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

The IT sector already is a major contributor to the national economy. In 2009, the IT industry supported 167,961 highly skilled, high-paying jobs and IT companies and their employees paid US$ 5,758 million in taxes.

Revenues could have been higher as the software industry suffered a commercial loss of US$ 1,056 million after registering a 60% use of illegal software.

The software industry participation in the IT sector has a ripple effect that contributes a high value to the local economies. It generates new income through service use and distribution, impacting on the creation of new jobs and generating more taxes. Therefore, the reduction of illegal software use greatly benefits local economies.

This study, “The Economic Benefits of Reducing Software Piracy,” produced by IDC and BSA in 42 countries, documents the economic impact of reducing PC software piracy in Mexico by 10 percentage points in the next 2 and 4 years, and warns that the faster these rates are reduced, the higher the revenue margins for the local economy.

- By reducing the PC software piracy rate in Mexico by 10 percentage points in the next two years, this industry market value would reach US$ 3,124 million. Tax collection on account of new taxes would be of US$ 513 million, and it would generate 6,189 new IT jobs.
- Achieving this goal for the next 4 years would deliver $ 2,337 million in industry revenues, and US$ 384 million in new tax revenues.

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

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<th>Point drop in 2 years</th>
<th>Point drop in 4 years</th>
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<tr>
<td>Mexico</td>
<td>60%</td>
<td>6,189</td>
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The software industry is a wealth trigger impacting on factors like productivity and innovation. In Mexico, fast changes can be generated to recover its development rate provided the Mexican population contributes against the use of illegal software.

**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.