



# Stanford eCorner

## Content Piracy

Gale Anne Hurd, *Film and Television Producer*

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Video URL: <http://ecorner.stanford.edu/videos/2948/Content-Piracy>

Film and television producer Gale Anne Hurd offers a candid and direct response to an audience question regarding her feelings around online piracy and the illegal distribution of content.



### Transcript

How would you feel about someone stealing your stuff? I mean it's expensive, I'm still waiting for people to tell me how illegal downloads can enable content creators to continue to create content. If you look at a film like, like Avengers, let's say it cost \$200 million. If everyone is pirating it, where does the revenue stream come from? And you know, look at Apple, Apple gets money from everything. Everyone seems happy to download from iTunes and yet somehow it's evil if it's a film or if it's a television program. But you can't have products that are given away for free. All of you in this room want to create something that people want to buy. And those of us in the film or TV industry are the very same way. We can't continue to do what we do if people won't pay for it.