

Case Study – Software Industry

Piracy is a growing concern throughout the software industry. Due to piracy globally software industries are losing huge amount of revenue. In 2011, total loss accumulated to US\$63 billion worldwide.^[1] As per software industry reports the rate of PC software piracy has continued to decline gradually in India, though BSA(Business Software Alliance) reported that 63% of the software used were unlicensed in 2011. This amounts to US\$ 2.9 billion, so almost **INR13,783 crores** lost due to software piracy in India.

As per a study undertaken by BSA in 2011, 58% in India admitted that they were using pirated software.^[2]

Their research revealed the behavior of PC users in India,

- 11% of the PC users, they had surveyed, said “risk of getting caught” is a good reason not to acquire unlicensed software.
- 32% said “pirating software is illegal” is a good reason not to acquire unlicensed software.

63% unlicensed software were used in India in 2011

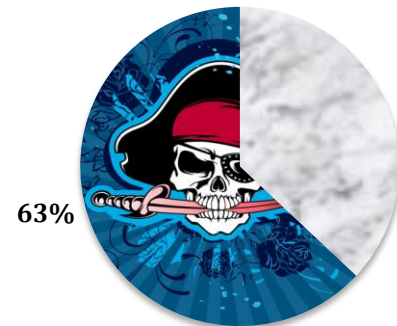


Figure 1: Piracy rate in India, 2011

	Piracy Rate (2011)	Commercial Value(in mn)
India	63%	\$2,930
Asia Pacific	60%	\$20,998
BRIC	70%	\$17,907
Global	42%	\$63,456

Figure 2: Comparison of piracy rate and revenue loss *Source: www.bsa.org/globalstudy

There are thousands of open source in the web from which one can download the full version software for free. Bit torrent sites and other cyber lockers allow users to download those unlicensed software.

We have done our research based on the torrent site ‘KickassTorrent’. Number of times these popular softwares has been downloaded in last one year is given underneath. These data is based on the links available on the website (See Appendix 1A for details).

[1], [2] http://globalstudy.bsa.org/2011/downloads/opinionsurvey/survey_india.pdf



Figure 3: Total Downloads of these softwares from Kickass Torrent

From the above info graphic it is very clear that these three Microsoft products (i.e. Microsoft Office 2010 & 2013 and Windows 8/8.1) has been downloaded almost 7.5 lakh times in last one year from only one site i.e. kickass torrent. So, from this study we can understand how much Microsoft or any other software company is losing due to online piracy, because if only one site recorded so many download, just imagine the vastness of overall internet piracy of the softwares.

Appendix 1A

Links	Downloads
Microsoft Office 2010	
http://kickass.to/microsoft-office-professional-plus-2010-corporate-final-full-activated-nogrp-t7133821.html	154095
http://kickass.to/microsoft-office-proplus-2010-sp2-vl-x86-x64-en-us-oct2013-activator-t8092244.html	35943
http://kickass.to/microsoft-office-proplus-2010-sp2-vl-x86-en-us-oct2013-t8073285.html	12359
http://kickass.to/microsoft-office-proplus-2010-sp2-vl-x64-en-us-apr2014-t9014810.html	8393
http://kickass.to/microsoft-office-proplus-2010-sp2-vl-x64-en-us-feb2014-t8892416.html	8077
http://kickass.to/microsoft-office-professional-plus-2010-x86-x64-en-us-final-007-t8793440.html	1835
http://kickass.to/microsoft-office-proplus-2010-sp2-vl-x86-en-us-feb2014-t8892410.html	1455
http://kickass.to/microsoft-office-proplus-2010-sp2-vl-x86-en-us-apr2014-t9014811.html	1162
http://kickass.to/microsoft-office-proplus-2010-sp2-vl-x86-hebrew-t8370880.html	1004
http://kickass.to/microsoft-office-2010-all-editions-x64-14-0-4763-1000-t7115352.html	979
http://kickass.to/microsoft-office-2010-professional-cracked-t7153714.html	840
Total	226,142
Microsoft Office 2013	
http://kickass.to/microsoft-office-proplus-2013-vl-32-bit-and-64-bit-en-us-aug-2013-ms-toolkit-activator-2-4-7-t7760071.html	77923
http://kickass.to/microsoft-office-proplus-2013-vl-x86-x64-en-us-feb2014-t8803691.html	39326
http://kickass.to/microsoft-office-professional-plus-x64-2013-incl-activator-p2p-t8750573.html	27854
http://kickass.to/microsoft-office-proplus-2013-sp1-vl-x64-en-us-apr2014-t9014816.html	18298
http://kickass.to/office-professional-plus-microsoft-x86-2013-incl-activator-p2p-t8750580.html	17710
http://kickass.to/microsoft-office-proplus-2013-sp1-vl-x64-en-us-may2014-t9129658.html	12817
http://kickass.to/microsoft-office-proplus-2013-sp1-vl-x64-en-us-t8892455.html	6749
http://kickass.to/microsoft-office-professional-plus-2013-x86-en-us-november-2013-kmspico-v9-0-3-support-for-windows-8-1-pro-and-enterprise-007-t8111632.html	5795
http://kickass.to/microsoft-office-proplus-2013-sp1-vl-x86-en-us-t8892456.html	5053
http://kickass.to/microsoft-office-professional-x64-2013-activator-t8856894.html	4275
http://kickass.to/microsoft-office-proplus-2013-sp1-vl-x86-and-x64-hebrew-t8912977.html	3477
http://kickass.to/microsoft-office-proplus-2013-sp1-vl-x86-en-us-may-2014-activator-t9150927.html	3261
http://kickass.to/microsoft-office-professional-plus-2013-x64-activator-included-daku-rg-iso-t8960113.html	2871
http://kickass.to/microsoft-office-professional-plus-2013-x64-x86-sp1-multilanguage-t9063137.html	2855
http://kickass.to/microsoft-office-professional-plus-2013-32-64-bits-outubro-2013-t8104115.html	2820
http://kickass.to/microsoft-office-professional-plus-x86-x64-2013-activator-p2p-t8809617.html	2672
http://kickass.to/microsoft-office-professional-plus-2013-x64-installer-keygen-daku-rg-t8730913.html	1185
http://kickass.to/microsoft-office-2013-sp1-vl-select-edition-rus-eng-x86-x64-aio-2-dvd-m0nkrus-t8832385.html	783
http://kickass.to/microsoft-office-professional-plus-2013-sp1-maio-2014-32-64-bits-t9078571.html	761
http://kickass.to/microsoft-office-professional-plus-2013-with-sp1-vl-x64-iso-msdn-t9076324.html	737
Total	237,222

Windows 8/8.1	
http://kickass.to/microsoft-windows-8-1-rtm-x64-iso-thumperdc-t7798275.html	30986
http://kickass.to/windows-8-1-pro-vl-x64-pre-activated-ie11-multi6-jan2014-p2p-t8749507.html	27624
http://kickass.to/windows-8-1-x64-preactivated-t8166518.html	21571
http://kickass.to/windows-8-1-sweet-like-chocolate-x64-2014-including-activators-uploaded-igi-team-os-hkrg-t8614952.html	19114
http://kickass.to/windows-8-1-pro-final-x86-x64-2014-ativador-permanente-tutorial-de-instala%C3%A7%C3%A3o-t8772979.html	17283
http://kickass.to/windows-8-aio-16-in-1-final-build-9200-incl-permanent-activator-thumperdc-t6790095.html	17276
http://kickass.to/microsoft-windows-8-1-pro-vl-x86-pre-activated-ie11-multi6-jan2014-p2p-t8750874.html	16233
http://kickass.to/microsoft-windows-8-1-pro-update-1-x64-9600-17031-140221-1952-teamos-hkrg-bywhitedeath-t8861473.html	12041
http://kickass.to/microsoft-windows-8-1-professional-rtm-x64-volume-with-update-2014-english-msdn-t8986001.html	11342
http://kickass.to/windows-8-1-pro-vl-espl-mlf-x18-96635-t8149060.html	8600
http://kickass.to/microsoft-windows-8-1-with-update-rtm-x86-x64-aio-english-ctrlsoft-uploaded-akash-bhai-team-os-hkrg-t9083952.html	6769
http://kickass.to/windows-8-1-ruen-aio-office-2013-x86x64-24in1-24-12-2013-ruen-team-os-hkrg-t8677181.html	5857
http://kickass.to/windows-8-1-update-1-pro-x64-preactivated-final-t9030335.html	5195
http://kickass.to/microsoft-windows-8-1-u1-aio-20in1-x64-en-us-pre-activated-dart-8-1-feb2014-t8775464.html	4877
http://kickass.to/windows-8-1-update-1-pro-x84-preactivated-final-t9023814.html	4639
http://kickass.to/microsoft-windows-8-1-enterprise-6-3-9600-17031-winblue-x86-x64-en-ru-cn-sms-akash-bhai-team-os-hkrg-t8896116.html	4348
http://kickass.to/windows-8-1-with-update-pro-with-media-center-x64-t9058250.html	4223
http://kickass.to/windows-8-1-aio-s14-x86-en-us-dart-8-1-pre-activated-mar2014-t8871841.html	4135
http://kickass.to/windows-xp-7-8-full-version-sr-t8684903.html	3800
http://kickass.to/embedded-industry-enterprise-windows-8-1-rtm-x64-english-dvd-wzt-t8752224.html	3800
http://kickass.to/windows-8-1-update-1-x64-single-language-spanish-espa%C3%B1ol-t9017723.html	3104
http://kickass.to/windows-8-1-update-1-enterprise-x64-x86-pre-ativado-t8977723.html	2986
http://kickass.to/windows-8-1-enterprise-x86-x64-english-including-latest-updates-mafia-team-os-hkrg-t9049780.html	2868
http://kickass.to/windows-8-1-aio-20in1-with-update-x64-en-us-apr2014-v2-by-murphy78-uploaded-akash-bhai-team-os-hkrg-t9012532.html	2474
http://kickass.to/microsoft-windows-8-1-with-update-aio-20in1-english-ctrlsoft-x86-x64-2014-eng-uploaded-team-os-hkrg-t9155018.html	2466
http://kickass.to/windows-8-1-aio-24in1-with-update-x64-en-us-jun2014-t9211839.html	2453
http://kickass.to/windows-8-1-pro-x64-lite-pt-br-iso-brasileiro-portugu%C3%AAs-vers%C3%A3o-t8826766.html	2419
http://kickass.to/windows-8-1-aio-20in1-with-update-x64-en-us-may-2014-t9150929.html	2269
http://kickass.to/it-windows-8-1-pro-x64-ita-rtperle-t8584740.html	2096
http://kickass.to/windows-8-1-update-1-aio-spanish-espa%C3%B1ol-pre-activated-x6-t9096649.html	2061
http://kickass.to/en-windows-8-1-with-update-x64-dvd-4065090-iso-t8952291.html	1877
http://kickass.to/windows-8-1-pro-vl-x64-en-us-pre-activated-may-2014-t9166697.html	1837
http://kickass.to/windows-8-1-pro-x64-iso-t9220200.html	1802
http://kickass.to/windows-8-1-n-professional-with-update-x86-uploaded-akash-bhai-team-os-hkrg-t9083952.html	1762

t9009188.html	
http://kickass.to/microsoft-windows-8-1-with-update-aio-20in1-english-ctrlsoft-x86-x64-2014-t9161514.html	1671
http://kickass.to/windows-8-1-aio-x86-en-us-esd-baseline-t7926014.html	1550
http://kickass.to/windows-8-1-aio-7in1-x64-en-us-sep10-2013-t7851531.html	1531
http://kickass.to/windows-8-1-with-update-multiple-editions-x64-t9058039.html	1498
http://kickass.to/windows-8-1-u1-office-2013-x64-en-us-dart-8-1-feb2014-t8815536.html	1403
http://kickass.to/windows-8-1-pro-vl-x86-multi6-pre-activated-may-2014-uploaded-team-os-hkr-g-t9169819.html	1399
http://kickass.to/windows-8-1-up2data-mult-lan-6x1-12-may-2014-activator-t9110663.html	1363
http://kickass.to/windows-8-1-aio-20in1-with-update-x64-en-us-apr2014-v2-t9010114.html	1343
http://kickass.to/windows-8-1-aio-20in1-with-update-x86-x64-en-us-may2014-by-murphy78-uploaded-akash-bhai-team-os-hkr-g-t9113255.html	1273
http://kickass.to/windows-8-1-april-update-x86-x64-12in1-activated-naswari-zohaib-t9005446.html	1212
http://kickass.to/windows-8-1-aio-20in1-with-update-x86-en-us-apr2014-v2-t9010095.html	1138
http://kickass.to/windows-8-1-20-in-1-x64-preactivated-v2-office-2013-pro-plus-pack-t8804162.html	971
http://kickass.to/windows-8-1-pro-vl-x64-multi6-pre-activated-may-2014-t9166706.html	892
http://kickass.to/windows-8-1-pro-vl-x86-multi6-pre-activated-may-2014-t9166732.html	815
http://kickass.to/windows-8-1-pro-vl-x64-multi6-pre-activated-may-2014-uploaded-team-os-hkr-g-t9169492.html	738
http://kickass.to/windows-8-1-aio-24in1-with-update-x64-en-us-jun2014-t9227127.html	644
Total	281,628
Adobe Photoshop CC 14.2	
http://kickass.to/adobe-photoshop-cc-14-2-final-multilanguage-chingliu-t8581963.html	20352
http://kickass.to/adobe-photoshop-cc-14-2-1-final-camera-raw-8-3-chingliu-t8779899.html	8743
http://kickass.to/adobe-photoshop-cc-14-2-1-final-upd-09-04-14-repack-by-jfk2005-t8979004.html	3905
http://kickass.to/adobe-photoshop-cc-lite-v-14-1-2-ml-portable-x86x64-aryan-l33t-littlefairyr-g-t8385151.html	3421
http://kickass.to/adobe-photoshop-cc-lite-14-2-1-eng-ml-x86-x64-feb2014-team-os-hkr-g-t8802560.html	2428
http://kickass.to/adobe-photoshop-cc-lite-14-2-1-final-multi-lang-portable-by-portablexapps-exe-t8885830.html	1616
Total	40,465

Note: There are several other links available on kickass torrent for these softwares but due to less no. of downloads those links are not taken into consideration for these research study.