



Piracy and Its Regulation: Filipino's Historical Response to Globalization

Media Piracy and Intellectual
Property in Southeast Asia

Piracy

- “Robbery committed at sea”
- Sea piracy tripled, half in Indonesian waters
- Shipping lanes servicing 50,000 commercial ships
- Seaborne piracy loss US\$13-16 billion
- Media piracy loss \$30-250 billion



Pirates

- Rampant piracy → second-nature
- Thesis: piracy as form of wanting to become middle-class in contemporary Philippine society
- Middle class → precarious position



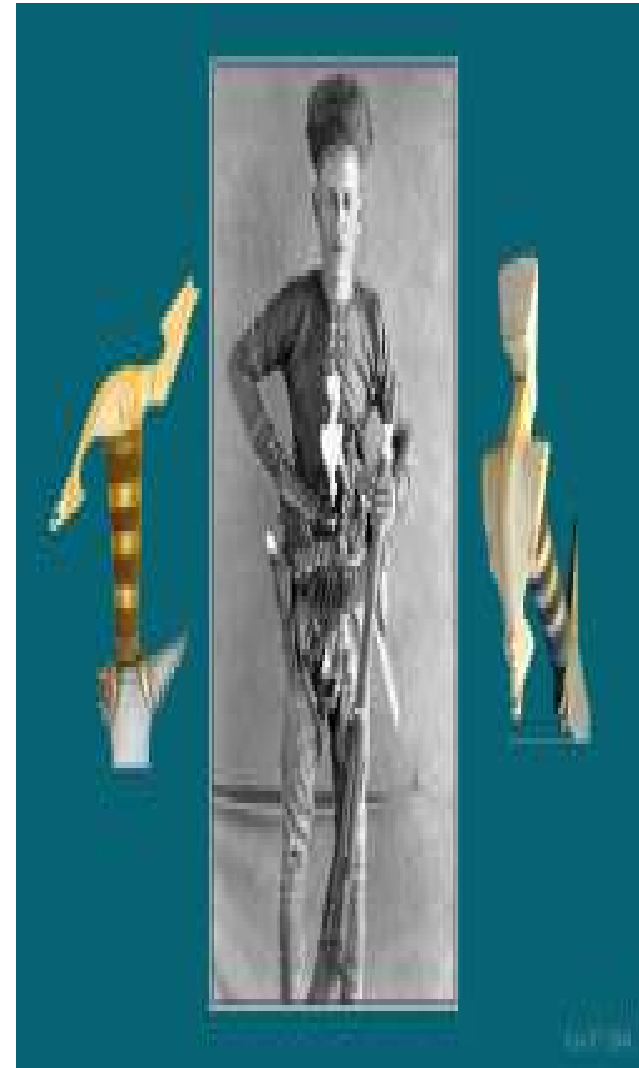
Outline:

- I. Historical emplacement of Moros as pirates
- II. Philippine state formation and “middle class affect
- III. Informal sector and class in piracy



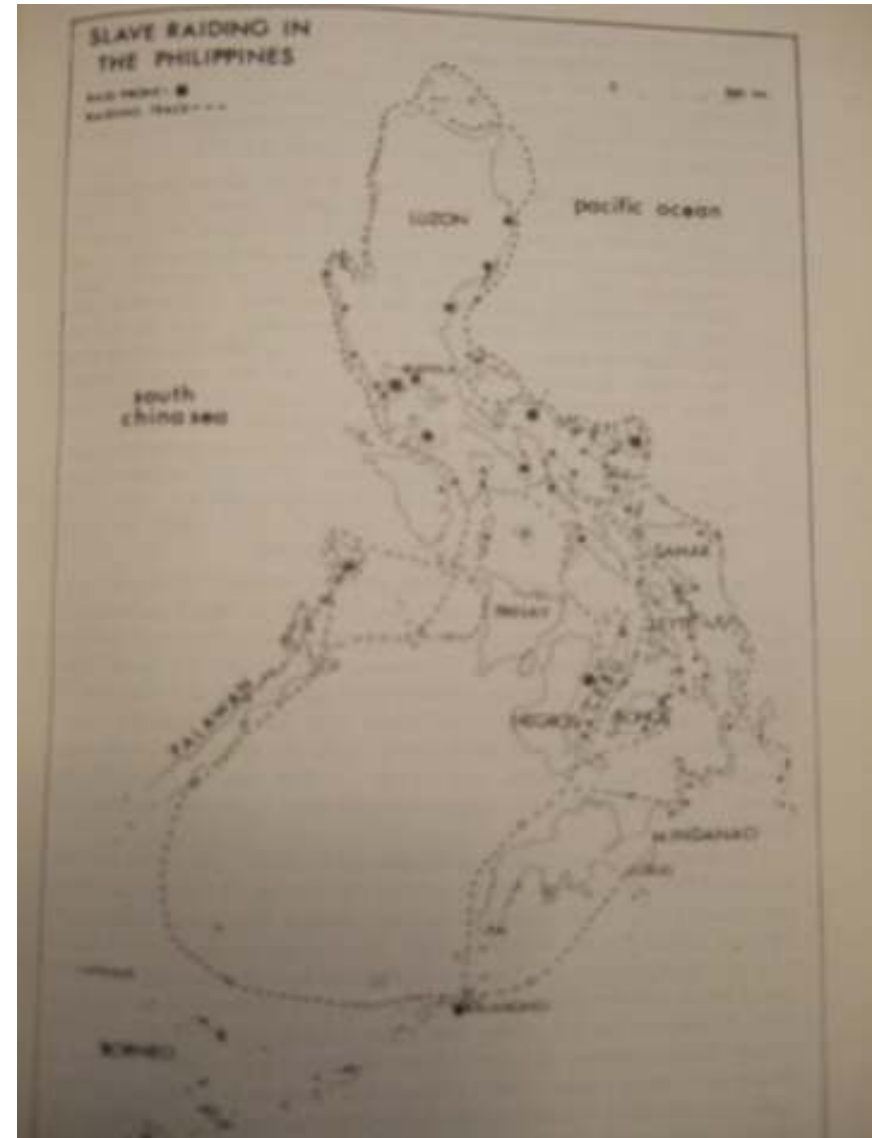
I. Moro Profiling

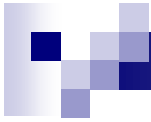
- 1. decay theory
- 2. rivalry theory
- 3. pattern theory
- Moro refers to “the piratical ethnic groups”



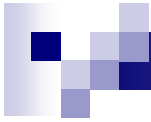
Sulu Sultanate

- Iranus, Samals, Tiruns
- Raiding → looting and enslavement
- Slaves as prized booty







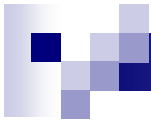


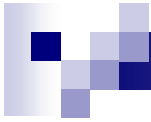
Piracy as Initiative

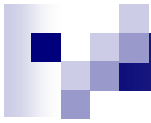
- 'Shame' in Spanish colonialism
- 'Embarrassment' to liberal values in American colonial period
- Postcolonial racial profiling and rise of Moro nationalism











(CNN)



Moro media pirates

- Internal orientalism
- Moro pirates as fluid subject



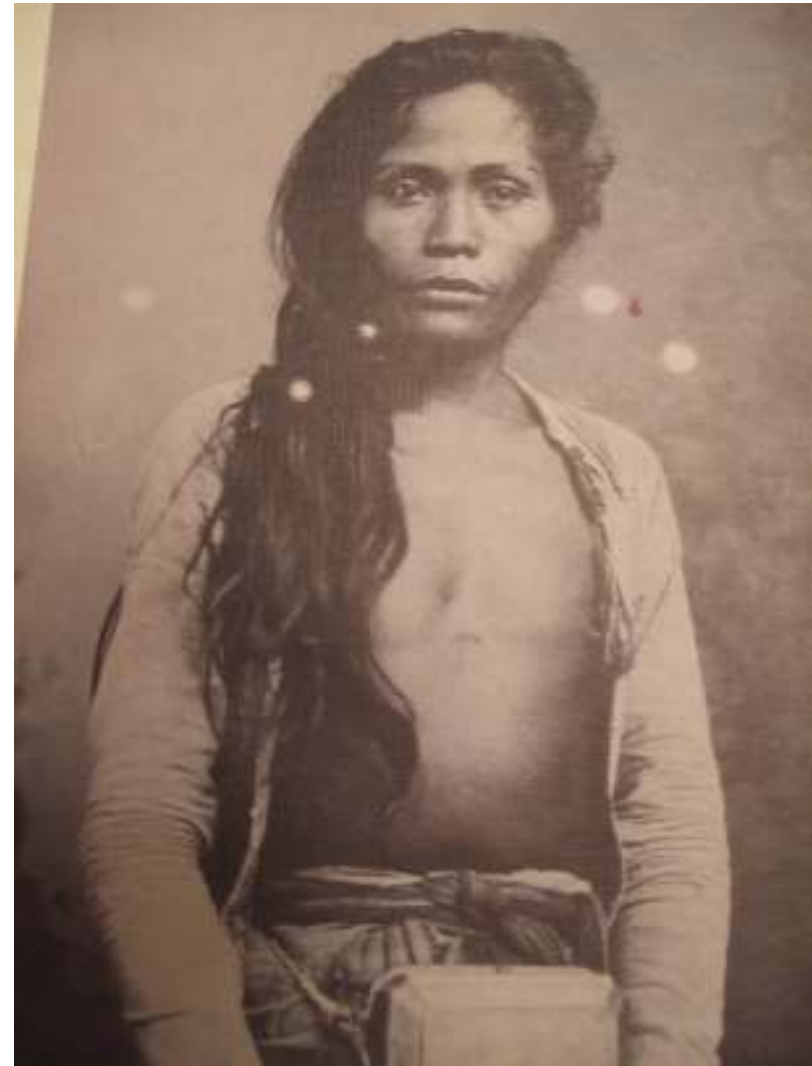
II. Philippine State Formation

- Dividi
- Middle class-ness
- New infrastructuring of experience



Moro Identity

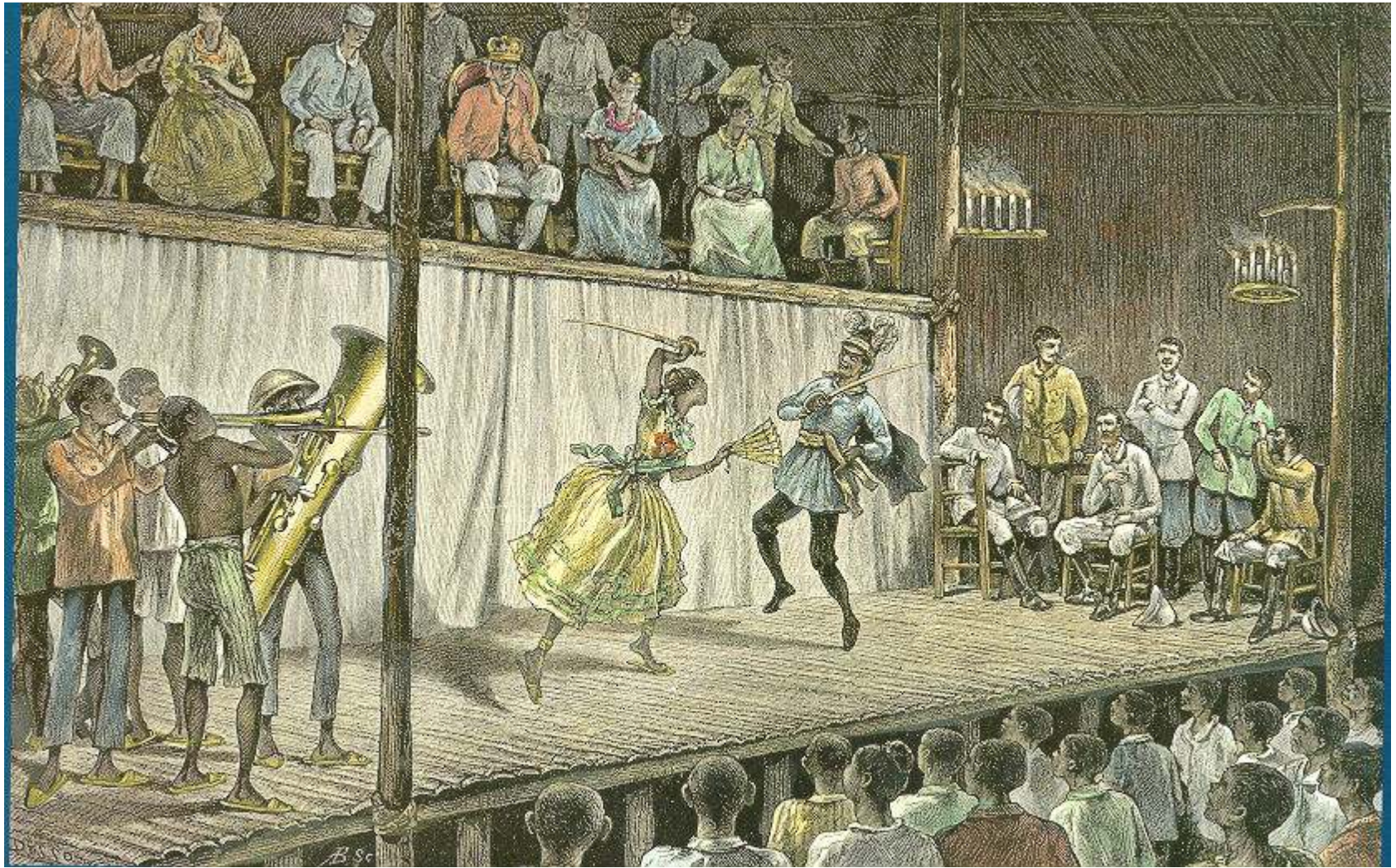
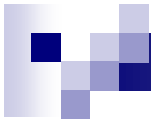
- Christian and state chauvinism
- Middle-class affect → “feeling”
- Pa-feeling, feelingera, feeling rich, feeling pretty



Reversal of Roles

- State in raiding
- Staged performances in raids





III. Neoliberalism, Informal Sector and Piracy

- Quiapo from “kiyapo” (*pistia stratiotes*)



Quiapo Piracy

- Eating up on US markets: \$23B in films, \$33.6B in music, \$189B in software
- Philippines gives \$160M loss to US companies



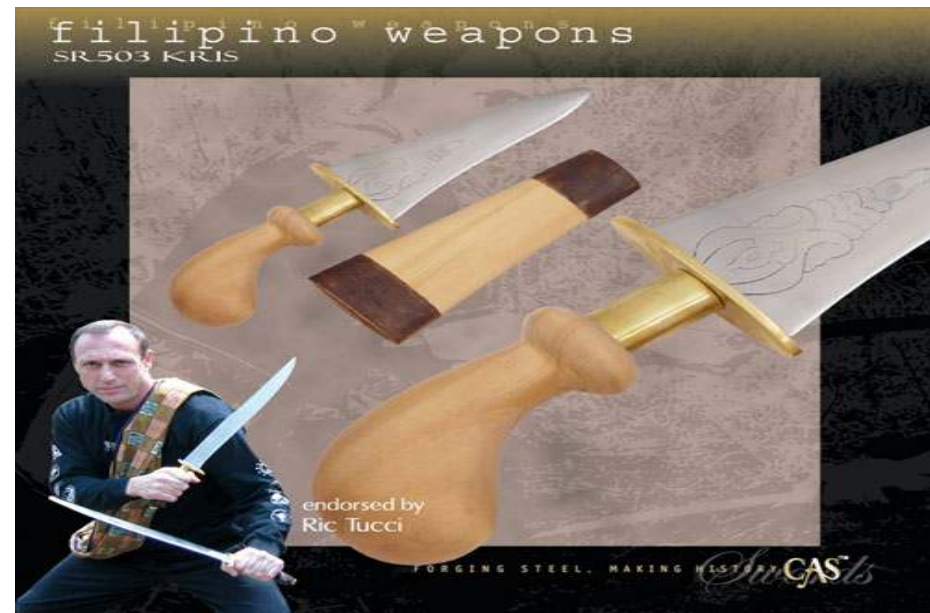
Porous-ness

- Philippines as number 3 in Asia in piracy; number 7 in world as copyright violator.
- Porous-ness:
 - 1. archipelagic geography
 - 2. nature of informal sector



Other Piracy

- Philippines as victim in biopiracy
- Ampalaya, talong, ilang-ilang, conus magnus
- Ilosone
- karaoke





Conclusion:

- Middle class affect
- Challenge to civil society
- Government: protecting business and self interests
- Informal sector: claims to counter-citizenship
- Homogenizing effect of pop culture