CRIM6002
Cyber Piracy

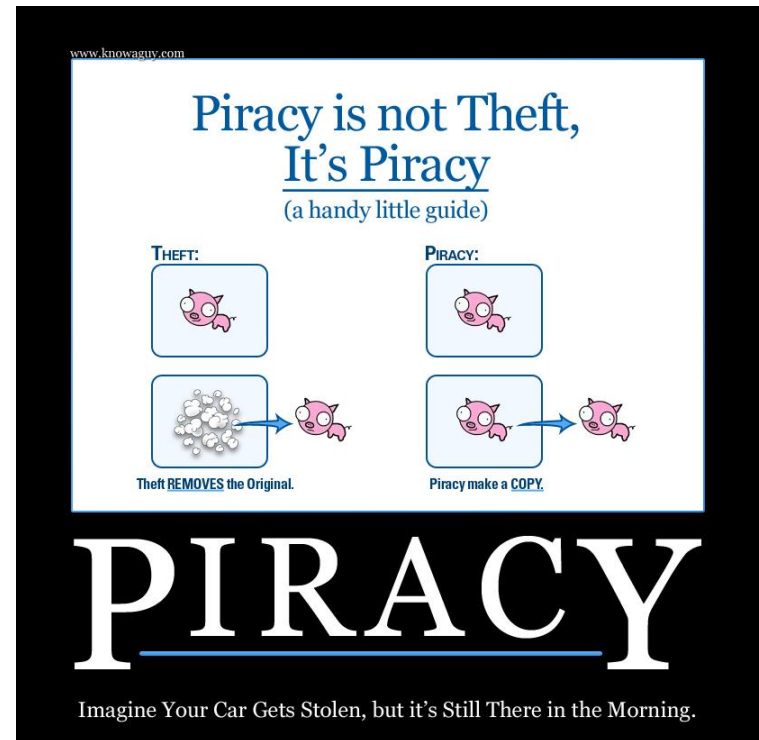Workshop 5

Dr Anita Lavorgna

Where we are

- Computer integrity crimes
  (last week)

- **Computer assisted crimes**
  (now and next week)

- Computer content crimes
  (potential topics for your presentations?)

(Wall, 2007)

Today: Cyber Piracy

- Idea that the Internet can be used to STEAL PROPERTY

- Cybercrimes can be property crimes

- Theft and worldwide distribution of intellectual property (information)

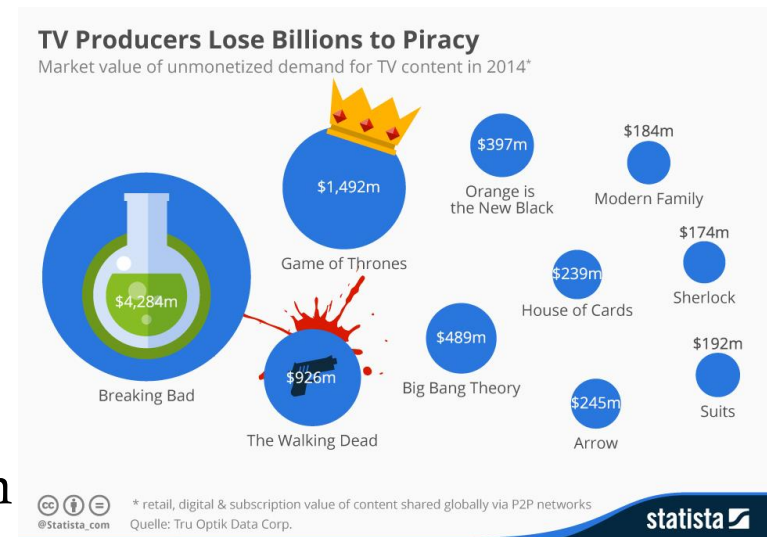- "Intellectual property theft", "copyright theft", "piracy"

Copyright [©]

- Idea that the Internet can be used to STEAL PROPERTY

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- Theft and worldwide distribution of intellectual property (information)

- "Intellectual property theft", "copyright theft", "piracy"

WANT TO AVOID A COPYRIGHT LAWSUIT?

BE CAREFUL WITH MEMES

Scope & scale (1)

- From "warez" sites to peer-to-peer file sharing-services

- Changes in technology (e.g. book publishing)

- Why?
  - Bypass costs
  - Rapid distribution
  - Unlimited number of copies
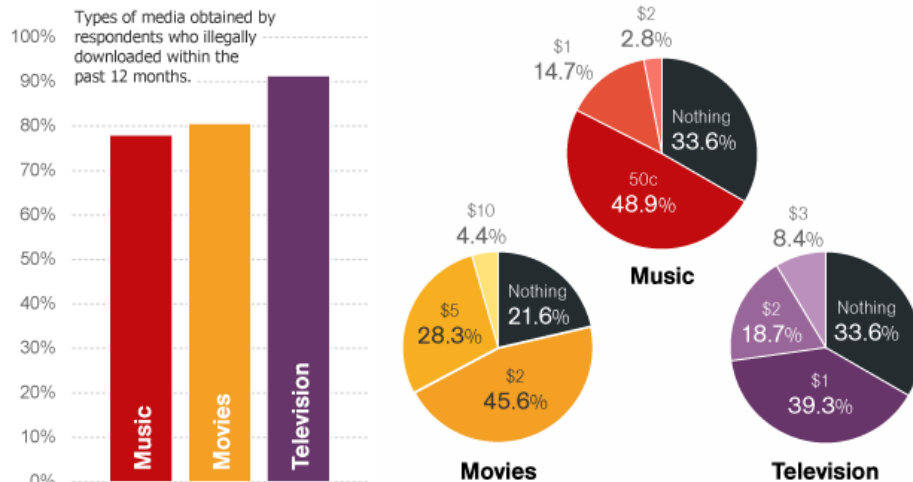 - Bypass border control
  - Quality (e.g. mp3)

  Libertarian motives / profit-driven
  / neutralization techniques (?)

TV Producers Lose Billions to Piracy
Market value of unmonetized demand for TV content in 2014*

$1,492m — Game of Thrones
$4,284m — Breaking Bad
$926m — The Walking Dead
$489m — Big Bang Theory
$397m — Orange is the New Black
$184m — Modern Family
$239m — House of Cards
$174m — Sherlock
$192m — Suits
$245m — Arrow

* retail, digital & subscription value of content shared globally via P2P networks
Quelle: Tru Optik Data Corp.

@Statista_com

statista

Scope & scale (2)

- Think critically about
  - Piracy statistics
  - Intellectual property rights

News.com.au

Who are the pirates?

- Socially widespread, otherwise "law-abiding citizens" plus a small class of "professional criminals"
- Youth

Table 2.1.1a: Digital behaviour among internet users aged 12+ – all content types

↑ Sig. increase (from W1)
↓ Sig. decrease (from W1)

		Music	Films	TV Programmes	Computer software	Books	Video Games	Any
Base: all internet users 12+		4728	4728	4728	4728	4728	4728	4728
Download	Ever done	38%	13%	13%	16%	14%	10%	49%
	Past 3 months	26%	8%	9%	9%	11%	6%	39%
Stream or access	Ever done	36%	21%	43%	12%	9%	11%	59%
	Past 3 months	26%	14%	33%↑	7%	5%	7%	49%
Share	Ever done	7%	2%	2%	2%	1%	2%	10%
	Past 3 months	5%	1%	1%	1%	1%	1%	7%
Download or Stream/access i.e. Consumed	Ever done	48%	25%	46%	21%	17%	16%	66%
	Past 3 months	36%	17%	35%↑	12%	12%	10%	57%
Download, Stream/access, or Share	Ever done	48%	25%	46%	22%	17%	16%	66%
	Past 3 months	36%	17%	35%↑	13%	12%	10%	57%

Forbes, 2013

Debate

- How might we explain the high level of involvement in such practices by young people?

"I KNOW IT'S ILLEGAL TO DOWNLOAD MUSIC FROM THE INTERNET... BUT YOU SAID THE STUFF I LISTEN TO ISN'T MUSIC!"

Criminalisation of piracy

- At the beginning: civil remedies

- Over the last (couple of) decade(s): criminal sanctions

  - Existing criminal sanctions
  - Incorporations of additional provisions for criminal sanctions
  - "Block" of user access to suspect websites
  - Attempts of "securitisation"
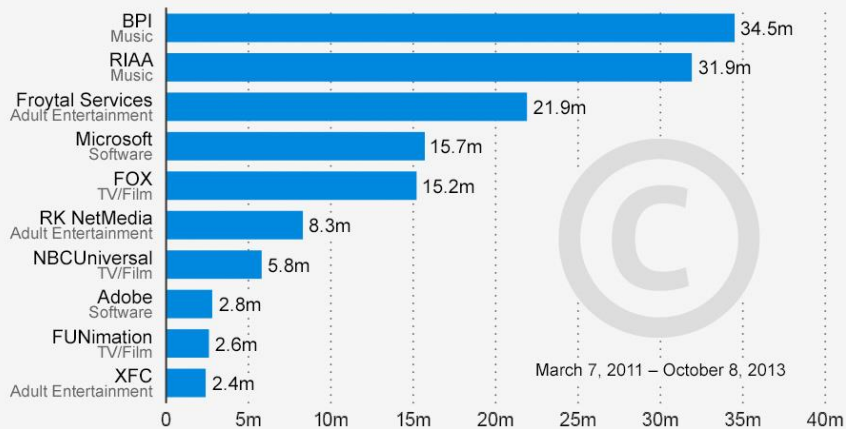
- Anti-piracy education campaigns

Piracy is a crime (2007 advert)

Bender's Anti-Piracy Warning

Role of industry organisations

Music Industry Leads Charge Against Online Piracy
URLs requested to be removed from Google search results by the Top 10 reporting copyright owners

BPI Music — 34.5m
RIAA Music — 31.9m
Froytal Services Adult Entertainment — 21.9m
Microsoft Software — 15.7m
FOX TV/Film — 15.2m
RK NetMedia Adult Entertainment — 8.3m
NBCUniversal TV/Film — 5.8m
Adobe Software — 2.8m
FUNimation TV/Film — 2.6m
XFC Adult Entertainment — 2.4m

March 7, 2011 – October 8, 2013

Source: Google

statista The Statistics Portal @StatistaCharts

CITY OF LONDON POLICE

You have tried to access a website that is under criminal investigation by the UK:

Police Intellectual Property Crime Unit (PIPCU)

This site is being investigated for online copyright infringement.

For a safe and reliable guide to online content, please visit:

PRO MUSIC   MUSIC MATTERS   FIND ANY FILM.COM   THE CONTENT MAP.

Supported by:

BPI The British Recorded Music Industry   FACT PROTECTING IP FOR 30 YEARS   ifpi representing the recording industry worldwide   THE PUBLISHERS ASSOCIATION

- Leading role!

Debate

- Whose interests does the criminalisation of copying serve? Is there a case for decrimininalising piracy?

Debate

Kim Dotcom, Megaupload case

War to copyright or love for profits?