

FUNDAMENTAL OF MULTIMEDIA PROFESIONAL ETHICS

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Assignment



- **Expected Outcomes**

- In this chapter, Student will discussed what are the ethical concerns to the multimedia projects?
 - Should multimedia be protected by patents or copyright?
 - What constitutes "fair use" of copyrighted material that can be incorporated into an educations multimedia?
 - Are there ethical concerns and considerations that need to be aware of privacy and confidentiality issues?

- **References**

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Copyright Law in Malaysia: Does the Balance Hold?[*]

Khaw Lake Tee[**]

Concluding Remarks

to take a very simplistic view of the copyright landscape in Malaysia, we could be forgiven for summarising the balance of music and films, and software; and that copyright law basically deals with criminal activities. We also know that, indeed, copyright owners may feel, given the proliferation of pirated products, the balance is heavily tilted in their favour. Indeed, copyright owners may feel, given the proliferation of pirated products, the balance is heavily tilted in their favour. Indeed, copyright owners may feel, given the proliferation of pirated products, the balance is heavily tilted in their favour.

story from the time of its statutory embodiment in the form of the English Statute of Anne of 1709, to the present day. The principal of which are those of the authors, their competitors, and the users of the works. It was an Act for the encouragement of learning, by vesting the copies of printed books in the authors, and extending the duration thereof. The balance can be viewed from several perspectives. One is based on the notion of fairness, that the author or creator, and by extension the entrepreneurs, should be given sufficient incentive to create works, in the case of entrepreneurs. The third is based on the notion of incentive, that in order to encourage the creation of works, authors and those who exploit creative works must be given sufficient incentive.

INTERNET LAW - Malaysia Cracks Down on Software Piracy

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As Malaysian government officials reinforce their aim to curb piracy, another recent incident proved their genuineness. Although the battle to combat piracy to protect intellectual property is a difficult one, Malaysia is on the right track. Fourteen machines worth RM42 million (US \$13 million) that manufactured pirated disc copies were seized and destroyed just recently.

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Machines producing illegal Disc Copies



As Malaysian government officials reinforce their aim to curb piracy, another recent incident proved their genuineness. Although the battle to combat piracy to protect intellectual property is a difficult one, Malaysia is on the right track. Fourteen machines worth RM42 million (US \$13 million) that manufactured pirated disc copies were seized and destroyed just recently.

In a gesture of defiance like no other, the Minister for Domestic Trade and Consumer Affairs, Shafie Apdal, used a crane with an attached metal crusher to destroy the machines. This, like all other actions carried out by Malaysian officials, is a warning to the organizations that produce pirated DVDs and CDs that they are being watched and will be found.

Minister Apdal mentioned to reporters in Southern Negeri Sembilan state that the demolition of the seized machines was to protect the interests of copyright owners, and also to make sure that the resources and resulting profits were not used for unscrupulous activities. Nor Hayati Yahaya, the country manager for the Motion Picture Association, was equally impressed with this action and told reporters that not only did the destruction of the machines send out a hard-

Asia's software piracy losses RM1.46b

By May 11 — Malaysia's software piracy last year rose 7 percentage point to 58 per cent but the percentage of losses from pirated software rose to US\$453 million, the Business Software Alliance

International Data Corporation (IDC), the Asia-Pacific region with the highest dollar losses from piracy.

Luxembourg continued to hold the lowest piracy rates

Discuss on ethical issues arise in Multimedia Works in Malaysia



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