

Analysis to Prevent Digital Piracy

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ABSTRACT

Digital piracy is a topic that is gaining a lot of attention due to the increased reliance on the Internet. Furthermore, very little research has been done in developing nations, with the majority of studies focusing on comprehending piracy in industrialized nations. This study closes this gap by reporting on an experiment conducted in an Arab and Middle Eastern nation to discourage or prevent digital piracy behavior. The research employed an experiment in which the samples were subjected to various treatments (effects of law, religion, and awareness). The findings showed that the only treatments that reduced digital piracy were awareness and religion, with awareness having a greater impact on piracy intention. The study's findings and their implications for future research and practice are covered in this paper.

KEYWORDS: Analysis, Digital Piracy, AI, Copyright, Patent

BACKGROUND

The rapid expansion of the Internet and the digitization of media (music, movies, books, and software) over the past 20 years have made it easier for consumers to copy and distribute media without the rightful owners' consent. This practice is known as "digital piracy." Record companies and other content industries moved quickly to accuse digital piracy of causing massive financial losses and to file lawsuits against file sharing technologies and their users. In response, policymakers also strengthened copyright laws piecemeal. The relationship between copyright holders, technology companies, and consumers has generally changed significantly as a result of digital technologies and the Internet, creating intriguing challenges for the economic analysis of digital products. For example, formal analysis is required to look at the impact of the profits that legitimate owners in digital piracy make; additionally, if digital piracy negatively affects the producers, strategies for countering piracy should be examined. It's also crucial to consider public policy from this angle, where determining how much social interests impact policy is the primary concern.

LITERATURE REVIEW

Behavioral Research

Studies have been conducted in the past to understand and predict human behavior in general. The literature has provided strong support for a number of behavioral theories. The Theory of Planned Behavior (TPB) (Ajzen, 1991) and the Theory of Reasoned Action (TRA) (Fishbein and Ajzen, 1975) are two of the most well-known behavioral theories in the academic literature. They have been extensively used to determine and understand human behavior in a variety of contexts (Sheppard et al.,

1988; Madden et al., 1992; Legris et al., 2003).

According to TRA, behavioral intention is influenced by two factors: attitude and subjective norms. The definition of attitude is "a person's feeling of favorableness or unfavorableness towards a specific behavior," and the definition of subjective average is "a person's perceptions of that most people who are important to them."

Previous Piracy Research

Only a small number of studies have examined digital piracy; most concentrate on attempting to understand and account for software piracy. Previous research on software piracy looked into detection (Armitage and Conner, 1999), deterrence/prevention (Straub and Nance, 1990), and protection strategies (Gopal and Sanders, 1997). General models of software piracy were introduced and tested in a number of studies (Eining and Christensen, 1991; Simpson et al., 1994; Thong and Yap, 1998; Limayem et al., 1999). Because of this, some of the variables used in this study are taken from other studies that deal with software piracy. According to D'Astous (2005) and Gopal et al. (2004), piracy of software and music are similar.

WHY DIGITAL PIRACY HAPPENS ?

It is not accurate to state that everyone who uses the internet is an IT criminal. A large number of people adhere to the law and pay for the software and content they use. Nonetheless, some users believe that content such as games, software, movies, and music should be freely available. Some people behave in this manner due to financial difficulties. However, money is Another common reason is the belief that companies have enough money already. They may believe they have the right to freely distribute to the less fortunate and give everyone a chance to enjoy or use it.

- Some people do it for financial gain. Hackers download pirated content to resell it, making a profit.
- Hackers and social engineers use pirated content to spread malware and infect a user's system.
- One-time use is another excuse for pirating copyrighted content. Users may want to see if a movie is any good before going to watch it at the theater. not the only consideration. The most common reason for digital piracy is a refusal to pay. Individuals want freebies. P2P sharing and torrent websites have made obtaining easier than ever prior to this.

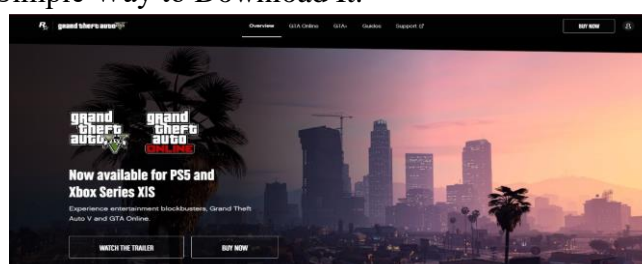
How Does It Work?

Take the example of TV piracy.

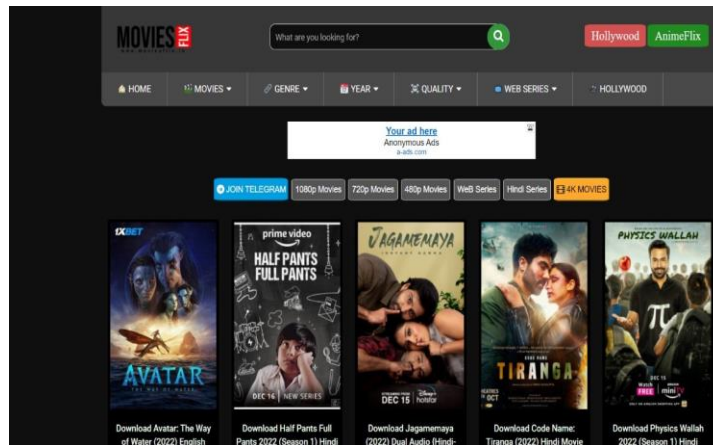
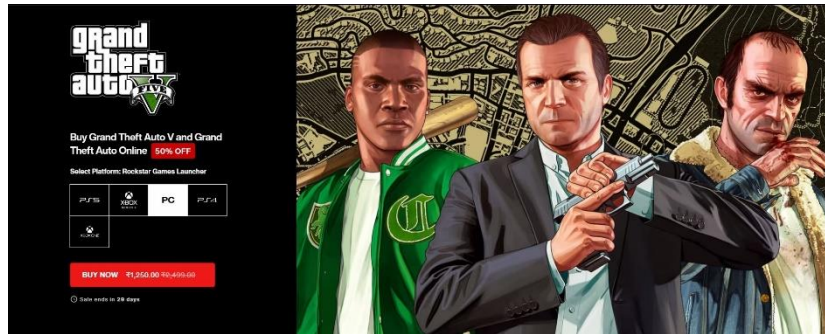
You see an offer: more than 6,500 channels sourced from most major pay TV operators in the world, plus a library of 2,000 movies for less than 100 dollars or euros per year – what's not to like? And the payment methods look legitimate too – it must be ok!

CASE I –DOWNLOADING PIRATED GAMES(GTA V)

People Downloaded Pirated Copies of The Game from Torrents. If Anyone Wants to Download a Game Like "GTA V". There is a Simple Way to Download It.



THE OFFICIAL WEBSITE FOR PURCHASING GTA V



<https://nexmovies.xyz/>

THE ACTUAL COST OF PURCHASING GTA V

But for saving some money people download the pirated version of the game we can easily download the game from some website



PIRATED VERSION OF THE GTA V GAME CASE II – DOWNLOADING MOVIES/SONGS FROM PIRATED SITES

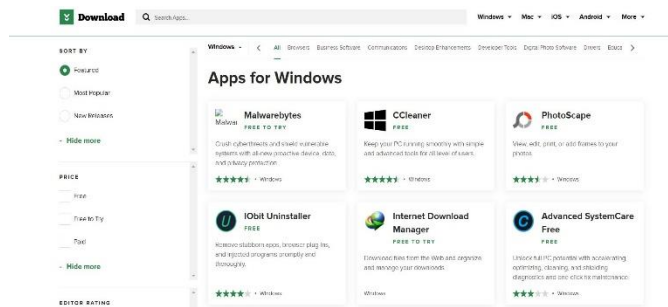
After being released on Friday, December 16, 22—now, December 17, 22—the movie "AVATAR: THE WAY OF WATER" is being downloaded illegally via the internet. The most well-known instance of digital piracy is this. Because we live in an internet-era, digital pirates have a lot of opportunities these days to crack and steal anything over the internet.

As demonstrated by the example above, digital pirates have illegally downloaded a large number of songs and movies from the Internet. As a result, original content loses credibility, and in these kinds of cases, the content owners or creators also suffer losses.



You can see the movie file and anyone can download it in any format and language they prefer. Piracy websites offer unique services over original content, which is why people are turning to digital piracy.

CASE III: DOWNLOADING PIRATED WINDOWS SOFTWARE



<https://download.cnet.com/windows/>

It is a pirate website that allows you to download software for free for Windows, Mac OS, and Android operating systems.



HOW MANY SOLUTIONS APPEAR TILL NOW COPYRIGHTS, PATENTS, AND END-USER AGREEMENTS

The software can be protected by copyrights and patents. Businesses can use these to protect their intellectual property and electronic inventions. The end user agreement further defines what a customer can do with a piece of software.

As the name indicates, purchasers are considered users and not owners. A license agreement outlines what people can and cannot do with the software. Namely, they can't copy it illegally or share it with more users than their license allows. There are still people who do these things, so the rest of the anti-piracy techniques come into play.

HOW DIGITALPIRATES MAKEMONEY?

Part of the file sharing on torrent sites can be attributed to community altruism. For example, listeners may choose to share a song they really like with others. Some upload illicit material to gauge public opinion. All advertising revenue from this kind of file sharing goes to the hosting website; individual contributors do not receive any of it.

On pirate websites, viruses, spyware, adware, and other types of spam are all too common. As a result, hackers and pirates write malicious software specifically to make it easier to mine cryptocurrencies, engage in identity theft, and produce other illicit content online. Malware distributors frequently receive generous compensation for their work.

Naturally, via pop-under advertisements. I'll give you a link to download GTA V illegally, for instance. Now, clicking on that link would first take you to advertisements, possibly leading you to a page advising you to download the most recent version of Flash Player. If you're a novice, you'll download Flash Player right away, which will infect your computer with hundreds of advertisements. They will profit financially from this, and the owner of the website will also profit financially. Another thing you'll notice about most warez websites is that the pop-under section usually links to pornographic websites. Regardless of what you came to do, I believe it is safe to say that almost everyone will become addicted to it.

Now imagine what would happen if they obtained free software by legitimate means. They would, of course, accept it if it suited their

CONCLUSION

Digital piracy unquestionably negatively impacts each and every link in the supply chain, including the distributor, the manufacturer of the product, and the end user. Content owners and service providers can reduce and mitigate the extent of digital piracy in a number of ways. Content owners and service providers need to be vigilant as the competition among reliable content providers heats up. The fight against digital piracy is one front where, in our opinion, they should come together.

Although piracy and counterfeiting are not specifically illegal in India, the provisions of multiple statutes work together to effectively counteract their threat. It can be concluded with great confidence that piracy and counterfeiting can be effectively reduced in India because of the proactive role played by the Indian judiciary and the government's affirmative initiatives.

It is reasonable to assume that, with skilful alertness, a cautious approach, needs. If users find the software enjoyable, they might tell their friends about it, which would spread its use and be advantageous to all parties and appropriate education by legitimate manufacturers, the threat of piracy can be effectively eliminated in India.

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