

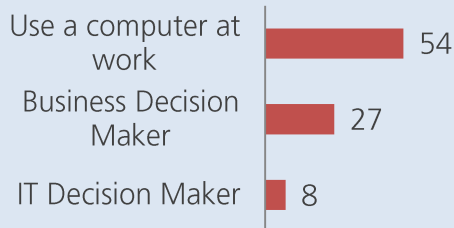
# 2010 BSA Global Software Piracy Study

## Thailand Support for Intellectual Property Rights

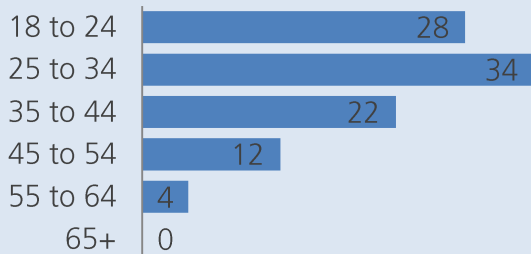
### Survey Details

- All respondents installed software in the last year
- 54% use a computer at work
- Gender break 49/51 male/female
- Survey conducted face to face Jan 20- Feb 23, 2011

### Work use



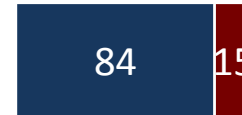
### Age of Respondents



### Support for IPR

- Thai respondents show very strong support for innovators and intellectual property rights.
  - 84% say innovators should be rewarded vs. the global average of 71%. Likewise 85% say intellectual property rewards creativity vs. 73% globally.
  - Most also say IP promotes local jobs (80% vs. 61% globally) and IP benefits local economies (75% vs. 59% globally).

Inventors should be rewarded vs. Benefits should flow to society



Intellectual property rights creates jobs vs. IPR too expensive



Intellectual property rights benefits local econ vs. IPR helps Multi-Nationals



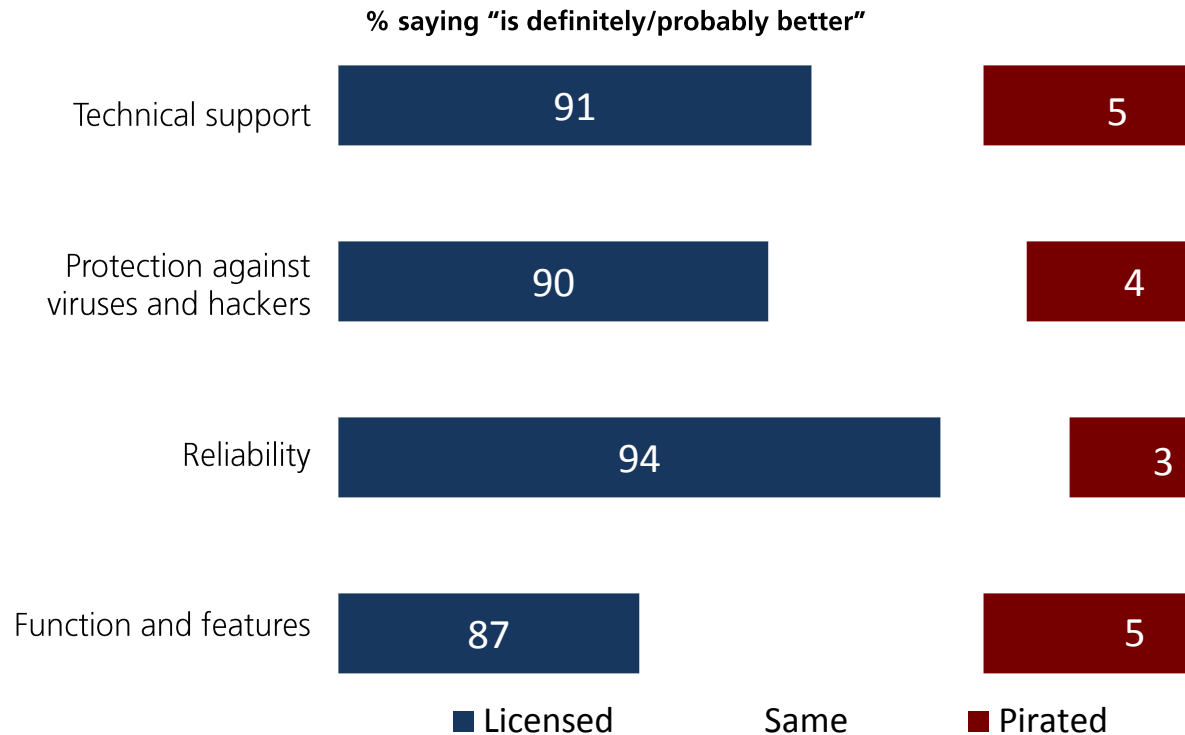
■ Pro-IP      DK/NS      ■ Anti-IP

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## Thailand Preference for Licensed Software

### Licensed vs. Pirated Software

- There is also a broad acknowledgement that licensed software is superior to unlicensed software.
  - Thai consumers believe that the reliability of licensed software (94% vs. 81% global) is the biggest advantage licensed has over unlicensed.



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## Thailand Awareness of Software Acquisition Channels

### Channel Legality

- Thai consumers show significant uncertainty over what are legal vs. illegal ways to acquire software.
  - More than half of Thai respondents say that all forms of software acquisition are legal – including software “loaned” by friends (49% vs. 39% globally) and peer-to-peer networks (63% vs. 36% globally)
  - Thai consumers do recognize that software on street markets is usually not legal (15% legal vs. 26% globally).
  - According to Thai respondents, “shared” software is the most common form of piracy in Thailand.

