

Online Piracy

Does illegally installing software/illegally sharing software deprive companies of revenue?

Yes, piracy is unethical and bad for companies

Main points:

- Negative financial impact on creators
- Pirating supports hosts of illegal content (criminals)
- Violates other laws/agreements (release windows/territory/censorship)

Pirating has a direct negative impact on sales

- Although the ratio may not be 1:1, the existence of piracy means that some potential buyers are no longer paying for a piece of media.
 - if even a small portion/percentage pay for the content legally, there will generally be a large increase in revenue for the creators
 - especially true for live events such as pay-per-view sports
- Without an accurate representation of a product's success (based on sales figures), creators are not only not compensated, they may be less motivated to create future works.

Worse, business executives may deem a product unsuccessful, even if there is a large number of people enjoying the product illegally, and cancel future projects.

Pirating supports criminals/hosts of illegal content

- Instead of financially supporting the creators, you are instead supporting the middleman; hosts of illegal websites
 - hosts of illegal websites/illegal distributors may be involved in other kinds of criminal activity
- These sites may also have security threats/infested with malware, which is not only bad for the end-user, but also bad for others
- If the pirated content is poor quality, you are helping the site spread the lower-quality version of the content, which hurts the perception of the original work

Pirating violates other types of infringement

- Pirates sometimes receive content before official release dates either in the same region or for other regions
 - can cause other people to be exposed to serious spoilers
 - malicious pirates can use out of context clips to negatively review it early
 - increases chances of people not spending money
- Pirates can provide access to people in a territory where it isn't available
 - could cause difficulties if the creators are already actively working on distributing to that region
- Pirating something that has been censored by your government
 - probably banned/censored for a reason – may have severe consequences

References

<https://www.verimatrix.com/blog/online-piracy-why-anti-piracy-measures-are-essential/>

<https://www.creativefuture.org/whats-wrong-with-piracy/>