

Sample CAUSE Essay

TEARS of DVDs

Almost all people enjoy watching movies and listening to music. Just like people who went to movie theaters and bought cassettes to have a good time 20 years ago, people today make use of DVDs to that end. However, DVDs seem to fail to maintain its popularity; consequently, their sales are decreasing day by day. Although there are numerous reasons why the sales of DVDs are gradually declining, economic conditions and the increasing use of internet are two main causes.

One of the reasons of declining DVD sales is worsening economic condition. To start with, it will not be an exaggeration to state that DVD prices are high above the purchasing power of common people. To exemplify, the price of a DVD is so high that a person working with minimum wage, such as a waiter, has to allocate his one-day income to afford a DVD. Instead of spending that amount for fun, he would fulfill his fundamental needs because a person needs to prioritize in order to survive. To continue with, subsequent economic crises that the world has to face are also to be blamed for the declining DVD sales. Taking turkey as an example, 65 percent of young population used to buy genuine DVDs before the recent global economic crisis whereas only 15 percent of them prefer to buy them now.

Another significant reason that gives rise to fall in DVD sales is the increasing use of internet. Firstly, there are many websites which offer people free and easy access to movies, concerts and music. To illustrate, a highly popular media sharing website called YouTube carries a revolutionary significance in internet world. One can find variety of concert videos, films and video clips via YouTube. Additionally, download software which are easily accessible through internet have vastly contributed to the fact that DVDs are losing their target customers. Although such programs bring about illegal distribution of media, their popularity is increasing day by day. People choose to use these programs because these programs offer Access to media much more quickly than DVDs. Torrent websites can be given as the most pressing example.

To put it in a relatively brief manner, DVDs once quite famous, lose their buyers due to variety of reasons. However, two remarkably stand out: economic conditions and the increasing use of internet. Changing economic situations and practicality of internet have changed the fad that DVDs once created. If you ask me, this condition will deteriorate the firmly established piracy in our country.