Name

Course

Tutor

Date

**Impromptu presentation**

**Topic: Media Piracy**

Media piracy means unauthorized access, use, and duplication of copyrighted materials including films, TV shows, documentaries, pictures/images, music and software (Karaganis, 1). Pirated products have a great economic loss; it leads to the loss of the creator’s property and the creative potential of an individual.

**Why people pirate media property**

Prevalence of media piracy comes due to two main reasons i.e. pirated products are easy to acquire and they are free. According to Eres et al, 3), people pirate digital products because of diverse reasons, but the main reason is the aspect of acquiring products without having to incur costs. The ability to acquire products without having to pay the products tempts people to engage in the vice. The high costs of media products, increasing technological literacy, and low incomes are part of the main ingredients of piracy (Karaganis, 1)

**Prevalence of media piracy**

Media piracy is a common practice across the world. Many people especially the youth like to acquire, disseminate and sell copyrighted materials. The multimedia content such as videos, music, texts, and digital images suffer higher piracy since there is easiness to reproduce (Dahlstrom et al, 2). Many emerging economies with high technologies suffer mostly in terms of media piracy.

**Mitigation**

Mitigating piracy is crucial in safeguarding the efforts of the artists while promoting clean digital content. Fighting piracy is a collective responsibility from all stakeholders including consumers, government agencies and producers. The government agencies need to have strict legal measures against individuals convicted of infringing copyright laws. Legal measures should include penalties and fines.

**Conclusion**

Media piracy is difficult to curb since the perpetrators are anonymous. The producers have difficulty safeguarding their products from preying eyes of pirates. The ease and convenience of acquiring pirated goods have complicated any mitigations to deal with it. Due to these reasons, it has destroyed the economic benefits of digital content.

**Works cited**

Eres, Robert, Louis, Winnifred, & Molenberghs, Pascal. Why do people pirate? A neuroimaging investigation. Social Neuroscience. 2016. 12. 10.1080/17470919.2016.1179671.

Karaganis, Joe. *Media Piracy in Emerging Economies*. New York, NY: Social Science Research Council, 2011. Prin

Dahlstrom, Dana, Farrington, Nathan, Gobera, Daniel, Ryan Roemer, & Nabil Schear. Piracy in the Digital Age. History of Computing. 2006. University of California, San Diego. Accessed from <https://courses.cs.washington.edu/courses/csep590a/06au/projects/digital-piracy.pdf>