*Piracy on the Internet*

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Internet piracy is “the practice of individuals sharing movies and music via the Internet,” (Morley 254) as well as other forms of entertainment and media illegally.

Piracy involves taking this content and sharing it with anyone without permission or without properly crediting its source or creator.
Computer ethics are the “standards of moral conduct as they relate to computer use” (Morley 238).

Ethics tell us what is right and what is wrong. It may be hard to tell what is legal anymore, since we have become so accustomed to seeing various content on the Internet.

Ethics should direct Internet users to appropriate content, not borrow or stolen content, such as Intellectual Property.
Intellectual property rights “specify how intellectual property, such as original music compositions, drawings, essays, software programs, symbols, and designs, may be lawfully used” (Morley 254).

By protecting their original content, logos, or inventions, the artists or companies hold exclusive rights which cannot be used without their permission.

* Intellectual Property

IP’s can be protected by the use of:
- Copyrights ©
- Trademarks ™ ®
- Patents
*Inventions that may have contributed to online piracy*

- **VCRs**
  - Personal recording devices used to record television

- **Camcorders**
  - Devices used to film personal home videos

- **Personal Computers**
  - Personal device that allowed programs for "burning" CDs and DVDs

- **Internet**
  - Technology that made it possible to share information around the world

- **Piracy**
  - The result of these technologies may have finally lead to content…
The Pros and Cons

<table>
<thead>
<tr>
<th>For Online Piracy</th>
<th>Against Online Piracy</th>
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<tbody>
<tr>
<td>“It’s free”</td>
<td>Costs companies billions</td>
</tr>
<tr>
<td>“It’s convenient and easy”</td>
<td>It’s illegal</td>
</tr>
<tr>
<td>“It’s completely safe”</td>
<td>You could download harmful viruses</td>
</tr>
<tr>
<td>“Everybody does it”</td>
<td>There are alternatives that work just as well</td>
</tr>
<tr>
<td>“I won’t get caught”</td>
<td>You could get caught and charged</td>
</tr>
<tr>
<td>“It doesn’t hurt anybody”</td>
<td>Hurts the entertainment industry and the artists</td>
</tr>
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</table>
Interesting Facts

1. China
2. Columbia
3. Russia
4. Malaysia
5. India

Though the United States may not be in the top five countries with high levels of Internet piracy, it is still a big issue here.

In America, even television networks such as HBO must deal with the issue of piracy. Shows like *Game of Thrones* is one of the most pirated today, mainly because many Americans do not subscribe to the cable network and cannot find it available through online outlets such as Hulu.com.

http://www.forbes.com/sites/erikkain/2012/05/09/hbo-has-only-itself-to-blame-for-record-game-of-thrones-piracy/

The Top 5 Countries for Internet Piracy
www.go-gulf.com/blog/online-piracy

Piracy on the Internet
* 70% of “online users find nothing wrong in online piracy.”
* 22% “of all global internet bandwidth is used for online piracy.”
* $12.4 billion is lost “each year due to piracy in the music industry.”
* 95% “of music downloaded online is illegal.”
* The most pirated movie of 2010 was *Avatar*.

www.go-gulf.com/blog/online-piracy
What kinds of entertainment are targets for pirating?

- Pornography
- Movies
- Television Shows
- Games
- Software
- Music
- Books

Percent of All Downloaded Content

www.go-gulf.com/blog/online-piracy
*So what can be done?*

**Stricter laws on piracy**

Recently, legislation intended to fight piracy was not passed because it would mean making “changes to Internet infrastructure to fight online copyright and trademark infringement.” While passing stricter laws is a good start, it should not compromise the Internet in the process. ([http://www.cnn.com/2012/01/16/tech/web/white-house-piracy-wired/index.html](http://www.cnn.com/2012/01/16/tech/web/white-house-piracy-wired/index.html))

**Charge a small fee for services and access to material**

Making entertainment too pricey can hurt. Services like Napster and iTunes charge small fees for music downloads, which is a good deterrent to pirating that music.

**Making content more available to viewers**

Movies and television shows should be made available through other outlets besides high ticket prices and cable subscriptions. Netflix and Hulu are good examples. Networks like HBO limit their viewership and encourage pirating since “for the millions of Americans who don’t subscribe to HBO, or who may not even watch shows on a television, this means there is no legal way to watch [HBO shows].” ([http://www.forbes.com/sites/erikkain/2012/05/09/hbo-has-only-itself-to-blame-for-record-game-of-thrones-piracy](http://www.forbes.com/sites/erikkain/2012/05/09/hbo-has-only-itself-to-blame-for-record-game-of-thrones-piracy))

**Users should be more aware of their actions (ethics)**

Internet users should realize that even if their actions don’t effect them, they may have an impact on a larger scale, causing prices to rise and stricter laws in the future.
The best way to stop piracy is to enforce the laws of copyright protection. By making sure that those responsible for theft are prosecuted, it deters further offenders.

As long as we make a conscious effort to do what is right and become more ethical about our decisions, then piracy may not be such an issue. We have the choice to avoid illegal content!


Internet piracy is the unlawful distribution of protected material. The creators of this material protect their work through copyrighting, trademarks, and patents. “Pirates” distribute these works over the Internet without crediting the creator or asking permission for it.

In order to fight piracy, we should better educate ourselves about it and realize that our actions have consequences. Piracy may have a lasting effect on how the entertainment industry runs.

If we don’t start to control this issue now, it may soon grow worse.