

An Analysis of the Effects of Online Movie Piracy on the Entertainment Sector and the Role of Blockchain Technology in its Prevention

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Abstract: The dawn of the 21st century has seen business communication develop dramatically, accompanied by full technological advancement, and this has opened up several opportunities for the distribution of media content. In the past, content distribution was limited to cable TV transmission or the exchange of tangible media, such as tapes, video recordings, and DVDs. However, the advent of the Web 2.0 phenomenon at the beginning of the 2000s made the Internet a very effective means of distributing content. Accessing multimedia data has become more and more convenient with the development of online streaming services, P2P network-based dissemination systems and content service providers. The accessibility of content has also promoted the unauthorised reproduction, alteration and travelling of copyrighted content, generally known as pirated content. The piracy sector has a major effect on the makers of multimedia resources, which lead to big monetary losses and revenues that are not received due to unauthorized and unlicensed downloads. Of more concern is the normalization of piracy in society. Various techniques collectively called digital rights management (DRM) tools have changed over the years to combat piracy. The problem with traditional anti-piracy strategies is that they are easy to work around. The introduction and mass adoption of blockchain innovation in the past decades has been remarkable. The strong and incorruptible nature of blockchains is the major reason for their popularity and value among the common people. Hence, the question arises as to whether blockchain technology can be used successfully to prevent piracy. This paper aims to determine the impact of digital piracy along with its variant ways and the application of blockchain technology that may be utilized to facilitate pirate detection and the source while equipping content providers with the means to safeguard their copyrights. To achieve this objective, the study examines the fundamental functioning of blockchain technology and analyses the prevailing techniques via which piracy is executed.

Keywords: Entertainment Industry, Online Piracy, Blockchain Technology, Ledger Technology, Watermarking.

JEL Classification Number: L82, O33, O34