



University of Venda

Contemporary perceptions of music piracy in South Africa

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### *Abstract*

*The aim of this study was to collect and critically analyse the perceptions of music piracy in South Africa, with particular focus on compact disc (CD) music piracy, internet music piracy and retail music piracy. The socio-economic framework was enlisted with empirical research approach leaning towards the qualitative research method. But because of the statistical data which seemed worthy of consideration, a minimal quantitative analysis strategy was utilized. Interviews and focus group discussions were the main modes of data gathering, with the text analysis method at the core of the study. Due to the sensitivity of the subject, ethical considerations were adhered to. Through the findings of this study, factors such as employment and illiteracy emanated as major reasons that drive people to commit music piracy. The current scarcity of employment in South Africa has left people with no options but to partake in music piracy. Illiteracy, much as it spares music piracy as a large number of people are not able to operate the internet for illegal downloading of music, a certain percentage still turn to pirating music for sustenance. Also, a substantial number of illegal immigrants, seeking jobs in South Africa, add to the statistics of music infringement.*

**Keywords:** perceptions, CD music piracy, internet music piracy, retail music piracy, music industry, South Africa, socio-economic