Reducing software piracy stimulates spending throughout the economy—and the faster software theft is addressed, the greater the benefit.

55% percent of software installed on personal computers (PC) in Colombia last year was pirated, representing a commercial value of US$ 244 million. Yet the ripple effects of this theft go beyond the software publishing industry, depriving local distributors and service providers of spending that creates jobs and generates new tax revenues.

Reducing software piracy has the reverse effect, sending ripples of stimulus though the information technology (IT) sector and broader economy. This study, “The Economic Benefits of Reducing Software Piracy,” produced by IDC and BSA, documents the economic impact of reducing PC software piracy in Colombia:

- Reducing the PC software piracy rate in Colombia by 10 percentage points in four years would deliver: US$ 452 million in new economic activity; 1,449 new IT jobs; and US$ 74 million in additional tax revenues by 2013.

- Front-loading the benefits by reducing software piracy 10 points in the first two years of the same four-year period compounds the economic benefits by 34 percent, delivering: US$ 608 million in new economic activity and US$100 million in new tax revenues to support essential local services.

The findings show that concerted action to reduce software piracy in Colombia should be a priority — sooner rather than later.

**Economic Impact of Reducing PC Software Piracy in Colombia (2010-2013)**

<table>
<thead>
<tr>
<th></th>
<th>New Jobs</th>
<th>Added GDP(M)</th>
<th>New Tax Revenues (M)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 point drop in 4 years</td>
<td>1,449</td>
<td>US$452</td>
<td>US$74</td>
</tr>
<tr>
<td>10 point drop in the first 2 of 4 years</td>
<td></td>
<td>US$608</td>
<td>US$100</td>
</tr>
<tr>
<td>Rapid-reduction dividend</td>
<td>--</td>
<td>34%</td>
<td>34%</td>
</tr>
</tbody>
</table>
The Big Picture: Software & the Colombian Economy

The IT sector already is a major contributor to the Colombian economy.

In 2009:
- The IT industry supported **49,064 highly skilled, high-paying jobs** in Colombia
- IT companies and their employees paid more than **US$ 3,697 million** in taxes

Just as IT helps drive the economy, software drives IT. Spending on software has a ripple effect on the broader IT industry because selling, servicing and supporting software creates downstream economic activity.

![Economic Benefits of Reducing Software Piracy are Local](image)

Because of software’s unique role as a revenue generator for local service and distribution companies, most of the benefits of reducing software piracy remain in the country. In Colombia, IDC finds that **78% percent of the added GDP from a four-year, 10-point drop in piracy would remain in the market.**

BSA Blueprint for Reducing Software Piracy

Reducing software piracy is a proven way for governments to stimulate the economy. BSA’s blueprint for reducing software piracy involves five key steps:

- Increase public education about the value of intellectual property (IP) and the business value of software asset management (SAM) to manage software licenses
- Implement the World Intellectual Property Organization’s Copyright Treaty to create an effective legislative environment for copyright protection, online and offline.
- Create strong and workable IP enforcement mechanisms, as required by the World Trade Organization’s Trade-Related Aspects of Intellectual Property Rights Agreement, and provide for vigorous enforcement of misappropriation and infringement of new software innovations, such as cloud computing technologies.
• Strengthen enforcement with dedicated resources, including specialized IP enforcement units, and improve cross-border cooperation among law enforcement agencies.
• Lead by example through active SAM policies, and promote the use of legal software by government agencies, state-owned enterprises, contractors and suppliers

About the Study

“The Economic Benefits of Reducing Software Piracy” quantifies the economic impact of reducing PC software piracy in 42 countries representing 93 percent of the packaged software market. For more information and a description of the study methodology, see the full report at www.bsa.org/piracyimpact.