

# Pirating not to blame when terrible movies walk box-office plank



KEVIN  
CHARLTON

Chalk up another group that's pulling media piracy figures out of its ass: this time, it's the good old RCMP that's getting ready to put an end to pirating with their digital nooses.

In attempts to get anti-piracy laws passed, groups lobbying on Parliament Hill have been trumpeting a figure of a \$20-\$30-billion annual loss as a result of pirating. This is also the figure used by the Industry Committee on its final report. However, last week, the police force admitted where the figures actually came from: open-source documents found on the Internet. So basically, the Mounties looked on Wikipedia for their numbers.

When businesses are stooping this low to try and prevent piracy, we need

to take a serious look at whether or not it's even causing any damage to the market. If you look at the 50 top-grossing movies of all time, almost half of them have been made after piracy took off. Sure some movies fail, but that happened before the Internet and digital bootlegging started. It's not like every movie ever made before the year 2000 was a complete success—remember *Waterworld*?

We shouldn't be allowing the industry and our own government to be restricting the fair use of the media we purchase with laws lobbied using both false statistics and information. If they can prove that the Canadian media industry is losing \$30 billion each year due to piracy, then by all means get these laws in place. They obviously think that these laws are going to make them more money by being more restrictive, but their logic is insane. If consumers are having to buy three copies of the same media—one for their iPod, one for their computer, and one for their home theatre system—they're just going to get pissed off.

If they want to make more money,



CONAL PIERSE

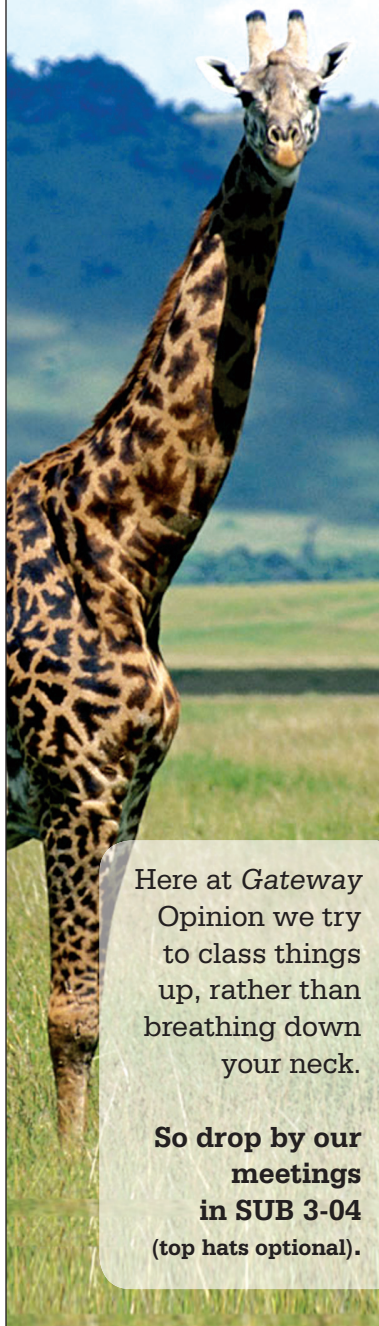
they need to start thinking of new ways of getting people to use their product. When you have to spend \$15 per person to go to the theatre, it feels like you're being ripped off. To go to two movies a month for a year would cost you \$360—that's a hell of a lot of money that could be spent other places.

Personally I've started going to see more movies and buying more music since bootlegged copies have become

readily available. It's easier to follow up on actors' older movies and find directors that you like when you can watch all ten or 20 of the movies they've done without having to sell a kidney in order to afford it. And more often than not, you don't want to watch a shitty, cam-corded rip of a film on your 17-inch monitor, and you end up going to the theatre with your friends because you know that it's going to be awesome.

The industry needs to stop trying to earn more money off what it already has by throwing out made-up statistics in order to get new laws passed, and instead try to make people want their product by creating something stimulating for consumers. We don't like being screwed around, so if you keep churning out the same mindless dribble, we'll keep keep flying the skull and crossbones.

Some people would like to put pants on this giraffe. I'm more concerned with its lack of a tie.



Here at Gateway Opinion we try to class things up, rather than breathing down your neck.

So drop by our meetings in SUB 3-04 (top hats optional).

## GATEWAY OPINION

Drinking champagne and wearing monacles since 1910

# WIN YOUR TUITION FROM

\$0.00



**PURCHASE A MUCHMUSIC PREPAID MASTERCARD®  
BY OCTOBER 15th FOR YOUR CHANCE TO WIN \$5,000**

It looks like a credit card but it's not. Just load it up with cash and shop anywhere MasterCard® is accepted.

**Get it today. Go to [muchmusic.com](http://muchmusic.com)**



The MuchMusic Prepaid MasterCard is issued by GE Money pursuant to a license by MasterCard International Incorporated. ©MuchMusic and the Much family of trademarks are owned by CTV Limited, used under license. The MuchMusic Prepaid MasterCard® is made possible by Mint. The MasterCard Brand Mark is a registered trademark of MasterCard International Incorporated. No purchase necessary. Contest starts at 12:00 a.m. ET on Sunday, September 16, 2007 and closes at 11:59 p.m. ET on Monday, October 15, 2007. Complete contest rules and regulations available at [www.muchmusiccard.com](http://www.muchmusiccard.com). Open to legal residents of Canada (excluding all residents of the province of Quebec) who are sixteen (16) years of age or older and are registered as a full or part-time university or college student for the 2007/2008 academic year. Must correctly answer, unaided, a mathematical skill testing question to be declared a winner. Approximate retail value of the Grand Prize is Five Thousand Dollars (\$5,000.00) Cdn. The odds of winning a Prize will depend upon the total number of eligible entries received during the Contest Period.