



Software & Information Industry Association 

Internet Content, Licensing and Enforcement

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Software & Information Industry Association (SIIA)

Before
Society of Scholarly Publishing
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Who is SIIA?

- The principal international trade association for the software code and information content industry
- Formed by the merger of the Software Publishers Association (SPA) and the Information Industry Association (IIA)
- Over 600 current members

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SIIA Members




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SIIA Anti-Piracy Program


- Mission:

Since 1988, the mission has been to reduce software piracy by taking a balanced approach that includes legislation, education and enforcement.

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Enforcement

- Over 50 companies grant SIIA authority to investigate and settle claims of copyright infringement on their behalf.
- On a case-by-case basis, members grant authority to litigate on their behalf.

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How Does SIIA's Anti-Piracy Program Work?

- About 120 reports a month
 - AP Hotline: 800-388-7478
 - Website: www.sii.net/piracy
 - Email: piracy@sii.net
- About 200 corporate cases
- Thousand of DMCA cease and desist letters a day



**COPY SOFTWARE ILLEGALLY
AND YOU COULD GET THIS HARDWARE
ABSOLUTELY FREE.**



Visit the Software Publishers Association
Web site at www.spa.org/piracy
or to report a case of software piracy,
call us at (800) 388-7476.


Don't Copy That Floppy™

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**There's a
Lot at Stake.**
There's a lot more
at stake than you
think. Software piracy
costs the software
industry \$10 billion
annually. It's a
crime that's costing
the software industry
billions of dollars
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**Who is Liable for
Content Piracy?**

If an organization is using illegal
copies of content, the organization
may face a civil suit for damages and
any profits attributable to the pirated
content.
(e.g., Lowry Reports v. Legg Mason)

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Types of Content Piracy

- Corporate Piracy
- Internet Piracy
 - Auction Site Piracy
 - Bulletin Board Services & News Groups
 - FTP Sites, Warez, IRC
 - Peer-to-Peer
 - Live Data Feed Piracy

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Combating Piracy


- Law
- Technology
- Education
- New Business Models and Contracts

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Combating Piracy – the Law US Copyright Act

TITLE 17 OF THE US CODE:

- Automatically protects content from the moment of its creation
- Gives the copyright holder the exclusive rights to reproduce and distribute the copyrighted work
- Provides for penalties
 - civil penalties up to \$150,000 per title infringed
 - criminal penalties up to \$250,000 per title infringed and jail terms of up to five years

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Pending Anti-Piracy Legislation

- H.R. 3632, Anti-Counterfeiting Legislation
- S. 2560, the Induce Act
- S. 2237, the PIRATE Act of 2004
- H.R. 4077, the Piracy Deterrence and Education Act

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Combating Piracy - Technology


- Technology
 - Access Control Technologies
 - Copy Controls Technologies
 - Tracking and Usage Technologies
- Digital Rights Management
 - embedded electronic licensing technology (e.g. FLEXlm)
 - use tracking and usage technologies (e.g., SAMSuite)

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Combating Piracy - Education


- Certified Software Manager Course
- Educational Tools
- Videos
 - A Shared Set of Values
 - It Could Have Been So Easy



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3 Key Questions for Enterprises


1. Do I have a problem with content piracy?
2. What is the likelihood that I will be caught?
3. How do I protect my organization from the illegal copying by our employees?

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Do I Have A Problem?

- Have you ever sent an article to someone?
 - Did you check on rights to do so
- Do you think that any employee has ever sent or posted content?
 - outside the company/outside your license
- Does your company have any disgruntled former employees who might report your company?

Every company has a problem!

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What Is The Likelihood That I Will Be Caught?

- Software piracy now versus 16 years ago
- Public understanding of risk of music piracy
- If caught, what will I pay in damages?
 - Penalties under copyright law
 - Lowry Reports v. Legg Mason

This is a question of risk assessment



How Do I Protect My Organization From Illegal Copying By Our Employees?

- Educate your employees
- Become Content Compliant



For More Information:

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Thank You
