



NEWS RELEASE

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ILLEGAL SOFTWARE USE IS UP 1% IN SOUTH AFRICA

South Africa – Piracy of software on personal computers (PC) in South Africa rose 1% percentage point from 2007 to 2008, while half of the 110 countries studied saw piracy rates drop and only 15% increased. Industry losses, due to software piracy, in South Africa rose to R3.1 Billion in 2008.

These are among the findings of the sixth annual global PC software piracy study released today by the Business Software Alliance (BSA), an international association representing the global software industry. The study covers 110 countries and was conducted independently by IDC, the information technology (IT) industry's leading global market research and forecasting firm.

"This report demonstrates that we have more work to do in South Africa to further reduce software piracy," said Alastair de Wet, South Africa BSA committee chair. "In these uncertain economic times it is vital that companies do not skip corners and use unlicensed software, as this would increase the detrimental impact on those businesses, consumers as well as the local and global economy."

The software piracy rate in South Africa had been dropping consistently for the past four years since 2004 where it peaked at 37%. However last year it increased to 35% from 34% in 2007.

The BSA runs marketing and public relations campaigns to increase awareness about software piracy and highlight the risks to businesses and their reputation of non-compliance.

Next month the BSA will also be running an email-based initiative aimed directly at organisations and their key business, governance, and IT decision makers. de Wet explains: “Our goal with the email campaign is to give organisations the opportunity to take control and effectively manage their software assets. We are aiming to support organisations who would like help in their licensing needs, rather than waiting for BSA’s legal team to come knocking on their doors.”

Software piracy affects much more than just industry revenues. An IDC study released in January 2008 found that reducing software piracy could generate hundreds of thousands of new jobs, and billions of dollars in economic growth, while increasing tax revenues to support local programs and services. Reducing the software piracy rate in South Africa by 10 percentage points would have a “multiplier effect” and increase those economic benefits, generating 1200 additional jobs, R480 million in tax revenues and R6 billion in spending in the local IT sector over the next four years.

Other key findings from the study:

- Among the 110 countries studied, PC software piracy dropped in fifty-seven countries, stayed the same in thirty-six and increased in only sixteen. However, because the worldwide PC market grew fastest in high-piracy countries, the worldwide piracy rate increased by three percentage points to 41% in 2008.
- In the Middle East and Africa region, the highest-piracy countries were Zimbabwe 92%, Yemen 89%, and Lybia 87%. Among the lowest-piracy countries were Israel 32%, South Africa 35%, and the UAE 36%. Russia has made the most progress, with a one-year drop of five points to 68 percent and a six-year drop of 19 points.
- While emerging economies account for 45 percent of the global PC hardware market, they account for less than 20 percent of the PC software market. If the emerging economies’ PC software share were the same as it is for PC hardware, the software market would grow by \$40 billion a year. Also, lowering global piracy by just one point a year would add \$20 billion in stimulus to the IT industry.
- Spreading Internet access will increase the supply of pirated software. Over the next five years, 460 million people in emerging countries will come online. The growth will be highest among consumers and small businesses, which tend to have higher rates of piracy than businesses and government agencies.

The global economic recession is having a mixed impact on software piracy, the study says. John Gantz, Chief Research officer at IDC, notes that consumers with reduced spending power may hold on to computers longer, which would tend to increase piracy because older computers are more likely to have unlicensed software loaded on them. However, pocketbook pressures are spurring sales of inexpensive 'netbooks', which tend to come with legitimate pre-loaded software, and business use of software asset management (SAM) programs to lower IT costs.

"In any case, the cost of software is only one factor driving software piracy," Gantz says. "The economic crisis will have an impact, part of it negative, part of it positive, but it will be one of many factors and it may not become fully apparent until the 2009 figures come in."

BSA advocates a five-point 'blueprint' for reducing software piracy and reaping the economic benefits:

- Increase public education and awareness of the value of intellectual property and the risks of using unlicensed software;
- Update national copyright laws to implement World Intellectual Property Organisation (WIPO) obligations in order to enable better and more effective enforcement against digital and online piracy;
- Create strong enforcement mechanisms as required by the WTO Trade-Related Aspects of Intellectual Property Rights Agreement (TRIPS), including tough anti-piracy laws;
- Dedicate significant government resources to the problem, including national IP enforcement units, cross-border cooperation, and training for local officers and judiciary officials; and
- Lead by example by implementing software management policies and requiring the public sector to use only legitimate software.

The study covers 110 countries and was conducted independently by IDC, the information technology (IT) industry's leading global market research and forecasting firm. It covers piracy of all packaged software that run on personal computers, including desktops, laptops, and ultra-portables. The study does not include other types of software such as server- or mainframe-based software. IDC used proprietary statistics for software and hardware shipments and enlisted IDC analysts in more than sixty countries to confirm software piracy trends.

For more details or a copy of the complete study, visit www.bsa.org/globalstudy.

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About BSA

The Business Software Alliance (www.bsa.org) is the foremost organization dedicated to promoting a safe and legal digital world. BSA is the voice of the world's commercial software industry and its hardware partners before governments and in the international marketplace. Its members represent one of the fastest growing industries in the world. BSA programs foster technology innovation through education and policy initiatives that promote copyright protection, cyber security, trade and e-commerce. BSA members include Adobe, Apple, Autodesk, Bentley Systems, CA, Cisco Systems, Corel, CyberLink, Dassault Systèmes SolidWorks Corporation, Dell, Embarcadero, HP, IBM, Intel, Intuit, McAfee, Microsoft, Minitab, Quark, Quest Software, Rosetta Stone, SAP, Siemens, Sybase, Symantec, and The MathWorks.

About IDC

IDC is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. IDC helps IT professionals, business executives, and the investment community makes fact-based decisions on technology purchases and business strategy. More than 1,000 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For more than 45 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting www.idc.com.