

# Software piracy

Causes, background and economic impact

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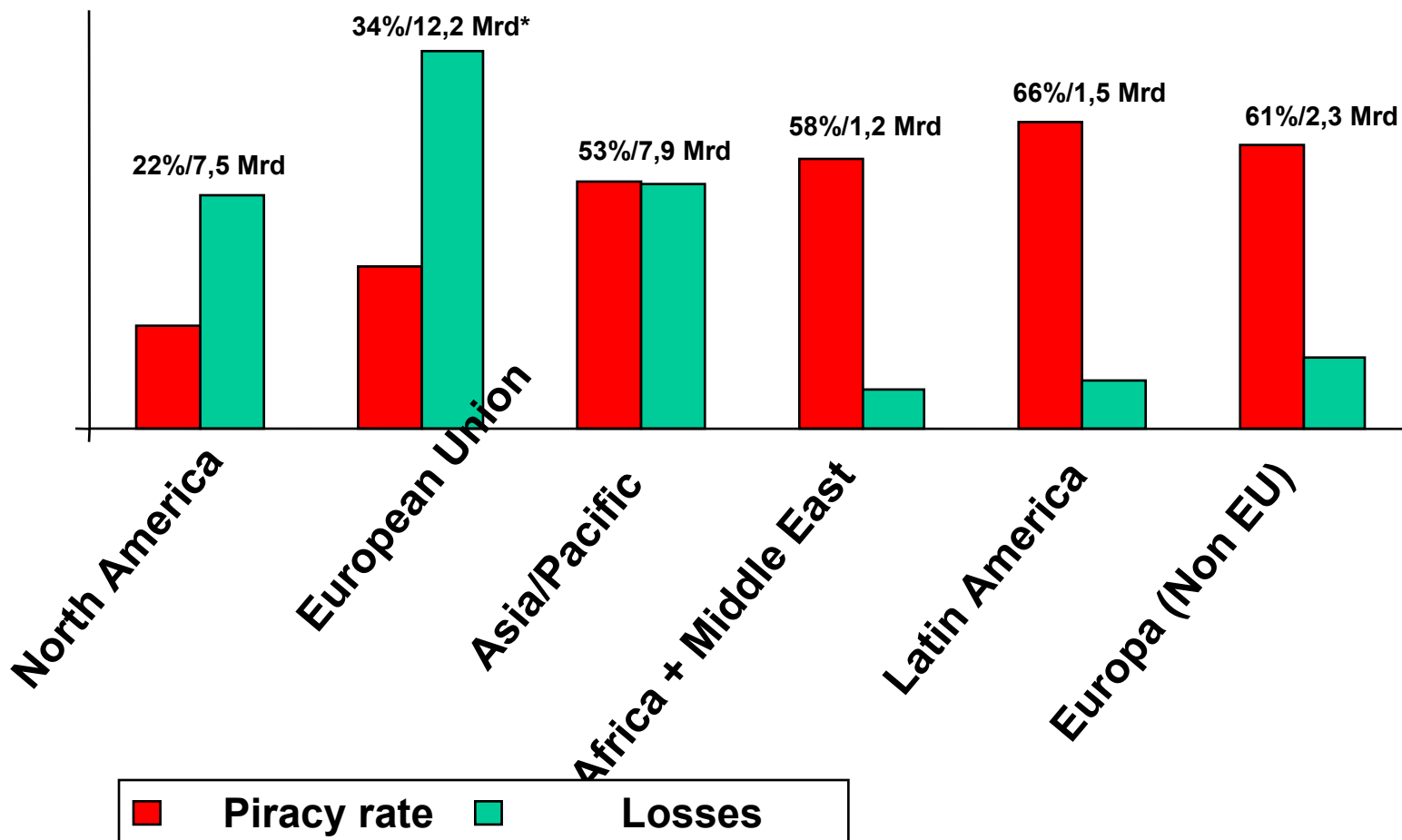
**BSA**

BUSINESS SOFTWARE ALLIANCE

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# Piracy rates and losses per region





# Software piracy Study: scope and damage

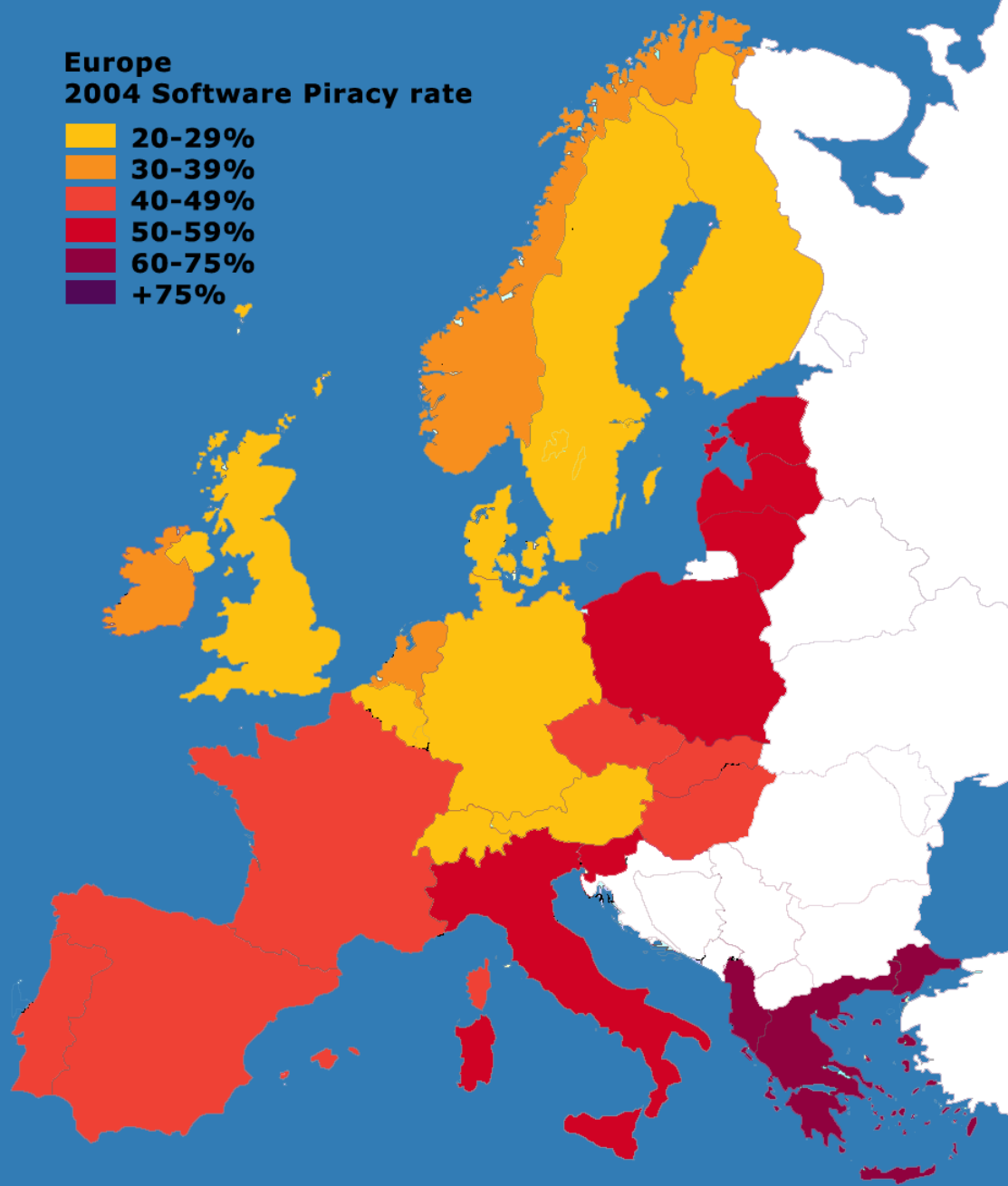
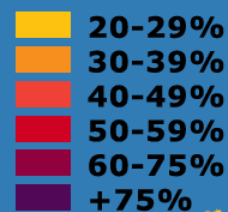
- Global study of rate of unlicensed software in use
- Worldwide losses: 31 billion USD
- Globally highest damages in US (6.6 bn US-Dollar), China (3,6 bn), France (2,9 bn)
- Piracy worldwide: 35%
- Lowest Piracy rate: USA (21%), New Zealand (23%) and Austria (25%)
- Highest Piracy rates: Vietnam (92%), Ukraine (91%) and China (90%)
- General trend: low piracy rate, established software & IT-industry



## Software piracy in the expanded EU

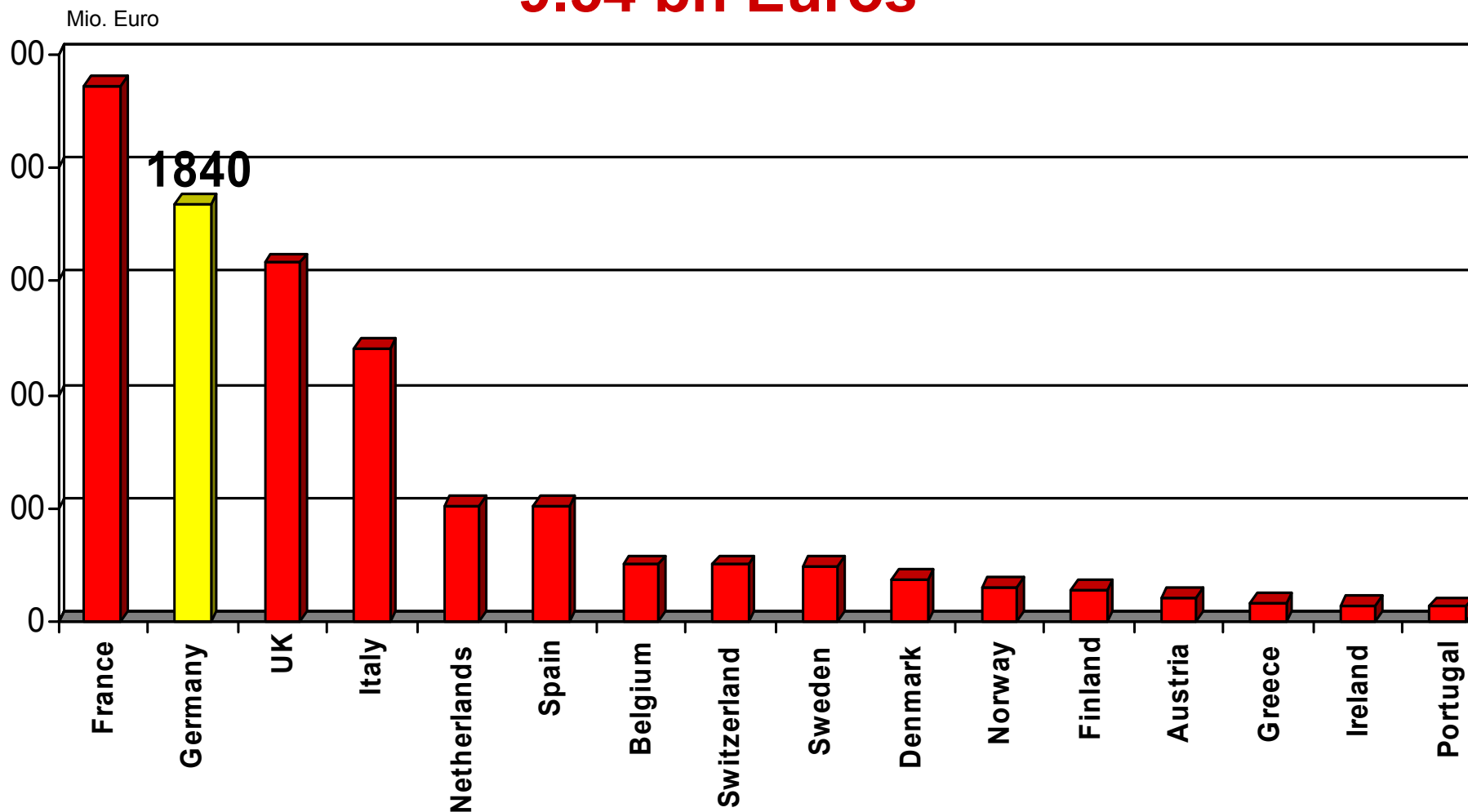
- continually high percentage in the south
- Acceding countries with higher rates
- But: situation in Czechia (40%) and Hungary (42%) better than in France, Italy, Spain, Portugal
- Last place: Greece (63%)
- BSA steps up programs in eastern Europe

Europe  
2004 Software Piracy rate





# Damages in Western Europe 2004: 9.54 bn Euros\*



\* 11.9 bn US-Dollar



## What is BSA?

- Global alliance of software manufacturers
- Founded in 1988
- Non-profit organisation with a global mission given by it's members
- Philosophy: legal protection for software



# BSA global members





## BSA members in Germany





## **BSA mission**

- Raise awareness for software copyright
- Close co-operation with local officials
- Helping hand and education
- Prosecute all copyright infringements of member products
- Global action for creation of IP protection legislation
- International harmonisation of IP law
- Promote a safe and legal digital world



## Our goals

- Lower piracy rate globally
- Reducing the worldwide piracy rate by 10 percent by 2009 would create
  - **\$ 2,4 million additional IT jobs worldwide**
  - **\$ 400 billion in economic growth**
  - **\$ 67 billion in tax revenue**



**Thank you**

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