

## Unit 12.2 Digital media copyright

Books photocopied. Novels adapted. Literatures plagiarized.

Besides songs and videos, users often downloaded electronic books and software FOC. Examples of web applications that someone can use to download songs and videos are LimeWire, Ares Galaxy and Youtube Downloader.

According to a statistic, China, Colombia and Russia are the top 3 countries in the world for online piracy. So? Where Malaysia sits? Interestingly, Malaysia is at number 4.

Surprisingly, 70% of the Internet users said, there is nothing wrong with online piracy!

Alright, let us go back to our main topic.

So, what is copyright? Any of you could give me the definition?

Copyright is a legal protection to guard the original creator or author.

In the recent couple of years, cases of copyright infringement, in Malaysia is in the alarming stage.

The question is why? Even though copyright has been granted protection by law under the Malaysian Copyright Act 1987.

The main reason that leads to this issue is that the awareness of copyright is still in a low level.

Copyright Act 1987 came into force with crystal clear purpose. It protects any creative work in various form.

According to Intellectual Property Corporation of Malaysia (MyIPO), works eligible for protection are;

- literary works
- musical work
- artistic works
- films
- sound recordings
- broadcasts

- derivative works

Moreover, copyright is also a moral issue. Taking someone else's work without permission of course, is an act of immorality.

So, from now on, respect the owner of the original work. Ask permission. it is prudent to respect the copyrights as well as the respective owners.

The bottom line is downloading books, novels, literature, songs and videos is a clear copyright infringement, it is indeed a serious digital crime.

In summary, copyright issues such as protection of intellectual property, in forms of creative expression through multimedia production, poses challenges for multimedia developers.