

Public Lecture

Public Lecture on “Piracy and the Legitimate Demand for Recorded Music” 23 October 2003 (Thursday) from 3:00 – 4:00 p.m.

Speakers: Mr Ivan Png
Vice Provost for Graduate and Undergraduate
Education, National University of Singapore

Mr Hui Kai-lung
Assistant Professor in the Department of Information
Systems, National University of Singapore

(An abstract and their biographies are attached for your
reference)

Date: 23 October 2003 (Thursday)

Time: 3:00 – 4:30 p.m.

Venue: Intellectual Property Department
IPD Function Room (Room 2501)
25/F, Wu Chung House
213 Queen’s Road East
Wanchai
Hong Kong

There will be no charge for attendance at the lecture. Maximum attendance is 80 persons and places will be allocated on a first-come-first-served basis. If you are interested in the lecture, please return the proforma by fax to Ms Teresa Li on or before 17 October 2003. A confirmation will be sent to you if seat is available.

Piracy and the Legitimate Demand for Recorded Music

Kai Lung HUI
I. P. L. PNG*

September 2003

Abstract

Publishers of computer software and music claimed losses of nearly \$17.6 billion to piracy in 2002. Theoretically, however, piracy may raise legitimate demand through positive demand-side externalities, sampling, and sharing. Accordingly, the actual impact of piracy on the legitimate demand is an empirical issue. Addressing this issue in the context of recorded music, we develop and test hypotheses from theoretical models of end-user and re-seller piracy on international panel data for music CDs. Empirically, we find that the demand for music CDs decreased with piracy, suggesting that “theft” outweighed the “positive” effects of piracy. However, the impact of piracy on CD sales was considerably smaller than industry estimates.

Speaker Biographies

Kai-Lung Hui (lung@comp.nus.edu.sg) is an assistant professor in the Department of Information Systems at the National University of Singapore. He received his Ph.D. in Information Systems from the Hong Kong University of Science and Technology. His research interests include copyright of intellectual property, Internet information privacy, branding, and product line design. He has papers published in *American Economic Review: Papers and Proceedings*, *IEEE Transactions on Engineering Management*, and *Journal of Management Information Systems*, among others.

Ivan Png (ipng@comp.nus.edu.sg) is Vice Provost for Graduate and Undergraduate Education at the National University of Singapore (NUS). Concurrently, he is the Kwan Im Thong Hood Cho Temple Professor in the School of Computing and Professor of Business Policy in the School of Business. Previously, Dr Png was with the Anderson School, University of California, Los Angeles (Assistant Professor 1985-90, Associate Professor 1990-95, Professor 1995-96) and the Hong Kong University of Science & Technology (Visiting Reader 1993-95, Visiting Professor 1995-96). He has advised clients including PT Sinar Mas Tunggal, DBS Land, Singapore Telecommunications, and the Hong Kong and China Gas Company.

Reply Slip

To: Ms Teresa Li
Intellectual Property Department
[Fax: 28386276]

Lecture by
Messrs Ivan Png and Hui Kai-lung
of the National University of Singapore
on 23 October 2003 from 3:00 – 4:30 p.m.

Please reserve a seat for me at the lecture.

Name (in English):	
Post:	
Company Name:	
Tel. No.:	
Fax No.:	
Email address:	
Date:	