

Piracy On the Internet



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The Internet

- The Greatest Opportunity and the Greatest Threat of the Millenium



What Is Internet Piracy

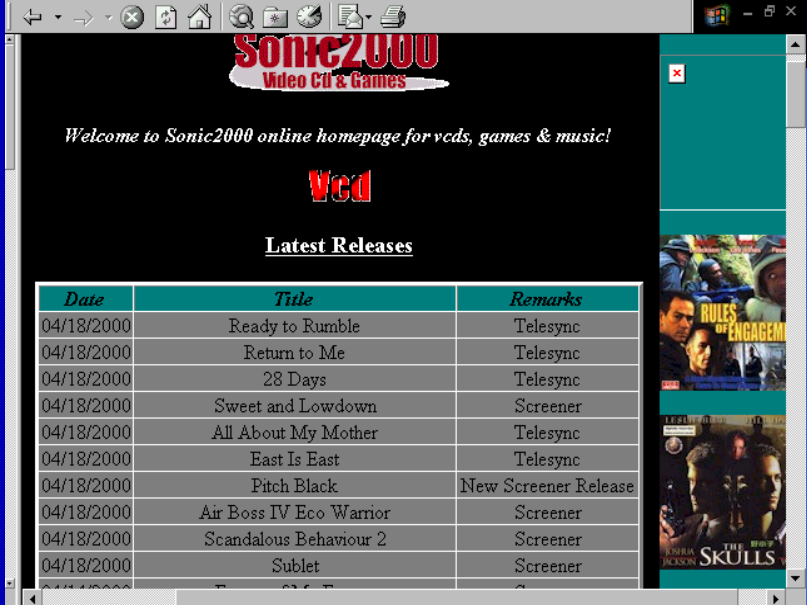
Hard Goods	Downloadable Media	Circumvention Device	Streaming Media
VCD's DVD's Tapes Trading Circles	ASF IRC FTP FSUs P2P	DeCSS Smart Cards Rippers DivX	ICrave Real Technologies



Hard Goods Piracy

Illegal selling and trading of VCDs, DVDs and VHS tapes

- Auction sites - Ebay
- E-mail solicitation



The screenshot shows a web browser window displaying the Sonic2000 website. The site has a black background with red and white text. At the top, it says "Sonic2000 Video CD & Games". Below that, it says "Welcome to Sonic2000 online homepage for vcds, games & music!". There is a "Vcd" link in red. Underneath, there is a section titled "Latest Releases" which contains a table with three columns: Date, Title, and Remarks. The table lists several movies and their release dates, all dated 04/18/2000. To the right of the table, there are small images of movie covers, including "Rules of Engagement" and "The World of the Skulls".

Date	Title	Remarks
04/18/2000	Ready to Rumble	Telesync
04/18/2000	Return to Me	Telesync
04/18/2000	28 Days	Telesync
04/18/2000	Sweet and Lowdown	Screener
04/18/2000	All About My Mother	Telesync
04/18/2000	East Is East	Telesync
04/18/2000	Pitch Black	New Screener Release
04/18/2000	Air Boss IV Eco Warrior	Screener
04/18/2000	Scandalous Behaviour 2	Screener
04/18/2000	Sublet	Screener

Hard Goods Piracy, Cont'd

Auction Sites

- In 2005, eBay, the on-line auction host, received 1.2 billion hits per month. It had 10 million registered users and more than 400,000 items added daily.
- The proliferation of auction sites has increased ten fold. There are now hundreds of major auction sites online.

Downloadable Media

As bandwidth increases, problem increases

- By the end of 2004, almost 33.5 million people in Europe and 48 million people in the U.S. had subscribed to broadband cable services.

Simultaneous users of pirate services jumped from 3 M in June 2002 to 6.2 M in January 2004

File sharing involves 800 Million unauthorized music files at any one time.

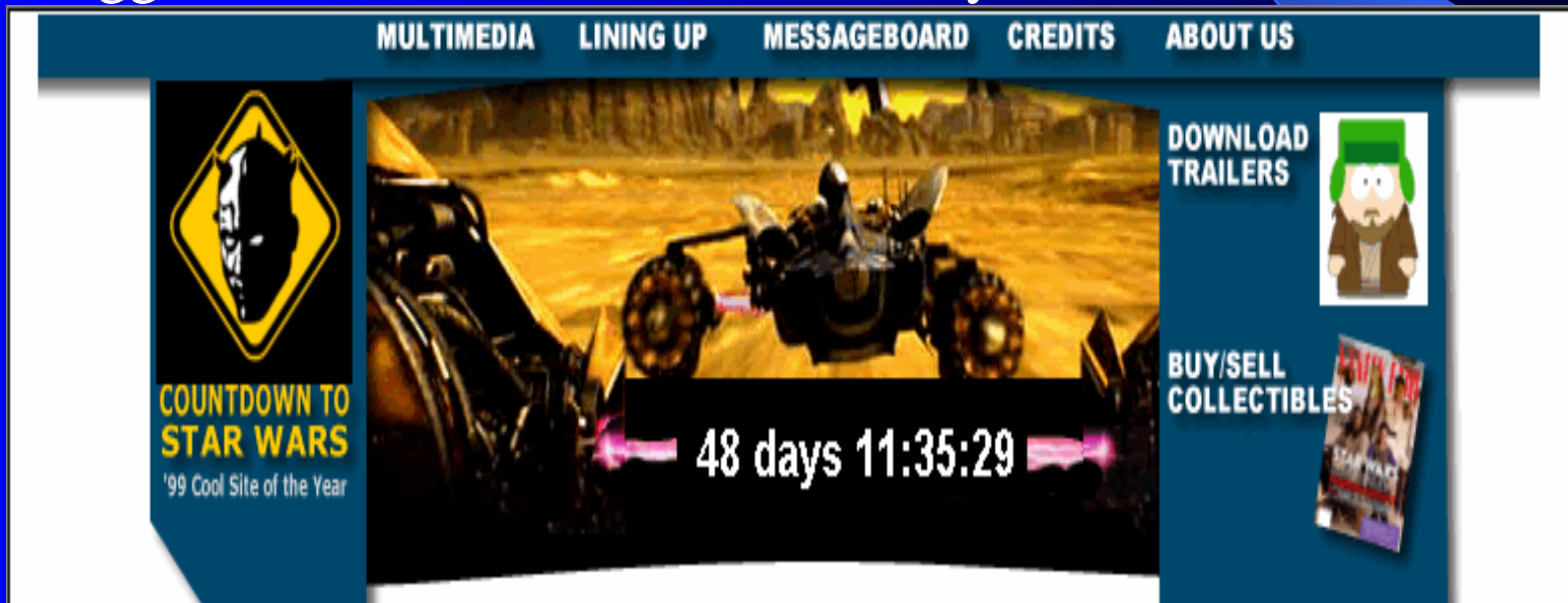
As compression increases, problem increases -
MPEG 4

- Compression codes are freely available for download, as are files and utilities that assist in the compression, decompression, conversion etc. of MPEG/AVI/ASF files

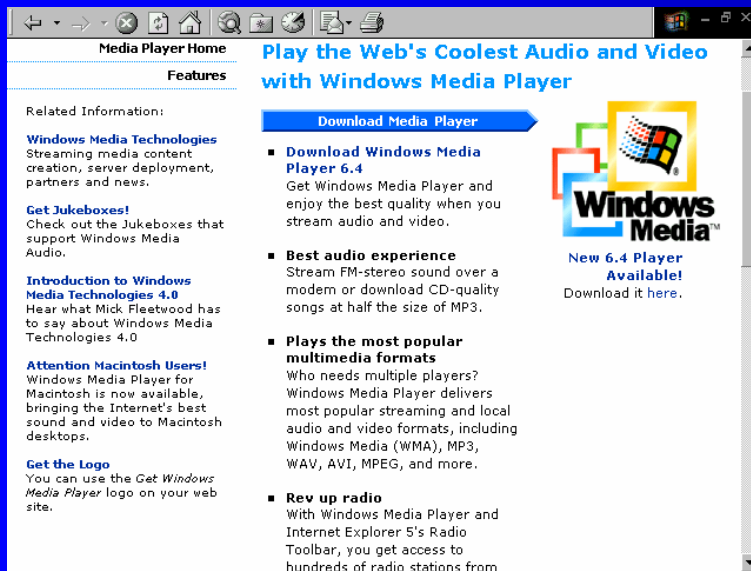
Downloadable Media, Cont'd

WEBSITES

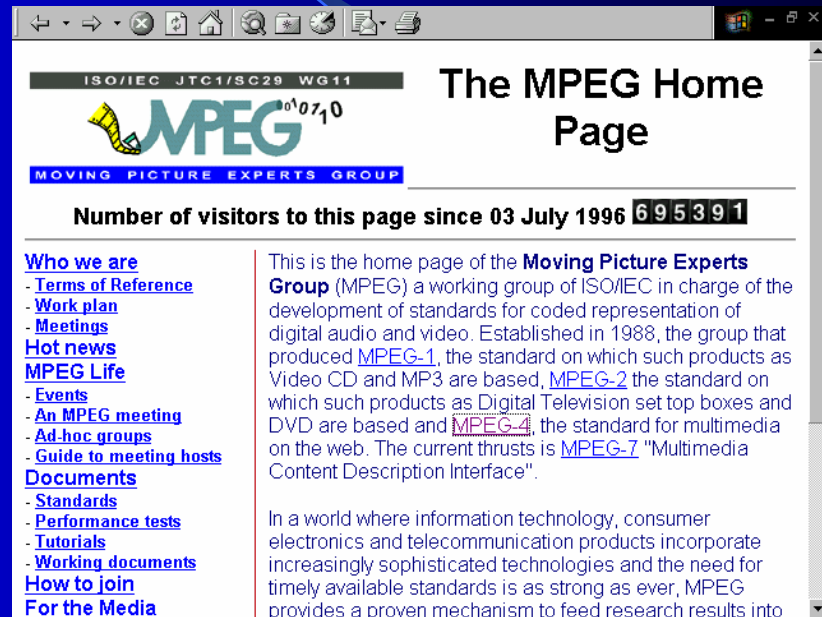
- In 2000, there were 3.5 million downloads in 5 days of the new Star Wars Episode 1 Trailer B, which makes it the biggest net download event in history. 



What is Downloadable Media



The screenshot shows the Windows Media Player website. The main heading is "Play the Web's Coolest Audio and Video with Windows Media Player". Below this is a "Download Media Player" button. To the right is a "Windows Media" logo with the text "New 6.4 Player Available! Download it here." The left sidebar contains several sections: "Related Information:", "Windows Media Technologies" (Streaming media content creation, server deployment, partners and news), "Get Jukeboxes!" (Check out the Jukeboxes that support Windows Media Audio), "Introduction to Windows Media Technologies 4.0" (Hear what Mick Fleetwood has to say about Windows Media Technologies 4.0), "Attention Macintosh Users!" (Windows Media Player for Macintosh is now available, bringing the Internet's best sound and video to Macintosh desktops), and "Get the Logo" (You can use the Get Windows Media Player logo on your web site).



The screenshot shows the MPEG Home Page. The main heading is "The MPEG Home Page". Below this is the MPEG logo (MOVING PICTURE EXPERTS GROUP) and the text "Number of visitors to this page since 03 July 1996 695391". The page is divided into two columns. The left column contains a list of links: "Who we are", "Terms of Reference", "Work plan", "Meetings", "Hot news", "MPEG Life", "Events", "An MPEG meeting", "Ad-hoc groups", "Guide to meeting hosts", "Documents", "Standards", "Performance tests", "Tutorials", "Working documents", "How to join", and "For the Media". The right column contains a paragraph of text: "This is the home page of the Moving Picture Experts Group (MPEG) a working group of ISO/IEC in charge of the development of standards for coded representation of digital audio and video. Established in 1988, the group that produced MPEG-1, the standard on which such products as Video CD and MP3 are based, MPEG-2 the standard on which such products as Digital Television set top boxes and DVD are based and MPEG-4, the standard for multimedia on the web. The current thrusts is MPEG-7 "Multimedia Content Description Interface". Below this is another paragraph: "In a world where information technology, consumer electronics and telecommunication products incorporate increasingly sophisticated technologies and the need for timely available standards is as strong as ever, MPEG provides a proven mechanism to feed research results into".

“MP3” is among the top search terms on the web.



File Swapping

Allows
The sharing
Of files on
The internet

Some of the protocols: SMB, CIFS, NCP,
AFP, NFS



p2p

- NAPSTER
- KAZAA
- BITTORRENT

RECENT COURT DECISIONS:

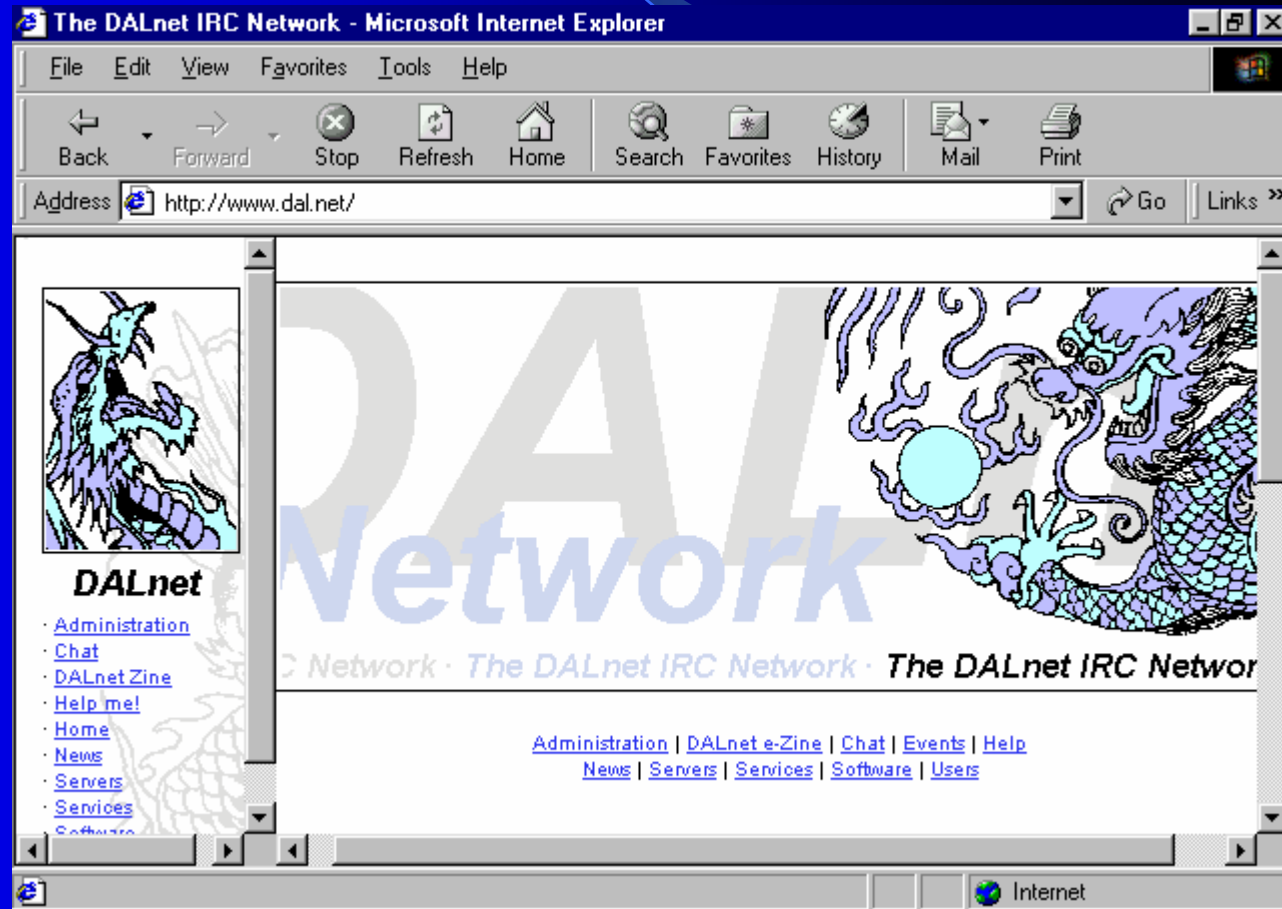
- MGM v. Grokster: U.S. Supreme Court ruled that it is illegal to make file sharing software
- NAPSTER Case

Internet Relay Chat Channels (IRC)

CB Radio of
Internet

Allows file
transfer

#channels
dedicated to
pirate movies



Circumvention Devices

- DeCSS
- DivX
- “Rippers”
- Smart Cards



The screenshot shows a web browser window with a dark theme. The page title is "DVD Encoding/Conversion/Ripping Utilities". The main content area contains a paragraph of text, a note, and a table. The table has two columns: "ESSENTIAL PROGRAMS" and "DESCRIPTION". The first row of the table lists "DirectX 7.0 and DXMedia 6.0" as essential programs, with a note that DirectX 7.0 cannot be uninstalled once installed.

DVD Encoding/Conversion/Ripping Utilities

Below are some utilities that you can use to encode and convert to/from the MPEG-2 (DVD) format.

Note : The programs in the table below are provided on an "as-is" basis. No support or warranty will be given to these freeware programs. To the best of our knowledge, all of the below programs are of the freeware or shareware nature.

If there are any (small) programs you would like to be include here, please send an email to webmaster@digital-digest.com and briefly explain what the file does.

ESSENTIAL PROGRAMS	DESCRIPTION
DirectX 7.0 and DXMedia 6.0	Essential for many of the programs below. Note : DirectX 7.0 cannot be uninstalled once installed

Streaming Media

- Video on demand
- TV online

The screenshot shows the iCraveTV website in a Microsoft Internet Explorer browser window. The address bar displays <http://www.icravetv.com/>. The website layout includes a top navigation bar with the iCraveTV logo and a search box. Below this is a 'WATCH TV' section with a 'Click here to find out more!' link. A 'Now Playing on iCraveTV.com' banner is also present. On the left, a vertical menu lists 'Watch TV', 'TV Listings', 'Getting Started', 'Help & Tips', 'About iCraveTV', 'Ad Information', and 'Newsroom'. The main content area features a table titled 'Toronto TV Streams' and a notice about signal quality improvements. The right sidebar contains a search box, a 'Have someone who's hard to shop for?' banner, and a 'Now... iCraveTV 1st Exclusive iCrave Travel' banner. The browser's status bar at the bottom shows the URL <http://ad.doubleclick.net/click;810254;0-8388608;0;3760042;1-468160;0100;?http://www.shopforgadgets.com>.

Toronto TV Streams	
NBC	2*
NewVR	3
CBS	4*

* We are continuing our improvements to the signal quality of channels 2 and 4. Stay tuned! If your favorite program is on an affected channel, scroll up and down the listings and see if it's playing on another station.

Note to 56k modem users

Streaming Media

- Most frequent examples of streaming media currently are ground-based television stations that broadcast via a web page. That is, they have license to show product in their particular region. However, they start up a web page and stream their regional transmission out to the greater world, thereby breaking their license agreements and contributing to the illegal distribution of audiovisual works.

Internet Piracy a Complicated Crime to Control

- Behavior in an electronic environment requires particular expertise, procedures and powers
- Users can act beyond their own borders – requires international cooperation
- Users can choose their legal environment – to avoid prosecution

Stopping Internet Piracy

- Locating pirates
- Cease & desist letters
- Criminal and Civil Actions
- Severe penalties



What Needs to Be Done

- Enactment of sufficient laws to criminalize internet and telecommunications abuses
- Commitment of personnel and resources
- Well trained and dedicated prosecutors, judges, police officers & experts with up-to-date equipment
- Telecommunication carriers and ISPs should be required to retain traffic data for a minimum period to fight internet piracy and other high-tech crime

What Needs to Be Done, WCT, WPPT

- ◆ The WIPO Copyright Treaty (WCT)
- ◆ The WIPO Performances and Phonograms Treaty (WPPT)
- ◆ Adopted by the WIPO Diplomatic Conference in December 1996
- ◆ No Arab country is among those that ratified the treaties.
- ◆ Basically , the WCT is intended to clarify and supplement the rights of copyright owners and the Berne Convention,
- ◆ Basically, the WPPT is intended to clarify and supplement the rights of the neighboring rights holders and the Rome Convention

What Needs to Be Done, Cont'd

Summary of WCT, WPPT Provisions

- **Exclusive Rights:**

- **The right of copyright holders to control the distribution of copies of their works**
- **The right of “making available” to the public for on-demand access (exclusive right to authorize copying on WW Sites, transmitted across networks, or downloaded by a computer)**

What Needs to Be Done, Cont'd

Summary of WCT, WPPT Provisions

- **Anti-Circumvention Provisions:**
 - **Circumvention of effective technologies that right holders use to prevent theft of their creations is illegal**
 - **Tampering with tags and codes associated with copies of protected works and phonograms that are used to facilitate their legitimate distribution and licensing is illegal**
 - **Tampering with electronic identification information that may accompany works as part of RMI systems is illegal**

Response of Multi-lateral Organizations

- The G8 has made considerable progress
- Subgroup on High-Tech Crime in January 97
- December 1997: G8 adopted 10 principles and 10 point Action Plan
- March 1998: G8 set up 24 hour points of contact network
- October 1999: G8 adopted principles for access to data in a foreign state and convened a conference in Paris in same year
- May 2000: G8 countries called for faster, more innovative responses to cybercrime

Response of Multi-lateral Organizations

- The EU has issued several texts
- In 1997, Council commissioned the COMCRIME study
- June 2000: e-Europe Action Plan

Questions?

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Thank you

2/27/2006