



Are You Sure You Are Controlling Usage Of Your Software Without Impacting Your Honest Customers?

Dear Jeff,

Even if you think the answer to that question is "yes" because you use a DRM/software protection system, it is highly probable that system is having a negative effect on your honest customers. Why? See the new version of our white paper "[Is Anti-Piracy/DRM the Cure or the Disease for PC Games?](#)" for full details.

"Only customers hate DRM, pirates remove it" - this is how one developer summed up the current state of software protection from piracy. In summary, the current state of anti-piracy in the PC game industry is:

- 1. Many continue to debate whether piracy of digital content equals lost sales** but the real question to ask is how much of piracy would turn into sales if piracy were prevented. Given piracy rates for certain games and software, the proportion does not need to be large before the impact is significant to publishers and developers. For example, describing the PC game market as "the most intensely pirated market ever," Crytek CEO Cevat Yerli's assessment is, "for one sale there are 15 to 20 pirates and pirate versions." AutoDesk has publicly stated similar numbers for AutoCAD. If only 1 of every 10 illegal copies turn into sales, revenues would double.
- 2. DRM has reduced some types of illegal copying but has largely failed to protect vendors' legitimate rights because they are rapidly cracked.** If it is extremely easy to circumvent the

Are you losing revenue to software piracy?

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CEO Byteshield

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- [Business Week](#)

protection, many amateurs will do it. If the protection is more challenging, some people will not be able to get around the DRM and some of these will actually purchase the game/software, rather than find it on a torrent site. While virtually all DRM solutions have been cracked, the piracy problem may well have been even larger if all games/software had been distributed unprotected.

3. **DRM has contributed to destroyed customer relationships and trust** by impinging, inconveniencing and even impugning honest customers.

4. **Annoyed and hostile gamers publicly vent their outrage and fury on game suppliers and DRM suppliers** via portals, blogs and message boards.

5. **Impacting honest users tends to shift their sympathy towards the pirates** rather than the developers and publishers. In effect, onerous DRM legitimizes piracy - because with pirated copies you avoid the hassles DRM imposes. We have heard of honest users using a cracked version because it is easier to run but purchasing a legitimate copy that is kept unopened in order to be an 'honest' user.

But Byteshield now changes this situation by significantly improving both your usage control and your honest users experience without impacting your development team:

"ByteShield elates the end-users by making the license completely portable and independent of the delivery medium. ByteShield is in essence invisible - an honest end-user with auto login turned on will never notice ByteShield" Fredrik Wester, Executive VP, GamersGate.

Want to know more - even try out Byteshield for free? Call us today at +1 415 420 6636

Best regards
Jan Samzelius
CEO, ByteShield, www.ByteShield.net

PS Want to try it for free? Take advantage of the special offer below to protect your full feature trial versions for free.

[Piracy Is Big Business](#)

- [BSA/IDC, Global Piracy Study 2007](#)

"...a new technology that may soon be known as the holy grail of computing...that actually prevents crackers from stealing software..."
- Marc Levenson, Host Tech Closeup

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