

DIGITAL DATA PIRACY

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ABSTRACT: *The piracy of digital data is a big issue in the market. Copies of legal software and movies is made available within a small time span. So in order to limit piracy, we are introducing a technique through which we can stop the piracy. Various techniques have been introduced in our project to limit the digital data piracy. The Digital Data Piracy is dealing with the stealing of online data like text, audios and videos. In today's world, lot of matter is available on internet. Those materials are posted by some authorised peoples. But there are number of hackers or other people who use all these materials illegally. Use of such materials illegally is also a crime so there is requirement of some strong techniques so that only authorised peoples can use those materials for their use.*

Introduction:

In this project, we are dealing with the piracy of videos and movies. We will use some encryption and decryption techniques to encrypt the videos on sites. The user who try to download such video from that site will first require to register to that site. When user tries to download that video, first he need to enter the password which is used during registration. Only after that he can download. Also after downloading, when he will play that video that time also he need to enter some token which is provided through mail after registration. In this way we can avoid the unauthorised downloading of that video.

Literature Survey:

In this paper we came to know that the copyright owners are at no loss for words and figures asserting the detrimental effects of unauthorized copying and distribution of software and digital media. The recording industry estimates present worldwide losses at \$4.2 billion per year. The motion picture industry puts 2005 worldwide losses at \$18.2 billion and the software industry claims a \$34 billion figure. Put together, the estimated losses from piracy in these three industries in 2005 exceed the approximately \$50 billion in worldwide damages from all the spam sent that year. Even taken with the proverbial "grain of salt," these estimates provide at least a crude indication of a large and growing phenomenon. [1]

According to the Author, The term "piracy" refers to the illegal copying and distribution of proprietary content such as software, music, or movies. Some unauthorized copies are "bootlegged," copied for later resale at below market prices. Other unauthorized copies are made and distributed by consumers who trade them without payment. In a break from traditional notions of piracy and counterfeiting, the "digital piracy" of primary concern today involves non-physical objects: digital files sold or exchanged over the Internet. [2]

This paper investigates the effects of illegal file sharing (piracy) on music and movie sales. The Swedish implementation of the European Union directive IPRED on April 1, 2009 suddenly increased the risk of being caught and prosecuted for file sharing. We investigate the subsequent drop in piracy as approximated by the drop in Swedish Internet traffic and the effects on music and movie sales in Sweden. We find that the reform decreased Internet traffic by 18 percent during the subsequent six months. It also increased sales of physical music by 27 percent and digital music by 48 percent. Furthermore, it had no significant effects on the sales of theatre tickets or DVD movies. The results indicate that pirated music is a strong substitute for legal music whereas the substitutability is less for movies. [3]

This paper describes the film piracy in detail. Film piracy is the illegal copying and distribution of movies in print, videos, DVDs or electronic files. New developments in digital technology make server-based or peer-to-peer (P2P) file sharing on the Internet convenient and relatively fast. A negative consequence of this new technology, however, is online theft of copyrighted material. This lesson introduces students to the problem of film piracy, focusing specifically on Internet file sharing, especially P2P. The lesson's activities encompass much more than a focus on the effects of film piracy on profits for movie studios or royalties for actors. Activity A helps students define the issue and its implications. Activity B is a problem-solving project that challenges students' team-building skills. [4]

The OECD is a unique forum where the governments of 30 democracies work together to address the economic, social and environmental challenges of globalisation. The OECD is also at the forefront of efforts to understand and to help governments respond to new developments and concerns, such as corporate governance, the information economy and the challenges of an ageing population. The Organisation provides a setting where governments can compare policy experiences, seek answers to common problems, identify good practice and work to co-ordinate domestic and international policies. [5]

Piracy is an important issue as far as the manufacturers are concerned as it can result in a huge revenue loss. The aim of our project is to detect video piracy using invisible watermark, i.e. Invisible Digital Watermarking is a technique of steganography. Invisible Digital Watermarking is a technique of steganography to manipulate frames of the video by modifying the pixels scattered across the frame. The bits are modified with reference to original RGB value and a slight modification is imposed on basis of the KEY used while watermarking. The slight shift in RGB value scattered across makes it impossible to visibly detect the difference when compared to original video. [6]

Digital piracy is compared to stealing by copyright holders. However, research has consistently found that perpetrators never viewed digital piracy as immoral or unethical, as they would view stealing. This paper offers a direct comparison in terms of digital piracy propensity and stealing propensity to examine whether these two criminal propensities are essentially the same thing, and whether a tendency to justify digital piracy stems from a low level of general morality. The findings seemed to suggest a variation in criminal propensity. Low morality did not always account for digital piracy propensity. In this paper, the focus was on a direct comparison between the propensity for committing digital piracy and that for stealing. The subject is criminal propensity rather than criminal behaviour, for there could be too many mediating factors that can prevent a propensity from transforming into an act. In contrast, criminal propensity may more directly reflect a person's true intent, even without an actual act. This does not follow this must be a better approach. It merely offers a different look at this subject matter. The question seeking answers was whether when people have a propensity for digital piracy they will always have a propensity for stealing as well. As simple as this question may sound, it is important, because if criminal-minded people are not always prone to stealing and digital piracy at the same time, there must be something that distinguishes these two offenses. Morality was chosen in the current project to shed light on this possible distinction between digital piracy and stealing. [7]

Software piracy refers to the illegal use of software by end users. The Business Software Alliance (BSA) in its 2002 annual report states that 40% of business software installed on computers is pirated, resulting in \$11 billion in losses (BSA 2002). Given that piracy is ubiquitous in software markets, managers need to consider it in their marketing decisions. While piracy on a large scale is clearly detrimental to profits, a strategic tolerance toward some piracy may actually increase profits. Specifically, piracy may help in diffusing the software to its target market because it increases the size of the user base, resulting in benefits to legal buyers due to network externalities. By piracy protection we mean all antipiracy actions by the firm that lower expected value to pirates from the software. An assumption in this work is that protection can be managed through software and hardware design. Some Software firms provide documentation that is difficult or impossible to photocopy and software codes that limit usage if the software is not registered. Certificates of authenticity, holograms, and incorporating passwords are other such devices. As a recent example, by implementing an activation feature in its latest operating system, Windows XP, Microsoft hopes to severely curtail Piracy of that product (Bevan 2001). Furthermore, pirates will not receive many of the service and upgrade benefits that legal buyers obtain. Other Attempts to deter piracy include the use of non-commercial disk sizes that are Difficult to duplicate. The advent of the Internet has allowed individual copies of a software product to send messages to the firm with an ID and an IP (Internet protocol) address, allowing a firm to track each copy of its product each time it is used. [8]

At the Colloquium in Buenos Aires in October 2010, former President Patrick Griggs delivered an illuminating paper on piracy. The real scale of the issue had not perhaps been appreciated by all at that time. Piracy remains a major issue and author would like to bring delegates up to date. The thesis of Patrick Griggs's paper was that, although there were legal mechanisms for combating piracy, in principle, they were difficult to apply in practice for legal, practical and political reasons. In International law the starting place is Part VII of UNCLOS. It is titled High Seas and includes provisions relating to piracy. Article 101 refines piracy as "any illegal acts of violence or detention, or any act of depredation" committed on the high seas for private ends against another vessel or persons or property on board. Arts. 105, 106, 107, 110 and 111 allow warships and other authorised ships to stop, search and seize any vessel on the high seas that they have reasonable grounds for suspecting to be engaged in piracy. UNCLOS defines the high seas, for the purposes of acts of piracy, as those

waters which lie beyond the seaward limit (generally 12 miles) of the territorial sea. Acts within the territorial sea which would be regarded as piracy if committed on the high sea are treated as 'armed robbery at sea' and are subject to the primary jurisdiction of the coastal state in which the acts take place.[9]

The problem of piracy has attracted repeated and sustained attention from government policy makers and from law enforcement officials. Treaties and international agreements, implemented in national law, have focused on its elimination. UNESCO in particular has long recognised that the rights of authors and artists are jeopardized by the spread of piracy and that measures to prevent piracy were crucial. This for the reason that, "Cultural industries - including books, audiovisuals and multimedia - generate jobs, income and revenue and are at the same time a central vehicle for promoting cultural diversity at local and international level." While the full eradication of piracy may not be achievable, it is possible that its worst effects be limited or neutralised.[10]

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