighted software

General Overview

Music, movies, or software development involves a gigantic effort that mix's the creative ideas and talents of programmers, writers, and graphic artists. Alike creative works such as books, music, films, computer software is protected by copyright laws. However these rights and laws are not that respected and are not known by a majority of the population.

Many agree that file sharing is unethical and consider it to be no different than downright theft. On the other hand, there are those that support “file sharing” and claim that their actions are easily justified and ethical. Many of the issues surrounding piracy have to do with the difference between intellectual property and physical property

The numbers are not precisely known but more than hundreds of millions of people partake in online piracy worldwide. The effects of online piracy are not well established, with each side presenting various reports that establish radically different ideas. When software is pirated or when any music content is stolen, the developer does not receive any recompense for its work. On pirated software's, consumers do not have the possibility to take advantage of technical support and product upgrades. Pirated software can cost time and money for consumers. Pirates are not "just" stealing from the big movie studios, the record companies, or the publishing houses. They are directly stealing from a man or woman who is just trying to support his family...In the United States it is an amount of 71.060 jobs that have been lost due to Online Piracy and it could put more than one million people out of work by 2015, experts say.

Piracy is robbing people's ideas, inventions, and creative expressions. It is stealing their intellectual property. Especially with the rise of digital technologies and Internet file sharing networks, piracy is a growing threat. The majority of extortion takes place overseas, where laws are often lax, and where the implementation of rules is more difficult. Intellectual property theft cost billions of dollars a year and deprives the nation of jobs and creates lost tax revenues. These parameters make the problem particularly hard to crack because the villains are often in faraway countries. Thus, Internet Piracy faces many challenges such finding the IP servers or the evolution of cloud computing which is very difficult to persecute due to all the privacy laws in place.

The Case of the Original Napster

The problem of Internet piracy did not gain national attention until Napster gained enormous success in 1999. The original Napster was founded by a collegian in May of the same year. It was an online music service that enabled users to trade digital music files using a technology known as peer-to-peer (P2P) networking. Napster more and more became the subject of a massive controversy but by this time in July 2000, they claimed to have over 20 million users. However, Napster users did not see any illegal activity in downloading music but on the other side, the music industry disagreed arguing that Napster was killing E-commerce models by unmoral and illegal means of action. The original Naspter finally closed in July 2000.

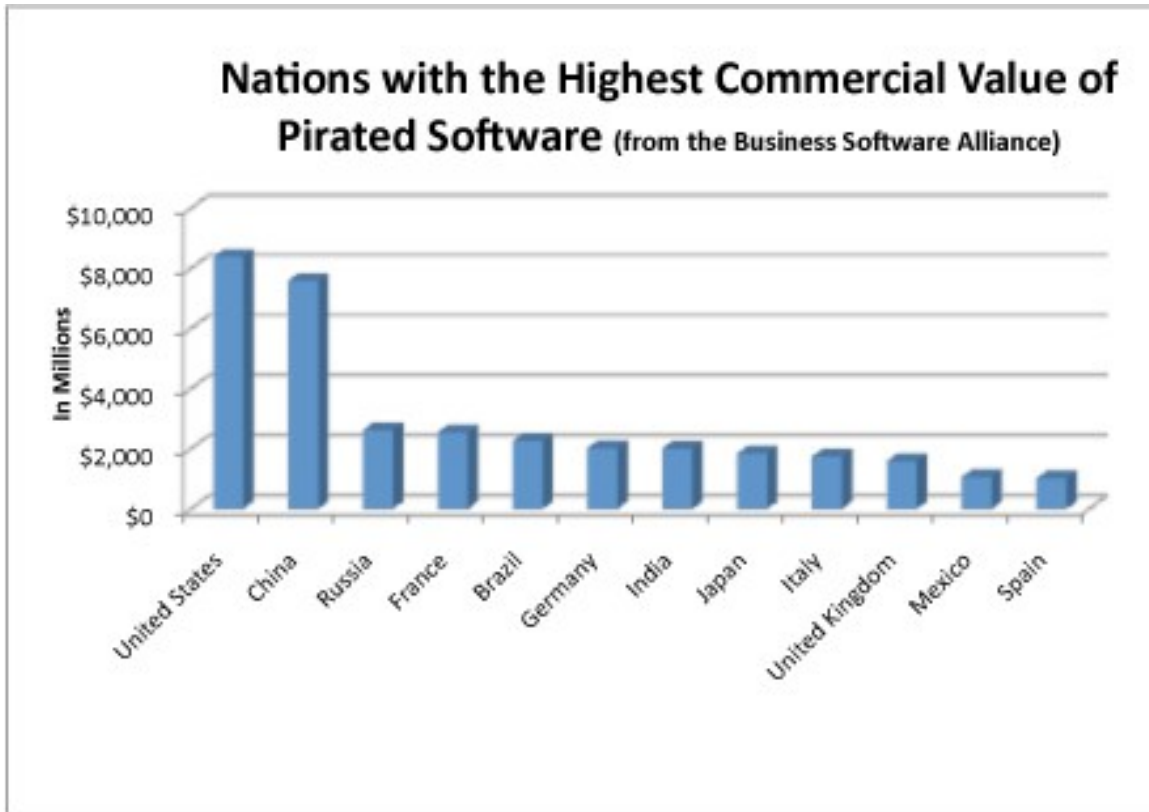
Major Parties Involved and their views

The Business Software Alliance

This organization also known as BSA is the voice of the world's software industry and its hardware partners on a wide range of business and policy affairs. Their mission as they like to remember is the promotion of conditions in which the information technology industry can thrive and contribute to the prosperity, security, and quality of life of all people. They are fighting Internet piracy, which they think is "a *serious global problem*".

United States of America

It is a nation where online piracy has the most amounts of victims. By a lot of different bills and laws presented in front of senate or the House of Representatives, the USA has been the most virulent actor to fight online piracy.



The Pirate Parties

A Pirate Party is a label adopted by political parties in different countries. They support the reform of the copyright and the patent law, as well as they encourage the free sharing of knowledge.

Anonymous

It is an associated “*hactivist*” group. It is strongly opposed to Internet censorship and surveillance. The group has hacked various governments’ websites many times, with the aim to counter Internet censorship enforced by a country. It has also targeted major security corporation.

Timeline of events

Date	Event
1982:	The word “ <i>Internet</i> ” is used for the first time
January, 1st 1993:	MP3 format founded

May, 3rd 2000:	Limewire is founded
July, 2001:	The original Napster gets shut down
2005:	Youtube.com is launched
October, 26th 2010:	Limewire closes
January, 18th 2012:	Internet Blackout to stop PIPA and SOPA

Evaluation of Previous Attempts to solve the issue

Media companies are always looking for new ways to fight piracy. So far, various attempts to stop online piracy have failed, the issue growing in importance is getting harder and harder to resolve. Cases have been brought to court and consequently some file-sharing services such as Napster were condemned to shut down. Unfortunately others have taken their place such as Pirate Bay operating in a hard-to-reach jurisdiction. Many users of these sites think they are swapping material, not stealing it. The US house of representative is now considering the Stop Online Piracy Act (SOPA) while the Senate the Protect IP Act (PIPA). By a lot of different bills and laws, USA has been the most virulent actor to fight online piracy. The most recent cases are the SOPA and PIPA bills which created controversy all over the world. It is the latest of many recent attempts to defend property rights on the Internet. Both bills are aimed at foreign websites that infringe copyrighted material. Although both bills are quite similar, SOPA is the more extreme of the two.

SOPA bill was introduced by a U.S. Representative [on order](#) to expand the capability of U.S. law to fight online trafficking for copyrighted intellectual property and infringing [goods](#). The bill has created widespread online flak. Supporters of the bill claim, that it will help copyright holders adding a level of supervision to the Internet that has never existed before. On the other hand, opponents of the bill argue that it will alter the relative freedom with which the Internet operates. Numerous websites such as Google, Twitter or YouTube have officially opposed themselves to the bill. Furthermore, along with thousands of other websites, Wikipedia and Reddit have chosen to go dark to show their opposition to the bill and try to raise awareness about its potential impacts on users. The battle over SOPA is significant of a fight on Internet Piracy between two hugely creative forces.

Possible Solutions

Online software piracy, movie piracy, and music piracy are evolving and are multifaceted challenges. It is a huge issue to solve and is unmanageable with the expansion of the Internet all over the world and in a free access to a large majority of the population. Furthermore, as Internet access continues to grow, the opportunities and challenges associated with its use also increase in scale and complexity. Doctor Pouwelse of Delft University of Technology expresses the difficulties of the issue stating, “*The only way to take it down is to take the Internet down.*”

One of the most effective ways to prevent Internet piracy and the associated risks to society is by raising awareness of the negative impacts, which it does through the new media, school, and direct outreach to affected communities. The development of performing technologies and each country is also a way to combat Internet Piracy by tracking the distribution of pirated software, music, or movie through the Internet. But the real challenge for the next few years is to find an agreement between the content companies and the software, music and video industry; an agreement satisfying both sides. The content companies want to protect a business which for them is the core of modern culture. On the other side, software companies have the determination to defend the innovative power of an industry that has revolutionized the world in the last few years.

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<<http://www.sarahwoodbury.com/sopa-and-internet-piracy/>>.

Appendix or Appendices

- **The official websites of parties involved in this issue :**
 - Business Software Alliance (BSA) : <<http://www.bsa.org/country.aspx>>
 - The Pirate Party International (PPI) website [organization supporting all the Pirate parties in the world] : <<http://www.pp-international.net/>>

- **Others**
 - Internet Piracy and the effects on the "little guy"
<<http://an-attitude-of-gratitude.blogspot.fr/2012/01/internet-piracy-and-effects-on-little.html>>
 - Online piracy in numbers: facts and statistics [this infographic covers interesting facts and statistics about online piracy]

<<http://cdn.infographicsarchive.com/wp-content/uploads/tdomf/6613/piracy-550x7663.jpg>>