

РАЗДЕЛ VI. ЗАМЕТКИ

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INTERNET PIRACY: NEGATIVE IMPACT ON THE ECONOMY

(SPbGUEF, St. Petersburg)

Economic effects of piracy. In 2009 the global piracy rate for PC software was 43 percent. It means that 4 out of 10 software programs installed on PCs were pirated. These pirated versions harm the original producers, damages being at \$51 billion.

On average, for every dollar of software sold on a market, another 4 dollars of revenue is generated for local service and distribution firms.

A lot of people, who are not directly involved in producing software, still depend on it. When we buy licensed software we boost the IT sector of the economy. When we download programs for free, all of them do not get their salaries, investors do not get return on investment, and the firms incur losses or even go bankrupt.

Lowering piracy by 10 percentage points per country all over the world in four years would deliver: **500,000 new high-tech jobs, \$142 billion in new spending, \$32 billion in new tax revenues.**

For the Russian Federation: 6,000 new IT jobs, \$4 billion in new economic activity, \$317 million in new tax revenues.

Impact of the 2008-09 financial crisis. Financial crisis has both raised and lowered the piracy level. On the one hand, people started saving their money and buying fewer licenses, so the piracy rate went up. But on the other hand, the growing market of cheap netbooks with legitimate software preinstalled, decreased the piracy level.

How to reduce piracy level. There are two most significant actions that should be taken. The first one is education. No strict laws will help because people do not consider piracy a crime. We need to realize that what we are doing is wrong.

And the second thing is distribution network. The problem is there are too many steps you need to take, when you want to buy a program. I am sure, that the right distribution models will help. A great example is Apple Corporation with their iTunes which made a revolution in music industry, and Appstore which made the same thing in mobile applications market. We can really do something about the Internet Piracy.

Газуль С.М.

БИЗНЕС И ОБЛАКА

(СПбГУЭФ, Санкт-Петербург)

Облачные вычисления – новый стиль оказания информационных услуг. В своей работе я рассмотрел, как бизнес может использовать облачные вычисления. Остановился на технических аспектах платформы для облачных вычисле-