

“Problem of Piracy Faced By Bollywood Industry”

Dr. Hemant More¹

*Department of Journalism and Mass Communication,
Tilak Maharashtra Vidyapeeth, Pune.*

Satish Pisal²

*Department of Journalism and Mass Communication,
Tilak Maharashtra Vidyapeeth, Pune.*

Abstract:

Bollywood is popularly used for the Hindi-language film industry based in Mumbai, Maharashtra, India. It is a part of the total Indian film industry, which includes several local film industries sorted by language. Bollywood is the biggest film manufacturer in India and one of the largest centers of film production in the world. .

Actually original copies of films are very expensive by nature on the other hand, pirated copies are easily available in market at very cheap prices, so people prefer to compromise with the quality and they buy pirated items. This in turn dilutes the money invested in creating original items, and glut condition appears in market of original items. So piracy ultimately discourages the entertainment industry by rationalizing their hard works. The pirated copies could be a sound file, video files of movies, PC games, software's or even hardware utilities.

Through this research paper researcher will primarily focus on possible reasons for the customers opting for piracy. For accomplishment of this objective a structured questionnaire was designed also researcher will investigate the problems of piracy faced by Bollywood industry by collecting data from primary and secondary sources.

Keywords: Bollywood Industry, Indian Film, Piracy, copyright

Introduction:

What is the term Bollywood?

The Hindi-language film industry in India which is called as Bollywood is combined with other Indian film industries like Tamil, Telugu, Bengali, Malayalam, and Kannada and is considered to be the largest in the world in terms of number of films produced and also the numbers of shows and tickets sold.

The films of Bollywood are usually musical films and few of them are made without at least one song as well as dance numbers. Now days the industries are witnessing the trends of more digital cinemas as well as the growth of multiplexes. The dubbing industry has grown from past years. Many Hollywood films are dubbed in local languages and shown in India and India has over 5 million home videos and also DVD users. The Indian film industry is fast growing and making its presence handled in the international market also. So the foreign investment in the Indian film is also increasing significantly.

What is Piracy?

Piracy is simply defined as the formation of duplicate un-authenticated copies of some copyright protected item. But now piracy of audio-video files is a crime as compared to other sort of piracies. Piracy is a special crime categorized under sections of copyright destructions; it is in fact severely harmful for increasing music as well as video productions..

It is easy to find plagiarized and pirated CDs. In a flea market, a swap meet, a street vendor in a city, or some economy stores and people will find music and videos at amazingly low prices. CDs can often be bought fewer than five dollars. Not all music sold at flea markets and swap meets is pirated, but much of it is. The packaging is different from the CDs at the mall. Most people know that these discs are pirated, but week after week, and month after month, they can keep going to the flea market, and the dealers are still there. No one is busting them, or their suppliers. The artists who created the music people enjoy get nothing from the sale of these recordings, and their quality is often grossly inferior to legitimately produced CDs. It is clear that the people producing and selling these recordings are guilty of piracy.

Instead, because of cost-reducing effects of digitization, the number of new recorded music products – and their apparent quality – has increased. This study examines movie production in India during a period of technological change that facilitated large-scale piracy. The diffusion of the VCR and cable television in India between 1985 and 2000 created substantial opportunities for unpaid movie consumption.

Some of



the examples of First Indian Cinema:

Film poster for first Indian Sound Film, Ardeshir Irani's Alam Aara(1931)

Nargis and Raj Kapoor in Awaara (1951), also directed and produced by Kapoor. It was nominated for the Grand Prize of the 1951 Cannes Film Festival



Guru Dutt in Pyaasa (1957), as the director, producer and leading actor. It is one of Time magazine's "All-

TIME" 100 best movies.



In the Indian film industry by following independence, the periods of Indian Cinema from the late 1940s to the 1960s are called as the Golden Age" because most of the films were produced during

this period. And after this in the late 1960s and 1970s romantic musicals as well as action films starred

The 20th century saw a growth in Bollywood's popularity in the world. This led the nation's filmmaking to new heights in terms of quality, cinematography and innovative story lines as well as technical advances in areas such as special effects, animation, etc.

Genre conventions:

Bollywood films are mostly musicals, and are expected to contain catchy music in the form of song-and-dance numbers interlaced into the script. A film's success often depends on the quality of such musical numbers. Indeed, a film's music is often released before the movie itself and helps increase the audience. The different factors are to be maintained during for any movie like:

- Cast and crew
- Sound
- Bollywood song and dance
- Dialogues and lyrics
- Finances
- Advertising
- Awards

Many U.S. films are pirated in India by people who take camcorders into cinemas.

The deal between the U.S. industry group and India's movie studios would translate into pressure on police in India to step up enforcement as well as on representatives to tighten piracy laws, the promoters say.

Malicious problem:

“Piracy is one of the most pernicious problems facing the entertainment industry,” said Reliance Pictures CEO Sanjeev Lamba.

The Motion Picture Association of America has made similar deals with alliances in Europe and Hong Kong to crack down on camcorder filming, which is a source of 90 per cent of pirated DVDs.

Piracy has made huge leaps in India because of higher internet connection speeds and DVD player usage.

A CD and DVD manufacturer in India says the number of households in India with DVD players has gone risen to 45 million from four million in just two years.

The piracy in India is divided into two types.

1. Online Piracy - Torrent, Wares & File sharing etc.:
2. Offline Physical Piracy of CDs & DVDs

Part-1: Online Piracy in India.

There are 2 major forensic labs (FSL) in India which are capable of analyzing the hard disk and computer data for cybercrime. One is located in Hyderabad and another is in Gandhi agar.

For police there is a secret advantage of booking people under Penal code instead of IT act\ because in IT act the evidences have to be technical like hard disk, IP records, so cops can't manipulate them easily, unlike in Penal code's fraud cases where case moves based on witnesses and other pen-paper evidences, which can be easily manipulated so the bribe earning potential is better for them. Needless to say, the moment one is arrested they have to pay bribe no matter one is guilty or not. Same way if people want to file complain and to get someone else arrested again have to pay bribe.

Cyber cafes and Piracy:

After the terrorists started sending emails from cyber cafe after the bomb attacks, the police issued an order that every owner of such cafe needs to maintain a register of every visitor also about which websites did he go, what emails did he send? (LOL) So theoretically cyber cafe owner is supposed to check the id, driving license and all, but he won't because that'll ruin the business. So any one can come to any cyber cafe with a blank DVD or USB drive and download the choicest pirated movies, software's and games and walk away without any problem. Apart from this, Cyber cafes are also ideal places for unmarried couples to go and enjoy sex in those secluded small cabins, however sometimes the cafe owner makes a CCTV recording of it and sells it to mobile porn sellers.

Part-2: Offline or Physical Piracy

By having a single Copyrights act that covers everything from books, songs to movies.

Books & Piracy:

Photocopying the copyrighted book is regular phenomenon here. Since most college students can't afford to buy the legit copies of original authors, they buy the photo copied versions.

Music-Mobile, iPod etc.:

The mobile store owners keep a separate computer for the sole purpose of giving ringtones, full music tracks, movies and everything to customer. If user is a new mobile phone or iPod buyer, they'll install the choicest application-music-movies as per your requirement without additional charges. They even keep pre-loaded memory cards. So you've to only tell him "I'm a music guy" or "I'm a porn guy" and he'll give you appropriate memory card.

Sometimes they get caught, (not the buyer, but the store owner) but he can always bribe his way out.

Videos, Mp3:

There are special vendors with Hand-carts or Rickshaws, sit in the crowded markets. User can buy anything and everything under the sky from them. Be it the latest Hollywood movie to Video song. The prices are 10 Rs. to 20 Rs. That means for 1 dollar people can buy 4 DVD.

Movies-Bollywood:

A user can buy pirated copy for 20 Rs. so Indian movie producers got smart and now they start selling the legit copy for 24 Rs. after 6months of movie release and or sell the rights to cable channels like Sony India or Star India. Then he recovers all his money.

And those cable TVs recover their money by showing 1 hour ads in 2 hours' movie so their money is also recovered, so it's not like that Industry's people are losing their bread and butter due to piracy.

Same as above except that the legit copies are not available at all, because no one buys them anyway. If the user want to buy a legit copy then he has to go to big city like Mumbai, Every Hollywood movie available in small towns is pirated.

When the internet was absent, the master copies of pirated CDs generally came from Pakistan or Dubai. And there were Pirate Mafias controlling the business. Nowadays thanks to internet, direct movies are downloaded and distributed so any no objection in the neighborhood can be a pirated CD vendor.

Research Methodology:

For this paper researcher has used primary and secondary data. Primary data of the study is collected through survey method. The secondary data related to the proposed study is collected through various local and international journals, articles, web sites and published and unpublished thesis, reports, blogs, articles etc.

DATA COLLECTION AND ANALYSIS:

For the current study researcher has analyzed the data and made it easier to understand. To collect the data from the respondents researcher has designed questionnaire which consists of 12 questions. Questionnaire was made available online to the respondents through Google form. Further questionnaire was made accessible to the common people in Mumbai city for lawful data filling. The details of data collection and analysis done are as described in lower section of the paper.

COLLECTION OF THE DATA:

1. The study comprises the primary data which is collected through questionnaire, interview, and observation.
2. It involves use of secondary sources such as web and other research articles printed by various institutions and other journals and magazine.
3. It involves analysis and tabulation of data which is collected from customers is done by various means such as pie charts and by using these charts results are found.
4. The research paper involves the study of customer's perception.

PRIMARY DATA COLLECTION METHOD: -

In primary data collection, researcher has collected the data using methods such as interviews and questionnaires.

Also researcher has taken some personal interviews from some well-known actors/actress about piracy like Salman Khan, Ranbir, Priyanka Chopra, Boman Irani etc.

Primary Data:

Sample Size: 50

The data is collected from homes of common people through proper sampling.

Sample Unit: From relatives, friends living in nearby area

Sampling Instrument:

- Observation
- Personal Interview
- Telephonic Interview
- Internet feedback Sample area: Mumbai

SECONDARY DATA COLLECTION METHOD:

Secondary data is collected by common sources include censuses, surveys, organizational records and data collected through Newspapers, magazines, literature reviews, web sites, research articles, journals etc.

Research Findings:

Researcher has completed the survey by distributing questionnaire and in the continuation of analysis the researcher come out with following result of the study:

- 100% of the samples watch movies. Mostly people watch movies for entertainment as it's an important part of life to reduce the stress, tension of lives.
- Most of the people watch movies by buying CD/DVD, 45% of the people prefer watching movies by buying new CD/DVD, 16% of the total public prefer watching movies by downloading it directly from the internet, 25% of the total public prefer watching movies going to the theatre directly whenever the movies get released they watch movies in the theatre till the time the movie is available in the theatre, rest 14% of the total public prefer watching movies by other means through Television.
- Most of the people go to watch movies weekly. 56% of the total public goes to watch movies on a weekly basis. It means that they watch movie at least once in a week. Whenever the new movies get released, that is gets released on every Friday, and hence these people, who prefer watching movies on a weekly basis go to watch every Friday. There is another group of people who go to watch movies on a monthly basis. 38% of the total public prefers watching movies on a monthly basis. That is they go to watch movie every month. Next group of people is that group which prefers watching movies on a yearly basis. That is they go to watch movie once in a year. This is the least group with only 6%.

- Maximum number of the people prefers watching movies by buying pirated CD/DVD. Most of the people buy the pirated CD/DVD, 70% of the total public prefer watching movies by buying pirated CD/DVD. Rest 30% do not buy pirated CD/DVD.
- Out of the total public 66% public buy pirated CD/DVD from the footpath vendors, 17% public buy CD/DVD from the trains. And 17% people prefer buying from the other means of buying the CD/DVD that means from friends, or copying the movie in a CD/DVD from the computer.
- Most of the public prefer buying pirated CD/DVD because of the cheap rates of the pirated CD/DVD, There are 2 groups of people who prefer buying pirated CD/DVD due to 2 reasons, they are cheap rates and the availability of these CD/DVD. About 58% of the total public buys the pirated CD/DVD because this CD/DVD is available at very cheap rates as compared to the original CD/DVD. The rest 42% of the total public buy the pirated CD/DVD due to the reason of the availability of them. Pirated CD/DVD is available within 2-3 days after the release of the new movie in the theatre. People cannot afford to go to the theatre and therefore think that watching movie by this CD/DVD can be profitable as it is cheap, as well as available very soon.
- Most of the people think that the entire industry gets affected by piracy. 62% of the total public thinks that the entire industry gets affected. 20% of the total public thinks that producers are the one who get affected due to piracy. 14% of the total public thinks that Actors/Actresses are the only people who get affected due to piracy. 4% of the total public thinks that directors get affected due to piracy.
- Intellectual property means the talent of the Actor/Actresses that act in the movies. 86% of the total public thinks that yes the intellectual property does get damaged due to piracy. And only 14% of the total public think that no the intellectual property does not get damaged due to piracy. The answer is that actually the intellectual property does get affected due to piracy because the Actors/Actresses talented do not get the actual price.
- According to the findings, 44% out of the total public get influenced by their friends to buy the CD/DVD. 32% of the total public gets influenced by their surroundings. And 24% of the total public gets influenced due to their own perception.
- Maximum number of people is not satisfied by watching the pirated movies. About 70% of the total public does not get satisfied by watching pirated movies. The rest that is the 30% of the total public gets satisfied by watching the pirated movies.
- Maximum numbers of people do not find good quality of picture and sound in the pirated CD/DVD. Around 82% of the public do not find good quality of picture and sound in the

pirated CD/DVD. About of the total public 18% find good quality of picture and sound in the pirated CD/DVD.

- People who prefer buying original CD/DVD more as compared to those who want to buy the pirated CD/DVD. About 60% of the public would prefer to buy the original CD/DVD and the rest of the 40% prefer to buy pirated CD/DVD if they want to buy the new CD/DVD.

Conclusion:

This paper elaborates on what are the problems of piracy faced by Bollywood Industry. To find out some views about piracy researcher has taken interviews from some famous actors/actress and conducted survey, observations from received responses.

Movies are the word that most of the people look at when they need an entertainment. The movies in each district have their own importance. The movies are for entertainment and enjoyment purpose. The movies give people a kind of relaxation. Many of people feel that if they watch a movie with good theme it will be refreshment for them. The word which buzzes around mouth is movies. People sing songs, dance, and watch programs related movies only. Even the channels evolved with the movie programs only.

The only word which is killing the whole industry in terms of revenue, employment and creativity is "piracy". This is making the movie industry horrible. When to think of piracy there arises two options one is to watching the movie for free by one click, other one is thinking about the whole movie industry. But when user takes the positive note then everyone has to go with second option. Because a movie involves lot of creativity, investment in terms of money, work and time; apart from this the importance of creativity and ideas. Hence when people are watching the piracy movie it is killing their ideas. Because here they watch the movie for free this impacts on the revenue of movie industry.

This is not only making damage for the industry, but also hitting their life patterns too. They work very hard to meet user's expectations. But people watch the movie for free on internet. They download the songs for free. The music album consist lot of hard work from the whole music team. This involves lot of creativity. Every year this is damaging the industry.

References :

1. www.youtube.com/user/bollywoodpedia/about
2. <https://www.scribd.com/document/36536921/22371354-Management-Thesis-of-Customer-Perception-on-Pantaloon>

3. <https://www.scribd.com/document/40463278/Research-Methodology>
4. <https://www.saching.com/Articles/Piracy-is-Killing-the-Cine-Industry-Movie-Industry-954.html>
5. Telang, Rahul and Waldfogel, Joel, Piracy and New Product Creation: A Bollywood Story (August 6, 2014). Available at SSRN: <https://ssrn.com/abstract=2478755> or <http://dx.doi.org/10.2139/ssrn.2478755>
6. Tripathi, Dr & Tayal, Ritu & Arora, Pratibha. (2016). Impact of Piracy on Bollywood: Issues and Challenges Ahead. Adhyayan: A Journal of Management Sciences. 1. 10.21567/adhyayan.v1i1.10218.
7. Tilak, G., & Singh, D. (2019). A Study of represent of transgender community in media industry.
8. Tilak, G. (2020). Study of portrayal of male lead characters in Anurag kashyap films.