



Bollywood applauds state move to curb piracy

Bharati Dubey | TNN

Mumbai: Piracy has been eating into the movie business for too long. I will be happy to see this law implemented at the earliest," says producer-director Rakesh Roshan, adding that in Tamil Nadu, no DVD of a film is available within the first six months of its release.

Moserbaer, one of the biggest DVD companies in the country, loses about Rs 500 crore annually to piracy. Says CEO Harish Dayani, "The film industry loses Rs 2,000 crore annually to piracy. 20% of that is lost in Maharashtra. This decision is welcome, but my only concern is its implementation. If this is not done properly, it will have great impact on an industry already reeling under a revenue crisis." His concern is shared by Mahesh Bhatt. "I applaud the noble intentions of the government, but do we have the police force and the political will to engage with this menace till we root it out? The answer is no," he says.

While digital cinema has managed to bring back about 30% of the revenue lost to piracy, camera prints still manage to be copied and distributed. Explains Sanjay Gaikwad, CEO of UFO movies, "We have been trying to combat piracy through technology, but a lot more needs to be done. I'm happy this law is being introduced."

Filmmaker Karan Johar also lauded the government move. "Piracy has been sucking the energy from the movie-making community for too long. Strict and immediate action should be taken and followed up continuously."

Industry sources say video piracy came to Bollywood with the advent of VHS in India in the '80s. With digital cinema coming to India in the late '90s, VCD piracy became rampant.