Summary

At the core of the economic analysis of copyright is the effort to balance two possibly conflicting interests: the creation of an incentive system based upon giving legal monopoly right to authors to exclude others from accessing their work except on their terms; and the second as the need of the society to access creative work on equitable terms. Any imbalances in these two factors seem to result in one actor dominating the other leading to distortions and possible breakdown of market for creative work.

This research attempts to understand the stimulants of piracy of physical copies of copyrighted films and music in India. It examined various demographic characteristics of consumers, their choices under different price situations and their attitude towards piracy, enforcement of the law and efforts by the rightholders to prevent copying, as determinants of their behaviour. It finds that the markets for legitimate and pirated goods, are segregated and the barriers to access are primarily determined price. The research suggested that enforcement is neither the most effective nor the only approach towards controlling piracy and a mix of pricing and marketing strategies would most likely yield effective results.
Acknowledgements

I gratefully acknowledge the guidance and patience of Dr. Biswajit Dhar, Director General, RIS in supervising the present research. His insight in the subject matter and confidence in the researcher was a great motivation. It would be in fitness of things to thank my colleagues and support staff at the Centre for WTO Studies who stood in for me at various times enabling to devote effort and attention to research.

I gratefully acknowledge the support given by Dr. D. Sunitha Raju and Dr. Vijaya Katti, who as Chairpersons (Research) were most accommodative and supportive of the efforts in this research.

I am specifically grateful to Binay Kumar Pathak, my research associate, who helped extensively with the statistical analysis and who I used as a sounding board for my ideas. Bulk of the statistical analysis would not have been possible without support from Swarup Santra who, despite his own constraints devoted considerable time and effort in sitting with me to conduct the necessary statistical exercises. I am grateful to Asrar Khan, Ravikant Darshan and G. Krishna Kumar in helping conduct countrywide survey with considerable accuracy. I gratefully acknowledged the secretarial assistance given by A.S. Saluja who painstakingly helped in documentation work.

I thank my wife Swati and my son Mrigank for bearing with my irregular hours over the last 3 years of the research.

Finally and most importantly, I express my deep gratitude to Shri K.T. Chacko, Director Indian Institute of Foreign Trade for his constant support and accommodation shown towards me during the progress of this research.