



Piracy in Digital Age

The Ethics Of Piracy



Is Piracy Ethical?

- Piracy is often thought of as synonymous with theft, which is nearly universally considered as an obvious example of something illegal and unethical
- While I certainly can't argue that piracy isn't illegal I will argue that it is not unethical at best or can be thought of as a necessary evil at worst
- Questions to keep in mind when thinking about piracy:
 - Who is pirating media?
 - Why is piracy being done?
 - Who is being stolen from?

Customer First, Pirate Second

Studies have consistently shown that people who pirated media were actually more likely to pay for media than those who hadn't.

- A Norwegian study found that those who downloaded "free" music – whether from lawful or seedy sources – were also 10 times more likely to pay for music.
- A survey by MUSO found that of those surveyed:
 - 60 percent admitted that they had illegally streamed or downloaded media in the past.
 - 83 percent try to find the content they are looking for legitimately first.
 - While 86 percent subscribe to a streaming subscription service like Netflix, that total jumped to 91 percent among those that admit to piracy.

Piracy as Another Competitor in the Marketplace

As a free option piracy represents the absolute floor that companies should be striving to beat.

Historically, these companies have been beating piracy, to an extent anyways

- Revenue from the music industry has been growing in recent years thanks to streaming services which accounted for 62% in 2020
- In 2011 BitTorrent accounted for 52.01% of upstream traffic on fixed broadband networks in North America. By 2015, it dipped to 26.83%
- However, data also shows that BitTorrent traffic has been increasing in recent years, coinciding with the creation of several new streaming platforms

Piracy Stands Out as Options to Own Diminish

- When you pirate something digitally, you more or less own it.
- The same cannot be said for digital streaming or distribution platforms even if you pay for them.



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Hey there. We just wanted to chime in that you can avoid the account closure by logging into your account within the 30 days (since receiving the email pictured) and selecting the Cancel Account Closure link contained in the email. We certainly do not want you to lose access to your games or account so if you have any difficulties logging in then please create a support case with us. >> ubisoft.com/help

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Piracy May Be Only Option Available

As briefly mentioned earlier, many people who pirate do so because there is no other way to access the desired content.

How can a company claim that piracy of this content hurts them financially when there is no way for consumers to financially compensate them

- Around 90% of pre-2010 video games may be lost due to unavailability
 - Ex. Nintendo shutting down the eShop cut GameBoy game availability from 11 to 4%
- David Zaslav's handling of the Warner Bros. and Discovery merger led to the cuts and removals of several programs from their service, such as 200 Sesame Street episodes

In the digital era, piracy is essential to media preservation

Who's Stealing From Who?

KIMIKO GLENN

Production/Episode Title

Orange Is The New Black/Power Suit
Orange Is The New Black/Power Suit
Orange Is The New Black/Power Suit
Orange Is The New Black/Riot Fomo
Orange Is The New Black/Riot Fomo
Orange Is The New Black/Sing It, White Effie
Orange Is The New Black/Sing It, White Effie
Orange Is The New Black/Storm-Y Weather
Orange Is The New Black/Storm-Y Weather
Orange Is The New Black/Take A Break From
Orange Is The New Black/Take A Break From
Orange Is The New Black/Take A Break From
Orange Is The New Black/Take A Break From
Orange Is The New Black/Tied To The Track
Orange Is The New Black/Tied To The Track
Orange Is The New Black/Tittin' And A Hair
Orange Is The New Black/Tittin' And A Hair
Orange Is The New Black/Tittin' And A Hair
Orange Is The New Black/Toast Can'T Ne
Orange Is The New Black/Toast Can'T Ne
Orange Is The New Black/Toast Can'T Ne
Orange Is The New Black/Tongue - Tied
Orange Is The New Black/Tongue - Tied
Orange Is The New Black/Tongue - Tied
Orange Is The New Black/Trust No Bitch
Orange Is The New Black/Trust No Bitch
Orange Is The New Black/Trust No Bitch
Orange Is The New Black/Turn Table Turn

TikTok

@itskimiko



this vid is from my
instagram go to
@kimikoglenn on IG for
more crazy stories/info
about the reality of our
industry

TikTok

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\$0.00
\$0.00
\$0.02
\$0.00
\$0.04
\$0.00

\$27.30
\$27.30

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I see Hollywood is now very into the idea of buying something once and then owning it forever and being able to make infinite copies. Which. Isn't quite the message they imparted upon me in my childhood. In the spirit of their own long-held stance:

YOU WOULDN'T
DOWNLOAD AN
ACTOR

That means you could pirate six albums and listen to them 50 times each, and you would only owe around \$20 in spotify equivalent fees. Figures below the cut since people keep disputing them in various directions in my inbox:

Lets assume your favourite albums have an average 15 tracks each.

15 tracks x 6 albums = you pirate 90 tracks

you listen to the whole discography five times. let's say songs average 3 minutes in length, that means you've spent about $(3 \times 90 \times 5 / 60)$ 22.5 solid hours listening to their music.

$90 \times 5 = 450$ track plays (or what Spotify would consider 'streams')

Spotify pays \$0.003-0.005 per stream. we'll take an average of \$0.004

$450 \times 0.004 = 1.8$

Spotify would have paid your favourite band \$1.80

You could tip them \$2 and even with processor fees they would make more from you than they would have made streaming. For \$20 you could have listened to 5,000 tracks - or around 10.4 days of continuous playback!!!

Some Considerations While Pirating

While it is true that piracy can hurt the people that work to create media we enjoy, the studios and companies behind them aren't helping much either.

There are some cases where piracy really is more detrimental to the creators, such as in the comics industry or with indie companies.

Do some research into the creators of things you like and see if you can support them directly.

References

Slide 3

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