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Critical Article

The article by Nick Bilton (Internet Pirates Will Always Win) points out the immense development in online piracy and the infringement of copyright issues. A one major concern of the writer is the recurrent challenges faced by authorities seeking to curb piracy sites on the internet, such as the BitTorrent. As much as content owners seek to fight such websites as BitTorrent, the author provides case examples to show that the problem will persist as long as internet remains active. Bilton seems to agree with respondents' views on the inadequate goodwill by media companies to solve piracy challenges. The general opinion of the author is that content owners should disregard the efforts of stopping illegal downloading from the internet, and instead seek alternative solutions. Similar sorts of sentiment are shared by Andersson where a Pirate Bay's press spokesman revealed that the Swedish authorities could not stop their distribution activities. Conversely, content owner may lose while attempting such impossible tactics.

In relation to the article by Jonas Andersson (For the Good of the Net: The Pirate Bay as a Strategic Sovereign), Bilton insinuates that the general Internet public has become proactive in setting new standards of digital content. Both articles agree to the argument that online pirate entities have gained an upper hand in the creation and determination of technical protocols for content distribution. The superior aspect of Internet pirates renders the Entertainment industry as an inferior entity that is forced to react to pre-determined terms and conditions of distribution. Andersson's article provides that the immense control by online entities puts legitimate content owners as visible perpetrators who facilitate some forms of actions.

Both articles are based on credible information obtained from interviews and comments from file-sharers. Through online interviews, the articles sought to justify the actions behind pirate activities. Irrespective of the content authenticity, the actions of illegal sharing or downloading represented a norm that online community exhibit across the world population.

As an extension of Bilton's view on the fight against this vice, Andersson emphasizes on politicization of the issue which ultimately frustrates the efforts to attain a competitive entertainment industry. According to Andersson, strategic instantiations of distribution increasingly replace the tactical of consumption as consumers take control of content distribution.

Contrary to Bilton's article, Andersson utilizes a vast range of literature relating to posthumanism conditions of online distributors. Such sources include "(Haraway, 1991)" and

"(cf. Linde, 2006)" which elicit certain understanding of some of "free- content movement" by highlighting positive externalities while sorting out the negative ones. The sources used by Andersson provide a wider view of the global situation compared to the narrow focus of Bilton which revolves around a few online distributors such as BitTorrent and Pirate Bay. Andersson's article provides a detailed view of the wider perspective relating to websites and server locations.

A comparison of the two articles reveals that Andersson's paper provides a global view as the entertainment industry is regarded as a public affair where the role of p2p-based content sharing exhibits a public nature and therefore, content distributors such as The Pirate Bay are obliged to fulfill some public responsibilities.

As counter measures, Bilton does not provide clear guidelines on resolving the illegal sharing and content distribution. However, he out-rules ancient legal frameworks as ineffective in the current generation. Conversely, Andersson proposes the use of Network Effect and Political solutions. The author suggests that creation of more political entities such as Piratbyran and Pirate

Bay may aid in attaining a social cohesion and serving as a discursive nexus. Piratbyran, an affiliated website to the Pirate Bay provides guidelines on how to execute file sharing besides other academic and intellectual significance.

CAndersson, J. (2015). *For The Good OJThe Net: The Pirate Bay As A Strategic Sovereign*. *Culturemachine.net*. Retrieved 20 September 2015, [from http://www.culturemachine.net/index.php/cm/article/view/346/359](http://www.culturemachine.net/index.php/cm/article/view/346/359).

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