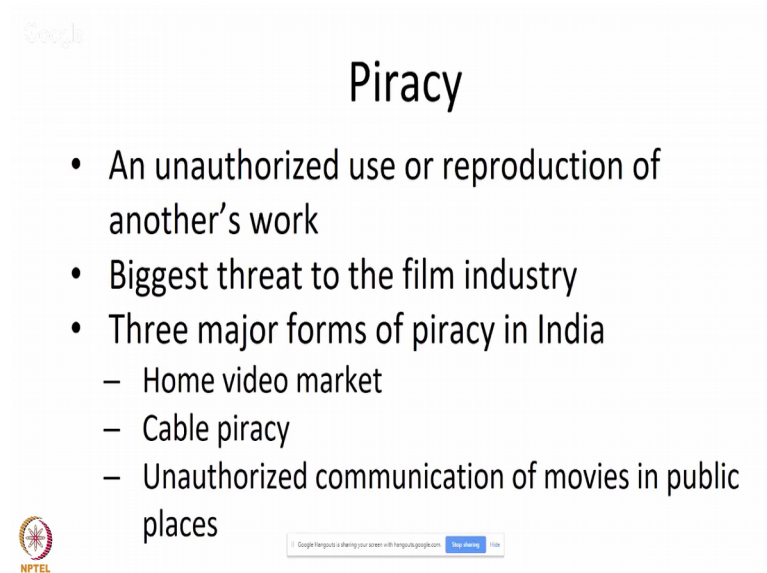


Intellectual Property
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Lecture - 75
Piracy in the Film Industry

We have seen how the different types of rights that work with regard to creative industries. We had seen copyright, trademark, rights with regard to merchandising and broadcasting. Now, let us look at Piracy in the Film Industry because, this is something which it is which is one of the reasons why we have seen certain changes in the law.

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Piracy

- An unauthorized use or reproduction of another's work
- Biggest threat to the film industry
- Three major forms of piracy in India
 - Home video market
 - Cable piracy
 - Unauthorized communication of movies in public places

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Any unauthorized use or reproduction of others work this can be termed as pirated work or the act can be referred to as piracy. And, this is one of the biggest threat to the film industry and you would see that the lifespan or the shelf life of creative works coming down lastly because of piracy.

Now, earlier we had instances of theatrical works, movies running for 100 days 200 days or even more. Now the lifespan has become so, short that in the first release and the follow up sale for broadcasters like cable television, the right is almost captured at that level itself mean it is monetized. So, the first few days become very important because, of issues with regard to piracy. And, there are three major forms of piracy in India: one is

in the home video market, they could also be piracy cable piracy and unauthorized communication of movies in public places.

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The slide features a white background with a faint 'Google' logo at the top left. The title 'Copyright Piracy and Consumers' is centered in a large, bold, black font. Below the title is a bulleted list with two main categories: 'Exposure to different pirate media' and 'Social Costs of Piracy'. The first category includes three sub-points: 'Streaming of pirated movie online', 'Downloading pirated movies', and 'Pirated movie VCDs/DVDs'. The second category includes two sub-points: 'Negatively effect the livelihood of persons working in the industry' and 'Detrimental effect on the Indian economy'. At the bottom left of the slide is the NPTEL logo, and at the bottom center is a small Google search bar with the text 'Google haspoc.com is sharing your screen with haspoc.google.com' and buttons for 'View details' and 'Close'.

Copyright Piracy and Consumers

- Exposure to different pirate media
 - Streaming of pirated movie online
 - Downloading pirated movies
 - Pirated movie VCDs/DVDs
- Social Costs of Piracy
 - Negatively effect the livelihood of persons working in the industry
 - Detrimental effect on the Indian economy

Now, copyright piracy could result by exposure to different pirate media, like streaming of pirated movies online and there are various software tools available for downloading movies. Downloading pirated rated movies and also possessing or sharing pirated movies by VCDs or DVDs. Now, the social cost of piracy is that it negatively affects the livelihood of persons involved in working the industry, again that is the incentive argument. This piracy is not curved, then the creators will not be sufficiently incentivized to invest in creation of new works and it could also half that be detrimental to the economy itself.

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The slide features a white background with a faint 'Google' logo at the top left. The title 'Copyright Piracy and Consumers' is centered in a large, bold, black font. Below the title is a bulleted list with two main categories: 'Social Benefits of Piracy' and 'Legal Risks'. The 'Social Benefits of Piracy' category includes a sub-point: 'Could make actors/directors more popular'. The 'Legal Risks' category includes two sub-points: 'Copyright infringement' and 'Offence: Fine and/or Jail'. At the bottom left of the slide is the NPTEL logo, and at the bottom center is a small Google search bar with the text 'Google has just scanned your screen with Google PageSpeed Insights'.

- Social Benefits of Piracy
 - Could make actors/directors more popular
- Legal Risks
 - Copyright infringement
 - Offence: Fine and/or Jail

Now, there are some social benefits in piracy, in the sense that the artistic works get better coverage and it will make the artists more popular. In fact, one of the models that has evolved in the west as the response to piracy of some tracks was that the creators, the artists concentrated on live events. Because, live events by ticket sales you could monetize your live events and they actually they themselves released the audio tracks for free to their fans. So, this was an innovation by which they could not only curb the piracy because, they were themselves instrumental in releasing the track for free. But, they monetized their works by live shows and they increase the number of live shows they could do in any given year.

So, there is a social benefit to piracy, in that it makes the creator more popular. And, the illegal risks are copyright infringement and since copyright infringement is a criminal offense they could also be imprisonment or a fine. Now, that was a very short description on piracy. Now, we would now move on to cover two things that they left out on we had actually scheduled to cover this in the next week. But, we want to cover the government's role in fostering IP and teaching intellectual property this week. So, that we have some time to cover the case laws and have some Q and A sessions next week, which is the last week of our course.