DiSCourse Seminar

The Digital Science Center and the Department of Information Systems, Production and Logistics Management would like to invite you to the following talk:

Vaarun Vijairaghavan
University of Calgary

Fair Play for Fair Pay: Fighting Digital Piracy through Revenue Sharing

Policy-makers rely on the cooperation of network providers (NPs) to identify and penalize consumption of illegal content. However, due to enforcement costs and the fact that pirated content makes up a substantial proportion of their users' internet traffic, NPs have limited incentives to cooperate effectively. We propose a revenue sharing mechanism to address the NP's lack of incentive to combat digital piracy. The mechanism involves a voluntary arrangement wherein a content provider (CP) decides to share a proportion of its revenue with the NP. The NP then determines its enforcement, after observing which the CP sets the price of its content. Finally, users choose to purchase, pirate, or not use the content. We find that such revenue sharing can occur under specific market conditions including low data fees, low enforcement costs, and high quality of pirated content. The result is increased profits for both the CP and the NP. We characterize the entire parameter space and demarcate where the optimal revenue share does and does not eliminate piracy. Finally, our study is among the first to show that direct market-based anti-piracy interventions by the CP and NP can increase efficiency and under certain circumstances, increase social welfare compared to a regime where the CP and NP are vertically integrated.

About the speaker

Vaarun Vijairaghavan is an Assistant Professor of Business Technology Management at the University of Calgary, with an additional role as a Visiting Scholar in Information Systems at the Paul Merage School of Business at the University of California, Irvine.

Date, Time, Place:

Friday, 6 February 2026, 12:00 (CET), hybrid

Participants are invited to join the event at the Digital Science Center, Innrain 15, Open Space Area (1st floor) *or* online via Big Blue Button.