
Subject: Re: Market Research 101

Posted by [Carsten Lechte](#) on Thu, 10 Feb 2011 16:42:57 GMT

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On 10/02/11 17:11, Ben Tupper wrote:

> I have encountered password protected PFDs in the past. I know that it
> isn't fool proof, but would that help stem the tide?

I would say, no, it would not. Even if the encryption was perfect, it only takes a single buyer of the book to convert it to an unprotected format. And if it can be displayed on a computer screen, it can be copied. People who plan to pirate the book in order to sell it would probably expend this effort to circumvent the protection.

Encryption also tempts the author to disallow printing (you would have to do that, otherwise the whole protection would be pointless). Now the legally purchased product is intentionally less useful than the pirated version. While one could always buy the book and also grab the pirated version, overall, it would not be a pleasant buying experience.

This sounds depressing, but that is all I can offer in a world where digital copies cost practically nothing to make.

chl
