

Global information system - software piracy



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Running Head: SOFTWARE PIRACY Global Information System - Software Piracy and Section # of Piracy Rates in Asia

The piracy rates in Asia Pacific increased to 61 percent in 2009 with the software companies bearing losses of over US\$ 15 billion (Business Software Alliance, 2009). Many countries in the Asian region are taking steps to reduce piracy but the problem remains worst in the countries with highest growth rates. According to the news release by Business Software Alliance, worldwide piracy grew from 38% to 41 % from 2008. The higher rates in piracy are attributed to the rise in the shipment of PCs to China and India. These countries are the high piracy countries.

Main Issues to Consider

The availability of pirated software over the internet free of cost or a minimal cost is the main issue to be considered by the company. Internet laws in the Asian countries do exist but most of the countries such as Pakistan and Nepal do not take any action for the distribution of pirated copies of software. With the increase in broadband penetration and download speed, it is very difficult to manage the software assets by a company in Asian region. Torrents and other sites on the internet which charge a minimal price from the consumers for software are increasing every day.

However, the main problem for the software companies is not the home users but the small businesses and firms, which purchase non-branded PCs and get pirated software bundled with it (Business Software Alliance, 2009). Many managers in the Asian countries fail to implement the policies of managing their software assets and they purchase pirated copies of software in order to cut costs. These managers and even owners to small and medium businesses fail to understand the benefits efficiencies of original software

use. Most of the firms and management in these Asian countries do not get proper education or training on the issue of software piracy (Coombes, 2010).

The global economic recession has caused many firms to give up their policies on software policies as they are not able to bear the huge cost of purchasing new software for their business needs. The buying power of the households has also fallen which is one of the many factors of increasing rates in piracy. However, the company should not forget that the Asia Pacific is the hardest hit region by the economic crisis in the world. The future economic improvements in these countries are also uncertain as these countries are under development and not yet part of the developed world. Another issue that the software firm has to consider is the spread of internet access which is driving up the level of piracy. Over the next five years, 460 million users are expected to get internet access in developing countries (Business Software Alliance, 2009).

Technology and Legal Means to Safeguard our Intellectual Property

Force the government to initiate government driven educational programs for individuals and small businesses and to take enforcement actions against software piracy

Partner with branded PC vendors in Asian countries for giving preinstalled software bundled with the new PCs

Partner with internet websites providing pirated software copies on the internet to purchase software from the software company and sell it to the online users at a lower cost

Change the distribution model by offering free trial version of the software over the internet to encourage the purchase of fully functional software

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