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978-1-107-06543-7 - Piracy in the Indian Film Industry: Copyright and Cultural Consonance

Arul George Scaria

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# Piracy in the Indian Film Industry

## Copyright and Cultural Consonance

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*At the centenary of the Indian cinema  
this book is dedicated to  
the creative artists in the Indian film industry  
who bring  
colour, melody and fragrance  
to the lives of millions!*

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## Preface

This book is an attempt to explore the question how copyright law works at the grassroots level in India. It specifically looks at the social, cultural, historical, legal and economic dimensions of copyright piracy in the Indian film industry with this objective. What makes this book unique is the primacy given to the perspectives of the people and the proposals for legal and policy changes. The bottom-up approach analysis of the working of copyright law illustrates how local factors influence copyright enforcement. This perspective is visibly absent in most of the current discussions on copyright enforcement. The book offers insightful empirical findings as it captures the complexity of perceptions regarding piracy. It also provides insights about the diversity of perspectives within Indian society, particularly between the urban and the rural sectors and between genders. Based on qualitative and quantitative findings, the book proposes a mix of positive and negative incentives to increase the voluntary compliance of copyright law in India.

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## List of Abbreviations

A.I.R. – All India Reporter

ACTA – Anti-Counterfeiting Trade Agreement

Art. – Article

BRIC – Brazil, Russia, India and China

Cardozo J. Int'l & Comp. L. – Cardozo Journal of International and Comparative Law

CD – Compact Disk

CPP – Comparative Purchasing Power

DTH – Direct to Home

DVD – Digital Versatile Disc

E.I.P.R. – European Intellectual Property Review

Edin.L.R. – Edinburgh Law Review

Edn – Edition

Eds – Editors

Ent.L.R. – Entertainment Law Review

FICCI – Federation of Indian Chambers of Commerce and Industry

Harv.L.Rev – Harvard Law Review

I.P.Q. – Intellectual Property Quarterly

ICC – International Chamber of Commerce

Intell.Prop.&Tech.L.J. – Intellectual Property & Technology Law Journal

IP – Intellectual Property

IPR – Intellectual Property Rights

IP Address/Location – Internet Protocol Address/Location

J.I.P.R. – Journal of Intellectual Property Rights

Law Libr. J. – Law Library Journal

MPA – Motion Picture Association

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MPAA – Motion Picture Association of America

N.C.L.Rev. – North Carolina Law Review

NGO – Non-Governmental Organization

SCC – Supreme Court Cases

Sec. – Section

SSRC – Social Science Research Council

TRIPS – Agreement on Trade-Related Aspects of Intellectual Property Rights

USGAO – United States Government Accountability Office

USIBC – United States–India Business Council

VCD – Video Compact Disc

VCR – Video Cassette Recorder

WIPO – World Intellectual Property Organization

WTO – World Trade Organization

Yale L. J. – Yale Law Journal