

THE INTENSIVE THREAT OF PIRATED VCDs TOWARDS THE SALES OF LEGITIMATED VCD MARKET

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ABSTRACT

A research on 'The Intensive Threat of Pirated VCDs towards the Sales of Legitimated VCD Market' has been carried out to have a depth and thoroughly study on the competitive advantage of pirated VCD as well as the future prospect of legitimated VCD in the market. In order to identify the macro environment factors that may have influences on the VCD current and future market, PEST analysis is used for the analysis of the research findings. As the pirated VCDs' pricing is believed to be one of the dominating factors that enables the pirated VCD to invade a wide market in the entertainment industry, theory of price elasticity of demand is used to measure the responsiveness of both types of VCDs to a change in their market price respectively especially during Malaysia economic recession in 1997. In addition, a study on Malaysia Copyright Arts has also been carried out to have a better understand of Malaysia enforcements for the VCD piracy eradication.

Hopefully after carrying out this study, a more vivid view of the current VCD market and the impacts caused by the VCD piracy towards the country economic development can be obtained. VCD piracy can only be eradicated through co-operation from various parties, especially the government associations, industries as well as consumers, themselves. The efforts taken today will very much benefit our country economic development in the future. Hopefully before the year 2020, optical disc piracy can be eradicated and Malaysia can become a well-developed country to achieve its Vision 2020!