2-1-2019

Media piracy in the Middle East: A case study of 2018 world cup

Ruba Sayed

Follow this and additional works at: https://fount.aucegypt.edu/etds

The American University in Cairo

School of Global Affairs and Public Policy

MEDIA PIRACY IN THE MIDDLE EAST: A CASE STUDY OF 2018 WORLD
CUP

A Thesis Submitted to

Department of Journalism and Mass Communication

in partial fulfillment of the requirements for
the degree of Master of Arts

by Ruba Nabeel Abd El-Raouf Sayed

under the supervision of Prof. Hussien Amin
January / 2019

i

ACKNOWLEDGEMENTS

My work is dedicated to

my dear Grandpa,

my precious Parents

and

my beloved Family

ABSTRACT

The main aim of this dissertation is to study the audience's perception, awareness, behaviour and attitude towards pirating live sports broadcasting media content in one of the Middle Eastern countries, which is Egypt. Moreover, this research fills a gap in the literature by investigating the media landscape in the Middle East in the age of digitalization, presenting an overview of media piracy, internet penetration and social media usage in the region in general and in Egypt in specific. It also studies the recent piracy activity in the case of 2018 FIFA World Cup in Egypt, by examining the legal and illegal broadcasters in the Middle East. Hence, the core of this study is the Egyptian media audiences and football fans who watched the 2018 tournament either by using legal methods which are subscribing to beIN sports packages, since it was the only legal broadcaster in the region, or using other illegal techniques such as illegal television cables and illegal live streaming from the internet. The study is conducted on a purposive sample of 460 young Egyptians; their age varies between 18-30 based on previous statistics, which revealed that the millennials in MENA are the ones who violate the intellectual property of the media the most and they are altering the media landscape in the region. The research follows a triangulation method by combining two research approaches; in-depth interviews as a qualitative methodology and surveys as a quantitative one. The theoretical framework used in this study is the Theory of Planned Behavior and Social Responsibility Theory. Also, this study revealed several different important factors that are related to pirating sports broadcasting media content, which are: 1) the impact of Egyptian youth on this phenomenon, 2) the factors that influence their intentions and behaviors to violate the intellectual property of the media, 3) the techniques that could be used to reduce piracy, 4) the audience awareness about this issue and the relationship between being a football fan and the size of sports pirated content, and 5) the correlation between the economic status of the audiences and the act of media piracy. Thus, the study at hand managed to outline the behavior of the Egyptian youth towards pirating the media.

TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

LIST OF ABBREVIATIONS

EGP	Egyptian Pound Currency
EUROS	European Currency
FTA	Free To Air
GCC	Gulf Cooperation Council
IP	Intellectual Property
IPTV	Internet Protocol television
MENA	Middle East and North Africa
P2P	Peer-to-peer
SoA	Share of Audience
UGC	User Generated Content
USD	United States Dollar Currency
VHS	Video Home System
VoD	Video on Demand

Chapter One

Introduction and Background

Introduction

The internet has become an important medium for the people of the Arab world, either for information acquisition or an entertainment source. Simon Kemp, the CEO and founder of Kepios, stated that "Digital is growing faster in the Middle East than anywhere else in the world." (Radcliffe, 2018). The internet penetration by the Middle East population reached 64.5% in 2017 (Internet World Stats, 2018). Furthermore, the high usage of the Internet and the emergence of different social media platforms had a negative effect on the content the television presents, and the broadcasting industry in the region as well. This has led the media to start a battle and face a new threatening and disturbing phenomena, which is Media Piracy (Ancora, 2014).

Media piracy is a widespread phenomenon faced by most of the media ownerships in all the developing countries. It occurs in most of the countries around the world, where its citizens watch and have access to television networks (Kudelski, 2016). It is an illegal act, which occurs by distributing a copyrighted material; whether a film or a video, either from one broadcaster to another or from a broadcaster to digital platforms; which is called digital piracy. While, the people who violate the intellectual property of the media and are responsible for this illegal action find that pirating the media is a huge business, this activity affects the media industry causing a lot of doubts, conflicts, fears and disagreements in the broadcasting field (Riekkinen, 2018).

The competition between television and cable networks to obtain sports broadcasting rights became one of the most profitable industries in the media. However, signal theft appeared as a consequence of the growth of digitization, since it has revealed new chances to destroy this business, (Powell, 2017). This led to the extensive prevalence of television piracy, especially for the paid television and it became one of the crucial factors that threaten the media industry and the media ownerships (Irdeto, 2017).

1

Online piracy of sports was highly noticed in the case of the FIFA 2018 World Cup in the region and especially in Egypt. The main broadcaster in North Africa and the Middle East for the tournament was beIN Sports, an international cable television network, owned by a Qatari entertainment and sports network beIN Media Group. Several football fans in the region should pay a very high cost to access all the 64 matches of the event (Bassam, 2018). Accordingly, some Middle Eastern citizens, who live in different states, searched for another way to watch the World Cup matches, which is stealing the live transmission from beIN sports and transferring it to a different cable or broadcast TV or sharing it on illegal online websites (Harwood, 2018).

Hence, the research at hands focuses mainly on the widespread of media piracy in Egypt, especially the pirated content of live sports broadcasting, which became a major threat for sports events and media industry as well. Also, this study will discuss how different social media platforms has become a leading media for illegal streaming and online piracy. This research will also help in discovering the reasons and motivations behind piracy of sports broadcasting and the different tactics used to steal and share copyrighted material online. Additionally, it will present a general review on laws and strategies against piracy and the role of the Egyptian government towards this act. Furthermore, it will study the power of the Egyptian youth on this regarding their behaviour and attitude towards the broadcasted media content. In this regard, the audiences in this study are perceived as active participants according to their engagement in the act of piracy.

Background of the study

Media went through several changes over the past years. Recently the whole industry is going through a significant transformation, especially after the emerging of the internet and the widespread of the new digital technologies. The digital revolution changed the conventional techniques that consumers used for decades to gain the media content they desire such as videos, films, series, music, games and books. Since these media materials are now available on the internet, consumers can acquire and experience the content they want either through downloading it or illegal streaming

from any online website (Institute for Information Law, 2018). In addition, the availability and the evolution of different social media outlets allow its users to gather, create, modify and distribute any sort of information by using simple methods and techniques. Also, these platforms let their users share any content easily, either to their friends, family or any group of people who shares the same interests, needs and wants (Luca, 2015).

This new illegitimate Business-Media Piracy-destroys the broadcasting markets and affects several media organizations worldwide. These companies lose lump sum of money as they don't collect either the intended profit or the revenue that cover their work expenses. One of the reasons that led to their loss are the people involved in this unlawful act, either by viewing or sharing or downloading the pirated media materials from the internet (Kudelski, 2016).

According to Muso Annual Piracy Report (2017), it revealed that in 2017, illicit downloading and streaming of TV shows increased and around 300 billion visits to pirated content was accessed by internet users. Consequently, television piracy is evolving rapidly and increasing every year (Muso, 2017).

The launching of the Pay-Tv turned the broadcasting market upside down. As it had a new service that flourished the industry which is presenting special content to its audience especially for sports events. On one hand, this motivated the people to either subscribe for this service or to renew their subscriptions. While on the other hand, the high cost and the subscription fees of the Pay-Tv has led the world to find another method to view the unique content in an illegitimate way (Kudelski, 2016).

Online sports broadcasting piracy has been a challenging issue to many specialized sports organizations for more than ten years. Recently, most of the sports content is presented on cable services, which requires media consumers to pay money to use this service. Lamar Smith, a congressman in the United States declared that "[W]hy buy the cow if you can get the milk for free? Why pay [for] the sporting event when you can watch it on line for free?". Several online websites present free pirated media material that could be accessed by internet users without any difficulty anywhere around the globe. As a result, people who are interested in sports find it easier and

engaging to watch free illegal broadcasting sports events on the internet rather than paying for it (Robertson, 2015).

Nowadays a battle is waging in the media and sports broadcasting industry. Legal offerings and competitions between countries to own the broadcasting rights is no longer the base of the war, but the illegal offerings to the public. The piracy business is evolving to appeal to the masses by developing more sophisticated business strategies and models. People who violate the intellectual property of the media hire reputable content providers to study the markets including their different legal aspects in order to determine the positioning of their offerings to the consumers. For the media and sports industry to overcome piracy, insights about the consumers' behaviours and attitudes who are powering the illegal offerings should be gathered, in addition to studying the pirate competitors (Irdeto, 2017).

Statement of Research Problem:

Piracy is a remarkable and ever-going phenomenon since the creation of media concept without a clear solution of how to overcome. This phenomenon is becoming a prevalent phenomenon in Egypt, mainly in the sport-media sector. Media is a commodity facilitating the entertainment process of individuals, thus it's crucial to understand the drives that motivate the Egyptian youth to perform such an act. Moreover, the reasons behind the increased usage of piracy in Egypt. From this point comes the significance of examining the Egyptian audience's interpretations of such usage, to come up with how effective such concept is on the perception of the Egyptian youth, and how this perception affects their knowledge, attitudes and behaviours towards powering the growth of piracy business in the sports broadcasting field by illegal streaming or sharing re-broadcasted live broadcasting signal during the 2018 World Cup.

Objective of the Study

This study has general and specific objectives, thus the main objective of this study is to investigate the motives, intentions, attitudes and behaviour of the Egyptian youth and Young adults that drives them to perform such illegal activity. Moreover, to study their perception towards this act and their awareness about this issue.

<u>The General Objective is:</u> to administer the role of digital piracy in altering the media industry.

<u>The Specific Objectives are:</u>

1. Identifying the current status of media piracy in the Middle East.
2. Examining the causes of piracy and its effect on the media industry especially the broadcasting field.
3. Listing the different laws and regulations applied and used to eliminate piracy
4. Studying the audience's perception, behaviour and attitude towards digital piracy.

Chapter Two

Literature Review

1. Media Landscape in the Middle East

The media landscape went through several significant transformations. The rapid advancement in digital technologies and new communication devices has shifted the media scene and the media consumption in the region. The regional media in the Middle East witnessed a huge shift in the process of supplying content. The content and the media channels have not only expanded but also varied in its nature. The offerings diversified across different media platforms such as print, broadcast and digital media. Moreover, the content is no longer restricted to the industry in the Middle East, it extended to international players in the global market. This diversification is based on previous research which proved that local audiences are striving for content that does not only reflect their culture but also cultures from all over the region (Schoenbach, Wood & Saeed, 2016).

1.1 Television

Television is defined as "the media platform on which audio and video are transmitted to the viewer. This definition also encompasses online video services including video on demand and online video streaming." (Schoenbach, Wood & Saeed, 2016). In the Middle East television is still a key player media outlet with a strong and growing presence in terms of the number of channels and advertising revenues in the region. However, the pay-TV and on-demand services are still consuming a small margin of the industry, since it only occupies 20% of the total television households in the market of the Middle East and North Africa as shown in figure 1: the evolution of the pay-tv market in Middle East and North Africa (A.T. Kearney, 2016). The Middle Eastern and North African pay-TV market is growing, and it is assumed to grow in the upcoming years. Satellite is still the dominant broadcasting method in the market and the shared regional language. Moreover, the restricted number of high quality produced content paves the way to a solid Pan-Arab TV industry. As for the local market, it has

a few key players resulting in increased competition. The TV channels main concentration is in Egypt, Lebanon and the United Arab Emirates (Schoenbach, Wood & Saeed, 2016).

Television consists of scripted and non-scripted content. The prominent regional channels increased the number of reality, talk, game and talent shows or in other words the non-scripted programs in comparison to early years. As for the scripted content, it consists of movies (local and international) and Arabic language TV series mainly the Egyptian ones remain the most preferred production for the audience with a significant share of the local TV market. Thrillers and comedies also started to gain popularity across the region leading to more production in this sector (Media Industries in the Middle East, 2016).

In 2014, the free to air satellite TV channels- FTA offered 724 channels over 35 different countries. Although there's a lot of headquarters, Egypt, The United Arab Emirates and The Kingdom of Saudi Arabia are the key players in terms of FTA stations. As for the channels, the entertainment sector is the most popular amongst the audiences in terms of share of audience (SoA). Television is currently increasing the engagement with different digital platforms leading to new revenue opportunities. YouTube is becoming a key player in the industry by providing a lower price programming to consumers such as Netflix. The main difference between the TV and the FTA market is that the television market is highly competitive with low diversification among countries, while on the other hand, the FTA market has 724 channels on a huge companies' base with five major networks in the region offering different entertainment type productions, consisting of MBC, Rotana Group, DMI, ADM and Al-Hayat. These five networks attract around 30 percent of the audience share; 23 percent are attracted by MBC. The rest 70 percent are divided on other minor stations (Media Industries in the Middle East, 2016).

The pay TV market in the region is divided into three main aspects, mainstream, IPTV providers and multi-platform operators. Since 2010, OSN has been the region's main player in terms of revenue and development. As for beIN sports, it has the largest number of subscribers, exceeding 58 percent of the total number of subscribers in the MENA market due to its leading nature in live coverage (Schoenbach,

Wood & Saeed, 2016). IPTV providers consist of mainly telecommunication companies such as GCC telecom operators; Etisalat in UAE, STC in the KSA and Ooredoo in Qatar. They mostly offer bundles of FTA channels with some add on packages from pay-TV companies (Media Industries in the Middle East, 2016).

Online video compared to other markets, includes fewer key players led by YouTube in terms of legal online video streaming. YouTube is the second highest VoD-Video on Demand- consumption globally with around 300 million views a day in 2013 and 50 percent growth per year (Schoenbach, Wood & Saeed, 2016).

The video-on-demand market in the MENA region has around 15 players with minor market share in comparison to Europe. However, this service is increasing across the region. Meanwhile, the VoD became a part of daily viewing habits for several Middle Easterners. As many viewers resort to different online websites such as MBC's Shahid, beIN and Netflix and several mobile applications that offer these services to download or stream content from either a traditional TV package or any online source (Papavassilopoulos, 2018).

The rise of online service providers and the availability of different digital platforms has led to the creation of extensive opportunities for consumers to have a powerful control than ever before over the media content. Since now, they have a greater opportunity to choose the content they desire, the method and the time to view this content (Westcott, Loucks, Downs & Watson, 2018).
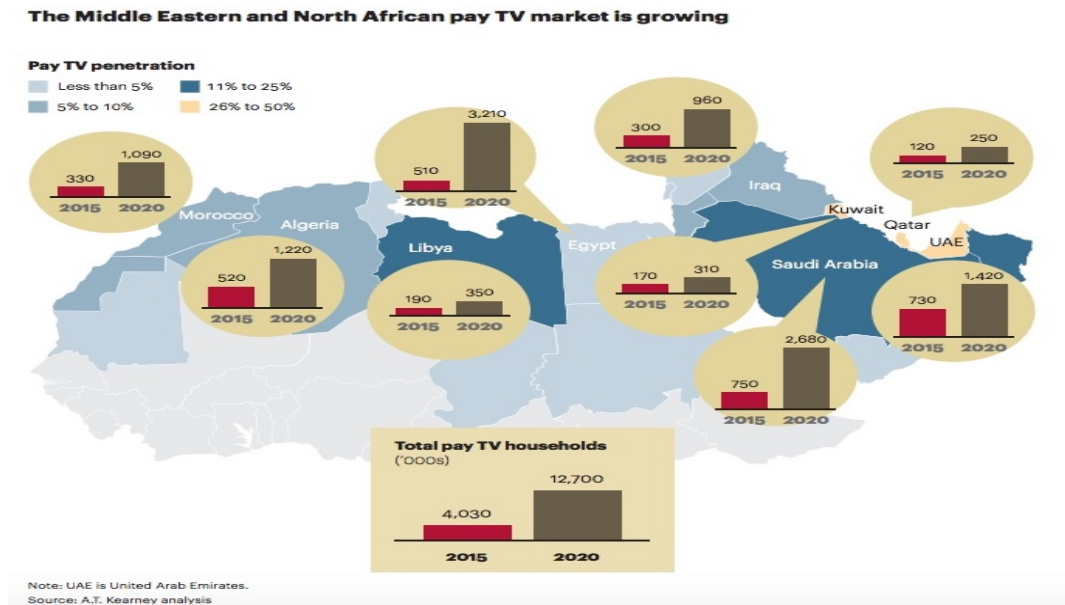
Figure 1: The evolution of the pay-tv market in Middle East and North Africa (A.T. Kearney, 2016).

1.2 Digital Media

Digital Media is defined as "media content provided via electronic means (e.g., media that can be created, viewed, modified, and stored on a computer). Also, this definition includes both digital content production (film production, TV and video series production, music and audio production, news and information production) and digital content distribution (short- and long-form video platforms, digital music streaming, podcasts, digital audiobooks, digital news platforms, digital magazine platforms, and social media)." (Schoenbach, Wood & Saeed, 2016). In the Middle East the online media is another important media outlet with a powerful presence with regard to internet penetrations and social media users in the region. Moreover, the digital media is in a rapid growth in the Middle East than anywhere else in the world (Schoenbach, Wood & Saeed, 2016).

The region of the MENA has gone through several technological changes, improvements and modifications during the last decade. The internet, which plays a vital role in the evolution of the digital media, has went through various adaptations to

improve its connections and to enhance its signal in most of the countries in the region. According to Internet World Stats, in 31 December 2017 the internet population reached to 64.5 percent in the Middle East, while in the rest of the world, internet users reached 54.1 percent as shown in figure 2: Internet Users in the Middle East and the rest of the world in 2018 (Internet World Stats, 2018).

Moreover, the penetration level of the desktop devices has decreased, while the penetration levels and usage of smartphones have increased in several countries such as Egypt, Algeria and Lebanon, as most of the citizens have mobile connections and internet services on their smartphones (Media Industries in the Middle East, 2016).

The mobile devices in the Middle East play an essential role in digital media concerning content distribution and viewership. Since most of the citizens in the region use their mobile phones to access, watch and share any online content on different social media platforms, according to Media Industries in the Middle East (2016) 60 percent of viewed online videos were accessed by mobile devices (Media Industries in the Middle East, 2016).

The Middle Easterners are one of the main influences that led to the digitization changes in the region. The social media usage in the Middle East is higher than the United States. As most of the citizens use different digital media outlets to access any desired content.

YouTube, Vimeo and Dailymotion are three leading international online websites that enable the citizens of the Middle East to view or share any television or video content. Besides, there are three international digital platforms in the region that are considered the most popular and have the highest levels of penetration compared to the penetration rates of the rest of the regions around the globe which are: Twitter, Facebook and YouTube (Schoenbach, Wood & Saeed, 2016).

INTERNET USERS IN THE MIDDLE EAST AND THE WORLD IN 2018						
MIDDLE EAST REGION	Population (2018 Est.)	Pop. % of World	Internet Users 31-Dec-2017	% Population (Penetration)	Internet % Users	Facebook 31-Dec-2017
Total Middle East	254,438,981	3.3 %	164,037,259	64.5 %	3.9 %	116,482,942
Rest of the World	7,380,319,981	96.7 %	3,995,403,425	54.1 %	96.1 %	2,002,577,210
WORLD TOTAL	7,634,758,428	100.0 %	4,159,440,684	54.5 %	100.0 %	2,119,060,152

Figure 2: Internet Users in the Middle East and the rest of the world in 2018 (Internet World Stats, 2018).

2. Media Convergence

2.1 Digitalization

The appearing of the internet followed by the vast advancement in technology has altered the world we live in, as it led to the digitization and convergence of different media outlets. Several tools and devices have been transformed from analogue to digital, this led to the appearance of a new concept which is Media Digitization. Media digitization is redesigning media contents to fit in different digital technology devices or in other words to have the material which is presented on the traditional mediums available on the digital ones or the internet (Tankosic & Trifunovic, 2015). The digitisation of the media triggered several people around the word to replace the traditional media they knew and used for many decades such as newspapers, books and broadcasting devices with the new digital online ones (Prajapati, 2018). Storsul and Stuedhal (2007) stated that "Digitalization enables the transmission of all digital media

services over the same networks, and the use of different kinds of services on the same terminals." (Storsul & Stuedhal, 2007).

The new digital equipment has stimulated several important and significant changes in media production. Since most of the analogue equipment has been replaced by the digital ones. The new digital technology devices were manufactured to be much smaller and lesser in weight. Furthermore, these devices were designed with reasonable prices to be available to the intended consumers with a higher quality image, video and audio. Accordingly, people can create or record any media content from any location if they own the required tools, besides they can distribute it on online networks without relying on media organizations and with affordable costs (Musburger & Kindem, 2013).

The availability and the low cost of this numerous equipment changed several aspects in the field of media production and led to new production considerations especially in the exhibition, broadcasting and distribution methods. The media is mainly broadcasted and distributed through the AM-FM Terrestrial Radio, HD-Radio, Terrestrial Television, Cable, Satellite, Mobile, Motion Pictures and the Internet (Musburger & Kindem, 2013).

Moreover, the new technology has affected the exhibition and distribution methods in the media production field, as it led to the appearance of a new term which is media "convergence." Musburger and Kindem (2013) stated that "Convergence refers to the coming together of previously separated technologies, such as computers and televisions sets." (Musburger & Kindem, 2013, p. 12). This means that merging two distinct technologies together or blending several media devices together or in other words, it is using a tool to reach a content of another tool (Musburger & Kindem, 2013).

This new phenomenon allowed several audiences to become active members of the media production industry. As any person with a mobile device can record any content. These devices are designed to provide several services other than making phone calls or sending telephone messages such as recording audio and video materials, photographs, internet information and online streaming programs. Moreover, these devices facilitated distribution methods (Musburger & Kindem, 2013).

These digital changes have urged the media ownerships to have a clear understanding of their audiences, besides, choosing the best distribution method for their intended production to reach their target consumers. Production could be viewed by its intended audiences through several distribution methods, nevertheless, one method will always stand out among the other ones (Musburger & Kindem, 2013).

2.2 The New Media

The internet nowadays has emerged and became one of the most essential means of communication. Moreover, it opened new ways for participation, distribution and interaction. The emerging of new media tools and the growing of different social media platforms as a means of interactive communication that depends on internet accessibility and mobile devices such as smartphones, tablets and laptops or computers, has transformed the audience from passive consumers to active members, additionally, it helped media organizations to deliver information and interact with their audience more easily (Kalamar, 2016).

New media devices have allowed people to gather, create, modify and distribute any sort of information by using simple methods and techniques. As social media users can share any content and add information, recommendation and experiences towards goods by one button click. Also, the high usage of the internet and different social media platforms such as Facebook, WhatsApp, YouTube and Twitter changed the audience's behaviour and attitude. These platforms had a powerful impact on the communication process. This resulted in changing the way the consumers' digest the media materials and several audiences became a user-generated content or in other words a content producer (Luca, 2015).

The User Generated Content (UGC) is a term used to define the social media users who create and share media content on different digital media outlets, which led to the phenomenon of Citizen Journalism (Luca, 2015). The new user content creator enabled two-way communication between social media users and media organizations (Terry, 2014). Additionally, it helped media owners to recognize their audience's interest and identify their needs and wants. The User Generated Content is highly

13

noticed on two prominent digital platforms which are Facebook and YouTube, as these are the highest social media outlets used by internet users around the world (Luca, 2015). The rise of the user-generated producer is a double-edged weapon for media ownerships either as an opportunity or a threat to them. Since the new media has made the audience access any content around the world easily, therefore it became challenging opportunity to the media in terms of choosing what content to produce, present and show to their intended audience (Kalamar, 2016).

According to the World Economic Forum (n.d.), the emerging of the new media has a powerful effect on reshaping and changing the media landscape and its audience. The internet and social media became two important tools for the audience either as a tool to get information from or as a way to satisfy their needs and wants. Thus, digital media has altered the audience's attitudes and behaviours. As most of the consumers now find it easier and cheaper to stream the content they want at any time and at any place from the internet rather than paying for it. This has urged the media to change its industry and its landscape, in a way that meets the requirements for its intended audience's new behaviours and expectations.

The new media technologies and the easy accessibility and availability for the internet changed the media landscape around the globe, after the rapid rise of social media users. According to Statista (2017), 71 percent of the internet population around the world access the internet to use different social media networks, besides, the population of the social media around the world reached 2.46 billion users in 2017 (Statista, 2017).

2.3 Internet and Social Media Usage in the Middle East and in Egypt

The Middle Easterners were quickly adapted to the digital age and deeply invested in the digital technology. The internet and different social media platforms became two important digital tools to the people of the Arab world and Egyptians as well. As they highly depend on these media either for information acquisition or an entertainment source. According to Strategy& (2012), in the Arab world about 83 percent access

internet on daily basis, 61 percent access different social media websites and the minimum time spent on these social networks are two hours and 78 percent favor the internet over the television (Strategy&, 2012). In 2017, the population in the Middle East reached 246 million and the internet penetration is about 60 percent as 147 million are internet users as shown in figure 3: Digital in the Middle East. The high penetration of the internet increased the social media population, as in 2017 social media usage reached 56.4 percent. Middle Easterners use several different digital platforms, however most frequently used online application is WhatsApp (the most widespread messaging application), with 67 percent. Moreover, the penetration of Facebook (the most popular social network) is 63 percent, YouTube (the most popular video sharing website) is 50 percent (Radcliffe & Lam, 2018).

In Egypt, the internet penetration and social media usage are in a significant increase every year to reach 49.5%. The Information and Communication Technology (ICT) stated that 99.82 million use their mobile to access the internet- approximately 110.4%. As for the internet penetration and usage, 33.7 million use the internet-about 41.2% of the total population. As for the ADSL subscribers, 4.95 million subscribe for this service, while 1.4 million use the International Internet Bandwidth (Media Lanscapers, n.d.)
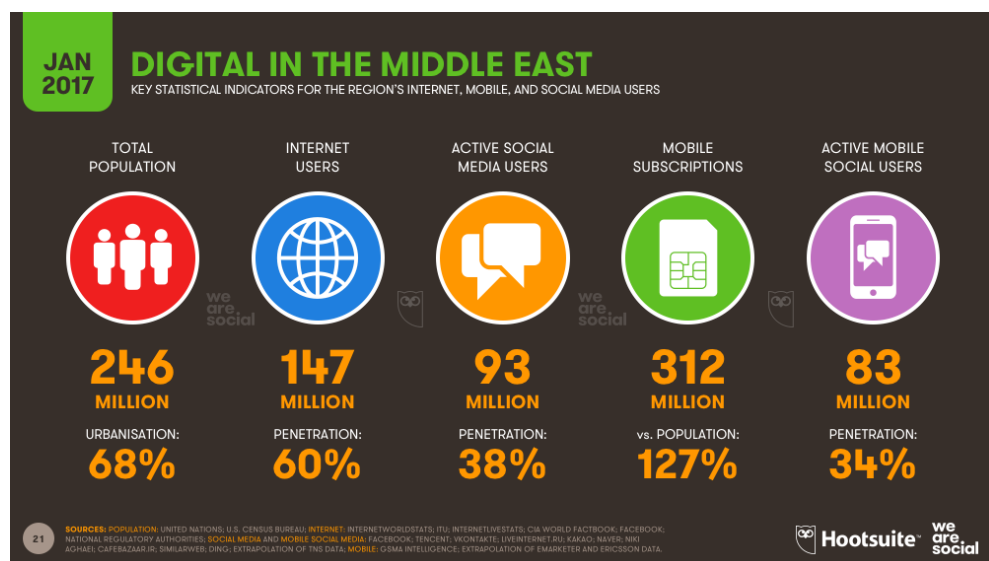
Figure 3: Digital in the Middle East (Radcliffe & Lam, 2018).

3. Media Piracy

3.1 Some Reflections on Piracy

The word "piracy" was derived from the word "pirates", as both words have the same meanings but with different concepts. Pirates are the people who seek and attack ships in several oceans to hunt their treasure, while Media Pirates are the people who perform immoral activities by intentionally stealing and violating the media's premium content (Tallman,2017).

Media piracy became a global scourge in which media ownerships cannot exterminate, specifically after the evolving of different digital platforms and various websites. These outlets provided easy access to any type of online media files, in addition to, the online services they offer such as file storage and sharing services. The new digital devices, the low wages and the high cost of the media content are three main elements that led to the widespread of media and digital piracy. Thus, the content providers find it very difficult to prevent internet users from accessing any illegal websites and from streaming, downloading or watching any authorized content in an illegal way (Tallman,2017).

Media piracy or Digital piracy is an illegal act, which occurs by distributing, watching, sharing or downloading any copyrighted material without taking the approval of their legal owner. The people who violate the media by distributing media content, either from one broadcaster to another or from a broadcaster to social media outlets; find that violating intellectual property is a very successful business. Hence, all media organizations must search and find new regulations to protect their intellectual property, as digital piracy became a very serious issue that cannot be eradicated by just legislation (Riekkinen,2018).

Intellectual Property (IP) laws can only be effective if they are implemented respectively and in a proper manner among all people. However, a massive scale of violations has been detected leading to Piracy. Piracy is not only the behaviour of illegal institutions or commercial piracy but also the behaviour of the end users or the consumers themselves (Belleflamme & Peitz, 2014).

Commercial piracy is rooted back to the attraction of criminal institutions to the large profit margin of disseminating copyrighted material. On the other hand, the increase in consumer piracy could be the result of the internet and digitization. Digitization has led to a massive reduction in the cost of reproducing and distribution content between consumers and changed the relationship between consumers, copyrighted materials, copyright holders and different technological organizations. Information products include software, music, books and movies and defined by being hardly excluded by their owners from the consumption of the non-payment of the end users. This reason is the main purpose behind the decrease of production of intellectual products due to the huge loss margin in profits. The underproduction problem could be solved by elimination these intellectual products by the legal means. Nowadays, this is the main objective of the Intellectual Property (IP) laws adopted by most countries around the world. According to Belleflamme and Peitz (2014), IP is defined as "the legal rights that result from intellectual activity in the industrial, scientific, literary, and artistic fields" (Belleflamme & Peitz, 2014). IP laws are divided into four sectors, the first is aimed at safeguarding information products which are protected by copyrights, while the three other sectors, which are patents, trade sectors and trademarks are aimed at safeguarding the industrial properties (Belleflamme & Peitz, 2014).

3.2 International Conventions of Copyright Law

Piracy is not a new phenomenon; it has been a problematic issue, which most of the countries around the world face for several decades. Consequently, several countries across the globe are waging a war against piracy for many years and many international laws have been made to prevent such as an act.

In 1886, most of the Western countries around the world signed the "Berne Convention". This convention allows the content creators to protect their copyrighted literary work and artistic material. Lovoi (1999) stated that "[a]uthors of literary and artistic works... have the exclusive right of authorizing the reproduction of these works, in any manner or form," (Lovoi, 1991).

In 1952, the Universal Copyright Convention was proposed to work parallel with the Berne Convention by allowing its parties to hold certain formalities in the latter.

This convention was observed to be weak, as it lacked some copyright protections for several countries and these protections were only limited to the country who provided this convention (Lovoi, 1991).

In 1961, the International Convention on the Protection of Performers, Producers of Phonograms and Broadcast Organizations was developed. It is a multilateral treaty known as the Rome Convention. This convention expanded the framework in the Berne agreement regarding the rights granted to include other content creators such as musicians, record companies and broadcast media. Also, this treaty emphasized mainly to protect the artists' rights (Lovoi, 1991).

Several international conventions were suggested and adopted to tackle the issue of piracy, however, no law was presented to overcome this issue. and to establish uniform protection. The Berne Convention and the Universal Copyright Convention provided a weak scope for the rights of intellectual property right, since it did not propose powerful protections for the artists and content creators.

In 1997, piracy in the recording industry was remarkably noticed due to the advent of a new device, which is the CD-Recording- a small inexpensive home device that record and copy any audio or music to blank CDs. This has led the United States to start a battle against piracy. Another agreement was introduced to protect the copyrighted material which is Trade-Related Aspects of Intellectual Property Rights - TRIPS. This treaty is one of the most powerful conventions regarding protecting the intellectual property, it was adopted in 1989. This convention had a powerful multinational scope to protect the intellectual property, according to Lovoi (1999), "the highest expression to date of binding intellectual property law in the international arena.". It was suggested to work as a link between the intellectual property and its value, and the international trade. According to Livoi (1999), "inadequate protection of intellectual property undermines the goal of free trade because it leads to trade distortions.". Moreover, people who violate intellectual properties, they enjoy any type of production that is low in cost. Hence, the motivation of any artist to create content decreases, if there are no sufficient and powerful rights for them that help in protecting their content (Lovoi, 1991).

3.3 Piracy at the Age of Convergence

The media industry worldwide is facing Digital Piracy. The high internet penetration helped in increasing digital piracy, causing massive loss to several producers and media ownerships. As the new digital technologies eased the ways for consumers to acquire any media content. (Institute for Information Law, 2018).

Media piracy is another term emerged after the evolving of internet piracy. Moreover, it became a threatening phenomenon faced by most of the media organizations in all the developing countries. Media piracy occurs in most of the countries around the world, which its citizens have access to both television networks and internet. Also, the consumers of digital piracy changed the business environment completely and this was noticed mainly in the creative industries (Kudelski, 2016).

The Audiences has been always and still looking for new, cheap and easy ways to consume any products or services even in unethical manners. Creyer and Ross (1997) have conducted a study on the audience's ethical behavior and how it affects their purchasing behaviour. This study has found that the audiences would still buy products or consume services from unethical sources, only if these illegal sources sell it at a lower price (Creyer & Ross,1997).

In the era of the digital technology, the audiences still perform the same acts, as they will always search for any method, whether it is legal or illegal to stream new entertainment media once it is released at lower prices. This entertainment media ranges from watching new TV shows, episodes, programs to listening to different genres of music. Some of them may choose illegal access to entertainment as long as it satisfies their needs and wants. From this point comes the concept of media piracy and its widespread in developing countries such as Egypt and most of the Middle East countries and Indonesia. According to Statista (2017), sixteen percent of media consumers stated that they resort to pirating different material on a weekly basis using sites such as 4shared.com and rapidgator.net in 2017. As a result, the importance of copyrights is dramatically increasing and almost half a million copyrights were disclosed in 2013 on different artistic works in the united states (Statista, 2017).

MUSO, an international company that collects information and statistics about digital piracy violation around the globe, revealed that the act of illicit downloading and online streaming of television shows increased in 2016 by 3.4 percent. Many internet users accessed several illegal digitized media materials as there were around 300 billion visits to online websites that embraced pirated media content in 2017. These pirated visits were done through different technological devices, as 87 percent of these visits were accessed through mobile devices and the other 13 percent were through desktop computers (Muso, 2017).

Video piracy is one of the most popular types of media piracy especially in Colombia and Mexico. Piracy was admitted by three-quarters of the consumers. Financial restrictions are the main reason behind pirating media content since consumers stated that they pirate media material in order to skip paying at movie theatres and paying for premium TV channels/services. Moreover, 48 percent of the consumers living in the United States admitted watching to at least one movie after being screened in movie theatres and before its availability in local television, while 24 percent admitted watching pirated movies that are still screened in movie theatres (Statista, 2017).

The Pay-Tv or the cable television-a subscription-based television services-changed the television industry. As this service provides its customers with special content that is distinctive from the terrestrial television and the satellite. This encouraged a lot of people to pay for this service to either subscribe and enjoy this facility or to renew their expired subscriptions. On the other hands, the high cost and the subscription fees for this service has led several audiences around the world to find another technique to view and access the unique content the pay-tv presents in unethical ways (Kudelski, 2016).

Several media consumers around the world believe that watching pirated content is a normal act. If a person cannot afford to buy it or subscribe for the service that provides this special material, he/she could see this content in an illegitimate manner since this person deserves to watch the content. Winner, Jenkins and Carey, three media theorists argue that people who can't afford to access and view paid media content, are more likely to resort to consuming pirated ones. Moreover, people who

participate in this act, don't think about their morality, the only thing they consider is how to satisfy their needs and wants. On the contrary, there are some people who are aware of this unethical act and they recognize the wickedness of piracy; still, they practice this activity because it became a common act (Tallman,2017).

The diversity in the unique content will always be an essential element in the success of any paid media service. However, this could be a threat to the service providers, as audiences who always seek for new media content to watch and experience, will obtain it in whichever way whether it is legal or not. These people are not aware of the consequences of their acts on the media industry since many media producers lose a lot of revenues every year. Accordingly, these providers should have the ability to stand against and strongly fight piracy, to be able to protect the exclusivity of the content they present (Tallman,2017).

3.4 Is there any Good in Piracy?

The rapid growth of different social media outlets changed the means of how people interact and communicate with one another and encourages the concept of media piracy. Several countries around the world have banned access to different social media outlets and websites involved in any illegal activates as a way to fight media piracy. The website blocking technique was adopted by 25 countries to protect the violation of copyrighted material which are, "Australia, Argentina, Austria, Belgium, Chile, Denmark, Finland, France, Germany, Greece, Iceland, India, Indonesia, Ireland, Italy, Malaysia, Norway, Portugal, Russia, Saudi Arabia, Singapore, South Korea, Spain, Turkey, and the United Kingdom" (Cory, 2016).

Digital piracy a concept that impresses both negative and positive implications. Pirated media content could be a benefit for media providers. As content creators can identify the effectiveness and the value of the material they present from the size of piracy that surrounds their content. Also, media ownerships can define the amount and measure the size of the audience who desires this content (Lujiten, 2016).

On the contrary, sharing or copying authorized material without having its owner's approval is an illegal activity and it could harm the artists and the creators of

this content. Moreover, media piracy could affect the media industry by decreasing the exports of different media content and hurting the competitiveness of media goods either with the local or the international ones. Content creators, media organizations and content providers lose a huge sum of money as a consequence of this activity and they don't achieve the intended profit to cover the production fees (Cory, 2016).

3.5 Sports Piracy

Piracy nowadays takes many different forms such as music, television, movies and films, books and software piracy. However, the research at hands will concentrate on the piracy of live sporting events, since live sports became the main target for online pirates. Also, the broadcasting of sports events is the most important industry in the television field. As live sports games are an essential commodity and a success to any media organization in terms of profits and revenues. This type of entertainment targets a massive number of audience, as it excites them the most when it is compared to other sources of entertainment in the broadcasting field (Friend MTS, 2018).

The digital era and the new digital technologies have changed the landscape of sports-media, as several important, exclusive and live sports leagues are broadcasted on premium television channels that need subscriptions (Friend MTS, 2018). The royalties that broadcasters gain from distributing and selling their special footage and premium sports content to other media platforms, gave them the power to invest their money in this costly and guaranteed business. As they are considered to be the only content provider involved in broadcasting sports events to millions of fans all over the globe (Gray, 2018).

This has altered the broadcasting means of the live sports events and opened new possibilities for signal theft. Moreover, the competitive sports events have become a leading and an international billion-dollar industry, especially in the broadcasting field. This is due to the huge and the exclusive right granted for these events, besides, it is considered to be the closer and the direct collaboration between the media, the sponsors, the advertisers and the sports authorities. Nevertheless, new sophisticated and digital

communications technologies, which is available to wide audiences all over the world, have not only allowed the fans to follow and track the news for live sports tournaments, but it has opened new gates for watching live and exclusive media content in several unethical methods. The live sports broadcasts have become the most important business for media pirates around the globe to retransmit unauthorized broadcasting signal to different digital media platforms (Gray, 2018). Also, the widespread of handy devices with internet and streaming services has contributed to the expansion of illegal streaming of the unique content that the media presents. Accordingly, this premium content has driven many people to resort to unethical ways to view and watch the unique content. Moreover, several individuals who are involved in violating intellectual properties launched mobile applications and online websites that are easily accessible, to help the audiences to stream and watch the sports events without subscriptions or paying any fees. Consequently, these illegal ways of streaming have persuaded a massive audience around the globe to access pirated media content, without considering the threats that will affect the content providers. Since illegal streaming affects the income of the organizations that own the rights to broadcasts these premium events (Friend MTS, 2018).

Sports piracy is not a new phenomenon; it has been a global issue for more than ten years (Friend MTS, 2018). A report was conducted by Envisional and NetResult on digital piracy of sporting events, both companies stated that "In April 2008, NetResult estimated that 238,000 viewers watched one single Premier League Football game merely on two illegal streams. Furthermore, the same company estimated that 1.1 million viewers registered on one stream to watch an NBA basketball game in December 2007." (Robert Gordon University, 2011).

Live streaming of sports events has been a serious problem for several professional sports organizations, the number of illegal streaming websites is growing rapidly every year causing a substantial threat to the sports industry. Also, different social media platforms such as Facebook, Youtube, Persicope and Twitter and other online websites became the most prevalent media to view pirated content of live sports events (Friend MTS, 2018). Viaccess-Orca, a leading company that provides television content protection solutions for all countries around the world, released a report about

piracy during the 2018 FIFA World Cup as shown in figure 4: Viaccess-Orca Infographics of Illegal Streaming during the 2018 World Cup. This report revealed that the entire number of illegal streaming links detected were 40,713, around 26,098 streaming links were found on different websites on the internet and 14,615 were found on different social media networks such as Facebook and YouTube. The pirated links which were found on several social media platforms has maximized the illegal viewership during the World Cup to reach 41,371,139 viewers (Viaccess-Orca, 2018).

Illegal streaming of important sports events plays a critical role in threatening the sports industry, by putting the service and the content providers under real pressure to search for different techniques to fight this illicit act. Regardless of how strong they battle against this unethical activity to protect their content; this situation is in a great doubt to change any time soon (Friend MTS, 2018).
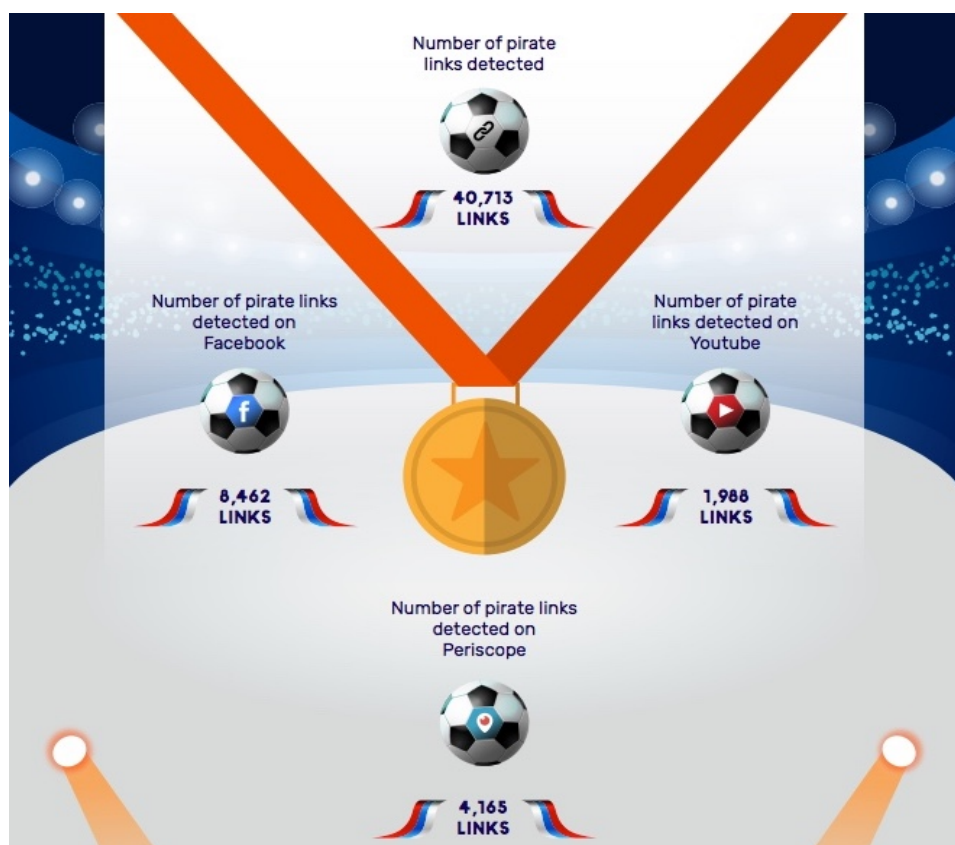
Figure 4: Viaccess-Orca Infographics of Illegal Streaming during the 2018 World Cup (Viaccess-Orca, 2018).

4. Media Piracy in the Middle East

4.1 Overview on Piracy in the Middle East

The Arab world has seen several dramatic changes in the media landscape. These changes were remarkably observed in people's attitude towards the media and how they use it. Moreover, the widespread of the internet and social media usage, the recent alterations and consumers' new behaviour towards the media have led to the spread and expansion of video piracy in the region. Media piracy became a plague that can destroy the broadcasting industry. Furthermore, it is such a prevalent and a growing problem in the Middle East and North-Africa as well. Despite the many efforts to eradicate it, yet it has been found across several different sectors of the media industry such as movies/films, TV series, music and live sports broadcasting events. Also, it became a major threat for Pay-Tv providers and content rights holders, since content theft happens in the region in the exact way it does in the rest of the world (Irdeto, 2017).

Moreover, there has been a notable decrease in the television viewership in the Middle East, as most of the people in the region use their smartphones to stream, download or watch a pirated video or broadcasted material through the Internet or different digital media platforms (Dennis, Martin, Wood & Saeed, 2016).

Furthermore, the Millennials, whose age ranges from 18-24, are affecting the media industry in the Middle East. As they became one of the main reasons in the widespread of this illegal activity by altering the ways viewers could access and watch any pirated media content easily. An online survey was conducted by Irdeto in 2017, it showed that over half of the viewers whose age ranges from 18-24 in the Middle East and North-Africa, particularly in the Gulf Cooperation Council (GCC) and in Egypt, view and consume illegal video content through mobile devices at least once a weak. Additionally, this study revealed that Egypt is one of the top countries, which is involved in this illegitimate act among other countries in the region. Since, the millennials in Egypt admitted that they stream and watch pirated material several times per week (Irdeto, 2017).

Video piracy in the Middle East has a huge impact on several broadcasting industries such as the Pay-Tv. The illegal transmission of broadcasting signal affects several media organizations, legitimate producers, broadcasters and content creators, as this illicit activity takes money away from them and transfer it to organized and systemized criminals. Hence, they lose a huge sum of money for not achieving the intended profits. Furthermore, it prevents them from getting any return on their investments (BroadcastPro Middle East, 2018).

This has urged several countries in the region such as Egypt, Saudi Arabia and the United Arab Emirates to take an action in order to combat this illicit act. Debusmann (2018) stated that there have been "A total of 2.71 billion downloads of pirated content were made in the last year, according to the MENA Broadcast Satellite Anti-Piracy Coalition." and "A total of 22 pirate television channels that were broadcasting content illegally have been shut down over the course of the last year." (Debusmann, 2018).

People who violate intellectual media properties in the Arab world proceed their illegal activity, through developing a successful plan for their business. Meanwhile, several audiences around the region face a growing range of viewing options, hence, these individuals apply several and different tactics and strategies on their business to attract many audiences as possible to their illicit business which suit and fulfil their needs. As they understand the consumers' demands, needs, wants and desires and they are fully aware of the broadcasting market and what appeals to it (Irdeto, 2017).

Regarding the types of the watched content, the pirated video content was noticed to be the top and the most prevalent in the Middle East. Since it was found that a large percentage in the region and the Arab world consume and watch illegal video content. According to Irdeto, 59 percent watch pirated video content in Egypt, while 53 percent do the same in the GCC countries (Irdeto, 2017).

Several Egyptian and Arab satellite channels that operate in the Arabic language were identified as illegal broadcasters and were forced by their governments to stop their illicit activity. According to Arabian business magazine, these networks whether they operate on Arabsat, Nilesat or Eutelsat such as Yahsat, HOGAR, Josat, Egypt Life, 2M Comedy, 2M Film, A Cinema, Wave Cinema, Egypt Life, Misr Al Balad, Beirut

Cinema, Cinema B, T-Film, T-Cinema, T-Taxi and T-Comedy transmit illegal broadcasting signal which include both foreign and Arabic content. Furthermore, the governments of two Gulf countries which are Saudi Arabia and the United Arab Emirates detected 175 online websites that embrace illegal video content that belongs to a Middle Eastern free-to-air satellite broadcasting company, which is MBC Group (Debusmann, 2018).

The pirated content of live sports events was observed to be the second most prevalent in the region. Since there is a huge availability and a strong rise in the illegal distribution of sporting events through different digital media platforms. This act is noticed to be growing in the region, as 19 percent of the audience who are interested in sports events especially football in gulf countries were detected to view pirated content for these kinds of events, while in Egypt there are 23 percent carry out the same illegal activity (Irdeto, 2017). Moreover, according to Statista (2017) Egyptian audiences are interested in watching pirated content for live sports tournaments. Egypt is considered to be one of the top countries with a very high percentage in sports piracy among 5 other countries around the world and the first in the Middle East who share the same illegal act which are, Portugal, GCC, Italy and UK as shown in figure 5: Share of consumers who are interested in viewing pirated live sports in selected countries worldwide as of February 2017 (Statista, 2017).

Sports piracy is not a new phenomenon in the region, but recent years have been marked by an unparalleled surge in this type of piracy. In 2013, the internet emerged in the Middle East to reach 40.2 % of the entire population (Go-Gulf, 2013). In the same year, beIN sports -a Qatar-based global network of sports channels- was the only network in the MENA who earned a legal transmission of broadcasting signal across the region for the English Premier League. Hence, several peer-to-peer networks decided to support the tournament's audiences and football fans within the region by allowing them to watch for free the pirated content for live sports events (Hammond, 2014). According to Merriam-webster online dictionary peer-to-peer is defined as "relating to, using, or being a network by which computers operated by individuals can share information and resources directly without relying on a dedicated central server" (Merriam-Webster, n.d.). This has led to the widespread of numerous illegal free

websites and online streaming links for the 2013-2014 English Premier tournament matches to reach more than 45,000 links (Hammond, 2014). This led to an urge from different countries across the region to understand and recognize the scale of the problem. As several countries in the Middle East such as Saudi Arabia and United Arab of Emirates carried out collective attempts and high-cost strategies to eradicate and fight television and satellite piracy in the region. Although these efforts cost them a huge amount of money that could be estimated to reach 750 million dollars per year, still both countries execute this process to be able to protect their content from theft. In, 2017 the two nations collaborated to fight illegal streaming of sports programming and events and they were able to tackle and destroy 257 illegal set-top boxes that were spread within the region and allow unauthorized access to the pay television channels and its content. This urged several broadcaster networks to join and become a member of the MENA Anti-Piracy coalition such as beIN group (Alrawi, 2018). Despite all the efforts done by several countries and the anti-piracy association, still illegal viewing and streaming of sports events remain a serious issue in the region and it was highly observed in the 2018 World Cup tournament (Gervais, 2018).
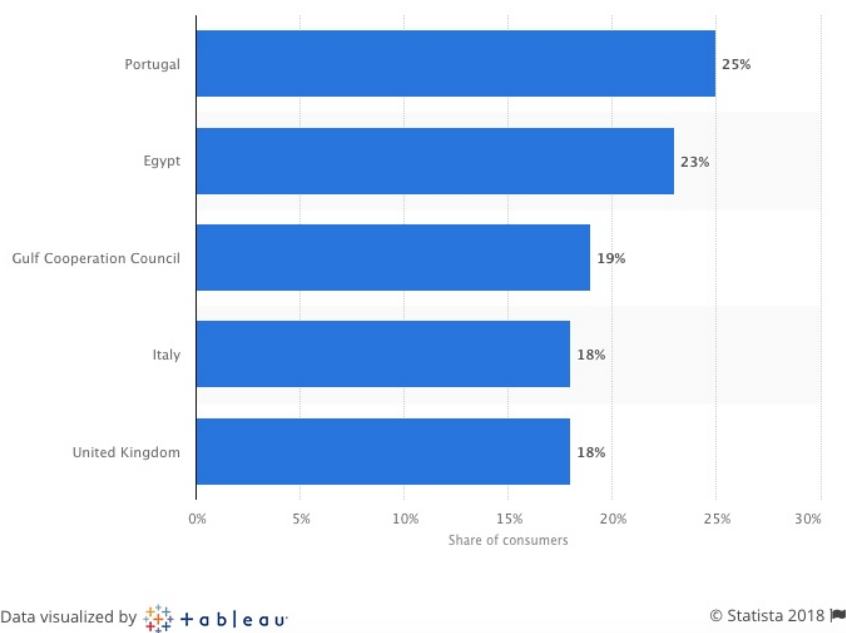
Figure 5: Share of consumers who are interested in viewing pirated live sports in selected countries worldwide as of February 2017 (Statista, 2017).

4.2 Reasons for Piracy

The increase and the widespread of the media piracy in the region especially the video and sports content theft has caused many broadcasters to question why people watch pirated media content. However, there were no exact answers to this question, but there were several assumptions that could be a reason for this illicit activity.

The high speed of internet connectivity, the increase of the level of internet penetration and the developing of the new technology in the Middle East are some of the factors that increase piracy in the region. Since, it led to the prevalent of unauthorized internet content such as the unicast streaming and the peer-to-peer networks, which motivated illegal broadcasters to distribute numerous of pirate set-top boxes to several audiences across the region that allow illegal access to new and premium content of the pay-TV (Hammond, 2014). Furthermore, the availability of different social media platforms and the easy access to them has thrived this illegitimate act. Additionally, the spread of affordable digital technologies such as laptops and tiny production devices that generate a high-definition video (HD) and high-quality audio recording without any difficulties are other factors of media piracy. As this enabled the participation of people in this illicit activity by sharing the filmed material on any online media outlet without any charges (Musburger & Kindem, 2013).

Also, being able to access and view the distinct content requires subscriptions which are high in prices. Since many viewers don't want to pay any fees to consume the content they desire. The low wages and the high cost of media goods are other two major reasons behind digital piracy. Besides, sometimes the special content that the audiences want to watch is not available in their country, therefore, they reserve to pirated material. Moreover, a lot of people in the region don't realize that they are violating the intellectual property of the media, because they copy people who perform the same illegal act which is either downloading, sharing or viewing the copyrighted material without having its rights (Bainbridge, 2015). While, the most recent causes for digital piracy are political and diplomatic reasons that were witnessed this year during the World Cup tournament mainly between two Middle Eastern countries which are, Qatar and Saudi Arabia (The Economist, 2018).

29

4.3 Laws against piracy in the Region

The emergence of different pirated content on numerous media outlets has urged several countries to take actions against this act and to propose different laws aiming at fighting content theft, protecting the copyrighted material, blocking illegal websites and any illegitimate cyber activity.

In UAE, the law is designed to fight the illegal transmission of broadcasting signal and protect its copyrights. According to Bainbridge (2015) "The UAE Federal Law No. (7) of 2002 Concerning Copyrights and Neighboring Rights (Copyright Law)8 provides provisions to protect rights holders against TV broadcast piracy. Specifically, Article 19(1) grants broadcasting organizations the economic right to grant licenses for the exploitation of their recordings and broadcasting programmes, while Article 19(2) empowers broadcasters with the right to prohibit unauthorized communication of their programmes or recordings to the public." (Bainbridge, 2015). Moreover, this law forces severe punishments for violation acts. These punishments range from fines, confiscating of works to prison time.

This law is enforced to protect the broadcasting industry and the government of the UAE clearly provided the penalties for the ones who break and violates the law, and the authority's rights and legislation to its audiences and citizens, though, piracy still a big problem in the country (Bainbridge, 2015).

In Egypt, there are laws that are related to the internet and the copyrights. In May 2002, the Egyptian parliament approved law no. 82 which is, the Intellectual Property Rights Law (IRP). This law encompasses four different sectors, which are the trademarks, the patents, the new plant varieties and the copyrights. According to the General Authority for Investment and Free Zones (n.d.) "The Copyright Law No. 354 of 1954 defines copyright protection to include, among other things, architectural designs; speeches; theatrical, photographic, musical and cinematographic works; and television and radio programs. The law was amended in 1992 (by Law No. 38) to broaden the scope of its protection to include videotapes and computer software. Books and computer programs are granted protection for the author's lifetime plus 50-70 years. Sound recordings are granted 50 years' protection from the recording date. The specified penalty for copyright violations is a fine of EGP 5,000-10,000 per

infringement, a prison term of not less than one month or both." (General Authority for Investment and Free Zones, n.d.).

The next section presents different articles of Law No. 82 of 2002, which embrace different directions of legal rights that is related to the television and broadcasting industry. Each article has different guidelines that allow broadcasters to understand and grant their rights, and protect their media content. (World Intellectual Property Organization, 2002).

- **Article 138**

"For the purposes of this Law, the following terms shall have the meaning given below:

(1) Work: Any created literary, artistic or scientific product, whatever its type, mode of expression, significance or purpose of its creation.

(2) Creation: The creative nature that confers originality on the work.

(3) Author: The person who creates the work. Is considered author of the work the person whose name is indicated on, or attributed to, the published work as being its author, unless proven otherwise.

The author may publish his work anonymously or under a pseudonym, provided that the identity of the author can be established without any doubt. In case of doubt, the publisher or producer of the work, whether a natural person or legal entity, shall be the representative of the author in the exercise of his rights until the identity of the latter is disclosed.

(4) Collective work: A work made by a group of authors under the instruction of a natural person who, or a legal entity which, undertakes to publish the work under his or its name and direction, provided that the contributions of the participants in such work are integrated in the general objective set by that person or legal entity, in such a manner that it is impossible to distinguish the individual contribution of each.

(5) Work of joint authorship: A work which is not considered as a collective work, in the making of which more than one person participated, whether or not it is possible to distinguish the individual contribution of each in the work.

(6) Derivative work: A work which is derived from an existing one, such as translations, musical re-arrangements, compilations of works, including readable databases, from the computer or otherwise, and collections of expressions of folklore, which by reason of the arrangement and selection of their contents, are considered as created works.

(7) National folklore: Any expression which consists of distinctive elements reflecting the traditional popular heritage, which originated or developed in Egypt, including in particular:

(a) Oral expressions such as folk tales, poetry and charades, and other folklore;

(b) Musical expressions such as popular songs accompanied by music;

(c) Motion expressions, such as popular dances, plays, artistic forms and rituals;

(d) Tangible expressions such as products of popular plastic art, particularly drawings with lines and colors, engravings, sculpture, ceramics, pottery, woodwork and any inlaid designs, mosaics, metal or jewellery, hand-woven bags, needlework, textiles, carpets and clothes; musical instruments; architectural forms.

(8) Public domain: Domain including all works initially excluded from protection or works in respect of which the term of protection of economic rights expires, in accordance with, the provisions of this Book.

(9) Reproduction: Making one or more exact copies of a work or a sound recording, in any, manner or form, including permanent or temporary storage of the work or sound recording in an electronic form.

(10) Publication: Any act which is liable to make available to the public, in any manner, a work, a sound recording, a broadcast program or a performance. Works may be made available to the public subject to the consent of the author or copyright owner. Sound, recordings, broadcast programs or performances

may be made available to the public subject to the consent of the producer or his successor.

(11) Producer of an audio- or an audiovisual work: A natural person who, or a legal entity which, takes the initiative to produce and to assume the responsibility for making the audio- or audiovisual work.

(12) Performers: Persons who act, sing, deliver, declaim, play, dance or otherwise perform, including expressions of folklore, in literary or artistic works protected by the provisions of this Law or belonging to the public domain.

(13) Producer of sound recordings: A natural person who, or a legal entity which, first fixes sounds for any work or performance for a performer, other than fixing of the sounds on images in preparing an audiovisual work.

(14) Broadcasting: Sound or audiovisual transmission, by wireless means for public reception, of a work, performance, sound recording or recording of a work or a performance, including transmission by satellite.

(15) Public performance: Any act which is liable to make the work available to the public in any form, such as acting, declaiming, playing or transmission so as to bring the public in direct contact with the work through performance, sound recording, visual or aural means.

(16) Communication to the public: Transmission by wire or wireless means of images, sounds, images and sounds, of a work, performance, sound recording, broadcast in such a way that, where such transmission is the only means of reception, any person other than family members and close friends can receive in any place different from where transmission originates, irrespective of time and place of reception, including time and place individually chosen by means of a computer or any other means.

(17) Broadcasting organization: Any person who or entity which is entrusted with or responsible for aural or audiovisual broadcasting by wireless means.

(18) Competent minister: Minister of Culture; the Minister of Information shall be competent in connection with broadcasting organizations, and the Minister

of Communication and Information shall be competent in connection with computer programs and databases.

(19) Competent ministry: Ministry of Culture; the Ministry of Information shall be competent in connection with broadcasting organizations, and the Ministry of Communication and Information shall be competent in connection with computer programs and databases."

- **Article 140**

"Protection under this Law is conferred to authors of literary and artistic works and particularly the following works:

(1) Books, booklets, articles, bulletins and any other written works;

(2) Computer programs;

(3) Databases, whether readable by computer or otherwise;

(4) Lectures, speeches, sermons and any other oral works when recorded;

(5) Dramatic and dramatico-musical works, and pantomimes;

(6) Musical works with or without words;

(7) Audiovisual works;

(8) Works of architecture;

(9) Works of drawings with lines or colors, sculpture, lithography, printing on textile and any other similar works of fine arts;

(10) Photographic and similar works;

(11) Works of applied and plastic arts;

(12) Illustrations, maps, sketches and three-dimensional works relating to geography, topography or architectural designs;

(13) Derivative works, without prejudice to the protection prescribed for the works from which they have been derived. Protection shall cover also the title of the work if it is inventive."

- **Article 147**

"The author and his universal successor shall have the exclusive right to authorize or prevent any form of exploitation of his work, particularly through reproduction, broadcasting, rebroadcasting, public performance, public communication, translation, adaptation, rental, lending or making the work available to the public in any manner, including through computers, internet, information networks, communication networks and other means. The exclusive right for computer program rentals shall only apply to the main rental enterprise; it shall not apply to renting audiovisual works inasmuch as the circulation of such copies does not cause material prejudice to the owner of the exclusive right in question. The author and his successor shall also have the right to control any disposal of the original copy of the work, and shall consequently be entitled to a certain percentage of not more than 10% of the proceeds resulting from every disposal of that copy. The right to prevent third parties from importing, using, selling or distributing his protected work, shall lapse where the copyright owner undertakes to exploit or market his work in any state or authorize a third party to do so."

- **Article 156**

"Performers shall enjoy the following exclusive economic rights:

   (i)   Communicate their performance to the public, authorize making available to the public, renting or lending the original fixation or copies of their performances;

   (ii)   Prevent any exploitation of their performances in any manner without their prior written authorization, including in particular fixation of such live performances on a medium, rental with the purpose of making direct or indirect commercial profit, or public broadcasting of such fixations;

   (iii)   Rent or loan of the original or copies of their performances with the purpose of making direct or indirect commercial profit, regardless of the ownership of the original or rented copies;

(iv) Make a fixation of a performance available to the public by broadcasting, through computers or other means in such a way as to enable the individual reception at any time or place. The provision of this Article shall not apply to the fixations of performances included in audiovisual fixations, unless otherwise agreed."

- **Article 157**

"Producers of sound recordings shall enjoy the following exclusive economic rights:

(1) Prevent any exploitation of their recordings in any manner, without their prior written authorization. Prohibited exploitation, in this sense, includes, in particular, reproduction, renting, broadcasting of such recordings or making them available through computers or any other means.

(2) Making a sound recording available to the public by wire or wireless means or through computers or any other means. "

- **Article 158**

"Broadcasting organizations shall enjoy the following exclusive economic rights:

(1) Authorize the exploitation of their recordings.

(2) Prevent any communication to the public, without their prior written authorization, of their television recordings, including, in particular, fixation, reproduction, sale, rental, rebroadcasting or communicating such works to the public through any means, including the removal or destruction of any technical protection of such programs by coding or other means."

- **Article 159**

"Provisions under this Law on the assignment by the author of his economic rights shall apply to holders of related rights. Without prejudice to the exclusive rights of performers and broadcasting organizations provided for in this Law, they shall only have the right to a single equitable remuneration for the direct

or indirect use of programs published for commercial purposes of broadcasting or communication to the public, unless otherwise agreed."

- **Article 168**

"Broadcasting organizations shall enjoy an exclusive economic right to exploit their programs, for a period of 20 years calculated from the date on which the program was broadcast for the first time."

- **Article 169**

"Broadcasting organizations shall have the right to broadcast works performed in any public place. Such organizations shall indicate in the broadcast the name of the author and the title of the work, and pay him an equitable remuneration, in cash or in kind. They shall also agree to pay any other compensation as appropriate."

- **Article 172**

"Without prejudice to the moral rights of the author under this Law, the author or his successor may not prevent newspapers, periodicals or broadcasting organizations, in as much as justified by their aims, from doing the following:

(1) Publishing excerpts from his works which were legally made available to the public, and his published articles on topical issues of concern to the public opinion, unless the author has prohibited such publication when publishing the work, and provided that the source, the name of the author and the title of the work were mentioned.

(2) Publishing speeches, lectures, opinions or statements delivered in public sessions of the parliament, legislative or administrative bodies or scientific, literary, artistic, political, social or religious meetings, including statements delivered during public court proceedings. However, the author alone or his successor shall have the right to make collections of such works, for which he shall be entitled to claim authorship.

(3) Publication of extracts of an audio, visual or audiovisual work made available to the public in the course of covering current events."

- **Article 179**

"In case of infringement of any right provided for in this Book, the president of the competent court dealing with the merits of the case, upon a request made by an interested party, may order, by petition, one or more of the following conservatory measures:

(1) Drawing up a detailed description of the work, the performance, the sound recording or the broadcast program;

(2) Discontinuance of publication, exhibition, reproduction or manufacturing of the work, the performance, the sound recording or the broadcasting program;

(3) Seizure of the original copy, or copies, of the work, audio recording or broadcasting program and seizure of the material used for the re-publication or reproduction of such work, performance, audio recording or broadcasting program, provided that such material could be used only for such re-publication of the work, performance, audio recording or the broadcast program;

(4) Establishing the infringement of the protected right;

(5) Assessing, and in all cases seizure of, the income made as a result of the exploitation of the work, the performance, the audio recording or the broadcast program.

In all cases, the president of the court may designate one or more experts to assist the bailiff in charge of the execution of such measures. The president shall require from the requesting party to submit an appropriate security. The requesting party shall be required to submit the merits of the case to the court within 15 days following the grant of the order, otherwise such order shall cease to have effect."

- **Article 180**

"The concerned party may, within 30 days from the date of the grant or publication of that order, appeal to the president of the court who issued the order. The president may confirm or revoke the order totally or partly or designate a custodian for the re-publication, exploitation, exhibition,

manufacturing or reproduction of the work, sound recording or broadcast program. The resulting income shall be deposited in the court's treasury until the dispute has been settled."

- **Article 181**

"Without prejudice to any more severe sanction under any other law, shall be punishable by imprisonment for a period of not less than one month and by a fine of not less than 5,000 pounds and not more than 10,000 pounds, or any of those sanctions, any person who commits any of the following acts:

(1) Selling, renting or putting in circulation under any form, a work, a sound recording or a broadcast program protected under this Law, without a prior written authorization from the author or the owner of the related right;

(2) Knowingly imitating, selling, offering for sale, circulation or rental, a work, a sound recording or a broadcast program;

(3) Knowingly imitating within the country, selling, offering for sale or circulation, renting or exporting to a foreign country a work, a sound recording or a broadcast program published in a foreign country;

(4) Dissemination through computer networks, Internet, information networks, communication networks and other means of technology of a work, a sound recording, a broadcast program or a performance protected under this Law, without a prior written authorization from the author or the owner of the related right;

(5) Manufacturing, assembling or importing for the purpose of sale or rent any device, tool or implement especially designed or made to circumvent a technical protection means, such as encryption or the like, used by the author or the owner of the related right;

(6) Removing, neutralizing or disabling, in bad faith, any technical protection device used by the author or the owner of the related rights;

(7) Infringing any of the moral or economic copyrights or related rights provided for in this Law.

Sanctions shall be multiplied according to the number of infringed works, sound recordings, broadcast programs or performances. In case of repetition, the punishment shall consist of imprisonment for a period of not less than three months and a fine of not less than 10,000 pounds and not more than 50,000 pounds. In all cases, the court shall order the confiscation of the infringing copies, those obtained as a result of infringement, as well as equipment and implements used to commit the infringement. In case of conviction, the court may also order the closure of the establishment used by the convicted person to commit his infringement, for a period of not more than six months."

- **Article 183**

  "The competent ministry shall grant license for the commercial or professional exploitation of works, sound recordings, performance or broadcast programs that fall into the public domain, against payment of fees, as prescribed by the Regulations, and not exceeding 1,000 pounds."

- **Article 184**

  "Publishers, printers and producers of works, sound recordings, performance recordings and broadcast programs shall be required jointly to deposit one or more copies, not exceeding 10, of their works. The competent minister shall decide the number of such copies or their equivalent substitutes, taking into consideration the nature of each work, and the place of deposit. Failure to deposit shall not affect the author's rights and related rights provided for under this Law. The publisher, printer or producer who violate the provision of the first paragraph of this Article shall be punishable by a fine of not less than 1,000 pounds and not more than 3,000 pounds per work, sound recording or broadcast program. The obligation to deposit shall remain applicable. This requirement shall not apply to works published in newspapers, magazines and periodicals, except where the work is published separately."

- **Article 185**

  "A register shall be established with the competent ministry in which any act of disposal relating to works, performances, sound recordings and broadcast programs under the provisions of this Law shall be recorded. The Regulations shall determine the procedures for the registration against payment of a fee of not more than 1,000 pounds for each work. The disposal shall not be valid with respect to third parties prior to such registration."

- **Article 186**

  "Any person may obtain from the competent ministry a certificate for a deposited work, recorded performance, sound recording or broadcast program, against payment of a fee prescribed by the Regulations not exceeding 1,000 pounds for each such certificate."

- **Article 187**

  "Any establishment that puts in circulation works, recorded performances, sound recordings or broadcast programs through sale, rent, loan or licensing, shall be required to:

  (1) Obtain a license from the competent minister against payment of a fee prescribed by the Regulations, not exceeding 1,000 pounds;

  (2) Maintain registers in which data and circulation year relating to each work, sound recording or broadcast program are recorded.

  Without prejudice to any more severe sanction under any other law, violation of the provisions of this Article shall be punishable by a fine of not less than 1,000 pounds and not more than 5,000 pounds. In case of repetition, the punishment shall be a fine of not less than 10,000 pounds and not more than 20,000 pounds."

Another law was introduced and enacted in Egypt, which is the Cyber-Crime law. This legislation was designed and approved in July 2018 by the Egyptian parliament and its members. The Cyber-Crime law was proposed to attack any illegal computer or internet or social media networks that copy and distribute any copyrighted data or content without either the approval of the possessor or holding its rights (Information Technology Industry Development Agency, 2018).

Moreover, one of the main purposes of this law is to track and raid any online syndicate that present any premium content or service in an illicit way. According to Itida (2018) "The law, which legalizes the digital evidence for the first time in the Egyptian jurisprudence, aims also at stamping out any information inciting violence or hatred, addressing various other types of computer crimes including hacking, fraud, or any attack on private and public information systems and networks." (Information Technology Industry Development Agency, 2018).

The"Anti-Cyber and Information Technology Crimes" law was approved and notarized by the Egyptian President, Abd El-Fatah El –Sisi in August 2018. This regulation includes several different articles that are related to cybercrimes and illegal internet activities. However, there is an article that could be relevant to the issue of piracy, which is "Article 13 states that anyone found guilty of illegally using the internet or other IT tools to access copyrighted content of audio-visual channels is to be punished with three months of imprisonment and a fine ranging from LE10,000 to 50,000 (about US$565 to 2,830)." (The Law Library of Congress, 2018).

Several laws were designed and applied in the Middle East against the Internet, the digital piracy and the content theft, especially in United Arab Emirates (UAE) and Egypt. Although these regulations were proposed and implemented to avoid copyright infringement and to fight this illegal activity, yet they neither reduced nor combated this phenomenon. As these enforced laws did not cause any changes in the piracy levels, nevertheless the only differences that were observed by these regulations were the type of content that is being pirated. Moreover, no law was designed to confront the issue of media piracy precisely (Clowes, 2017).

5. 2018 World Cup Legal and Illegal Broadcasts in the Middle East

5.1 Qatar Sports Network (beIN)

The Fédération Internationale de Football Association (FIFA) sold the broadcasting rights for 2018 World Cup to several broadcasters in different countries around the world. However, the only legal broadcaster who has bought the exclusive rights to broadcast the World Cup in the Middle East and North-Africa (MENA) was beIN Media Group. The beIN Group is one of the leading broadcaster's networks for sports and entertainment worldwide since it holds the rights to broadcast premium media content in forty-three different countries across five regions. Besides, it has about sixty different television stations that broadcast the sports content in seven different languages such as Arabic, English, Spanish and French. (Bein Media Group, n.d.)

beIN has been known for several years as Al-Jazeera Sports, which was the most famous sports broadcasting network in the Arab World. Also, it purchased and obtained six sports channels from another popular television network based in Saudi Arabia, which is Arab Radio and Television Network known as ART. In 2013, Al-Jazeera Sports network decided to develop a new marketing strategy and change its corporate image to create a different identity for its organization. On the 1st of January 2014, beIN Media Group MENA was introduced to the broadcasting market and launched its first broadcasting signal after it was rebranded. beIN network has been growing and expanding over the last four years to achieve different broadcasting rights for various media content in different fields. Furthermore, beIN succeeded in creating a global network that includes various and unrivalled television entertainment and kids content. Thus, millions of viewers around the world were attracted to the unparalleled media content presented by beIN and decided to subscribe for the beIN services (Bein Media Group, n.d.).

According to beIN Media Group Official Website, beIN has bought and acquired many legal rights to broadcast live and premium content for various sports and football matches that belongs to several international sports federations and associations (Bein Media Group, n.d.).

The next section presents different international sports unions, which embrace different types of sports (Bein Media Group, n.d.).

- "Football: FIFA World Cup, UEFA Champions League, Europa League, English Premier, League, Spanish La Liga, Italian Seria A, France's Ligue 1, German's League, Bundesliga, AFC Champions, Asian Cup, CAF Champions league, MLS, FA Cup, Beach Soccer
- American Football: NFL
- Tennis: French Open, US Open, Australian Open, ATP 500, 1000, Final Tour
- Basketball: FIBA World Championship, FIBA Asia, Africa, America, Euro, Basketball Championship and much more
- Volleyball: FIVA Championship
- Athletics: IAAF, Diamond Leagues and much more
- Motorsports: Formula 1, MotoGP, Dakar Rally, Nascar
- Rugby: Six Nations
- Handball: IHF, Qatar 2015
- Other sports: Gymnastics, Cycling, Judo, Swimming, Equestrian, Table, Tennis"

BeIN Sports MENA, a Qatari-based broadcaster and one of the world's largest sports right holders. beIN media group pays millions of dollars to gain the airing rights for the exclusive sports content and holds the exclusive rights to broadcast the live football matches for the 2018 FIFA World Cup. Thus, becoming the only broadcaster for the whole tournament in 24 countries across the region has led several countries in the region to take concrete actions against this monopoly (Basyuni, 2018).

Several GCC and Arab countries such as Saudi Arabia, the United Arab Emirates, Egypt, Bahrain, Mauritania and Libya's eastern-based government, imposed a blockade on Qatar by banning all the access to any online websites that is owned by Qatar and all the broadcasting signal of any Qatari-owned television channels including beIN sports. This happened due to the political conflict which occurred between Qatar and its Gulf and neighboring Arab countries after Qatar claimed its support to a terroristic group, which is the Muslim Brotherhood. However, Qatar has refuted and

denied the accusation; still these countries have cut off several relations including diplomatic, media, trading and travelling affairs (Hunt, 2017).

Banning beIN's services have put millions of Middle Easterners football fans and viewers in a state of anxiety. Since they might face a barrier of not watching an important event that will be viewed by hundreds of millions around the globe. In addition, the probability of neither not being able to watch any matches of the World Cup nor watching their national team playing in the tournament, has urged them to resort to several illegal ways as an alternative method to watch the 2018 FIFA World Cup. Moreover, beIN being the only sports media dominance in the region has obliged many football-hungry audiences to pay high subscriptions fees to satisfy their cravings towards football. However, the high costs to acquire this service has made the broadcasting market to be exposed to piracy, as millions of football fans could not afford the decoder and the subscription charges of beIN services. As a result, several football fans in the region searched for alternatives methods that are considered to be illegal to watch the 2018 World Cup tournament (Basyuni, 2018).

5.2 BeoutQ and Other Illegal Broadcasters in the Region

BeoutQ, a network of sports channels that was launched in Saudi Arabia and operated from Riyadh- the capital of Saudi Arabia- in 2017. It was introduced in several Middle Eastern countries to end the monopolism of beIN sports network, especially for the international sports events. It is a 10-channel system on Arabsat, which was operating in the MENA, besides, it presented its content in Arabic language. Also, it is a pirate television channel that impudently stole and illegally broadcasted copyrighted sports content mainly from beIN sports channels and streamed it on its own channels (Reuters, 2018).

Illegal streamers and content theft became more advanced than ever before, moreover, the rights holders and broadcasters became under an increasing pressure to protect their premium content by expending a large sum of money to secure their content. beIN took legal actions against BeoutQ, after it discovered the illegal activity that was carried out by this company. Additionally, Qatar revealed that several

decoders, which were related to beoutQ were distributed among the region in several countries. These set-top boxes- devices that transform and decode any digital television signal to analogue ones to be viewed on traditional television sets- have been stealing the live content for the World Cup matches and retransmitting it to beoutQ network. Moreover, the subscription fees for the beoutQ service was inexpensive in comparison to the subscription fees for beIN (Ahmed & Al Omran, 2018).

Furthermore, the year of 2018 marked the beginning of a new phase of media piracy, as it was the first time for a country in the history of sports broadcasting industry to use football as a mean to attack a political enemy. Qatar accused Saudi Arabia of this illicit act; besides, it demanded more than one billion dollars as compensation for the losses caused by beoutQ to beIN (Ahmed & Al Omran, 2018). Moreover, beIN cooperation had made it clear against an illegal act related to its services. As it posted on their online website their terms and conditions since 2015. These subscribing terms and standard conditions emphasized on illegal acts such as piracy by stating that: (BeIN Official Website, 2015)

"14. PIRACY

- "14.1 You acknowledge that the provision of unauthorized access to the Package or any program or other content through any means is an illegal act that causes beIN considerable damage. In the event that beIN determines that you are or were engaged in any unauthorized access/distribution of such content beIN may immediately terminate the Subscription and the Services and may seek reasonable compensation including, without limitation, damages as appropriate." (BeIN Official Website, 2015)
- "14.2 beIN reserves the right to refer you to the relevant authorities for criminal prosecution, including imprisonment and fines, in accordance with the law or to take any other action that is legally available to compensate beIN for your actions." (BeIN Official Website, 2015)

According to the general counsel of beIN MEDIA GROUP, Sophie Jordan declared that "For the past 10 months, beoutQ and its Saudi backers have been illegally pirating our proprietary sports content on an industrial scale, brazenly stealing IP and making it

their own. If left unchecked, this will have a dramatic and long-term impact on the grass roots funding of the sports that we all enjoy." (Harwood, 2018).

The Fédération Internationale de Football Association (FIFA) sued Saudi Arabia and its beoutQ network for violating the rules and the codes of conduct of the intellectual property. Also, they were prosecuted for transmitting the broadcasting signal of 2018 World Cup in an illegal method (Carp, 2018). Saudi Arabia has denied its involvement with beoutQ; moreover, it raided the illegal activities carried through beoutQ across its kingdom by seizing several decoders, which convert the digital television signal to analogue ones, to protect any content presented by its media organizations. These devices are considered a threat to the country's copyrighted media material (Gulf News, 2018).

Moreover, there were several illegal broadcasters for the 2018 World Cup in the region apart from the beoutQ. Israel, a Middle Eastern country, for the first time broadcasted the 2018 FIFA World Cup on its national broadcaster. Furthermore, several countries in the region such as Egypt and Jordan will be able to view the tournament in Arabic language and without paying any subscription fees (Times of Israel, 2018). Also, thousands of online web-streaming links, which were stealing the transmission from beIN sports network, were found across several digital media platforms such as "www.beinmatch.com, www.yalla-shoot.com and www.beoutq.sx/live". Additionally, an application called "Live Plus" was developed and uploaded on Google Play Store. This application enabled football fans to watch the live streaming for the whole World Cup tournament on their mobile devices for free, whether android smartphones or tablets, simply by downloading this mobile application (Live Plus, 2018).

5.3 Egypt and 2018 World Cup

The Egyptian authorities have made several efforts to acquire the broadcasting rights for 2018 FIFA World Cup. As this tournament was crucial to several Egyptian citizens and the country as well. Moreover, in June 2018, the Egyptian National Media Authority contacted the FIFA to request for live transmission for the tournament, which is broadcasting live signal for the World Cup matches on Egyptian terrestrial television stations, especially the ones that feature the Egyptian national team. As it was the first time for Egypt to join the World Cup tournament again, since the last time Egypt was qualified for the World Cup was in 1990. However, after several attempts from the Egyptian government, the FIFA did not respond to their request (Briel, 2018).

Consequently, the only way for the Egyptian football fans to view the World Cup was to subscribe for beIN sports packages, as beIN was the only broadcaster for the tournament in the Middle East. According to Reuters, many Egyptians, who are dedicated to football, cannot bear the subscription charges to acquire this service (Reuters, 2018). Also, beIN Egypt's Call Center stated that the cost of beIN decoder and purchasing one of beIN packages which include: 28 sports channels, 3 movie channels, 8 entertainment channels, 11 news channels and 4 channels for kids, is 1700 Egyptian Pounds(EPG)/approximately 95 US Dollars (USD). Moreover, the annual subscription fees for packages is around 2280 EGP/approximately 128 USD. In addition to, paying 2000 EGP/approximately 112 USD to obtain the FIFA World Cup package only. To summarize, a person to be able to watch the 2018 World Cup tournament at his home, he/she must pay an average of 207 USD- about 3,704 EGP- if the person has acquired the beIN receiver before and nearly 5,000 EGP if one did not purchase the device before. Hence, the high subscription fees of beIN services were beyond most of the Egyptian citizens, especially in a country with an estimated population 97 million people and most of its people with an average salary of 200 Euros/about 235 USD per month (eNCA, 2018).

In spite of this, several Egyptian audiences subscribed for beIN services, while others searched for other means to watch this important tournament such as the IPTV or Illegal television cables. These techniques could be considered as illegal broadcasting services; nonetheless, various Egyptian football fans used these

techniques to be able to view the World Cup event. The IP-TV (Internet Protocol Television) a device that uses the internet connection to stream any premium content on any television set. This device was used by several football fans in the country to stream the World Cup matches (Woodford, 2018). Moreover, the illegal television cables, which broadcast several encrypted television channels, was also used by several Egyptians. This method simply works by connecting several television wires to a device that has beIN services. According to BBC News Arabic, this device has an important feature, which is one device can distribute various cables among several television sets in different houses. Furthermore, the one who is responsible for these cables offers this service with a very low price in comparison to the subscription fees of beIN services. This membership fee vary based on the area of residency from 30-100 EGP/approximately 1.68-5.59 USD. As for the people who purchased this service during the World Cup tournament were requested to pay 40 EGP/2.23 USD per month (Yehia, 2018).

On the other hands, beIN has no fixed and specific charging fees for business and retail groups. According to beIN Egypt Call Center, each café, hotel, restaurant or any retail company pays the charging fees according to specific criteria written in their contact. This criterion is:

1. The area's or the place's square meters.
2. The viewing methods, whether the place will show beIN services in an exterior or outdoor area or an interior one or both

Despite the fact that the membership charges of beIN is very high and costs a lot of money that could reach more than 40 thousand EPG/approximately 2,237 USD, several Egyptian hotels, cafes and restaurants were able to subscribe for beIN sports and World Cup packages. While other local cafes couldn't afford this huge sum of money and decided to use illegal broadcasting method to show the whole tournament for the 2018 World Cup.

To the best of the researcher knowledge, several researchers tracked the issue of piracy in the Middle East in several media fields such as Movie piracy and Music Piracy. Moreover, they conducted various studies on these topics. However, no researcher has traced the issue of piracy in the broadcasting field, especially the sports

49

broadcasting industry. The researcher was being able to trace the latest issue of sports broadcasting piracy in the Middle East by taking the 2018 FIFA World Cup as an example for the prevalence of this phenomenon, which threatens the media industry in the region and the whole world as well.

Chapter Three

Theoretical Framework

Mass Communication Theories have been used for several decades by numerous scholars in different media studies. Since they are considered as methods to describe how mass communication affects its users. There are several ways to explain and define the term theory. According to Denis McQuail (1983), he defined the mass communication theory as "a set of ideas of varying status and origin, which seeks to explain or interpret some phenomenon" McQuail (1983).

Theories have a powerful influence on any media study, which is covering a certain reality of research. As according to Earl R. Babbie (1989), he described the theories as "a generalized and more or less comprehensive set of statements relating to different aspects of some phenomenon." Babbie (1989). The study at hands will focus on two theories, which are The Planned Behavior Theory and Social Responsibility Theory.

Theory of Planned Behavior:

Theory of Planned Behavior (TPB) is the individual's intention which motivates him to carry out a certain attitude or behaviour. This theory was first introduced by Ajzen in 1991, this scholar suggested that the individual's behaviour is mainly predicted by his intentions; and consequently, intentions are in turn, predicted by attitudes about the behavior as described and shown in figure 6: Theory of Planned Behavior (Ajzen, 1991). Also, he defined another indicator for a person's behaviour which is the subjective norms, which he defined as "a person's perception of important others' beliefs that he or she should or should not perform the behavior" (Ajzen, 1991). Furthermore, Ajzen's theory of TPB has been used to predict the diversified behaviors of people in different social contexts (Cameron, Ginsburg, Westhoff & Mendez, 2012).
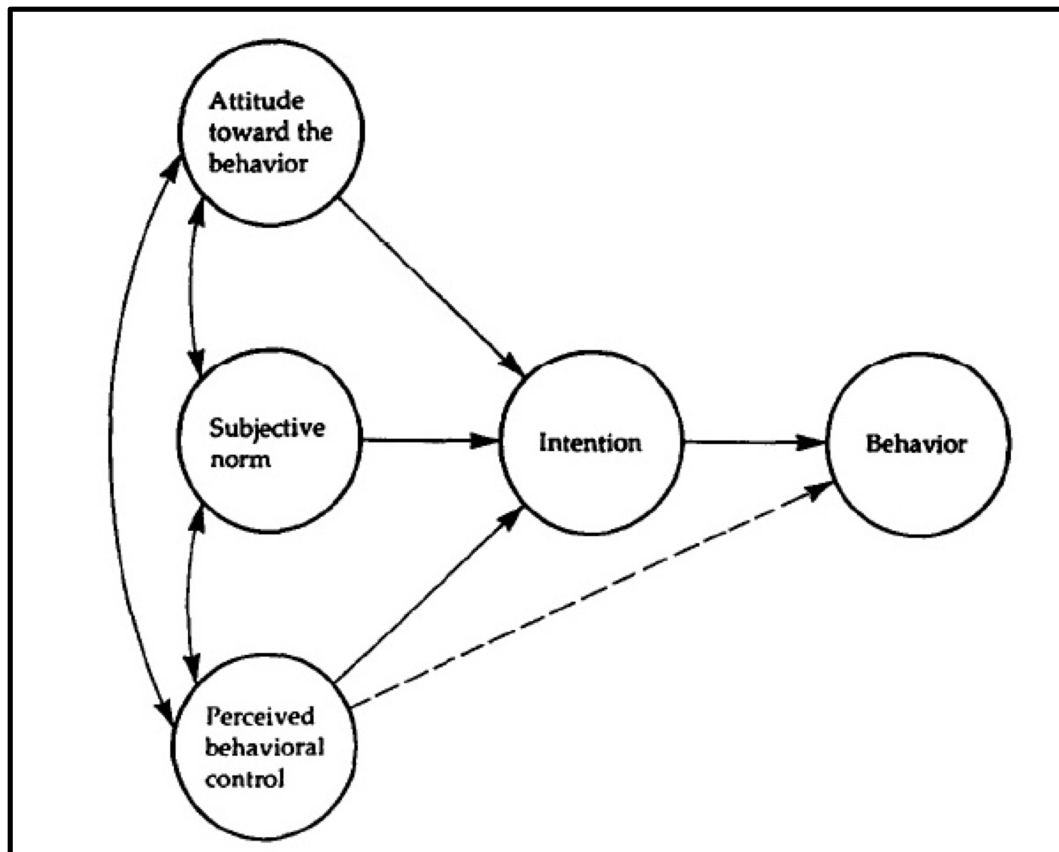
Figure 6: Theory of Planned Behavior (Ajzen, 1991).

As mentioned earlier, a person's attitude is an antecedent of behavioural intent in the Theory of Planned Behavior. According to Ajen (1991) and Mahmoud (2013) Attitude is defined as "the degree to which an individual evaluates the behaviour as positive or negative" (Sanne & Wiese, 2018). Besides, attitude can also be defined as development of behavioural beliefs and subjective outcome evaluations. Moreover, Ajzen (1991) mentioned that behavioural beliefs are "the beliefs that performing the behaviour will provide a certain outcome". Also, he defined the Subjective outcome evaluations as "the value the individual assigns to the expected outcome" (Ajzen, 1991; Sanne & Wiese, 2018). Similarly, Instrumental beliefs and experiential or affective beliefs can be a base to shape an attitude for a person. Since Instrumental beliefs are related to considering the use or the cost benefits of performing the behaviour. Also, experiential or affective beliefs is the deliberation of the emotional benefits of doing a specific behaviour. Thus, any behaviour could be considered significant based on the ways it is perceived, whether in a usefulness way or in an enjoyment value for any person (Sanne & Wiese, 2018).

52

Another aspect which is reliable for shaping a person`s attitude is the Subjective norms. According to Ajzen (1991) norms can be considered as any kind of social pressure on a person which motivate him/her to perform in a certain way, just to feel socially accepted. The social pressure is driven from the notion of how often or how popular this behaviour is considered among other members of the society. In addition, Subjective norms are usually developed out of the normative beliefs and the motivation to comply with these expectations in the society in which a person belongs to. (Ajzen, 1991; Sanne & Wiese, 2018).

The three scholars Shirley S. Ho, Youqing Liao & Sonny Rosenthal (2014) stated that the Subjective norms, which are considered as an indicator in defining the individual's planned behaviour, are usually affected by two referents. The friends and family are the personal referents, while the mass media and the political context in the society are the second referents. However, Yanovitzky, Stewart & Lederman (2006) argued that the Personal referents are supposed to have a stronger influence on the subjective norm more than the societal referents, in regard to manipulating and influencing any behaviour (Sanne & Wiese, 2018).

The Perceived behavioural control is an additional factor that outlines and explains a particular behaviour of a person. Ajzen (1991) stated that perceived behavioural is another aspect that defines the behavioural intention of a person according to the theory of planned behaviour (Ajzen, 1991). Additionally, the perceived behavioural control could be defined as "an individual's perceived ability to perform the behaviour" (Ajzen, 2006). This ability is varying across situations, based on factors that either support with or hinder the individual from the performance of such behaviour. Furthermore, perceived behavioural control does not stand alone, yet it is developed by the control beliefs and the perceived power of the influencing factors (Sanne & Wiese, 2018).

Control beliefs are defined according to Ajzen (1991) as "the beliefs the individual has about the extent of control they have over choosing to perform the behaviour" (Ajzen, 1991). This control is usually associated to the resources, abilities of a person and barriers that he faces every day (Sanne & Wiese, 2018). Similarly, the perceived power of the influencing factors as stated by Ajzen (1991) "the individual's

perception of how strongly the factor can influence the performing of the behavior" (Ajzen, 1991).

Several scholars argue that the perceived behavioural control may not only have a direct effect on the behavioural intent; thus it might directly influence the performing of the behaviour itself, because sometimes the individual's intention to perform the behaviour could be present, however the existing of a factor outside the individual's control may hinder the actual performing of the behaviour (Sanne & Wiese, 2018).

Studies of measuring individual behaviour usually imply that people are more likely to engage in behaviour that they have control on by means of evaluating resources, opportunities, and specialized skills which formulate the behavioural intention. The mentioned Studies have investigated the power of attitudes toward technology, perceptions of social norms, and the ability to control the behavioral outcomes and behavioral decisions of an individual (Leung & Chen, 2017).

Ajzen's Theory of Planned Behavior was first introduced to examine what influence a person behavior in any social context, but recently scholars started applying this theory to examine people's behavior in using the media and precisely the social networking (Cameron, Ginsburg, Westhoff & Mendez, 2012). Baker and White (2010) carried out a study to examine how adults uses social network sites in the light of the Theory of Planned Behavior. The findings of the study supported the TPB's components of attitude, perceived behavioural control, and group norms in predicting intentions to use social networking sites. They then found the support that intentions predict behaviour (Cameron, Ginsburg, Westhoff & Mendez, 2012).

Generally, the theory of planned behaviour provides a powerful framework to predict voluntary human behaviour. In that matter, communication researchers tend to involve the hypothesis of this theory in conceptualizing media choice, for example, the Uses and Gratification researchers focused on expectancy-value mechanisms in regard to media choice (Hartmann, 2009). In addition, the core of the theory relies on predicting an individual's behaviour, accordingly applying the theory should be used to explain and predict any type of elaborate, planned or measured media choices. Simply because media choices are probably planned by persons because it sometimes

involves a considerable risk and measuring the amount of investment of time, money and other resources (Hartmann, 2009).

Hence, any risky media choice usually results in individual's behavioural acts, that is because people usually tend to repeat any behaviour they consider less risky, especially if it is low in costs and/or involves high certainty. For example, the act of obtaining any luxurious media technology such as a computer or a television screen represents a classic example of a risky media choice; similarly, the action of choosing a movie to go watch in the cinema can be an example of considerable risk. This implies that if an individual is facing an unfamiliar choice, this media choice could be considered a risky choice. Other examples of risky media choices may include choosing a new software for the computer, or simply navigating through a new website or service on the Internet, sometimes choosing to spend time playing a newly released video game also could be considered as a risky media choice (Hartmann, 2009).

Also, Eccles & Wigfield (2002) mentioned that the planned Action theory perceive people as decision-makers, they follow their intentions, and they voluntarily pursue their goals. Hence, people may be affected by different sources such as environmental, stress and affordances. However, the theory also considers the behaviour to be guided by an insightful progressive cognitive process (Hartmann, 2009).

Correspondingly, people's cognitive processing is usually affected by different "forces" which can be categorized as the internal drives or external pressures, but then again they cannot be regarded as a determinant for this cognitive process. Hence, the action theory simply defines the capability of people to analyze the environments and pay attention to their surroundings when it comes to taking any decision or making any judgment (Hartmann, 2009).

With regard to the explanation of media choice from the perspective of the planned action theory, several scholars defined the aspects of this action. Marewski, Galesic & Gigerenzer in 2001 illustrated the first step of this action which stresses on users' decision-making, this includes evaluation of rewards and the costs and likelihood. Eccles & Wigfield in 2002 explained another aspect for the application of the planned action theory that is related to media choices since it highlights the

technique of where intentions are developed within the decision process. The third aspect was clarified by Gollowitzer, Heckhausen & Bechmann in 1990 which explains how intentions are usually implemented and isolated from competing for action plans. While the last aspect was described by Sheeran, Webb & Gollwitzer in 2005 which determines how intentions result in actual behaviour (Hartmann, 2009).

The Theory of Planned Behavior has been used as a theoretical framework to explain the behavioural intention of individuals when it comes to software piracy. The perceived behaviour on the internet usages is a core of many studies applying the planned behaviour theory (Yoon, 2011).

Kwong and Lee (2002) proposed a study to explain the intention of swapping music on the Internet, by describing the effective relationship between the action of legislation as a determinant for an individual's attitude toward the notion of software piracy, beside to the individual's intention that motivate him to engage in software pirating behavior. The result was a reflection of the components of the planned behaviour theory that perceived behavioural control, attitude and subjective norms, had a substantial influence on behavioral intention (Yoon, 2011).

On the same hand, Peace et al. (2003) proposed more elaborated research for the application of the Theory of planned behaviour in the software piracy context by introducing multiple variables of punishment severity, software cost, and punishment certainty. Subsequently, along with the individual attitude, the variables proposed regarding the Theory of planned behaviour were proven significant in predicting software piracy behaviour (Yoon, 2011). Likewise, Cronan and Al-Rafee (2008) used the theory of planned behaviour as a framework to identify the standard features that can have an impact on digital piracy. They stated that any previous piracy behaviour and the moral obligation of an individual, along with the variables of the planned behaviour theory are used to determine the influence on intention to commit digital piracy (Yoon, 2011).

Researchers, though, have described the intentional behaviour of software piracy as unethical behaviour. Thus, Hunt and Vitell's (1986) proposed an ethical decision-making model as a base for controlling this kind of behaviour. This decision-making model is often used in digital piracy studies as it provides a general theory of marketing

ethics as well as focusing on the reasoning process that guides an individual to perform any sort of behaviour (Yoon, 2011). However, scholars have mentioned several limitations of the theory of planned behaviour which include (Boston University, 2018): "Assumes the person has acquired the opportunities and resources to be successful in performing the desired behavior, regardless of the intention" (Boston University, 2018):

- "It does not account for other variables that factor into behavioral intention and motivation, such as fear, threat, mood, or past experience" (Boston University, 2018).

- "While it does consider normative influences, it still does not take into account environmental or economic factors that may influence a person's intention to perform a behavior" (Boston University, 2018).

- "It assumes that behavior is the result of a linear decision-making process, and does not consider that it can change over time" (Boston University, 2018).

- "While the added construct of perceived behavioral control is an important addition to the theory, it doesn't say anything about actual control over behavior" (Boston University, 2018).

- "The time frame between "intent" and "behavioral action" is not addressed by the theory" (Boston University, 2018).

After going through the definition and the uses of the theory of planned behavior, it would be easier to explore the effects of this theory on the individuals, moreover, it will study the way of media usage. Also, it will anticipate the reasons and the motives that drives any person to do such an act, as this theory has been used to demonstrate the attitude of individuals and the intentions that motivates them to perform a certain attitude or behavior, especially when it comes to any act of piracy. Besides, it will study the intentions of the person who is participating in this illegal activity. Thus studying audience's behavior will help the researcher to understand the way they think towards this issue. Additionally, it will help in recognizing several ways that will help in reducing media piracy in the region. As a result, studying the power of

audience, their motivations attitudes and behavior towards this issue is a very important key to identify their awareness towards this problem.

Social Responsibility Theory:

Philip. N (2001) defined the role of the media in any given society as "the media should serve the public, and in order to so, should remain free of government interference." Also mentioning that in order for the media to serve the public, the media should undergo a self-regulation process. This statement reflects the core of the social responsibility theory, which was first introduced to the public in 1947, when the Hutchins Commission on Freedom of the Press recommended the notion of media's responsibility and freedom. The theory explains how the media could play its moral role of serving the public through the concept of media freedom and by following certain guidelines to fully endure the responsibility of serving the public in any given society (Napoli, 2001).

The Mentioned guidelines for a professional media practice that will ensure the mutual benefits between the media and the consumers include, setting standards of transparency, reporting the truth for any given story, accuracy and speed in delivering news, and objectivity in all practices of delivering information to the public, including any culture diversity in the society, opinions and different point of views (Bardoel & Brants, 2003).

However, in order for any media organization to work objectively, it should follow ethical guidelines as well as the professional ones. Middleton (2008), stated that ethical standards in many media organizations around the world is rather questionable that is because some journalists are not well informed about those standards of objectivity and professionalism, that's why he suggested that in order to guarantee objectivity, each media organization should employ a "code of ethics" for its practices and define strict penalties to those who violate it (Middleton, 2008).

The social responsibility theory is not defining the role of media practices only; nevertheless, it also mentions the role of each individual as a media consumer. The

theory states that each media consumer should simply be aware of their rights, also by being media literate and deal with any received media message wisely and finally by expecting a certain standard of professionalism from different media outlets, simply by being active users of the media (Pachamama Alliance, n.d.).

As mentioned previously the social responsibility is a mutually exclusive practice between both media organizations and citizens in the society. In that matter, each citizen should fulfil his civic duties in a way to benefit the whole society. Since, the social responsibility of any citizen states that If the action or decision causes harm to the society or the environment, then it is considered to be socially irresponsible (Ravi, 2012).

In a similar context, the status of the journalism profession is defined as the "Fourth Estate" and it supports the notion of the role of media organizations, by operating in a manner to simply serve the public and enhance the democratic practices in the society they are operating in, apart from any political interference. However, serving the public's political interests should also not interfere with the economic interests of owners and stockholders (McManus, 1992).

According to the theory, the philosophy of Social Responsibility for media is to resolve any conflict in society. As it exposes it to the public discourse to promote ideas like consumer action, private rights, and social interests. In order to fulfil this social obligation and to ensure the endurance of the public such responsibility as well, every country has worked on the establishment of Press Councils, to regulate laws of anti-monopoly of the media organizations and to operate according to a well-established Codes of Ethics (Gupta, 2015).

Many scholars have studied the social responsibility theory for an intended purpose which is setting the basic principles for defining the theory and how it works in any given society. Denis McQuail, defined the basic principles of Social Responsibility Theory as follows Gupta (2015):

- "Media should accept and fulfill certain obligations to society" (Gupta, 2015).

59

• "These obligations are mainly to be met by setting high or professional standards of informativeness, truth, accuracy, objectivity and balance" (Gupta, 2015).

• "In accepting and applying these obligations, media should be self-regulating within the framework of law and established institutions" (Gupta, 2015).

• "The media should avoid offensive content triggering crime, violence, or civil disorder or harm to minority groups" (Gupta, 2015).

• "The media as a whole should be pluralist and reflect the diversity of their society, giving access to various points of views and rights to reply" (Gupta, 2015).

• "Society and the public have a right to expect high standards of performance, and intervention can be justified to secure the, or a, public good" (Gupta, 2015).

• "Journalists and media professionals should be accountable to society as well as to employers and the market" (Gupta, 2015).

After examining the definition of the social responsibility theory and its impact on media organizations and its audiences. This will be easier for the researcher to explore the notion of this theory and the importance of using this concept to study the media landscape and media ownership. Moreover, it will study the attempts of several media organizations in fighting and reducing media piracy, besides it will investigate the reasons for the widespread of this phenomenon, particularly in the Middle East. This will be accomplished by asking several media specialists.

Chapter Four

Methodology

1- Significance of the Study:

This study probes the question of why people in the Middle East pirate the broadcasting media. Since media piracy is a widespread phenomenon in the region, it became a crucial issue to understand the reasons for this illicit activity. Accordingly, this study examines the current status of media piracy in the Middle East. Moreover, it will identify the effect of the new digital technology on the broadcasting industry. From this point comes the significance of examining the audience's role towards the growth of this issue in the region. Hence, this research conducts a survey that will target several football fans mainly the audiences who watched FIFA World Cup 2018 in the Middle East and especially in Egypt. The surveys helps in identifying audience's behaviour and attitude towards media and digital piracy. Thus, examining the perception of the audience on pirating the broadcasting media is an essential point in this study.

Consequently, this study mainly relies on Descriptive research. Since descriptive research uses the elements of both research methodologies in the same study, which are qualitative and quantitative. This term refers to the type of research questions, design and data analysis that will be utilized (Jackson, 2009).

2- General Methodology:

This study depends on a "Triangulation" method. This approach combines both research methodologies together (Qualitative and Quantitative). The "Surveys" represents the quantitative technique, while the "In-depth Interviews" represents the qualitative method.

The next section demonstrates the triangulation method in further details, in addition to, explaining the universe and the sample of the study.

2.1   The Survey:

The Surveys is the most used research method in both mass media and social studies.   Surveys is commonly used due to its ability to gather large amount of information (Babbie, 1983 p. 209).

In this study, the researcher finds it crucial to use the "Surveys" method to help in investigating the relationship different variables and to create interpretive assumptions. In addition, to gather data from a large number of people and use a wide range of statistics in the analysis process (Wimmer and Dominick, 2011 pp. 184-187).

2.2   The In-depth Interview:

The In-depth Interview is mainly used in social science studies remarkably in mass communication research. It's an important qualitative method, since it has the ability to collect data and in-depth information from a small representative sample (Wimmer and Dominick, 2011 pp. 139).

Hence, this method is used to gather insights and due to the time and freedom the interviewee has while responding to the questions, this method is famous for combining structure and flexibility, which are represented in the style of questions (Legard, Keegan and Ward, 2003).

In order to have a comprehensive view on the reasons of piracy in the region and why people pirate the media, in-depth Interviews among Media specialists, and cafe and restaurants owners are conducted. Media Specialists are interviewed and selected according to their area of expertise.

- The Media Specialists include:
    1. Prof. Al-Amira Samah, Professor of Mass Communication, and Radio and Television, at the Faculty of Mass Communication, Cairo University.
    2. Mr. Maher Ghoneim, Director at the Egyptian Radio and Television Union (ERTU)
    3. Mr. Mohamed El-Garhy, a Former Television Scriptwriter in ON-Tv.

- <u>The Cafes and Restaurants owners include:</u>
    1. High socioeconomic class areas: Two owners of a café and restaurant in the area of New Cairo and Heliopolis.
    2. Middle socioeconomic class areas: Two owners of a café and restaurant in Owner of a café and restaurant in the area of Downtown and Gesr El Swees
    3. Low socioeconomic class areas: Two owners of a café and restaurant in Owner of a café and restaurant in the area of Al-Sayeda Zeinab-Old. Cairo and Shobra.

3- Defining the Universe:

Before selecting the sample, the universe should be acknowledged. The study at hands is carried out mainly in Cairo governorate on Egyptian youth who watched the live broadcasting signal of 2018 World Cup. Moreover, the universe includes café and restaurants owners who broadcasted the 2018 World Cup whether through legal or illegal channels.

4- The Sample:

A sample is defined as "[a] finite part of a statistical population whose properties are studied to gain information about the whole" (Webster, 1985). It could be interpreted in another way that the sample is a representation of a certain population. This approach was developed along with the evolution of the probability theories in the 18th century. Most of the researchers now use this technique in their studies instead of the census method; which suggests choosing the entire population (Wimmer and Dominick, 2011 pp. 87).

The non-probability sample will be applied in this study, precisely the "Purposive sample". Since the purposive sample is the most suitable method for this study, the respondents are selected according to specific criteria (Wimmer and Dominick, 2011).

This criterion includes four universities Cairo University, Ain Shams University, The Arab Academy for Science and Technology and Maritime Transport and American University in Cairo- AUC, representing the civic/governmental education and the international/secular education, in order to have a better insight on the different educational background and how it affects the participants' knowledge and attitudes towards pirated material.

In the survey study, the Purposive sample included 460 university students, age range from 18 to 30 years old, who are football fans and watched the 2018 World Cup. 115 students participated from each university. University students were chosen according to previous studies indicating that the Millennials, whose age ranges from 18-24, are the main reasons for the widespread of the media piracy in the Middle East. Also, the large portion of football fans is dedicated to university students. Students were chosen according to certain criteria.

1. Age: respondents who are enrolled in university programs whether they are graduates or undergraduates with age range from 18 to 30.
2. Football Fans: respondents who watched the live broadcasting signal of 2018 World Cup matches.

As for the in the in-depth interview, this study includes a Purposive sample consisting of 9 interviewees that involves 3 Media Specialists and Professors, and 6 café and restaurants owners.

The café and restaurant owners are divided into three segments to measure the effect of the economic factor on the size of piracy.

1. High socioeconomic class areas: Two owners of a café and restaurant in the area of New Cairo and Heliopolis.
2. Middle socioeconomic class areas: Two owners of a café and restaurant in Owner of a café and restaurant in the area of Downtown and Gesr El Swees.
3. Low socioeconomic class areas: Two owners of a café and restaurant in Owner of a café and restaurant in the area of Al-Sayeda Zeinab-Old. Cairo and Shobra.

5- Research Questions and Hypotheses:

According to the review of previous studies, no researcher has examined the issue of media piracy in the Middle East, especially in the broadcasting field in the age of digital technology. Consequently, this topic could be examined from different perspectives considering the threats of media piracy and the effect of the new digital devices on this phenomena, particularly in the sports broadcasting industry. Moreover, applying this topic in Egypt is highly advocated, since Egypt is one of the Middle Eastern countries with a very high percentage in pirating the broadcasting media. As a result, when applying this topic, certain areas should be studied, such as: examining the role of the internet and the audiences in this case, and the role of media organizations and the governments towards this issue. Thus, the following Hypotheses and Research Questions are investigated through this study

- Research Questions:

RQ1: To what extent the Egyptian youth pirates the media?

RQ2: To what extent are youth aware that pirating any media content is an illegal act?

RQ3: What are the factors that could help in reducing media piracy?

RQ4: Does the state have a proposed strategy for encountering media piracy?

- Research Hypotheses**:**

H1: There is a direct relationship between the economic status of users and the act of media piracy.

H2: The more being a dedicated football fan, the more they pirate sports material.

H3: There is a positive relationship between the age and the amount of pirated media material.

Variables of Research Questions and Hypotheses:

- Research Questions:

RQ1: To what extent the Egyptian youth pirates the media?

<u>Independent Variable:</u> Behaviour of the Egyptian youth

<u>Operational Definition:</u> It refers to the act performed by the Egyptian youth towards pirating any media content.

<u>Dependent Variable:</u>   Piracy of media content

<u>Operational Definition:</u> It refers live and online streaming, stealing or sharing any sports content from the television.

RQ2: To what extent are youth aware that pirating any media content is an illegal act?

<u>Independent Variable:</u> Age

<u>Operational Definition:</u> It refers to the age specified in the sample of the Egyptian youth which are the respondents in the age category 18-22, 23-30 and above 30.

<u>Dependent Variable:</u>   Extent of awareness on media piracy

<u>Operational Definition:</u> It refers to whether the youth are aware of the media piracy activity being an illegal or not.

RQ3: What are the factors that could help in reducing media piracy?

<u>Independent Variable:</u> Proposed factors

<u>Operational Definition:</u> It refers to the recommended methods to reduce the act of piracy.

1. Reducing the subscription fees of the Pay-Tv
2. Applying laws and regulations.
3. Banning illegal websites.
4. Applying awareness campaigns aiming at fighting media piracy.

Dependent Variable: The reduction of media piracy

Operational Definition: It refers to the effect of the previously mentioned techniques on reducing the percentage of piracy.

RQ4: Does the state have a proposed strategy for encountering media piracy?

Independent Variable: Proposed strategy by the state

Operational Definition: It refers to the suggested plans made by the government to stop and combat media piracy.

Dependent Variable: Encountering copyrighted media content

Operational Definition: It refers to different strategies and techniques adopted by the government to fight any illegal activity performed by the pirates towards any broadcasted media content

- Hypothesis:

H1: There is a direct relationship between the economic status of users and the act of media piracy.

Independent Variable: Economic factor

Operational Definition: It refers to the financial status of the people who pirates the media and to what extent this crucial element affects their perception towards pirating the media.

Dependent Variable: Pirating the media

Operational Definition: It refers to several illegal activities towards any broadcasted sports content.

1. Live streaming
2. Stealing
3. Sharing

H2: The more being a dedicated football fan, the more they pirate sports material.

Independent Variable: Dedications of football supporters

Operational Definition: It refers to the act of being an enthusiastic person who is committed and sincere towards football, which is measured by the number of the 2018 World Cup matches viewed by the respondents.

Dependent Variable: The increase of pirated sports content

Operational Definition: It refers to the effect of the previously mentioned act regarding the evolution of the amount of pirated sports content

H3: There is a positive relationship between the age and the amount of pirated media material.

Independent Variable: Age

Operational Definition: It refers to the respondents age category presented in the sample

- 18-22
- 23-30
- Above 30

Dependent Variable: The act of pirating the media

Operational Definition: It refers to the effect of the previously mentioned feature on the amount of illegal activities towards any broadcasted sports content.

6- Testing Research Questions and Hypotheses:

The surveys questionnaires are attached in appendices G and H. The English version is attached in appendix G and the Arabic version is attached in appendix H. Additionally, the in-depth interviews questions (the Arabic and the English versions) are attached in Appendix D and E.

- Research Questions:

RQ1: To what extent the Egyptian youth pirates the media?

This research question is set to examine the behaviour of the Egyptian youth and their attitude regarding the act of piracy towards any media content such as online and live streaming, stealing or sharing any media content. In order to find an answer to this research question, respondents were asked to fill in different questions in the surveys (14, 15, 16, 17, 18).

RQ2: To what extent are youth aware that pirating any media content is an illegal act?

This research question aims at investigating the age of the respondents, which are the Egyptian youth whom their age categories are 18 to 22, 22 to 30 and above 30 and their level of awareness regarding the act of media piracy. Moreover, it will examine their level of realization concerning this concept and whether they recognize that this act is illegal or not. The answer for this question will be obtained from the respondents' answers in the questionnaire (Question 19).

RQ3: What are the factors that could help in reducing media piracy?

In order to investigate this research question; the elements that could be used to help in reducing the act of media piracy. A question was asked to the respondents to mention their opinion on a Likert scale regarding the proposed techniques that could help in combating and stopping this phenomenon. This question states that "In your Opinion, what will reduce media piracy? Please read the following statements and put a (✔) in front of the answer that represents your opinion" (Question 21).

RQ4: Does the state have a proposed strategy for encountering media piracy?

This research question was proposed to examine whether the state or the government has any proposed strategies to encounter and fight the act of media piracy in Egypt or not. In order to answer this question, a direct question will be asked to the

media specialists and professors about this matter through in-depth interviews, which is, "As per your knowledge, does the state have a proposed law/strategies to encounter media piracy? If yes, what are they?" (Question 6).

- Hypothesis:

H1: There is a direct relationship between the economic status of users and the act of media piracy.

In order to test this Hypothesis that deals with the economic status of the sample and their illegal act towards any sports broadcasting content. The respondents were first asked about their opinion concerning the reasons that influence them to pirate the media based on a Likert Scale; a five-point interval scale ranging from "Strongly Agree" to "Strongly Disagree" (Question 20). Another question was set regarding the financial status. The sample were asked to answer a direct; Yes or No question, which is, "Do you think that economic factors are affecting Media Piracy?" (Question 22).

H2: The more being a dedicated football fan, the more they pirate sports material.

In order to test this hypothesis dealing with, the level of passion and sincere towards football matches and the amount of pirated sports content whether by watching the matches in an illegal means or not. The researcher needs to examine the correlation between the independent and dependent variables by asking the respondents to answer two questions about the number of games watched in 2018 FIFA World Cup (Question 11) and the methods of viewing these matches (Question 13).

H3: There is a positive relationship between the age and the amount of pirated media material.

This hypothesis aims at investigating whether the age category of the sample triggers and motivates their willingness towards pirating any sport broadcasted content or not. In order to get answers for this hypothesis, the researcher must examine the three ages groups (Question 23) and their attitude regarding their piracy activity such as online and live streaming, stealing or sharing any broadcasted content (Question 14).

7- Operational Definition:

1- **Media Piracy:** In this study this term is used to describe any illegal activity performed by any person. This illicit activity occurs by distributing, watching, sharing or downloading any copyrighted broadcasted material without taking the approval of their legal owners. This could happen through several methods, which is either from one broadcaster to another or from a broadcaster to any social media outlet.

2- **Middle East:** In this research it refers to a group of Arab nations and GCC countries such as Egypt, Qatar, United Arab Emirates and Saudi Arabia that are affected by this illegal act.

8- Data Collection:

The data of the questionnaire was gathered through a surveys. This surveys included 28 different questions Moreover, English and Arabic versions of the surveys were used to collect different data and range of opinions. The questionnaires were circulated among different students in four different universities January 2019. Moreover, the surveyss and the consent forms were distributed and the respondents were asked to fill them in. Regarding the in-depth interviews, different range of questions were put to gather the required data regarding the topic. The interviews were conducted in January 2019 with different media calibers, specialists, professors, and café and restaurants owners.

9- Reliability and Validity:

Reliability and validity are very important in any study since they measure the effectiveness and consistency of any results. Moreover, a good measurement scale should hold the assets of validity and reliability. Wimmer and Dominick (2011) expressed the terms reliability and validity, and they ensured that when applying or carrying out any scale, several measures should be considered to assure the consistency,

moreover, a pilot study or preliminary testing should be conducted to guarantee the reliability and validity of the measurements. Since a measure is reliable when it always gives the same results every time it is applied to the same case. Whereas validity is the tool used to measure a particular context and to know the purpose of the measuring device and how the concepts in the study are precisely measured (Wimmer and Dominick, 2011, pp.57).

In order to examine the validity of the surveys and to know whether it tests the objectives of the study, the researcher contacted some media experts, professors and research scholars to know their opinion and evaluate the questionnaire which demonstrated the clarity of the questions, suitability and relevance of the study. As for the comments of the experts, they were taken into consideration before finalizing the questionnaire and make it ready for distribution.

As for the reliability, the researcher conducted a re-test for the surveys after two weeks form the time the data were collected. A random sample of 46 respondents (students), who represent 10 percent of the whole sample size was selected to test the reliability of the questionnaire. A random selection occurred according to the same sample who answered the surveys before, also, this representative sample included 23 males and 23 females. The reliability test. The Cronbach's Alpha Test was used to evaluate the internal consistency of a measure. The Alpha test illustrates that the reliability factor is 0.719-approximately 0.72- which is an indication that the questionnaire is reliable. Additionally, it shows that there is no significant difference in the answers of the respondents on the questionnaire despite the time frame between the re-test and the actual data collection.

10- Approvals:

Before collecting the data of the surveyss and the in-depth interviews, Approvals were granted from the Institutional Review Board (IRB) of the American University in Cairo, in addition to, The Central Agency for Public Mobilization and Statistics (CAPMAS). Both approvals are attached in Appendix A and B.

11- Data Analysis:

After finishing the phase of data collection, the analysis process was initiated. The quantitative data were analyzed by using the computer and with the help of a specialized statistician, who used the Statistical Package for Social Science (SPSS) to conduct the data analysis. Additionally, the statistical analysis included:

1. Simple Frequencies.
2. Chi- Square.
3. One Way ANOVA.
4. Pearson Correlation.
5. Cross tabulations to show the relationships between variables.

Chapter Five

Findings and Analysis

This chapter discusses the findings of both the in-depth interviews and the surveys, which were conducted on a purposive sample in Egypt. The surveys was distributed on 460 students from four different universities to ensure the diversity of opinions. The sample includes males and females from two private universities and two public universities, which are the American University in Cairo, Cairo University, Ain Shams University and the Arab Academy for Science and Technology and Maritime Transport. The analysis of the surveyss was conducted through SPSS- Statistical Packages for the Social Sciences. As for the sample of the in-depth interviews, it included three media personnel divided between media professors and specialists, besides, six cafes and restaurants owners.

1. Findings of the Surveys and Analysis:

The following section discusses the findings of the Surveyss, which was distributed on 460 students divided evenly between four different universities. The Surveyss allow the researcher to gather a diversity of opinions, in addition to, collecting a large number of data and information. Thus, it was very important to use the theory of planned behaviour while designing this Surveys to be able to test the behaviour and intentions of the Egyptian youths towards the media.

Several steps were taken into consideration to conduct this Surveys. First, identifying the universe, which were Egyptian youth. Second, identifying the sample, which was a purposive sample that includes university students. These students were chosen according to specific criteria which is: their Age and their dedication towards football. Lastly, after collecting the Surveyss, a statistical analysis was carried out.

Analysis for the Questions in the Surveys:

Table 1: Television Viewership

Do you watch Television?	N	%
Yes	460	100.0
No	0	0.0
Total	460	100.0
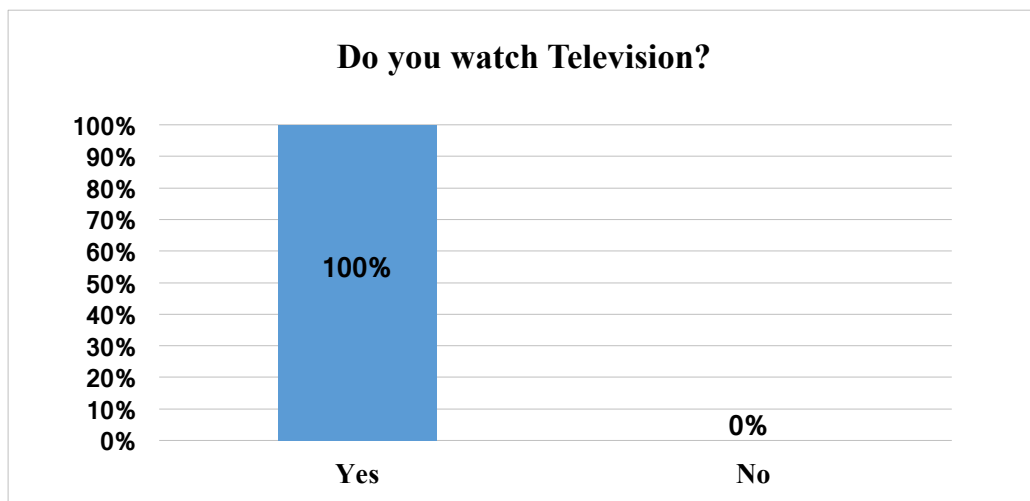
Figure 7: Television Viewership

Table (1) and Figure (7) shows television viewership among the respondents. Both indicates that all the sample (TN=460) watch television (100%).

Table 2: Television Viewership Duration

How often do you watch Television?	N	%
Very occasionally	126	27.4
Once a week	70	15.2
Everyday	264	57.4
Total	460	100.0
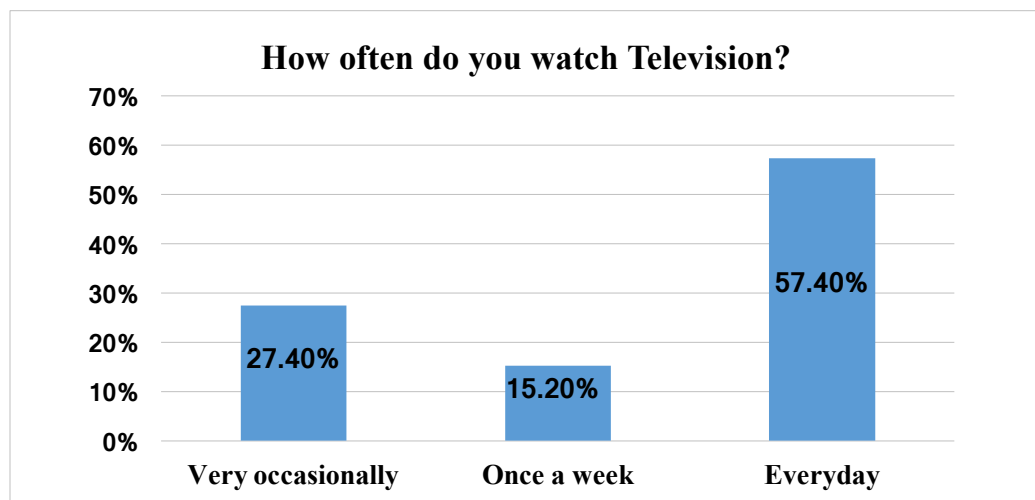
Figure 8: Television Viewership Duration

Regarding the television viewership duration, the results presented in table (2) and figure (8) shows that 57.4% of the respondents watch television on daily basis (N=264). While 27.4% watch television very occasionally (N=126) and only 15.2% watch television once a week (N=70). This indicates that over half of the respondents watch television every day.

Table 3: Hours spent in front of Television Per Day.

How many hours do you spend watching Television per day?	N	%
Less than 2 hours	171	37.2
2 hours	136	29.6
More than 2 hours	153	33.3
Total	460	100.0
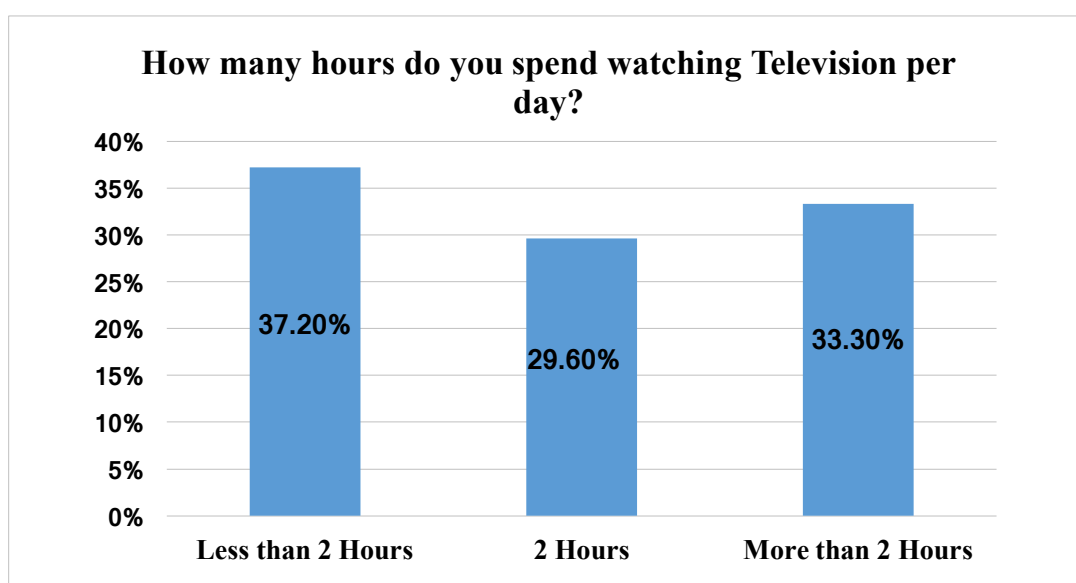
Figure 9: Hours spent in front of Television per day

Table (3) and Figure (9) indicates that 37.2% of the sample spend less than two hours in front of the television per day (N=171). While 29.6% spends two hours only in front of the television daily (N=136) and 33.3% spend more than two hours watching television everyday (N=153).

Table 4: Types of Television Programs

What kind of TV programs do you usually watch?	N	%
Talk shows	92	20.0
News	60	13.0
Sports	269	58.5
Others	39	8.5
Total	460	100.0
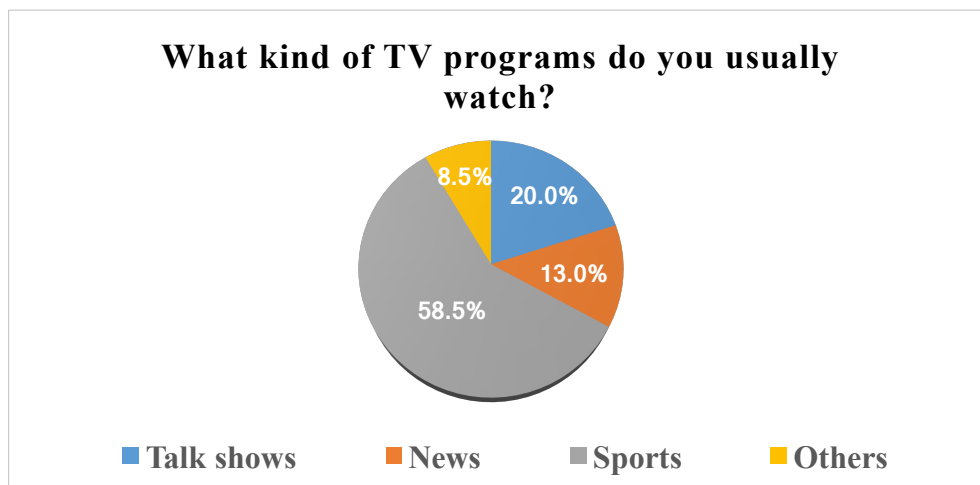
Figure 10: Types of Television Programs

Regarding the most watched television genre, table (4) and figure (10) shows that the most watched content is sports programs and sports events, since 58.5% usually watch sports on television. While only 13% use television to obtain information and news. Also, 20% of the respondents prefer watching talk shows on television. As for the entertainment content such as movies and TV series, 8.5% of the sample turn to television to view these genres.

Table 5: Football Viewership

Do you watch Football?	N	%
Yes	390	84.8
No	70	15.2
Total	460	100.0
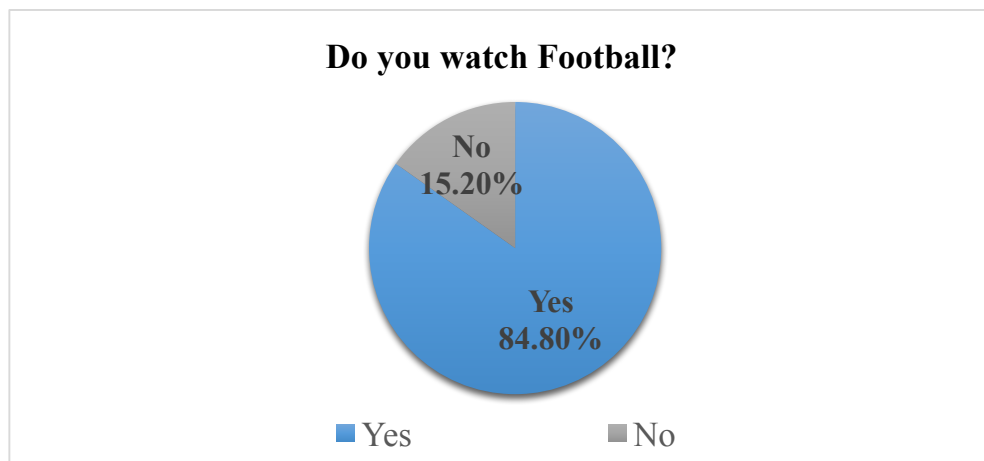
Figure 11: Football Viewership

Table (5) and figure (11) present the average viewership of football among the respondents. The analysis has shown that approximately 85% of the sample (N=390) are football fans and watch football matches regularly, while 15% neither are fans nor watch football.

Table 6: 2014 FIFA World Cup Viewership

Did you watch 2014 FIFA World Cup?	N	%
Yes	306	66.5
No	154	33.5
Total	460	100.0
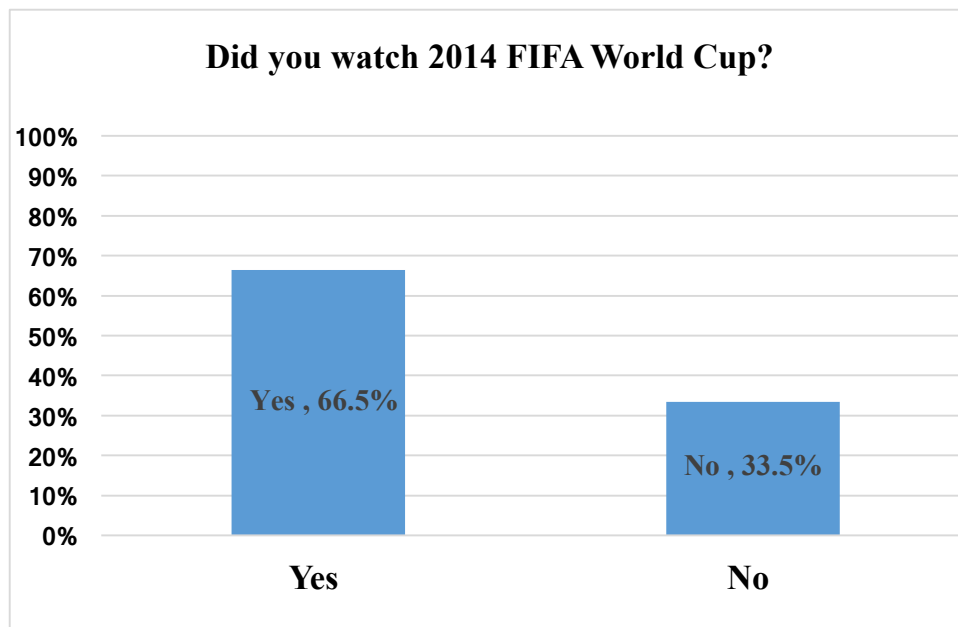
Figure 12: 2014 FIFA World Cup Viewership

Table (6) and Figure (12) shows the 2014 FIFA World Cup viewership. More than half of the respondents (66.5%) stated that they have watched 2014 tournament (N=306). While the rest of the respondents (33.5%) did not watch the 2014 World Cup (N=154).

Table 7: Locations of watching 2014 FIFA World Cup

Where did you watch the 2014 World Cup?	N	%
Home	89	29.1
Cafes	150	49.0
Friends and relatives House	48	15.7
Public Screening Events	14	4.6
Others	5	1.6
Total	306	100.0
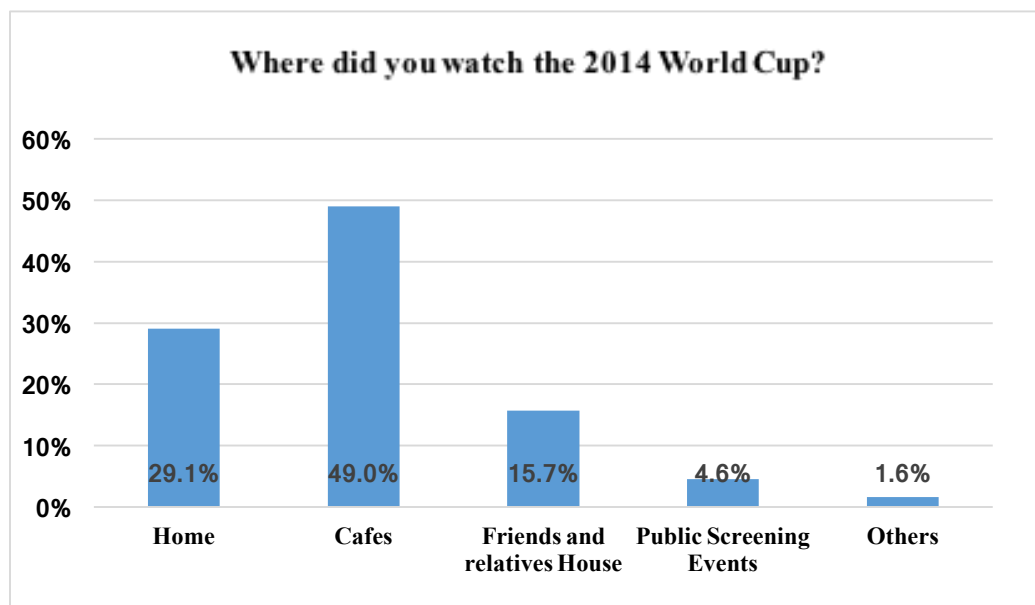
Figure 13: Locations of watching 2014 FIFA World Cup

As mentioned before that 306 respondents out of 460 (66.5%) watched the 2014 FIFA World Cup. Table (7) and Figure (13) presents the places where

they watched the matches. These places varied between home, cafes, friends' and relatives' houses, public screening events and other places such as local cafes. The cafes came at the first place, as 49% of the viewers (N=150) stated that they watched the 2014 tournament in cafes. While the local cafes were the least mentioned by the respondents, since 1.6% of the respondents watched the matches in these places.

Table 8: 2014 FIFA World Cup viewing methods

How did you watch the matches of 2014 FIFA World Cup?	N	%
Subscribing to beIN Sports	140	45.8
Online websites that provide live streaming for the matches	65	21.2
Illegal Television Cable or Devices	94	30.7
Others	7	2.3
Total	306	100.0
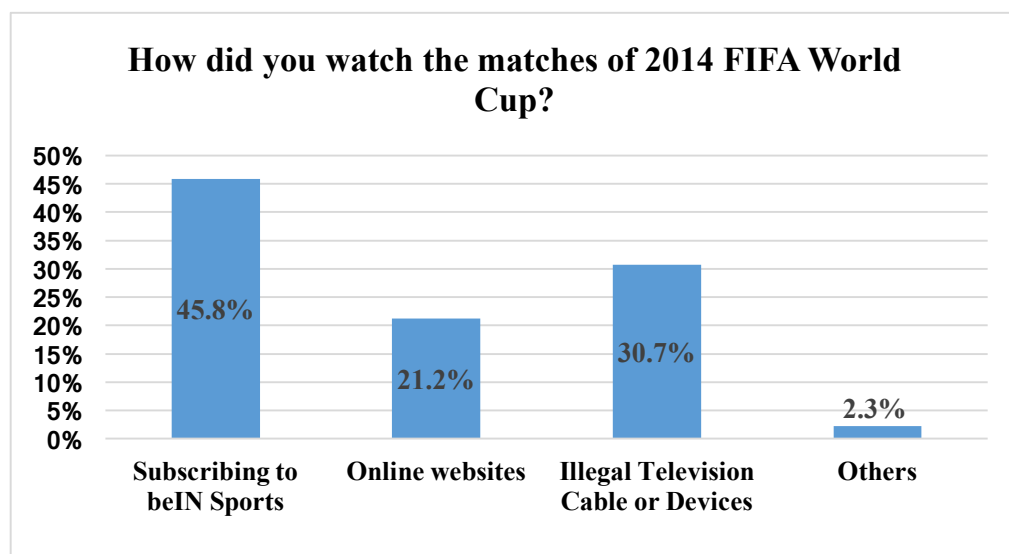
Figure 14: 2014 FIFA World Cup viewing methods

Table (8) and Figure (14) are related to tables (6 and 7) and figures (12 and 13). The information presented in table (8) and figure (14) are related to the viewing methods the respondents used to watch the 2014 FIFA World Cup. The results indicated that 45.8% of the Surveys respondents (N=140) watched the tournament in a legal way by subscribing to beIN sports. While the rest of the respondents (N=166) out of (TN=306) resorted to other methods which is considered as illegal techniques. As 21.2% used the internet to watch the 2014 tournament, while 30.7% watched the matches by subscribing to illegal television cables or obtaining illegal television devices.

Table 9: 2018 FIFA World Cup Viewership

Did you watch the 2018 FIFA World Cup?	N	%
Yes	422	91.7
No	38	8.3
Total	460	100.0
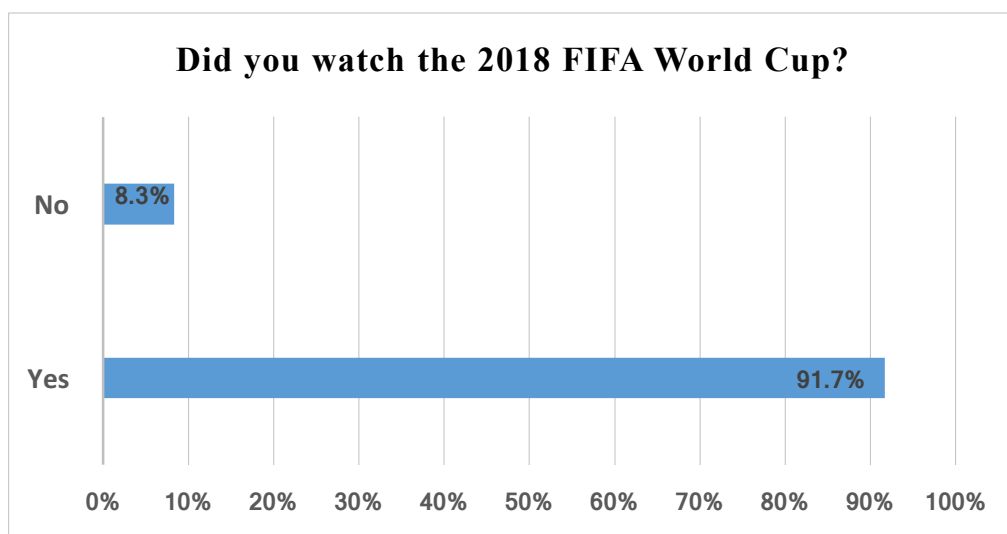
Figure 15: 2018 FIFA World Cup Viewership

Table (9) and Figure (15) presents the viewership of 2018 FIFA World Cup. The findings show that nearly all the respondents (N=422) out of (TN=460) watched this important recent event with a percentage 91.7%, while the rest of the respondents which represents 8.3% did not watch this tournament.

Table 10: Number of Matches Watched

How many matches of the World Cup 2018 have you watched?	N	%
Most of the matches	186	44.1
Big teams' matches only	97	23.0
National team matches only	127	30.1
Knock-out stages only	12	2.8
Total	422	100.0
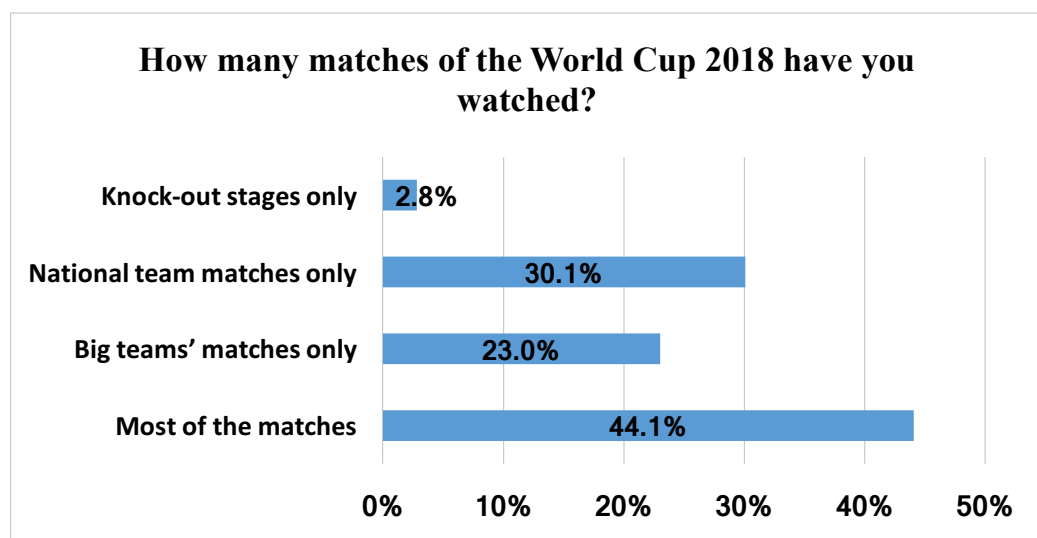
Figure 16: Number of Matches Watched

Table (10) and Figure (16) are related to the previous table (9) and figure (15). When the respondents were asked about the number of matches watched, 44.1% of the sample stated that they watched most of the matches of the 2018 World Cup match, while 30.1% watched the matches which was only related to the national teams. Moreover, 23% of the respondents watched the ones related to the big teams only and 2.8% of the sample just watched the knock-out stages.

Table 11: Locations of watching 2018 FIFA World Cup

Where did you watch the 2018 World Cup?	N	%
Home	114	27.0
Cafes	235	55.7
Friends and relatives House	54	12.8
Public Screening Events	14	3.3
Others	5	1.2
Total	422	100.0
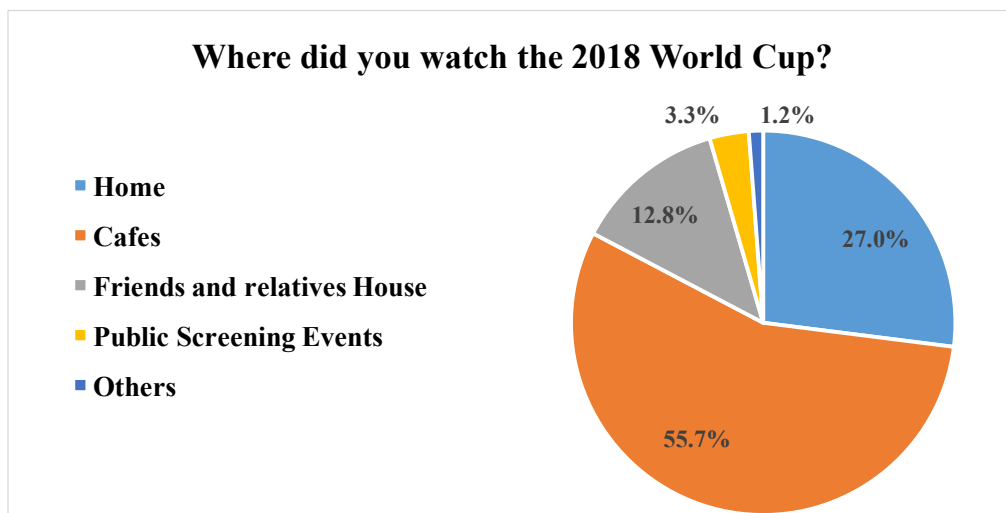
Figure 17: Locations of watching 2018 FIFA World Cup

As previously mentioned that 422 respondents out of 460 (91.7%) watched the 2018 FIFA World Cup. Table (11) and Figure (17) show the locations where they watched the matches. More than half of the respondents, which represents 55.7% of the sample stated that they watched the 2018 tournament at different cafes and restaurants. While 27% viewed the matches at home, also, 12.8% of the sample claimed that they watched the World Cup at the houses of either their friends or their relatives. Besides few respondents mentioned that they watched this important event on public screening events with a percentage of 3.3%.

Table 12: 2018 FIFA World Cup viewing methods

How did you watch the matches of 2018 FIFA World Cup?	N	%
Subscribing to beIN Sports	222	52.6
Online websites that provide live streaming for the matches	88	20.9
Illegal Television Cable or Devices	103	24.4
Others	9	2.1
Total	422	100.0

How did you watch the matches of 2018 FIFA World Cup?
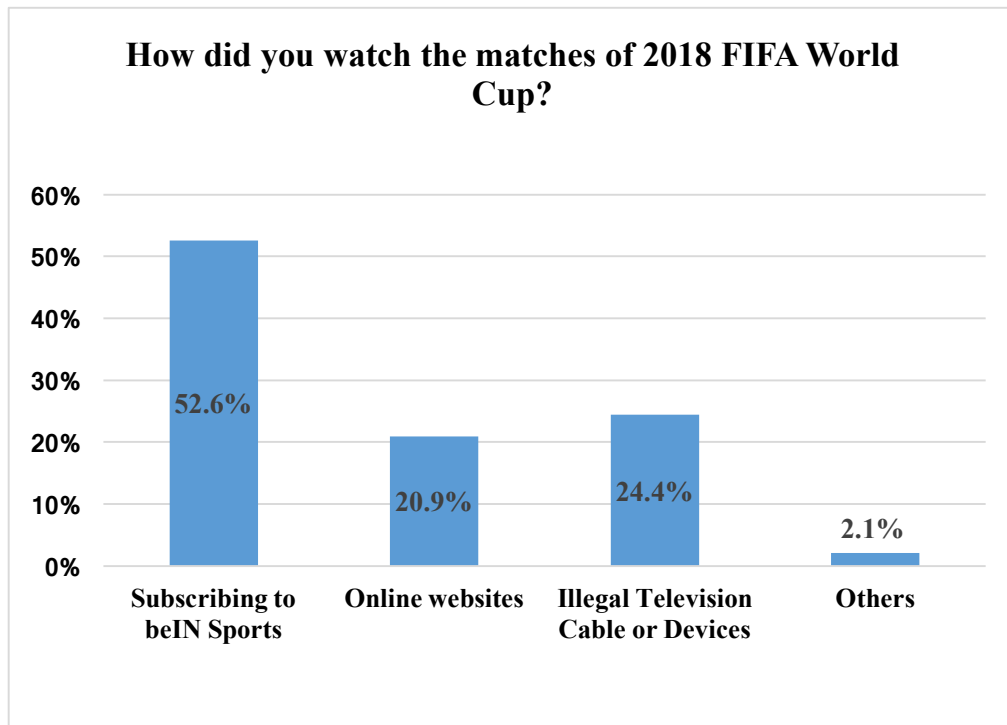
Figure 18: 2018 FIFA World Cup viewing methods

Table (12) and Figure (18) are related to tables (9, 10 and 11) and figures (15, 16 and 17). The information presented in table (12) and figure (18) are related to the viewing methods the respondents used to watch the 2018 FIFA World Cup. The results indicated that more than half of the sample (N=222), which is 52.6% watched the tournament in a legal way by subscribing to beIN sports. While the rest of the respondents (N=200) out of (TN=422) resorted to other techniques, which is considered as illegal methods. As 20.9% used the internet to watch the 2018 tournament, while 24.4% watched the matches by subscribing to illegal television cables or purchasing illegal television devices. Besides, 2.1% of the sample watched this important tournament using other methods such as mobile applications.

Table 13: Piracy Activity

Have you ever pirated any media material (such as downloading movies, watching live streams for sports events or accessing television shows)?	N	%
Yes	417	90.7
No	43	9.3
Total	460	100.0

Have you ever pirated any media material (such as downloading movies, watching live streams for sports events or accessing television shows)?

No	9.3%
Yes	90.7%

0%   20%   40%   60%   80%   100%
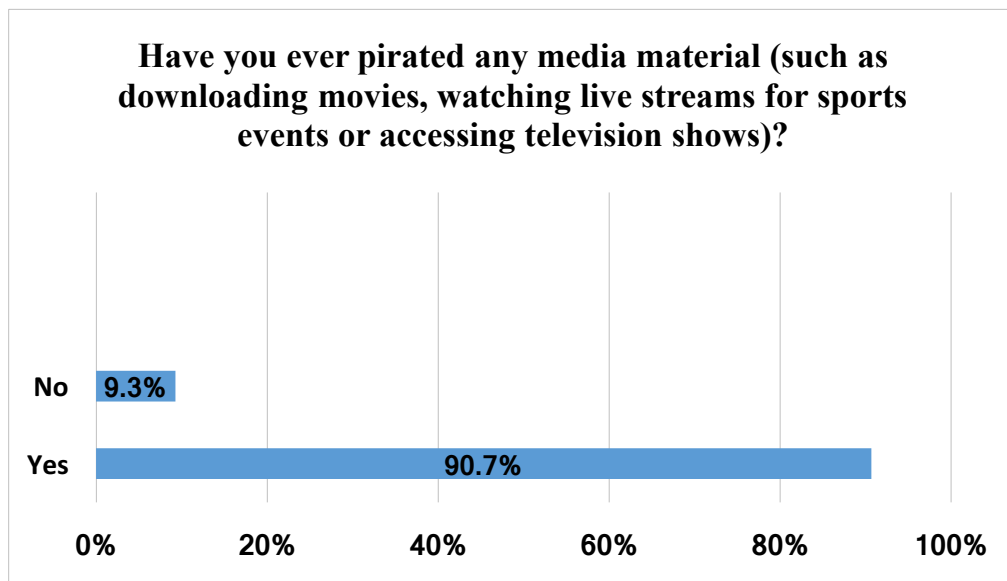
Figure 19: Piracy Activity

When the respondents were questioned regarding their act towards pirating any media material. Table (13) and Figure (19) show that nearly 91% of the respondents (N=417) pirate the media in various ways either by downloading or streaming. While the rest of the sample (N=43), which is represented in 9% do not participate in such activity.

Table 14: The perception regarding downloading any copyrighted media content

Do you think that downloading any pirated media content is illegal?	N	%
Yes	221	48.0
No	239	52.0
Total	460	100.0
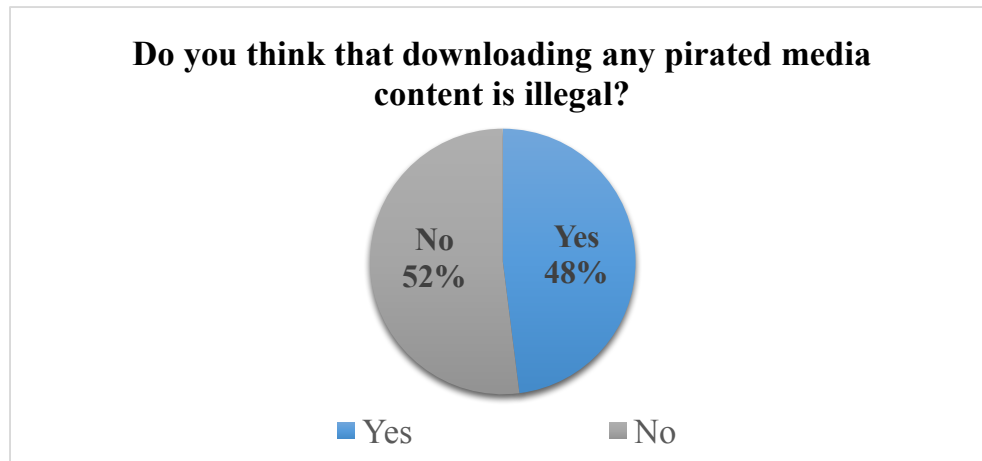
Figure 20: The perception regarding downloading any copyrighted media content

Table (14) and Figure (20) indicate the perception of the respondents towards media piracy and whether this activity is illegal or not, particularly the act of downloading any copyrighted media content. More than half of the sample, which is 52% do not consider this sort of activity as an illegal one. On the other hand, 48% of the sample believe that this act is illegal.

Table 15: The perception regarding streaming any copyrighted media content

Do you think that streaming any pirated media content is illegal?	N	%
Yes	211	45.9
No	249	54.1
Total	460	100.0
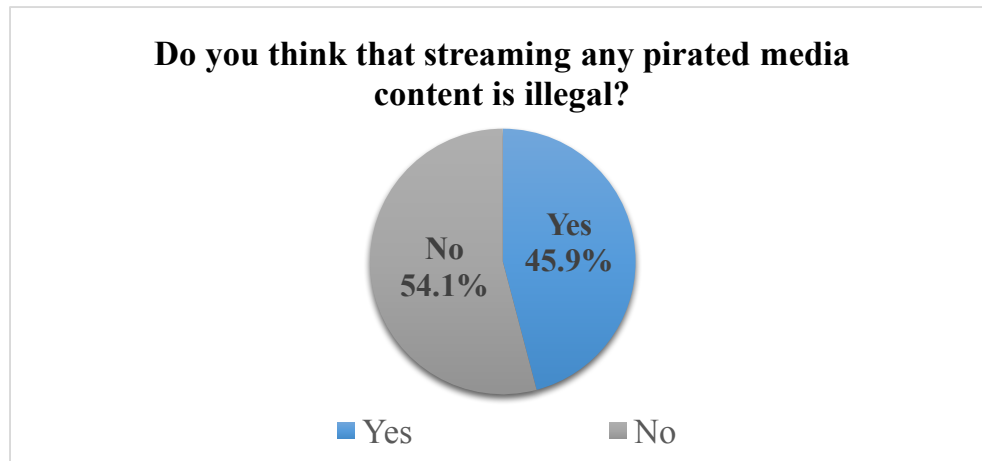
Figure 21: The perception regarding streaming any copyrighted media content

Table (15) and Figure (21) show the awareness of the sample regarding media piracy and whether this activity is considered illegal or not, especially the act of streaming any online copyrighted media content. More than half of the respondents, which is 54.1% believe that this act is legal, while 45.9% of the respondents consider this activity as an illegal one.

Table 16: The perception regarding sharing any copyrighted media content

Do you think that sharing any pirated media content is illegal?	N	%
Yes	213	46.3
No	247	53.7
Total	460	100.0

Do you think that sharing any pirated media content is illegal?
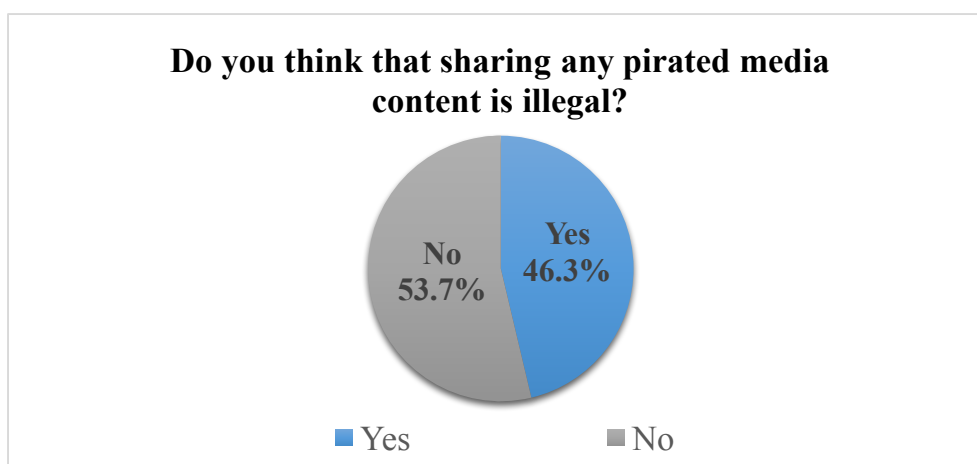
Figure 22: The perception regarding sharing any copyrighted media content

Table (16) and Figure (22) indicate the perception of the respondents towards media piracy and whether this activity is illegal or not, mainly the act of sharing any media content, without holding its rights. More than half of the respondents, which is 53.7% do not consider this activity as an illegal act, while 46.3% of the sample believe that this act is an illegal one.

Table 17: Online/Live Streaming as an act of Piracy

Do you know that online/live streaming is considered as a Media Piracy?	N	%
Yes	204	44.3
No	256	55.7
Total	460	100.0
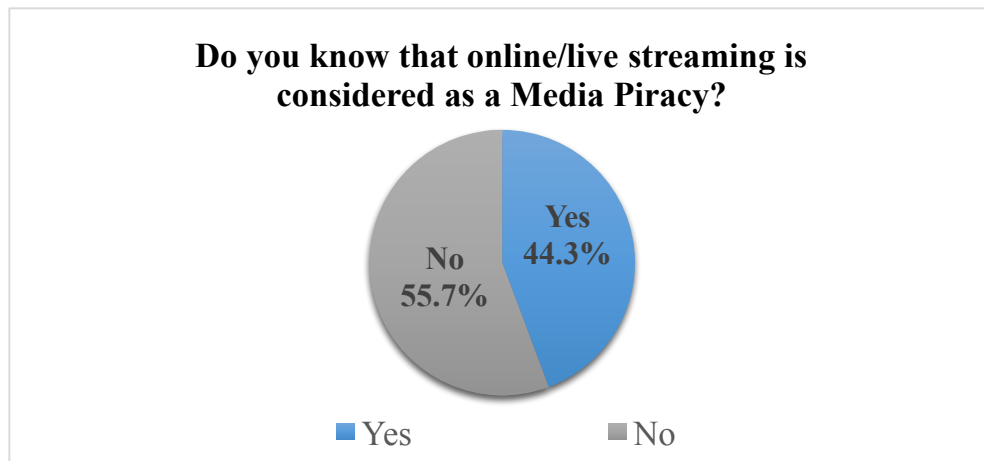
Figure 23: Online/Live Streaming as an act of Piracy

When the total respondents (TN=460) were questioned regarding the notion of media piracy and their level of understanding towards this act. Over half of the sample, which is represented in 55.7% stated they did not know that these activities are considered as media piracy, while the other 44.3% recognize that online and live streaming are illicit ones.

Table 18: Piracy as an Illegal Activity

Do you consider Media Piracy is an illegal act?	N	%
Yes	199	43.3
No	261	56.7
Total	460	100.0
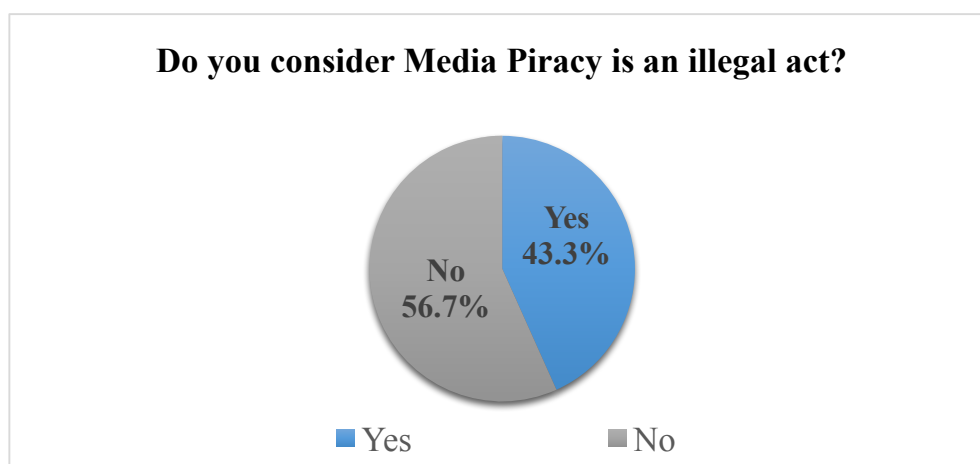
Figure 24: Piracy as an Illegal Activity

When the whole sample (TN=460) were asked in regard to their awareness towards media piracy and their level of realization towards this concept. 56.7% have a particular belief towards piracy and they claimed that this activity is considered as a legal one. On the other hand, 43.3% of the respondents stated that media piracy is considered as an illegal act.

Table 19: Factors that influence the intention to pirate the media

Reasons for Pirating any type of Media Content	Agreement									
	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	N	%	N	%	N	%	N	%	N	%
Easy access to the content	325	70.7	103	22.4	14	3.0	12	2.6	6	1.3
Low cost	275	59.8	142	30.9	24	5.2	15	3.3	4	.9
It became a habit	202	43.9	110	23.9	62	13.5	66	14.3	20	4.3
It is not a crime	141	30.7	83	18.0	80	17.4	40	8.7	116	25.2
The content is not available in my country	152	33.0	104	22.6	121	26.3	63	13.7	20	4.3
The content gets delayed in my country	159	34.6	116	25.2	115	25.0	56	12.2	14	3.0
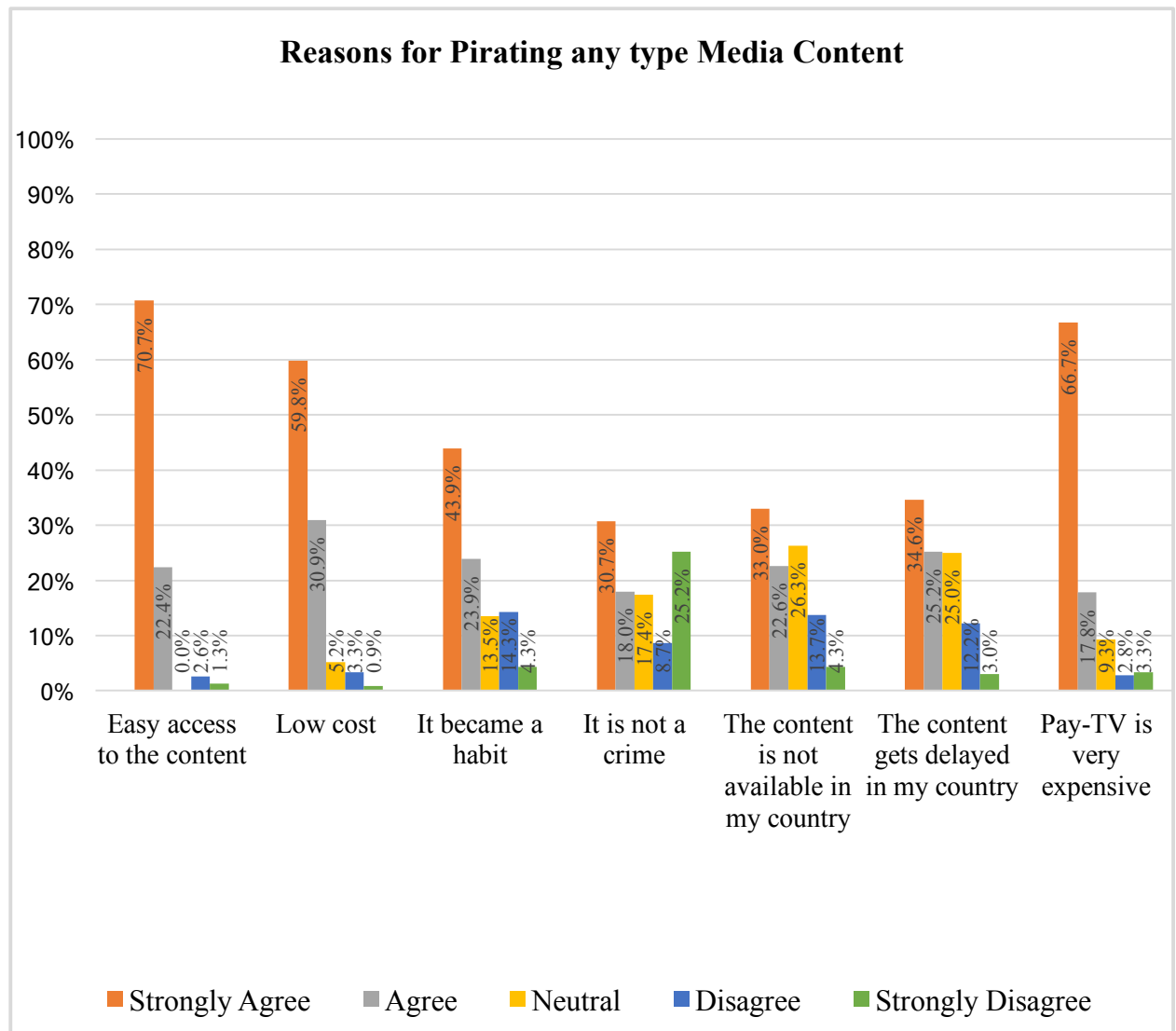
Figure 25: Factors that influence the intention to pirate the media

Table (19) and Figure (25) present the findings of the whole sample related to the factors that influence the respondents' intention to pirate any media content. The majority of the respondents (70.7%) stated that the first reason for pirating any media content is the easy access to it. While (66.7%) of the sample claimed that the second motive for pirating the media is the high cost of the Pay-Tv services. Additionally, (59.8%) agreed on the third element that influences their intention to participate in this illegal act is the low cost of the pirated media goods. As for the fourth reason, (43.9%) declared that piracy became a habit. Regarding the fifth factor, (34.6%) of the sample proclaimed that when the content gets delayed in their country, this urges them to pirate

95

the media. Moreover, when the content is not available at their country (33%) of the respondents mentioned that this is another reason, which motivates them to resort to pirated content. While (30.7%) of the sample admitted that their last factor that affect their intentions to contribute in this illicit activity that this act is not considered as a crime.

Table 20: Popular attitude to reduce piracy.

Popular attitude to reduce piracy.	Agreement									
	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree	
	N	%	N	%	N	%	N	%	N	%
If the prices of the Pay-Tv such as (OSN and beIN sports) are driven down, I will start paying for the media and stop pirating	268	58.3	124	27.0	36	7.8	18	3.9	14	3.0
Laws could be an attempt to stop piracy	125	27.2	111	24.1	73	15.9	104	22.6	47	10.2
Blocking illegal websites could fight piracy	132	28.7	91	19.8	54	11.7	85	18.5	98	21.3
Education and Awareness are keys to beat piracy	157	34.1	101	22.0	109	23.7	50	10.9	43	9.3

Popular attitude to reduce piracy

Education and Awareness are keys to beat piracy
- 9.3%
- 10.9%
- 23.7%
- 22.0%
- 34.1%

Blocking illegal websites could fight piracy
- 21.3%
- 18.5%
- 11.7%
- 19.8%
- 28.7%

Laws could be an attempt to stop piracy
- 10.2%
- 22.6%
- 15.9%
- 24.1%
- 27.2%

If the prices of the Pay-Tv such are driven down, I will start paying for the media and stop pirating
- 3.0%
- 3.9%
- 7.8%
- 27.0%
- 58.3%

0%   10%   20%   30%   40%   50%   60%   70%

■ Strongly Disagree   ■ Disagree   ■ Neutral   ■ Agree   ■ Strongly Agree

Figure 26: Popular attitude to reduce piracy.

Table (20) and Figure (26) show the results of the whole sample related to the proposed techniques that could help in reducing the act of media piracy. (53.8%) of the respondents agreed with the first procedure that should be considered to combat this phenomenon is to reduce the subscription charges of the Pay-Tv, as this could influence the peoples' attitudes to stop pirating the media. While (34.1%) of the sample stated that education and awareness are the second key factors to fight piracy. Also, (28.7%) of respondents proclaimed that the third technique that could help in reducing the act of media piracy is is blocking illegal online websites that shares copyrighted media materials without holding their rights. Lastly, (27.2%) of the sample believe that the applying laws and regulations could be an attempt to stop this unlawful activity.

Table 21: Economy as a factor for pirating the media

Do you think that economic factors are affecting Media Piracy?	N	%
Yes	363	78.9
No	97	21.1
Total	460	100.0
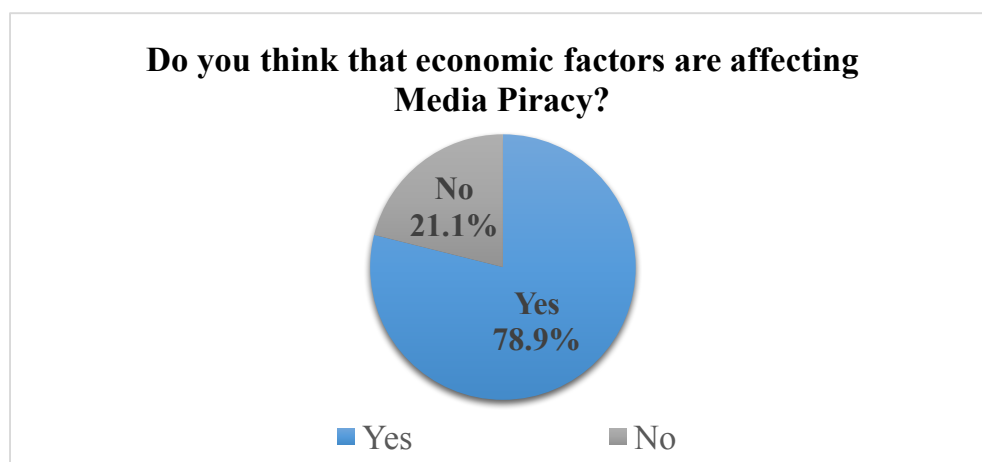
Figure 27: Economy as a factor for pirating the media

Regarding the financial status, the analysis has shown through table (21) and figure (27) that the economic factor plays a vital role in affecting consumers' perception towards pirating the media. Since, 78.8% of the sample pirates the media due to this crucial matter, while 21.1% do not believe that this is the key element towards piracy.

Concerning the audience demographics, table (22, 23, 24, 25, 26 and 27) and figure (28, 29, 30, 31, 32 and 33) shows the characteristics of the sample.

Table 22: The age of the respondents

Age	N	%
18- 22	296	64.35
23- 30	152	33.04
Above 30	12	2.61
Total	460	100.0
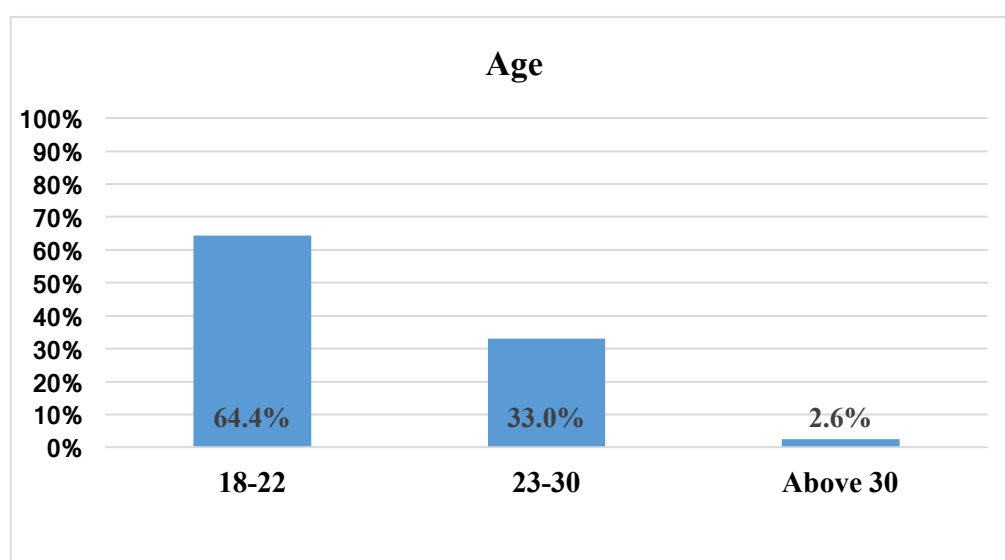
Figure 28: The age of the respondents

Concerning the audience age, table (22) and figure (28) shows that the majority (64.4%) of the Surveys sample were young adults ages 18-22. While more than a quarter (33%) of the respondents in the age category 23-30, while the least participant (2.6) were above 30.

Table 23: The gender of the respondents

Gender	N	%
Male	345	75.0
Female	115	25.0
Total	460	100.0
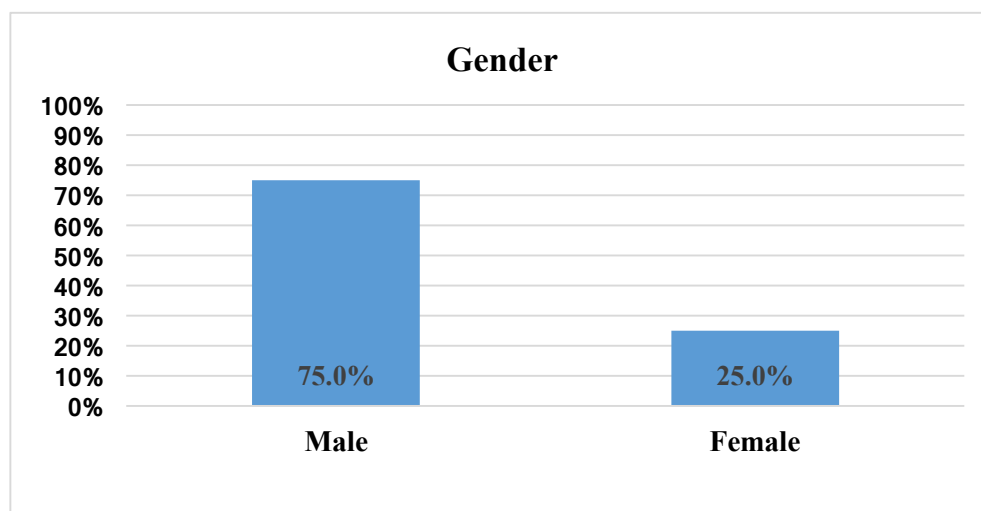
Figure 29: The gender of the respondents

Table (23) and Figure (29) show that the males were over-represented in this Surveys sample (75%), on the contrary the females were under-represented (25%). Since the Surveys was mainly on football, hence it is ordinary to find the presented gap between the respondents.

Table 24: Characteristics of the respondents according to their educational institutions

University	N	%
The American University in Cairo	115	25.0
The Arab Academy (AASTMT)	115	25.0
Ain Shams University	115	25.0
Cairo University	115	25.0
Total	460	100.0
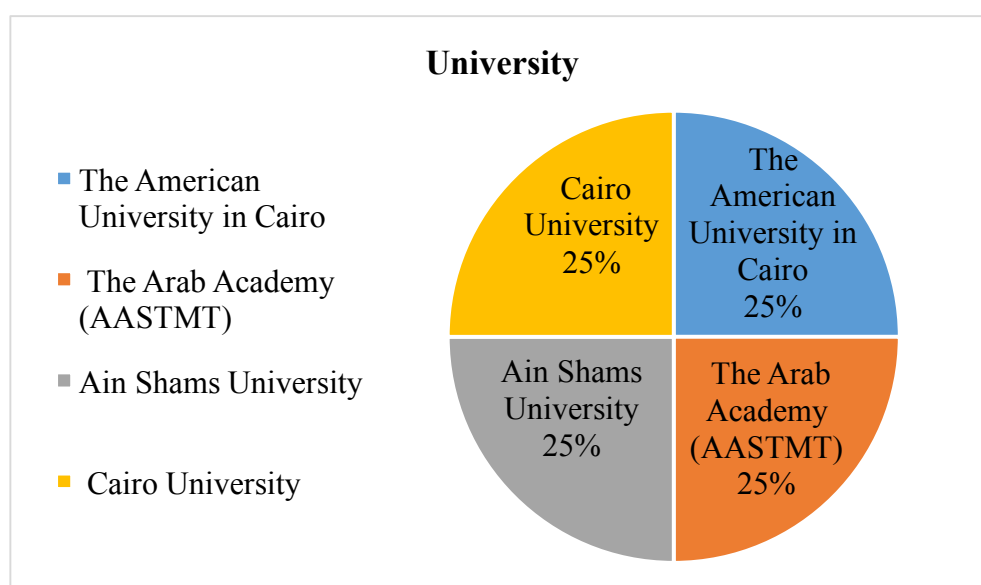
Figure 30: Characteristics of the respondents according to their educational institutions

Table (24) and Figure (30) show the total number of the sample, which is 460 students from four different universities -Two private universities, which are the American university in Cairo and the Arab Academy, in addition to, two public universities, which are Cairo university and Ain Shams university- with the average of 115 students from each university.

Table 25: Characteristics of the respondents according to their educational level

Educational Level	N	%
Undergraduate	302	65.7
Graduate	124	27.0
Post-Graduate	34	7.4
Total	460	100.0
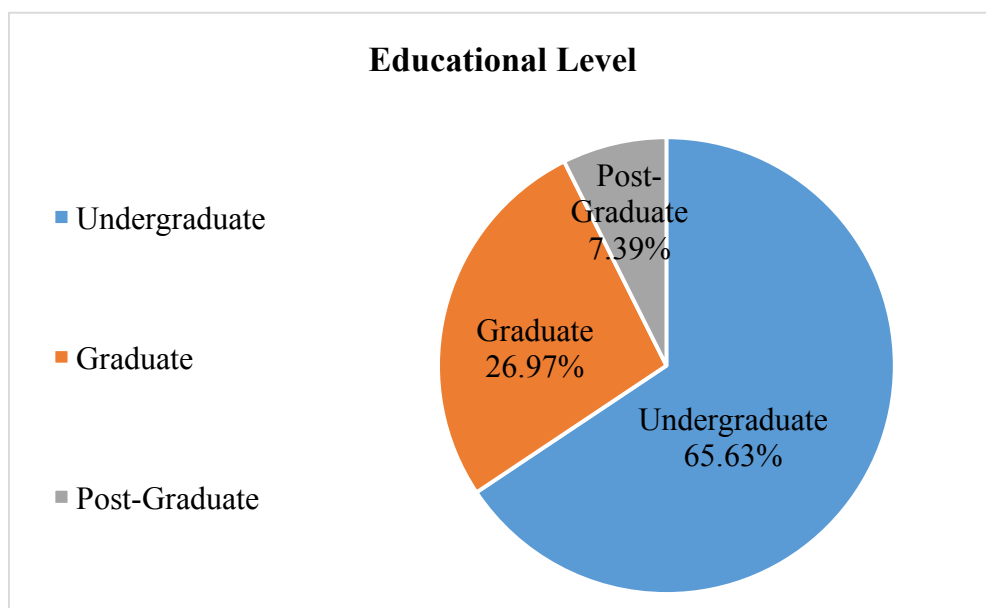
Figure 31: Characteristics of the respondents according to their educational level

Regarding the respondents educational level, table (25) and figure (31) indicate that the majority of the sample (65.63%) were undergraduate. While 26.97% hold a bachelor degree from one of the previously mentioned universities and only 7.39% respondents were post-graduate students.

Table 26: The socioeconomic status of the respondents

Residential area of the Respondents	N	%
Lower Class	75	16.3
Middle Class	44	9.6
Upper Class	341	74.1
Total	460	100.0

Residential areas of the Respondents
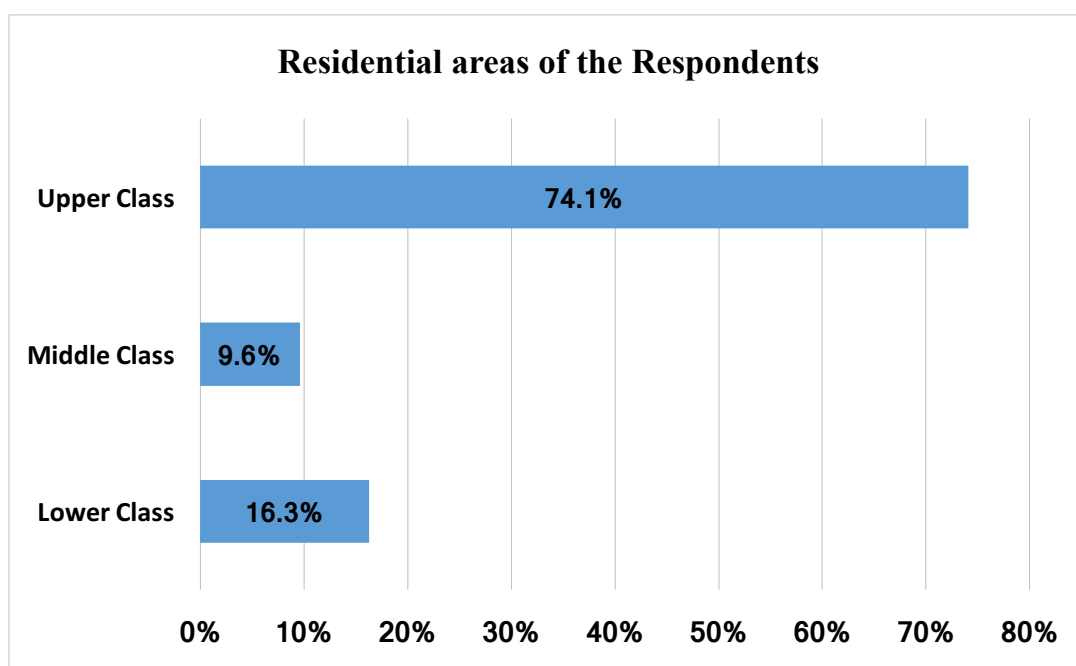
Figure 32: The socioeconomic status of the respondents

Table (26) and Figure (32) present the socioeconomic status of the sample according to their area of residency. The residential areas were classified into three

levels, which are the upper-class, the middle-class and the lower-class. The Upper class residency includes several residential areas such as: Heliopolis, Nasr City, Rehab, New Cairo, Obour, Mohandessin, Zamalek and suburbs such as Madinaty, Al-Sherouk, Al-Rehab and El-Sheikh Zayed. The Middle class residency encompassed Downtown areas, Al-Haram and El-Manial. While the lower class areas are Abbaseya, Ramsees, Shobra, Ghamra, Zaytoon, Helmeya, Imbaba and El-Sayeda Zeinab. According to the previously mentioned categorization, the findings show that the majority of the respondents (74.1%) live in upper class areas, while the lower class residents represents 16.3% of the sample. Also, the respondents from the middle class areas were underrepresented in this Surveys as they hold a very small percentage, which is 9.6%.

Table 27: Number of owned cars by the respondents

The number of vehicles owned by respondents households	N	%
No	13	2.8
1	66	14.3
2	163	35.4
3	110	23.9
Above 3	108	23.5
Total	460	100.0

The number of vehicles owned by respondents households

Category	Percentage
More than Three	23.5%
Three	23.9%
Two	35.4%
One	14.3%
No Car	2.8%
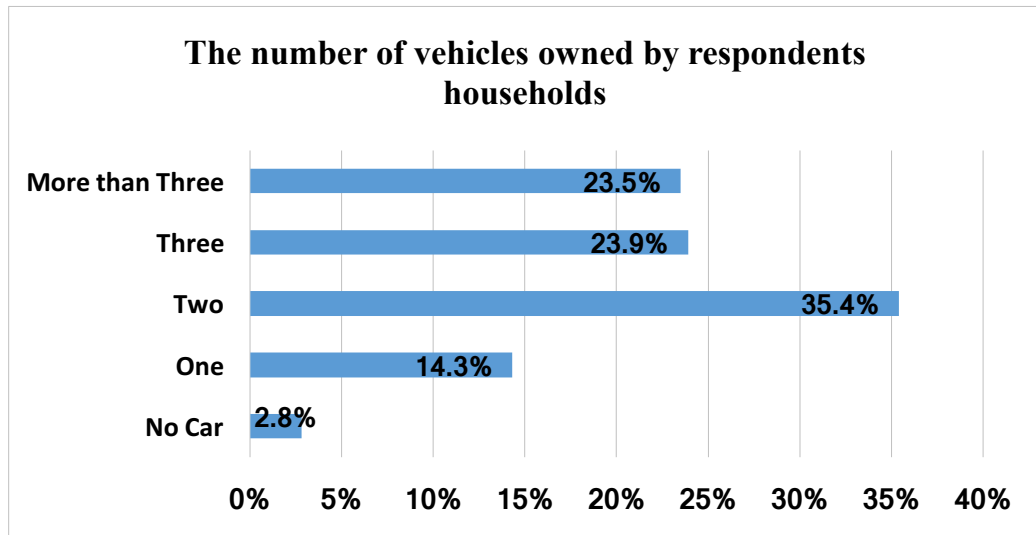
Figure 33: Number of owned cars by the respondents

Table (27) and Figure (33) indicate the number of vehicles per household. The results demonstrate that the majority of cars owned by respondent households were two (35.4%). While 23.9% of the respondents possess three cars and 23.5% owns more than three cars. Moreover, 14.3% of the sample own one vehicle only and the rest of the sample (2.8%) do not own any cars.

2. The Hypotheses and Research Questions:

RQ1: To what extent the Egyptian youth pirates the media?

This research question measures the extent by which the Egyptian youth and young adults, whose age category varies between 18-30 pirates the media. Also, this question is set to examine their perception towards their illicit behaviour such as online and live streaming, sharing and downloading any broadcasted media content, especially the sports one and whether they do this kind of act or not. According to the findings from the Surveys questions, nearly 91% of the respondents (N=417) pirate the media in various ways either by downloading or streaming or viewing it. While the rest of the sample (N=43), which represents 9% do not participate in such activity. Also, another finding concerning the opinion of the respondents towards the act of downloading any copyrighted media content without holding its rights and their beliefs towards this act whether it is a legal or illegal activity. The results show that more than half of the sample, which is 52% do not consider this sort of activity as an illegal one (N=239). On the other hand, 48% of the sample believe that this act is illegal (N=221). Furthermore, an additional result which relates to this research question shows that more than half of the respondents, which is 54.1% believe that streaming any online media material without paying for it or gaining its rights is legal (N=249. Additionally, regarding the act of sharing any broadcasting media content without their owners' permission, more than half of the respondents, which is 53.7% do not consider this activity as an illegal act (N=247), while 46.3% of the sample believe that this act is an illegal one (N=213). Moreover, concerning the respondents' level of understating and awareness towards the act of streaming any online media content, and whether they understand that this activity is considered media piracy. The findings showed that Over half of the sample, which is represented in 55.7% stated they did not know that this kind of activity is considered as media piracy (N=256).

This means that media piracy is widespread phenomenon in Egypt -one of the Middle Eastern countries- and especially among the youth. Since they are the ones who usually use the internet and different social media platforms to view the content they

want and to satisfy their needs and wants. This backs up the report that was presented by Irdeto in 2017 about the Millennials -the young adults whose age ranges from 18-24 are the reason for the prevalence of illegal activity in the country and in the region. Moreover, the Egyptian youth admitted that they stream and watch pirated material several times per week. According to this, digital piracy in Egypt is remarkably increasing and it will affect the revenues of several media companies and its broadcasting media content.

RQ2: To what extent are youth aware that pirating any media content is an illegal act?

This research question analyzes the respondents' level of awareness concerning the concept of media piracy and whether they recognize consider the acts of media piracy as illicit ones or not. According to the answers of the whole sample (TN=460) in the Surveys, the results stated that 56.7% have a particular belief towards piracy and they claimed that activities related to pirating the media are considered as legal ones (N=261). On the other hand, 43.3% of the respondents stated that media piracy activities are considered illegal acts (N=199).

This indicates that Egyptian youth are lacking awareness towards the ethics of the media. Moreover, they do not understand the negative impact of their acts and behaviour on the media industry. Therefore, public awareness campaigns should be executed to raise awareness among Egyptian youth.

RQ3: What are the factors that could help in reducing media piracy?

This research question examines the elements that help in decreasing or eliminating the act of media piracy. The results show that most of the respondents 58.3% strongly agreed with reducing the subscription fees of the Pay-Tv services (N=268), and education and awareness 34.1% are two essential factors to combat media piracy (N=157). Furthermore, 21.3 % of the respondents strongly disagreed that blocking illegal websites would help in reducing the piracy (N=98) and 22.6% with using laws and regulations as a weapon to fight media piracy (N=104).

Since the size of media piracy in Egypt is increasing, especially in the sports

broadcasting field and according to the Surveys respondents, who are Egyptian youth, stated that if the prices of the pay-tv services are driven down, they will stop pirating the media. Therefore, several methods should be used rather than applying laws and regulations and blocking illegal online websites. As the youth and young adults are fully aware of using the internet and digital technology and they could build other websites and develop mobile applications and several other methods to pirate the media. Thus, blocking the websites that presents illegal broadcasting content for any copyrighted material is not an option to reduce the amount of piracy in Egypt. Moreover, the state should resort to reducing the subscription prices of the pay television services before conducting awareness campaigns to educate the youth about the ethics of using the media. As according to Reuters, many Egyptians, who are dedicated to football, cannot bear the subscription charges to acquire this service (Reuters, 2018).

RQ4: Does the state have a proposed strategy for encountering media piracy?

This research question inspects whether the government has a proposed strategy for encountering media piracy in Egypt or not. In-depth interviews were conducted to obtain an answer to this research question. Three media specialists and professors were interviewed to know their opinion on this subject. The findings from the interviews showed that in the meantime there is no clear strategy to encounter this act. Although several laws were applied such as the Intellectual Property Rights Law (IRP) to protect any artistic work or broadcasted material, yet no law was designed to prohibit media and digital piracy. Some efforts are being made by the government and the authority of the Censorship on Artistic Works to encounter this problem; still this issue cannot be confronted due to the evolution of the internet and social media platforms.

H1: There is a direct relationship between the economic status of users and the act of media piracy.

Table 28: The correlation between the Economic level and pirating the media.

		Economic level
The reasons for pirating any type of media content.	Pearson Correlation	-.062
	Sig. (2-tailed)	.186
	N	460

This hypothesis measures the relationship between the factors that influence the respondents' behaviour to pirate the media and the financial status of the respondents. The behaviour of the Surveys sample was measured through five statements on a Likert scale, while the economic level was measured through the area of residency and the number of household cars owned by the respondents. After analyzing the relationship between the independent variable and the dependent variables, the findings show that there is no statistical significance between the variables according to the Pearson Correlation value.

Also, when examining the socioeconomic status of the respondents' residential areas that were classified into three levels, which are the upper-class, the middle-class and the lower-class. The Upper-class residency includes several residential areas such as: Heliopolis, Nasr City, Rehab, New Cairo, Obour, Mohandessin, Zamalek and suburbs such as Madinaty, Al-Sherouk, Al-Rehab and El-Sheikh Zayed. The Middle-class residency encompasses Downtown areas, Al-Haram and El-Manial. While the lower class areas are Abbaseya, Ramsees, Shobra, Ghamra, Zaytoon, Helmeya, Imbaba and El-Sayeda Zeinab. According to the previously mentioned categorization, the

findings show that the majority of the respondents (74.1%) live in upper-class areas (N=341), while the lower class residents represent 16.3% of the sample (N=75). Also, the respondents from the middle-class areas were underrepresented in this Surveys (N=44) as they hold a very small percentage, which is 9.6%. Moreover, when analyzing the number of household cars owned by the respondents', the results indicate that the majority of cars owned by respondent households were two (35.4%). While 23.9% of the respondents possess three cars and 23.5% owns more than three cars. Moreover, 14.3% of the sample own one vehicle only and the rest of the sample (2.8%) do not own any cars.

Since there is no relationship between the variables, thus, this indicates that the different activities of media piracy such as easy access to the content, low cost of piracy, piracy as a habit, piracy as a not criminal act, lack of content availability, content delay and the high cost of pay TV are not related to the economic status. Hence, the hypothesis is not supported.

H2: The more being a dedicated football fan, the more they pirate sports material.

Table 29: The relationship between being a football fan and the size of sports pirated material.

	How did you watch the matches of 2018 FIFA World Cup?	N	Mean	Std. Deviation	F	df	Sig
How many matches of the 2018 World Cup have you watched?	Subscribing to beIN Sports	222	1.9279	.90461	4.563	3.418	.004
	Online websites that provide live streaming for the matches	88	1.8523	.90388			
	Illegal Television Cable or Devices	103	1.8544	.93313			
	Others	9	3.0000	.86603			
	Total	422	1.9171	.92227			

This hypothesis analyzes the relation between the between the level of passion and sincerity towards football matches and the amount of pirated sports content whether by watching the matches in an illegal means or not. The attitude of the football fans is measured through the number of games watched, and the amount of piracy was examined through the different methods of viewing these matches. After investigating the relationship between the independent variable and the dependent variables, the findings show that there is a statistical significance between the variables according to Chi-Square value, as it is less than 0.05 (< 0.05)

Moreover, when investigating the number of the 2018 World Cup matches watched by the respondents, the results show that the majority of the sample 44.1% watched most of the matches of the 2018 World Cup match (N=186), while 30.1% of the respondents watched the matches which was only related to the national teams (N=127). Moreover, 23% of the sample watched the games that only related to the big teams (N=97) and 2.8% of the respondents just watched the knock-out stages (N=12). Also, when examining the viewing methods, the findings indicate that more than half of the sample (N=222), which is 52.6% watched the tournament in a legal way by subscribing to beIN sports. While the rest of the respondents (N=200) out of (TN=422) resorted to other techniques, which is considered as illegal methods. As 20.9% used the internet to watch the tournament (N=188), while 24.4% watched the matches by subscribing to illegal television cables or purchasing illegal television devices (N=103). Besides, 2.1% of the sample watched this important tournament using other methods such as mobile applications (N=9).

This indicates that football fans will resort to any mean, whether it is legal or not to view their favorite sport. Hence, there is a correlation between the variables, and as a result, the hypothesis is supported as the P-Value is .004.

111

H3: There is a positive relationship between the age and the amount of pirated media material.

Table 30: The relationship between the respondents' age and the size of sports broadcasting piracy.

Age	Have you ever pirated any media material (such as downloading movies, watching live streams for sports events or accessing television shows)?				Total	
	Yes		No			
	N	%	N	%	N	%
18- 22	268	64.3%	28	65.1%	296	64.3%
23- 30	142	34.1%	10	23.3%	152	33.0%
Above 30	7	1.7%	5	11.6%	12	2.6%
Total	417	100.0%	43	100.0%	460	100.0%

Chi-Square= 16.171   df=2   sig=0.000   Contingency Coefficient=0.184

This hypothesis examines whether there is a correlation between the age of the respondents and the amount of pirated material or not. According to answers of the respondents, 64.4% of the people who pirates media material are with age range from 18 to 22. This agrees with the report presented by Irdeto in 2017 about the Millennials -the young adults whose age ranges from 18-24- are the main reason for the widespread of the act of media piracy in the region (Irdeto, 2017). Also, after analyzing the findings, it shows that there is a relationship between the variables. Moreover, there is a statistical significance between the independent and dependent variables since Chi-Square is less than 0.05 (< 0.05). As a result, the hypothesis is supported as the P-Value is 0.000.

3. Findings of the In-depth Interviews:

This section discusses the findings of the in-depth interviews which is carried out on two media specialists, one media professor and six cafes and restaurants owners. In-depth interviews allow the scholar to gather insights information from a small representative sample, due to the time and freedom the interviewee has while responding to the questions. The media professor in this study includes: Al-Amira Samah, Professor of Mass Communication, and Radio and Television, at the Faculty of Mass Communication, Cairo University. While the media specialists include: Maher Ghoneim, Director at the Egyptian Radio and Television Union (ERTU); and Mohamed El-Garhy, a Former Television Scriptwriter in ON. Moreover, the six cafes and restaurants owners include: two possessors in higher socioeconomic class areas, two proprietors in middle socioeconomic class districts and two owners in lower socioeconomic class zones.

Several steps were taken into consideration in order to carry out these interviews. First, the purposive sample which was conducted through choosing the names of the contributors according to the aim of the topic; second, the contributors were contacted by telephone to set appointments according to their schedules; third, the interviews were conducted in media institutions, universities, cafes and restaurants. The length of the interviews lasted from 20 to 30 minutes in average. Finally, after recording all the interviews, they were transferred from audio formats to written ones to facilitate the analysis process. Using the social responsibility theory while conducting the interviews was necessary, since each individual has duties to participate in any act for the benefit of the society.

Certain topics were discussed through the interviews including:
- The birth of media piracy in the region.
- The role of the internet on accelerating the Media Piracy.
- The reasons behind the emergence of Media Piracy in the broadcasting industry.
- The effect of the economic factor on this phenomenon.
- The consequences of piracy on the broadcasting field.
- The distribution rights of any broadcasting content.

- The state's proposed strategies to encounter media piracy.
- Suggestions to reduce this phenomenon.
- People's behavior and attitude towards any broadcasting media content.

The birth of Media Piracy in the region

When the interviewees were asked about the emerging of media piracy in the region, it was claimed by Maher Ghoneim, Director at the Egyptian Radio and Television Union (ERTU) that media piracy evolved long time ago, as two decades ago several people used to videotape any broadcasted material and then distribute this illegal media material with low prices. Recently, this activity cannot be controlled, particularly after the emerging of the internet. As, this activity occurs by those who steal and broadcast any media content and share it without holding its copyright. Emphasizing on this, Al-Amira Samah, Professor of Mass Communication, and Radio and Television, at the Faculty of Mass Communication, Cairo University and Mr. Mohamed El-Garhy, a Former Television Scriptwriter in ON stated that piracy in the Middle East appeared several years ago. El-Garhy added that several people used to copy movies which were offered on VHS (Video Home System)- video cassette tapes- and songs that were offered on audio cassettes tapes after their release. Moreover, after the evolving of the internet and new mobile digital technologies, movie piracy started to increase. As several people started to record the movies played in the cinemas/movie theaters using the cameras' of their smartphones and upload it on several illegal websites. The most recent activity regarding the issue of piracy is pirating the sports content, which is broadcasted by beIN sports, using serval illegal methods especially in the 2018 FIFA World Cup.

The role of the Internet on accelerating the Media Piracy

According to Professor Al-Amira Samah, with the popularity of the internet and the new digital technologies, which are growing rapidly, people are choosing to consume any media content through different digital media platforms. Moreover, these individuals believe that this act is not an illegitimate one. Additionally, it is acceptable

114

to view and share available online content, even if this media content is presented on illegal websites. The Director Maher Ghoneim stated that currently the Internet has a major effect on accelerating the media piracy, as anyone can start his/her own channel on the Internet and broadcast the content they desire. From the perspective of Mr. Mohamed El-Garhy, the internet is one of the main reasons of the widespread of media piracy in the region and in Egypt.

The reasons behind the emergence of Media Piracy in the broadcasting industry

Professor Al-Amira Samah said that the high prices of the media goods and the low wages are the leading reasons for the broadcasting piracy. While from the perspective of the director Maher Ghoneim, he declared that there are several reasons for the evolution of media piracy. First, the Egyptian youth and young adults, whose age range varies between 18-30 years, are one of the reasons of this illicit act. Since we are living now in the era of digital technology, they are the ones who access everything through the Internet. Moreover, nowadays they barely watch any content presented on the television. Besides, they are always seeking the fastest and easiest way to view the content they want. The second problematic reason is the internet and the development of different digital media outlets. The internet has become an open source that broadcasts different media materials, whether audio or visual, as anyone can find easily a diversity of different genres with only once click. Furthermore, the availability and the easy access of the media content has led to the increase of the pirated material. However, several digital techniques were applied to fight this phenomenon, which detect any pirated media content and notify the original owner with this activity, still the issue of media piracy cannot be controlled. Also, on social media platforms such as Facebook, when a person uploads any copyrighted content without holding its rights or permissions, the Facebook automatically notify the owner of this intellectual property or delete it automatically.

According to Mr. Mohamed El-Garhy, the lack of education and awareness of the intellectual property rights, the encryption of several television channels that presents premium media content, the absence of laws and regulations that are related to piracy to reduce and prevent this activity, the low standard of living and the high costs

115

of media goods are the key elements behind the reasons of the emergence of media piracy in the broadcasting field.

The Effect of the Economic factor on this Phenomenon

Professor Al-Amira Samah, director Maher Ghoneim and Mr. Mohamed El-Garhy, assured that the economic status of the citizens is considered as an influential factor for why people pirates the media. The prices of the media products costs a lot, people find it cheaper to pirate the media rather than paying for it. Moreover, professor Al-Amira Samah added that many production houses and software companies delay the availability of the content, thus some people resort to illegal websites to view the content they want. On the other hand, the director Maher Ghoneim and Mr. Mohamed El-Garhy declared that the low socioeconomic class are the main segment that pirates the broadcasting media, as they cannot afford paying for the pay-tv services. Since they are not willing to pay 3000 or 4000 Egyptian pounds to view the content they want. Accordingly, the most recent example for this is the 2018 FIFA World Cup, most of the Egyptian citizens did not subscribe for beIN sports to watch this tournament, however they resorted to other prohibited methods such as the illegal television cables that broadcasts copyrighted signal with low prices to watch these games.

The Consequences of Piracy on the Broadcasting Field

When asked about the consequences of piracy on the broadcasting industry, it was argued by Professor Al-Amira Samah and Mr. Mohamed El-Garhy that this activity is affecting the sales of the media content and hurting the broadcasting field as well. Also, content producers lose a lot of revenues, as the profit does not cover the production expenses resulting in low profit margins. Emphasizing on that, the director Maher Ghoneim mentioned that the broadcasting industry in general and the television field in particular are facing many problems as a consequence of this phenomenon. Since the content, which is produced for the television, is subjected to content infringement. Consequently, this issue will lead to the collapsing of the broadcasting industry.

The Distribution rights of any Broadcasting Content

From the perspective of the Professor Al-Amira Samah and Mr. Mohamed El-Garhy, both mentioned that obtaining the broadcasting rights is like a contest between media organizations with a specific rule which is, the one who will pay more is the one who will be granted the broadcasting copyrights. In addition, some countries make bids to get the exclusive rights to broadcast a specific content. Moreover, the country that holds the permissions of a certain content becomes the dominant broadcaster in the region. The director Maher Ghoneim added, that Qatar pays a huge sum of money to acquire exclusive rights for any international football competitions. Egypt filed a case against beIN sports to end their monopoly over the broadcasting rights for the major tournaments in the region. Also, in the case of the 2018 World Cup, several media organizations such as ON Sports and DMC tried to obtain the rights to broadcast the tournament, but obviously they couldn't. Since beIN sports was the only network that broadcasted this important event.

If the State has any Proposed Strategies to Encounter Media Piracy

When the interviewees were asked about whether the Egyptian government has a proposed strategy for encountering the media piracy activity. The media expertise, Professor Al-Amira Samah, Mr. Mohamed El-Garhy and the Director Maher Ghoneim stated that several laws were designed to prtotect any artistic work or broadcasted material such as the Intellectual Property Rights Law (IRP). Nonetheless, this regulation did not combat the act of pirating any media content. El-Garhy added that there is no clear vision for a strategy to encounter this illegal act, as the state is neglectful in putting such a strategy to reduce media piracy. However, Ghoneim argued that the state is very attentive towards this issue and efforts are being put by both the government and the ministry of the Censorship on Artistic Works to encounter this problem. Nevertheless, the government will not be able to encounter and prevent this phenomenon due to the emerging of the new digital technologies and the easy access of the internet. Yet, a lot of efforts are made by the government to protect any copyrighted broadcasting media material by designing a specific law that could be applied and followed in the country.

Suggestions to Reduce this Phenomenon

According to the opinion of Professor Al-Amira Samah, the content providers should try their best to provide their customers with the content they want with a lower price to subscribe to their services and avoid this hassle. As for Mr. Mohamed El-Garhy's opinion, applying laws and regulation, and imposing penalties could be a solution to reduce this illegal activity. While the director Maher Ghoneim mentioned that the government should try to avoid any monopoly by a certain organization to encounter this phenomenon. For example, if the Egyptian national team is playing in any tournament, and a network like beIN sports has the upper hands in the broadcasting rights. The Egyptian government must do more efforts to acquire the rights by any mean. Also, the state should broadcast the matches, which includes the Egyptian national team on the Egyptian local television channels and for free, to allow its citizens to watch the content they want without resorting to illegal techniques or devices.

People's behavior and attitude towards any Broadcasting Media content

Six in-depth interviews were conducted with café owners and restaurants divided into two owners in higher socio-economic class areas, two proprietors in middle socio-economic class districts and two possessors in lower socio economic class zones. The café owners and restaurants were asked to give their opinion on particular issues. These subjects embraced their attitude towards any premium broadcasting content, the effect of the legal subscriptions on their businesses and the reason behind not pirating the media. When the interviewees were asked about their attitude towards any premium broadcasting content such as the best and biggest football championships and what are the techniques they use to show this content to satisfy their customers. All of them agreed that they subscribe for beIN sports to view and present the premium global sports content to their audience. Since beIN is the only network that presents the best football leagues in the region like "UEFA Champions League, Premier League, Serie A League, La Liga, UEFA Europa League, Africa Cup of Nations, CAF Champions League, World Cups, Egyptian League, Premier League, France League and Portuguese League". This network presents many types of subscriptions such as the business packages and the home subscriptions. Cafes and restaurants owners should

118

subscribe to the business packages according to the type of business they run. Hence, any person who runs a business and wishes to present this content, the owner must buy the beIN decoder and subscribe to a package.

Another point was tackled during the interviews which is the effect of the legal subscriptions on their businesses. They all stated that although the subscription charges for this services cost a lot of money, yet they have to subscribe for this service to to attract new consumers and to maintain their clients. The package of beIN sports is determined according to some criteria that include the location of the district, the size of the place and it is specified according to the venue's square meters, and the viewing methods, whether the café or the restaurant will display the beIN services in an outdoor area or in an indoor one or both. Furthermore, this membership fees costs them thousands of Egyptian pounds as the subscription varies from three thousand EGP to forty-seven thousand EGP. For instance, the cafes and restaurants which is located in low socioeconomic class areas pay nearly three thousand EGP per year. As for the middle socioeconomic class zones the owners of these venues pay about twenty-seven thousand EGP annual charges for these services. On the other hand, the high socioeconomic class districts pay every six months almost forty-seven thousand EGP. To conclude, each area has its own charging fees according to its location, size of the venue and the viewing ways. In addition to this, all the venues located in any area in Egypt were required to pay extra charges membership that reached about three thousand to acquire the World Cup service. The money spent to obtain this service some of the cafés and restaurants owners claimed that the subscription costs is a value for the money spent, while the other argues that it is valueless. From the perspective of the owners of the cafes and restaurants that is located in high and middle socioeconomic areas, both of them agreed on that beIN sports services worth the money, as it is considered the number one media network especially in broadcasting important tournaments. In addition to this, we generate a good income and earn a huge amount of money. Football matches in general attracts a numerous number of customers, subsequently people visit our places to watch the games, and enjoy the atmosphere and the services which we present. Also, the owners may lose a lot of clients if they did not broadcast an important football match. On the other hand, according to the owners who operates their business in low socioeconomic areas, they mentioned that the subscription for this service is not

worth it at all. As most of their customers visits their venues to watch the matches which is only related to the Egyptian national team in general or Mohamed Salah in specific. Since most of the people, who live near the café, are not a big fan of the international sports events that is mostly broadcasted all the year. This was highly noticed in the case of the 2018 FIFA World Cup, numerous people only visited their cafes to just watch the games played by the Egyptian team, other than this the café was not occupied by many people for the rest of the tournament.

The last point which was addressed throughout the interview is their reasons behind not pirating the media, since they pay a large amount of money. All the interviewees agreed that they cannot pirate the media for several reasons. The owners of the cafes and restaurants that is located in high and middle socioeconomic areas stated that the company which is beIN, send their agents to our places to insect on the method we subscribed with, additionally, to check on the type of the membership we obtained from them and whether this subscription is valid for the kind of business we run or not. This happens because few cafés and restaurants do not subscribe for the business packages and they subscribe for the household packages, as they are cheaper than the commercial ones. If the company's employees paid a visit to my place and suspected that I am not on the right subscription manner, which they can immediately check it through a code that shows up on the screen telling them my subscription type or with the logo that looks like a cup of tea or coffee which is positioned on the bottom left of the television screen that assures that the owner of the place subscribed for the cafes and restaurants services. They immediately will terminate their contract with us, permanently ban the service and impose fines. Hence, they cannot tolerate the idea of losing their costumers for doing such useless illegal act. As for the cafes that is sited in low socioeconomic areas, they declared that beIN representatives do not visit their place, though they cannot pirate the media as they are concerned of the legal actions that could be applied by the authority of censorship on artistic works. When they tried broadcasting any media content in illegal way, this organization applied penalties on them. Subsequently they have the power to confiscate the decoder used to broadcast pirated media content, impose fines that reach to five thousand EGP and to send the owner of the place to spend on year in prison as a result of this illegitimate act. This governmental organization monitor the venues and take comments on what is served

and what is broadcasted. Also, they proprietors added that to have the right to broadcast the beIN sports services in their venues, two hundred and forty Egyptian pounds per year should be paid for the authority of censorship on artistic works to gain the license to perform such an act. Other than this, retributions are applied.

Chapter Six

Conclusion and Discussion

Discussion:

This section will analyze how the results established in the study at hands are related to the objectives of this research.

The major purpose of this study is to examine the piracy activity in one of the Middle Eastern countries, which is Egypt. This research showed the significant transformation of the media scene in Egypt, especially after the new prevalent phenomenon which is recognized as Media Piracy appeared. Moreover, this activity occurs in most of the countries across the Middle East, especially after the evolving of the new digital technologies. Internet piracy, mainly the theft of live programming sports content, has increased dramatically in recent years. Throughout this research, this phenomenon was highly observed in Egypt particularly in the case of the 2018 FIFA World Cup. Therefore, starting with the research questions and the hypotheses for the discussion is an essential element, to demonstrate the results of the study's inquiries.

The findings of this research reveal that media piracy is a widespread illegal activity in Egypt that cannot be reduced and this issue is affecting the entire global media sector. Piracy threatens the business and the future of the sports broadcasting industry. Besides, the Egyptian youth know how to use and access these devices; thus it will not be easy to fight these methods and stop such an act. However, the results presented in this study revealed several different vital factors that are related to pirating sports broadcasting media content in the country content, which are the impact of Egyptian youth on this phenomenon, the factors that influence their intentions to pirate the media, the techniques that could be used to reduce piracy, the youth's awareness about this issue, the relationship between being a football fan and the size of sports

pirated material and the correlation between the economic status of the audiences and the act of media piracy.

First, starting with the research questions, the findings disclosed that the Egyptian youth and young adults especially whose age category varies between 18-30 are one of the primary reasons of the widespread of this phenomenon in Egypt. As they are the ones who usually use the internet and different social media outlets to view the content they want to satisfy their needs at any time. Moreover, the Egyptian youth admitted that they stream and watch free pirated material rather than pirating for it. Subsequently, legal subscriptions cost a lot of money, hence viewing any pirated sports content is much more affordable. Form this point, it was important to apply the theory of Planned Behavior to study the intentions and motives of the Egyptian youth that drives them to perform such an act. Furthermore, the Egyptian youth lack awareness towards the ethics of the media and they do not understand the negative impact of their illegal acts on the media industry. According to this, digital piracy in Egypt is remarkably increasing and it is affecting the revenues of several media companies and its broadcasting content. Consequently, education and public awareness campaigns should be executed in Egypt to raise awareness among them as a key to stop this illegal activity. Another point was tackled in this research which is the factors that could help the Egyptian youth to stop this illegitimate act, particularly in the sports broadcasting field. The findings revealed that if the prices of the pay-tv services are driven down and became more affordable, they will stop pirating the media and pay for the legal services to watch the copyrighted content without violations the media rules and regulations. In addition to this, that several laws were designed to protect any artistic work or broadcasted media material such as the Intellectual Property Rights Law (IRP). Although efforts are being done by the Egyptian government and the authority of censorship on artistic works to confront this problem, yet, there is no clear strategy to encounter this illegal activity. Also, it is important to mention that this method should be used to prevent piracy rather than applying laws and regulations and blocking illegal online websites. Since Egyptian youth and young adults are fully aware of accessing the internet and using new digital technologies. Hence, they could easily build other websites and develop mobile to pirate the media.

Second, the findings of the hypotheses revealed that on one hand there is no correlation between the economic level of users and pirating the media. As it was observed through the results and analysis that people who live in high socioeconomic class areas are the major segment who pirates the media, as they have more education and access regarding the internet. On the other hand, it should be noted that if a person is a dedicated football fan, this could urge him to resort to any mean, whether it is legal or not to view his favorite sport. An alternative important point that was outlined in this study, which is the age of the audiences is one of the elements that affect the size of piracy in Egypt. As it was previously mentioned that the youth and young adults whose age ranges from 18-24 are the ones who violate any broadcasting the most.

Another reason for the emergence of media piracy in Egypt is the high prices of the media goods and services and the low wages. As a consequence of this, this illegal activity is affecting the sales of the media content and hurting the broadcasting field as well. Subsequently, several content producers lose a lot of revenues, as the profit does not cover the production expenses. An additional factor that increases this act is the broadcasting rights that is granted to only one media organization, who pays a large sum of money to hold the exclusive rights to broadcast a specific content. Moreover, the country or the media group that holds the permissions of a certain content becomes the dominant broadcaster in the region. Hence, this will lead to the increase of the size of piracy towards any broadcasting content rather than reducing it.

It is important to mention that no law in Egypt is designed to prevent or eliminate the activity of media piracy. Although the new Egyptian media information order that was signed in December 2016 encompasses three media bodies, which were formed to regulate all Egyptian media platforms and to guarantee a free and a strong broadcasting sector that acts upon the public interest; however, it did not propose any articles related to pirating the media. The Supreme Council for Media Regulation and the form the National Council for Broadcast Media should be tools to help in reducing media piracy. Accordingly, both bodies should consider strategies to encounter this illegal act.

Conclusion:

In conclusion, this study "Media Piracy in the Middle East: A Case Study of 2018 FIFA World Cup" aims at examining the Egyptian youths' perception, awareness, behaviour and attitude towards the live sports broadcasting media content, and their role in empowering this illegal activity. The Arab world, in general, has seen several dramatic changes in the media landscape. Also, the competition between television and cable networks to obtain sports broadcasting rights became one of the most profitable industries in the media. However, signal theft appeared as a consequence of the growth of digitization, as it has revealed new chances to destroy this business. Moreover, online sports broadcasting piracy in Egypt has been a challenging issue for many specialized sports organizations for years. As people who are interested in sports find it easier and engaging to watch free illegal broadcasting sports events on the internet rather than paying for it.

The internet population and the penetration level of different social media outlets are remarkably increasing in Egypt. Consequently, the Online piracy of sports in the Middle East was highly noticed especially in Egypt, as 23% of the audiences who are interested in football were detected to view pirated content for these kinds of events. Also, in the case of the FIFA 2018 World Cup, several Egyptian youths were interested in watching the live pirated content for this tournament rather than paying for legal service to watch this broadcasted material. The main broadcaster for this tournament was beIN Sports; accordingly, several football fans in the region was requested to pay a very high cost to access all the matches of the event. Therefore, several Egyptian youths searched for another way to watch the World Cup matches, which is stealing the live transmission from beIN sports and transferring it to a different cable or broadcast TV or sharing it on illegal online websites. Although the Egyptian government made several attempts to acquire the broadcasting rights for their fans, unfortunately, they did not succeed. This led the Egyptian youth who are football fans to view the World Cup either by paying for the beIN services or to resort to other illegal techniques to view this vital event.

Furthermore, the study at hands relied on two important theoretical frameworks, the first one is the theory of planned behaviour which seeks the individual's intentions and motives to carry out a particular attitude or behaviour towards the media. This theory was used throughout this research to investigate the behaviour of the Egyptian youths regarding any sports broadcast content. The second theory is the social responsibility theory that explores the role of each individual as a media consumer. This theory was applied to identify the role of the youth towards the media, also to examine how the Egyptian youths use and deal with the media in the age of digital technologies. These two theories were relevant to this research, as they played an important role in guiding the researcher to the entire process of this study and to back up the purpose of this research.

Also, this study relied on a triangulation approach, which is a combination of quantitative and qualitative methodologies. Firstly, the research relied on surveys study, a purposive sample that included 460 university students-115 students participated from each university-, who are football fans and their age range varies from 18 to 30 years old. Secondly, the in-depth interviews were the other method that this study relied on since it has the capability to collect data and in-depth information from a small representative sample. Interviews were conducted with three media specialists and six cafés and restaurants owners, the interviewees outlined insightful information about the emerging of media piracy in Egypt and people's attitudes and behaviour towards this illicit act. Using this integration of these two methods while collecting the data, the researcher succeeded to draw a full picture and a clear scene about the prevalence of this phenomenon in Egypt. Also, this research examined the causes of piracy and the proposed methods to reduce this illegal activity in Egypt. Furthermore, it studied the Egyptian youths' perception, awareness, behaviour and attitude towards pirating live sports broadcasting content.

Limitations of the Study:

Although the study at hands has reached its objectives, there were some limitation that cannot be ignored that may have affected the outcomes of this study:

- A survey study was carried out by the researcher to measure the audience's behavior towards any broadcasted content, moreover to examine their awareness towards the act of media piracy. The study did not examine all the geographical areas in Egypt, due to time restrictions, also, it was restricted to the respondents who lives in Cairo and Giza areas. Since it was conducted on university students from the American University in Cairo, the Arab Academy for Science and Technology and Maritime Transport, Cairo University and Ain Shams University.

- The study at hands was only restricted on students who represent a large percentage of Egyptian youth and young adults, however there are numerous other young Egyptians who are not students and are not examined throughout this research.

- This study only tackles the case of media piracy of 2018 FIFA World Cup in one of the Middle Eastern countries, which is Egypt.

- This study addresses only the act of media piracy on the sports broadcasting industry and did not inspect the other genres of piracy in the broadcasting field.

- The study at hands is limited to a certain time period which is the last four months of 2018 and the first month of 2019.

- This study used a non-probability sample principally a purposive sample. As a result, this research cannot be generalized as it lacks external validity.

- The in-depth interviews in this research were conducted with 3 Media Specialists and Professors only.

- This research was presented from two theories only which are, Theory of Planned Behavior and Social Responsibility Theory.

- This study lacked to investigate the political variables and its effect on the amount of pirated material.

Recommendations for Future Research:

- Further research can repeat the study in other geographical areas in Egypt.
- Further studies can replicate the research on other university students in different zones.
- A survey study could be conducted on different demographics in Egypt to test their attitudes, behavior, awareness and perception towards this issue.
- Another replication for this study could take place in other Middle Eastern countries (MENA) such as Saudi Arabia and United Arab Emirates, in order to carry out a comparative study between the two researches.
- Another study should be conducted to outline the act of media piracy in the broadcasting field on other television genres.
- More in-depth interviews needed with media experts.
- Other Media theories such as Social Learning Theory, Deviant Behavior Theory, Neutralization Theory and Cognitive Dissonance Theory should be introduced in studies related to media piracy by other researchers.
- Political variables should be added in future research to examine whether this variable affects the size of piracy or not.
- Future researchers should include the history of media piracy and the history of the IRP laws around the world.
- Future scholars should investigate the beIN sports blockage issue in Egypt.

References

Ahmed, M. and Al Omran, A. (October, 2018). Saudi Arabia faces legal action over pirated TV sport. Financial Times. Retrieved from https://www.ft.com/content/8242a416-c558-11e8-8670-c5353379f7c2

Ajzen, I. (1991). The Theory of Planned Behavior. *University of Massachusetts at Amherst.* Retrieved from https://pdfs.semanticscholar.org/6256/ca4853f44ab9acb98f91f0d7848c54185ca7.pdf

Alrawi, M. (October, 2018). Qatari broadcaster beIN's piracy woes are a scenario of its own making. *The National.* Retrieved from https://www.thenational.ae/world/mena/qatari-broadcaster-bein-s-piracy-woes-are-a-scenario-of-its-own-making-1.776300

Ancora, S. (2014, Aug 4). The Digital Revolution of TV: An Analysis of the Italian TV Industry through the Lenses of Disruptive Innovation Theory. Copenhagen Business School. Retrieved from http://studenttheses.cbs.dk/bitstream/handle/10417/4934/silvia_ancora.pdf?sequence=1

Babie, E.R. The Practice of Social Research 5th. Belmont, CA: Wadsworth, 1983.

Bainbridge, S. (2015). A guide to piracy protection for sports broadcasting rights-holders in the UAE. *Law in Sport.* Retrieved from https://www.lawinsport.com/topics/articles/item/a-guide-to-piracy-protection-for-sports-broadcasting-rights-holders-in-the-uae

Barodel, J. and Brants, K. (2003). Public Broadcasters and Social Responsibility in the Netherlands. Retrieved from http://www.nordicom.gu.se/sites/default/files/kapitel-pdf/81_167-186.pdf

Bassam, T. (2018, Jun 14). BeIN bows to Egypt pressure over World Cup broadcasting. *Sports Pro.* Retrieved from http://www.sportspromedia.com/news/bein-bows-to-egypt-pressure-over-world-cup-broadcasting

Basyuni, K. (2018). One broadcaster's dominance is becoming a football fan's

dilemma. *The National.* Retrieved from
https://www.thenational.ae/business/comment/one-broadcaster-s-dominance-
is-becoming-a-football-fan-s-dilemma-1.780196

beIN Official Website. (2015). Terms and Conditions. Retrieved from

https://www.beinsports.com/en/terms-conditions/

Belaid, N. (2018). The Arab World is Changing and So is its Media Use. *European*

Journalism Observatory. Retrieved from https://en.ejo.ch/research/the-arab-
world-is-changing-and-so-is-its-media-use

Belleflamme, P. and Peitz, M. (2014). Digital Piracy. Research Gate. Retrieved from
https://www.researchgate.net/publication/266296321_Digital_Piracy

Boston University. (2018). The Theory of Planned Behavior. Retrieved from

http://sphweb.bumc.bu.edu/otlt/MPH-
Modules/SB/BehavioralChangeTheories/BehavioralChangeTheories3.html

Briel, R. (June, 2018). Egypt claims broadcast rights to 22 World Cup games.

Broadband TV News. Retrieved from
https://www.broadbandtvnews.com/2018/06/12/egypt-claims-broadcast-
rights-to-22-world-cup-games/

BroadcastPro Middle East. (2018). MENA anti-piracy coalition's efforts close 18

illegal channels. BroadcastPro Middle East. Retrieved from
http://broadcastprome.com/news/osn-to-open-asli-studios-24-7-during-
ramadan/

Cameron, R., Ginsburg, H., Westhoff, M. and Mendez, R. (2012). Ajzen's Theory of

Planned Behavior and Social Media Use. Retrieved from
https://www.mcneese.edu/f/c/6f37dd6a/AJPR%2012-
01%20Cameron%20Ginsburg%208-17%20Revised.pdf

Carp, S. (July, 2018). BeoutQ saga rolls on as Arabsat denies piracy involvement.

Sports Pro. Retrieved from http://www.sportspromedia.com/news/world-cup-piracy-beoutq-arabsat-denies-involvement

Carroll, L. (2014). Middle East football fans get onside to illegal streaming. The National. Retrieved from https://www.thenational.ae/business/technology/Middle East-football-fans-get-onside-to-illegal-streaming-1.234801

Clowes, E. (2017). Piracy will never be defeated. Gulf News. Retrieved from

https://gulfnews.com/technology/media/piracy-will-never-be-defeated-tv-executive-says-1.1998624

Cory, N. (2016). How Website Blocking Is Curbing Digital Piracy Without "Breaking the Internet". Information Technology and Innovation Foundation. Retrieved from http://www2.itif.org/2016-website-blocking.pdf

Creyer, E.H. and Ross, W.T. (1997). The Influence of Firm Behavior on Purchase Intention: Do Consumer Really Care about Business Ethics?. Journal of Consumer Marketing, Vol. 14, No. 6.

Debusmann, B. (April, 2018). Middle East crackdown sees 22 pirate TV channels shut down. Arabian Business. Retrieved from https://www.arabianbusiness.com/media/394982-Middle East-crackdown-sees-22-pirate-tv-channels-shut-down

Dennis, E., Martin, J., Wood, R. and Saeed, M. (2016). Media use in the Middle East 2016: A Six-Nation Survey. Northwestern University in Qatar. Retrieved from https://www.qatar.northwestern.edu/docs/publications/research-media-use/2016-Middle East-media-use-report.pdf

Elmasry, T., Benni, E., Patel, J. and Moore, P. (October, 2016) Digital Middle East: Transforming the region into a leading digital economy. Retrieved from https://www.mckinsey.com/~/media/mckinsey/featured%20insights/middle%20east%20and%20africa/digital%20middle%20east%20transforming%20the%

20region%20into%20a%20leading%20digital%20economy/digital-Middle
East-final-updated.ashx

eNCA. (June, 2018). Egypt demands FIFA give state TV World Cup rights. *eNews
Channel Africa.* Retrieved from https://www.enca.com/africa/egypt-demands-
fifa-give-state-tv-world-cup-rights

Friend MTS. (2018). Protecting premium live sports from streaming piracy. Retrieved
from https://www.friendmts.com/wp-
content/uploads/2018/03/FMTS_Application_Note_8pp_AW_web.pdf

Gray, A. (2018). The explosive growth of eSports. *World Economic Forum*. Retrieved
from https://www.weforum.org/agenda/2018/07/the-explosive-growth-of-
esports/

General Authority for Investment and Free Zones. (n.d.). Intellectual Property Rights
Law. Retrieved from https://www.gafi.gov.eg/English/StartaBusiness/Laws-
and-Regulations/Documents/IntellectualPropertyRightsLaw.pdf

Go-Gulf. (2013). Internet Usage in the Middle East- Statistics and Tends. Retrieved
from https://www.go-gulf.ae/blog/internet-usage-Middle East/

Gupta, M. (2015). Emerging issues in Social Responsibility theory of Media.
Retrieved from https://scholarticles.wordpress.com/2015/08/28/mg1/

Hartmann, T. (2009). Action Theory, Theory of Planned Behavior and Media Choice.
Retrieved from
https://research.vu.nl/ws/portalfiles/portal/2497943/269+03+Media+Choice.p
df

Hammond, R. (2014). Spotlight on illegal sports streaming. *El Tamimi & Co.*
Retrieved from https://www.lexology.com/library/detail.aspx?g=a72d6242-
0c06-4b9b-b210-f5aab22ca471

Harwood, A. (2018, May 19). World Cup 2018: All 64 matches to be shown illegally
in Saudi Arabia after Qatar channel beIN Sports banned in diplomatic row. *The
Independent.* Retrieved from

https://www.independent.co.uk/sport/football/world-cup/world-cup-2018-saudi-arabia-pirate-tv-channel-bein-sports-watch-all-matches-a8358296.html

Hunt, K. (2017). The Qatar crisis: What you need to know. *CNN.* Retrieved from

https://edition.cnn.com/2017/06/06/middleeast/qatar-Middle_East-diplomatic-freeze/index.html

IGI Global. (n.d.). What is Theory of Planned Behavior (TPB). Retrieved from

https://www.igi-global.com/dictionary/theory-of-planned-behavior-tpb/29960

Institute for Information Law. (2018). Global Online Piracy Study. *University of*

Amsterdam. Retrieved from https://www.ivir.nl/publicaties/download/Global-Online-Piracy-Study.pdf

Information Technology Industry Development Agency. (2018). Egypt's Software

Piracy Drop and Legal Reforms Boost Foreign Investment. Retrieved from http://www.itida.gov.eg/PressReleases1/Egypt%E2%80%99s%20Software%20Piracy%20Drop%20and%20Legal%20Reforms%20Boost%20Foreign%20Investment.pdf

Internet World Stats. (2018). Internet Usage in the Middle East Middle East. Retrieved

from https://www.internetworldstats.com/stats5.htm

Irdeto. (2017). Irdeto Global Consumer Piracy Survey: The Industry's Most

Comprehensive Report on this Global Epidemic. Retrieved from https://resources.irdeto.com/irdeto-global-consumer-piracy-survey/irdeto-global-cusumer-piracy-survey-report

Irdeto. (May, 2017). Irdeto Survey: Millennials shaping video piracy in the Middle East

and North Africa. Retrieved from https://irdeto.com/news/irdeto-survey-millennials-shaping-video-piracy-in-the-Middle_East-and-north-africa/

Kalamar, D. (2016). Convergence of media and transformation of audience.

ResearchGate. Retrieved from https://www.researchgate.net/publication/316188300_Convergence_of_media_and_transformation_of_audience

Kudelski Group. (2016). The New Face Pay-TV Piracy and How to Fight it. Retrieved
from
https://www.kudelskisecurity.com/sites/default/files/files/Kudelski%20Securit
y_The%20New%20Face%20of%20Pay-
TV%20Piracy%20and%20How%20to%20Fight%20it_White%20Paper.pdf

Leung, L. and Chen, C. (2017). Extending the theory of planned behavior: A study of
lifestyles, contextual factors, mobile viewing habits, TV content interest, and
intention to adopt mobile TV. Retrieved from
http://www.com.cuhk.edu.hk/images/content_people/publication/louis-
journal-2017-extending.pdf

Live Plus. (2018). Android Application Android to stream and watch live
broadcasting matches. Retrieved from http://www.live-plus.tv/

Lovoi, J. (1991). Competing Interests: Anti-Piracy Efforts Triumph Under TRIPS But
New Copying Technology Undermines the Success. *Brooklyn Journal of
International Law*. Retrieved from
https://brooklynworks.brooklaw.edu/cgi/viewcontent.cgi?referer=https://www.
google.com/&httpsredir=1&article=1626&context=bjil

Luca, M. (2015). User-Generated Content and Social Media. *The Handbook of Media
Economics*. Anderson, S., Strömberg, D. & Waldfogel, J. (eds.). North Holland.
Retrieved from: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2549198

Lujiten, C. (2016). 4 Positive Side Effects of Software Piracy for Developers. *ICTA
Global Services*. Retrieved from https://www.itca.com/blog/4-positive-side-
effects-of-software-piracy-for-developers

Media Industries in the Middle East. (2016). Digital. *Northwestern University in
Qatar*. Retrieved from http://www.mideastmedia.org/industry/2016/digital/

Media Industries in the Middle East. (2016). Television. *Northwestern University in
Qatar.* Retrieved from http://www.mideastmedia.org/industry/2016/tv/

Media Lanscapers. (n.d.). Egypt. Retrieved from

> https://medialandscapes.org/country/egypt

MUSO. (2017). Global Piracy increases throughout 2017. Retrieved from
https://www.muso.com/magazine/global-piracy-increases-throughout-2017-
muso-reveals/

Napoli, P. (2001). Social Responsibility and Commercial Broadcast Television: An
Assessment of Public Affairs Programming. Fordham University. Retrieved
from
https://www.researchgate.net/publication/233063866_Social_responsibility_a
nd_commercial_broadcast_television_An_assessment_of_public_affairs_prog
ramming

Nerone, J. (1995). Social responsibility theory. Last Rights: Revisiting Four Theories
of the Press. University of Illinois, Urbana, 77- 124.

Papavassilopoulos, C. (April, 2018). Online subscription video market in MENA

> grew at a rate that was six times faster than pay TV in 2017, as political
> shockwaves reversed pay TV growth. *HIS Markit.* Retrieved from
> https://technology.ihs.com/602157/online-subscription-video-market-in-mena-
> grew-at-a-rate-that-was-six-times-faster-than-pay-tv-in-2017-as-political-
> shockwaves-reversed-pay-tv-growth

Peer-to-peer. (n.d.). Retrieved from https://www.merriam-
webster.com/dictionary/peer-to-peer

Powell, R. (2017, Nov 2). How digital technology is driving new media rights models
in sport. *White and Black Legal.* Retrieved from
https://www.wablegal.com/digital-technology-driving-new-media-rights-
models-sport/

Pennington, A. (2017). Fighting piracy on all fronts in the Middle East and Africa.
KNect365. Retrieved from https://knect365.com/media-
networks/article/0b955f63-0648-4471-a687-cecf1f4d2316/fighting-piracy-on-
all-fronts-in-Middle East-and-africa

Prajapati, V. (2018, April 10). Advantages of Digitalization in Entertainment and
Media Industry. *TechPrevue*. Retrieved from
https://www.techprevue.com/digitalization-advantages-media-industry/#

Radcliffe, D. (2018, Feb). Social Media in the Middle East: The Story of 2017. *SSRN
Electronic Journal*. Retrieved from
https://www.researchgate.net/publication/323185146_Social_Media_in_the_
Middle_East_The_Story_of_2017

Radcliffe, D. and Lam, A. (2018). Social Media in the Middle East: The Story of
2017. *University of Oregon.* Retrieved from
https://damianradcliffe.files.wordpress.com/2018/02/social-media-in-the-
Middle East-2017-1.pdf

Ravi, B.K. (2012). Media and social responsibility: a critical perspective with special
reference to television. SAVAP International. Retrieved from.
http://www.savap.org.pk/journals/ARInt./Vol.2(1)/2012(2.1-35).pdf

Rebecca, C. (2010). Ajzen's Theory of Planned Behavior Applied to the Use of Social
Networking. *Texas State University.* Retrieved from
https://digital.library.txstate.edu/handle/10877/3298

Riekkinen, J. (2018). Streaming Era Digital Media Piracy: An Integration of Three
Theoretical Perspectives. *University of Jyväskylä.* Retrieved from
https://jyx.jyu.fi/bitstream/handle/123456789/57027/978-951-39-7348-
3_vaitos17022018.pdf?sequence=1

Robertson, A. (2015). Internet Piracy of Sports Broadcasts: Finding the Solution in the
United Kingdom and the United States. *Marquette Sports Law Review,* Vol 25.
Retrieved from
https://scholarship.law.marquette.edu/cgi/viewcontent.cgi?referer=https://ww
w.google.com.eg/&httpsredir=1&article=1647&context=sportslaw

Robert Gordon University. (2011). Sporting Piracy on the Internet: An emerging
threat to Copyright and the Sports Industry?. Retrieved from,
https://www3.rgu.ac.uk/file/liam-middleton

Reuters. (2018). Egypt says will "oblige" FIFA to let it broadcast World Cup games.

   Retrieved from https://af.reuters.com/article/egyptNews/idAFL8N1TE54R

Sanne, P. and Wiese, M. (2018). The theory of planned behavior and user engagement

   applied to Facebook advertising. *South African Journal of Information*

   Management. Retrieved from
   http://www.scielo.org.za/pdf/sajim/v20n1/08.pdf

Schoenbach, K., Wood, R. and Saeed, M. (2016). Media use in the Middle East 2016.

   Northwestern University in Qatar. Retrieved from
   https://www.qatar.northwestern.edu/docs/publications/research-media-
   use/2016-Middle East-media-industries-report.pdf

Severin, W., Tankard, J. (2001). Communication Theories: origins, methods, and uses

   in the mass media. (5th Ed.). (219-240).

Social Responsibility and Ethics. (n.d.) *Pachamama Alliance*. Retrieved from

   https://www.pachamama.org/social-justice/social-responsibility-and-ethics

Statista.   (2017).   Media   Piracy.   Retrieved   from
   https://www.statista.com/topics/3493/media-piracy/

Statista. (2017). Number of Worldwide Social Netwrok Users. Retrieved from
   https://www.statista.com/statistics/278414/number-of-worldwide-social-
   network-users/

Storsul, T. and Stuedhal, D. (2007). Ambivalence Towards Convergence:

   Digitalization   and   Media   Change.   *Nordicom*.   Retrieved   from
   http://www.nordicom.gu.se/sites/default/files/publikationer-hela-
   pdf/ambivalence_towards_convergence.pdf

Strategy&. (2012). Understanding the Arab Digital Generation. *PwC Netwrok.*

   Retrieved from https://www.strategyand.pwc.com/media/file/Understanding-
   the-Arab-Digital-Generation.pdf

Tallman, W. (2017). Internet Piracy. *Hastac*. Retrieved from https://www.hastac.org/blogs/wyldmann27/2017/12/11/internet-piracy

Tankosic, M. and Trifunovic, D. (2015). The Influence of Digitization and New Media on the System of Companies Marketing Communication, Consumers and Business Enterprises. *Wseas*. Retrieved from http://www.wseas.us/e-library/conferences/2015/Tenerife/ENVIR/ENVIR-24.pdf

Terry, F. (2014). Twenty Key Concepts in New Media. *New Media* (19-36)-*South Melbourne: Oxford University of Press*. Retrieved from https://eprints.qut.edu.au/69082/

The Law Library of Congress. (2018). Egypt: Parliamentary Committee Approves Anti-cybercrime Draft Law. Retrieved from http://www.loc.gov/law/foreign-news/article/egypt-parliamentary-committee-approves-anti-cybercrime-draft-law/

Times of Israel. (2018). Israel to broadcast soccer World Cup to Arab nations for free. Retrieved from https://www.timesofisrael.com/israel-to-broadcast-soccer-world-cup-to-arab-nations-for-free/

Westcott, K., Loucks, J., Downs, K. and Watson, J. (2018). Digital media trends survey: A new world of choice for digital consumers. A report by the Center for Technology, Media & Telecommunications. Retrieved from https://www2.deloitte.com/content/dam/insights/us/articles/4479_Digital-media-trends/4479_Digital_media%20trends_Exec%20Sum_vFINAL.pdf

Wimmer, R. D. & Dominick, J. R. Mass Media Research: An introduction. 11th ed. California: Wadsworth Publishing Company, 2011.

Wimmer, R. D. & Dominick, J. R. Mass Media Research: An introduction. 11th ed. California: Wadsworth Publishing Company, 2011. Pp. 184-187.

Woodford, C. (2018). IPTV. Retrieved from https://www.explainthatstuff.com/how-iptv-works.html

World Intellectual Property Organization. (2002). Law No. 82 of 2002 on the
    Protection of Intellectual Property Rights. Retrieved from
    https://wipolex.wipo.int/en/legislation/details/1301

World Intellectual Property Organization. (2005). Law No. 3 of 2005 on the
    Protection of Competition and the Prohibition of Monopolistic Practices.
    Retrieved from https://wipolex.wipo.int/ar/legislation/details/7409

Yehia, M. (2018). How will the Arab see the World Cup?. BBC News Arabic.
    Retrieved from http://www.bbc.com/arabic/sports-44360946

Yoon, C. (2010). Theory of Planned Behavior and Ethics Theory in Digital Piracy:
    An Integrated Model. Retrieved from
    https://link.springer.com/article/10.1007/s10551-010-0687-7

Yzer, M. (2017). Theory of Reasoned Action and Theory of Planned Behavior. Wiley
    Online Library. Retrieved from
    https://onlinelibrary.wiley.com/doi/pdf/10.1002/9781118783764.wbieme0075

Appendices

Appendix A

"Approval of Institutional Review Board"

(The American University in Cairo)

THE AMERICAN UNIVERSITY IN CAIRO
INSTITUTIONAL REVIEW BOARD

To: Ruba Nabil

Cc: Menna Abdel Hamid

From: Atta Gebril, Chair of the IRB

Date: Jan 2, 2019

Re: Approval of study

This is to inform you that I reviewed your revised research proposal entitled "**Media Piracy in the Middle-East: A Case Study on 2018 World Cup**" and determined that it required consultation with the IRB under the "expedited" category. As you are aware, the members of the IRB suggested certain revisions to the original proposal, but your new version addresses these concerns successfully. The revised proposal used appropriate procedures to minimize risks to human subjects and that adequate provision was made for confidentiality and data anonymity of participants in any published record. I believe you will also make adequate provision for obtaining informed consent of the participants.

This approval letter was issued under the assumption that you have not started data collection for your research project. Any data collected before receiving this letter could not be used since this is a violation of the IRB policy.

Please note that IRB approval does not automatically ensure approval by CAPMAS, an Egyptian government agency responsible for approving some types of off-campus research. CAPMAS issues are handled at AUC by the office of the University Counsellor, Dr. Ashraf Hatem. The IRB is not in a position to offer any opinion on CAPMAS issues, and takes no responsibility for obtaining CAPMAS approval.

This approval is valid for only one year. In case you have not finished data collection within a year, you need to apply for an extension.

Thank you and good luck.

Dr. Atta Gebril
IRB chair, The American University in Cairo
2046 HUSS Building
T: 02-26151919
Email: agebril@aucegypt.edu

Appendix B

"Approval of CAPMAS"

(Central Agency for Public Mobilization and Statistics)

السيد الأستاذ الدكتور / مستشار الجامعة الامريكية بالقاهرة

تحية طيبة وبعد ،،،

بالإشارة لكتاب سيادتكم الوارد للجهاز في ٢٠١٨/١٢/١٣ بشأن طلب الموافقة على قيام الباحثة / ربي نبيل عبد الرؤوف سيد - المسجلة لدرجة الماجستير بقسم الصحافة والاعلام / كلية العلاقات الدولية والشئون العامة / الجامعة الامريكية بالقاهرة - باجراء دراسة ميدانية بعنوان: (القرصنة الإعلامية في الشرق الاوسط – دراسة حالة على كأس العالم ٢٠١٨).

وذلك وفقا للإطار المعد لهذا الغرض.

يرجى التكرم بالإحاطة بأن الجهاز المركزي للتعبئة العامة والإحصاء يوافق على قيام الباحثة / ربي نبيل عبد الرؤوف سيد - باجراء الدراسة الميدانية المشار إليها بعاليه وفقـا للقرار رقم (٧٩٧) لسنة ٢٠١٨/٢٠١٩ اللازم في هذا الشأن وعلى ان يوافى الجهاز بنسخة من النتائج النهائية كاملة فور الانتهاء من إعدادها طبقا للمادة رقم (٧) من القرار.

وتفضلوا بقبول فائق الاحترام ،،،

١٤١١٨

مجدى محمد جاد
القائم بأعمال
مدير عام الإدارة العامة للأمن

قرار رئيس الجهاز المركزي للتعبئة العامة والإحصاء
بالتفويض
رقم (٩٤٧) لسنة ٢٠١٨/٢٠١٩

في شـأن قيـام الباحثـة / ريـي نبيـل عبـد الرؤوف سـيد ــ المسجلة لدرجة الماجستير بقسم الصحافة والاعلام / كلية العلاقات الدولية والشئون العامة / الجامعة الامريكية بالقاهرة ــ بإجراء دراسة ميدانية بعنوان: (القرصنة الإعلامية لمي الشرق الاوسط ــ دراسة حالة على كأس العالم ٢٠١٨).

رئيس الجهاز:

• بعد الإطلاع على القرار الجمهوري رقم (٢٩١٥) لسنة ١٩٦٤ بشأن إنشاء الجهاز المركزي للتعبئة العامة والإحصاء.

• وعلى قرار رئيس الجهاز رقم (٢٣١) لسنة ١٩٦٨ في شأن إجراء الإحصاءات والتعدادات والإستفتاءات والإستكصاءات.

• وعلى قرار رئيس الجهاز رقم (١٣١٤) لسنه ٢٠٠٧ بشأن التفويض في بعض الاختصاصات.

• وعلى كتاب الجامعة الامريكية بالقاهرة الوارد للجهاز في ٢٠١٨/١٢/١٣.

قـــرر

مادة١: تقـوم الباحثـة/ ريـي نبيـل عبـد الـرؤوف سـيد ــ المسجلة لدرجة الماجستير بقسم الصحافة والاعلام كلية العلاقات الدولية والشئون العامة / الجامعة الامريكية بالقاهرة ــ بإجراء الدراسة الميدانية المشار اليها عاليةً.

مادة٢: تجري الدراسة على عينة حجمها (٤٦٠) أريعمائة وستون مفردة من طلاب وطالبات الجامعات موزعـة بالتسـاوي بالجامعـات التاليـة: (١١٥ القاهـرة ــ ١١٥ عيـن شمس ــ ١١٥ الأكاديمية البحرية ــ ١١٥ الجامعة الامريكية بالتجمع).

مادة٣: تجمع البيانات اللازمة لهذه الدراسة بموجب الإستمارة المعدة لذلك "تطبق باللغة العربية والانجليزية"وعدد صفحاتها خمس صفحات معتمدة كل ملها بختم الجهاز المركزي للتعبئة العامة والإحصاء.

مادة٤: تقوم الجامعات المستهدفة ــ وتحت إشراف السادة / أمناء عموم تلك الجامعات ــ بتيسير إجراء هذه الدراسة الميدانية ــ مع مراعاة الضوابط الخاصة بتقيم لدرجة سرية البيانات والمعلومات المتداولة مسبقا بمعرفة كل جهة طبقا لما جاء بخطة الأمن بها.

مادة٥: يراعى موافقة مفردات العينة ــ مع مراعاة سرية البيانات الفردية طبقا لقانون الجهاز رقم (٣٥) لسنة ١٩٦٠ والمعدل بالقانون رقم (٢٨) لسنة ١٩٨٢ وعدم استخدام البيانات التي يتم جمعها لأغراض أخري غير أغراض هذه الدراسة.

مادة٦: يجري العمل الميداني خلال ثلاثة أشهر من تاريخ صدور هذا القرار.

مادة٧: يوافي الجهاز المركزي للتعبئة العامة والإحصاء بنسخة من النتائج النهائية لهذه الدراسة.

مادة٨: يُنفذ هذا القرار من تاريخ صدوره.

صدر في: ١٦ / ١٢ / ٢٠١٨.

مجدى محمد جاد
القائم بأعمال
مدير عام الإدارة العامة للامن
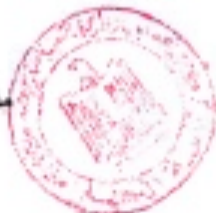
Appendix C

"Consent Forms"

(Interviews)

Documentation of Informed Consent for Participation in Research Study

Project Title: Media Piracy in the Middle East: A Case Study on 2018 World Cup.

Principal Investigator: Ruba Nabeel Abd-El Raouf Sayed,
Email: rubanabeel@aucegypt.edu

*You are being asked to participate in a research study. The purpose of the research is to examine media piracy in the Middle East from the perspective of youth. The findings may be presented as a part of Master of Arts thesis study.

The procedures of the research will be as follows; In-depth Interviews are to be conducted on a purposive sample.

*There will not be certain risks or discomforts associated with this research.

*There will be benefits to you from this research. After completion and publishing the research, participants will have a better knowledge of media piracy and how to fight this phenomenon.

*The information you provide for purposes of this research is confidential.

*Questions of the research should be directed to Ruba Nabeel at 01157488777

*Participation in this study is voluntary. Refusal to participate will involve no penalty or loss of benefits to which you are otherwise entitled. You may discontinue participation at any time without penalty or the loss of benefits to which you are otherwise entitled.

Signature _____

Printed Name _____

Date _____

الجامعة الأمريكية بالقاهرة

استمارة موافقة مسبقة للمشاركة في دراسة بحثية

عنوان البحث: القرصنة الإعلامية في الشرق الأوسط: دراسة حالة على كأس العالم ٢٠١٨
الباحث الرئيسي: ربي نبيل
البريد الالكتروني: rubanabeel@aucegypt.edu
الهاتف: ٠١١٥٧٤٨٨٧٧٧

انت مدعو للمشاركة فى دراسة بحثية عن القرصنة الإعلامية في الشرق الأوسط وبالأخص على كأس العالم ٢٠١٨، وسوف يتم عرض نتائج هذه الدراسة في إطار رسالة ماجستير في الإعلام، ونتوقع أن تستغرق مشاركتكم ما بين خمس وعشر دقائق.
هدف الدراسة هو رصد ظاهرة القرصنة الإعلامية في الشرق الأوسط من وجهة نظر الشباب.
نتائج البحث ستنتشر في رسالة ماجستير في الإعلام بالجامعة الامريكية بالقاهرة.
المدة المتوقعة للمشاركة فى هذا البحث من خمس الي عشر دقائق.

اجراءات الدراسة تشتمل على مقابلات مكثفة كأداة لجمع البيانات من عينة قصدية

الاستفادة المتوقعة من المشاركة في البحث: عند الانتهاء من البحث ونشره، سوف يكون لدي المشاركين معرفة أفضل عن القرصنة الإعلامية وكيفية الحد من هذه الظاهرة

السرية واحترام الخصوصية: المعلومات التى ستدلى بها فى هذا البحث سوف تكون سرية

أي أسئلة متعلقة بهذه الدراسة أو حقوق المشاركين فيها يجب ان توجه الي ربي نبيل
٠١١٥٧٤٨٨٧٧٧

ان المشاركة فى هذه الدراسة ماهى الا عمل تطوعى, حيث أن الامتناع عن المشاركة لايتضمن أى عقوبات أو فقدان أى مزايا تحق لك. ويمكنك أيضا التوقف عن المشاركة فى أى وقت من دون عقوبة أو فقدان لهذه المزايا.

الامضاء: ....

اسم المشارك : ....

التاريخ : ..../.............../...............

Appendix D

"Interview Questions"

(English)

Introduction:

New digital technologies and different social media outlets are two main reasons for the widespread of media piracy in the Middle East, especially in Egypt. Moreover, the high subscription fees for pay-tv services to watch the premium and exclusive content has lead several audiences to resort to illegal ways to view this content, which is pirating the media. The case of piracy in 2018 World Cup has threatened the future of sports broadcasting industry. The study's main objective is to examine the reasons behind piracy and to study audience's understanding, attitude and perception towards the issue of media piracy.

Media Specialists Interview Questions:
1. When did the media piracy emerge in the Middle East?
2. what is the role of the internet in accelerating the media piracy?
3. (A) In your opinion, what are the reasons behind the widespread of the broadcasting piracy in the region?
   (B) Do you think that the economic status affects media piracy in Egypt?
4. Who are the main segments of the society that resort or participate in this act? And why?
5. In your opinion, what are the consequences of piracy on the broadcasting industry?
6. Do you think that the broadcasting distribution rights are granted to a specific organization/group? And why?
7. As per your knowledge, does the state have a proposed law/strategies to encounter media piracy? If yes, what are they?
8. What are your suggestions to control/reduce media piracy?

Cafés and Restaurants Owners Interview Questions:
1. How many years have you owned this business/café?
2. Do you broadcast football matches? And which leagues?
3. Are you a beIN sports subscriber? If yes, do you subscribe for specific leagues or the entire year?
4. How much does beIN sports cost?
5. Do you consider the subscription cost value for the money spent?
6. Have you ever considered pirating the media service rather than paying for it? And why?

Appendix E

"Interview Questions"

(Arabic)

الأسئلة الخاصة بأساتذة وخبراء الإعلام

1- أ. متى ظهرت القرصنة الإعلامية في الشرق الأوسط؟

ب. هل تعتقد أن للإنترنت دوراً في إنتشار ظاهرة القرصنة الاعلامية؟

2- أ. ما هي أسباب إنتشار ظاهرة القرصنة الإعلامية في المنطقة وخاصةً في قطاع الإنتاج التلفزيوني؟

ب. هل تعتقد أن الوضع الإقتصادي له دور في مشكلة أو ظاهرة القرصنة الإعلامية؟

3- ما هي أكثر الفئات المجتمعية التي تعتمد على القرصنة كمصدر للمنتجات الإعلامية؟ ولماذا؟

4- في رأيك الشخصي، ما هي العواقب التي قد تصيب الإنتاج التلفزيوني بسبب القرصنة؟

5- هل تعتقد أن حقوق البث يتم منحها لمؤسسات إعلامية بعينها؟ ولماذا؟

6- هل نمى إلى علمك عن مجهودات الدولة في طرح قوانين للسيطرة على القرصنة الإعلامية؟

7- ما هي مقترحاتك للحد أو التقليل من مشكلة أو ظاهرة القرصنة الإعلامية ؟

الأسئلة الخاصة بأصحاب المقاهي والمطاعم المشتركين فـ beIN Sports

1- كم من الوقت مر على إفتتاح هذا المكان أو البدء في هذا العمل؟

2- هل تقوم بعرض مباريات كرة القدم؟ وأي دوري تقوم بعرضه؟

3- هل أنت مشترك في بي ان سبورت؟ وهل أنت مشترك على باقة معينة لمشاهدة دوري بعينه؟

3- كم يكلف الإشتراك في باقات وقنوات بي ان سبورت لمشاهدة مباريات كرة القدم؟

4- هل يستحق الإشتراك في هذه القنوات هذا المبلغ

5- هل تعتقد ان تكلفة الإشتراك في هذه الخدمات تعود عليك بالمنفعة من حيث المكسب و العائد المادي؟

6- هل فكرت يوماً في إستخدام القرصنة كوسيلة لبث أي إنتاج تلفزيوني مشفر (مثل مباريات كرة القدم) بدلاً من دفع الإشتراك؟ ولماذا؟

Appendix F

"Consent Forms"

(Survey)

Documentation of Informed Consent for Participation in Research Study

Project Title: Media Piracy in the Middle East: A Case Study on 2018 World Cup.

Principal Investigator: Ruba Nabeel Abd-El Raouf Sayed,
Email: rubanabeel@aucegypt.edu

*You are being asked to participate in a research study. The purpose of the research is to examine media piracy in the Middle East from the perspective of youth. The findings may be presented as a part of Master of Arts thesis study. The expected duration of your participation is five to ten minutes.

The procedures of the research will be as follows; survey questionnaires are to be distributed to a purposive sample including graduate and undergraduate students.

*There will not be certain risks or discomforts associated with this research.

*There will be benefits to you from this research. After completion and publishing the research, participants will have a better knowledge of media piracy and how to fight this phenomenon.

*The information you provide for purposes of this research is confidential.

*Questions of the research should be directed to Ruba Nabeel at 01157488777

*Participation in this study is voluntary. Refusal to participate will involve no penalty or loss of benefits to which you are otherwise entitled. You may discontinue participation at any time without penalty or the loss of benefits to which you are otherwise entitled.

Signature   _____

Printed Name   _____

Date   _____

استمارة موافقة مسبقة للمشاركة في دراسة بحثية

عنوان البحث: القرصنة الإعلامية في الشرق الأوسط: دراسة حالة على كأس العالم ٢٠١٨

الباحث الرئيسي: ربي نبيل
البريد الالكتروني: rubanabeel@aucegypt.edu
الهاتف: ٠١١٥٧٤٨٨٧٧٧

انت مدعو للمشاركة فى دراسة بحثية عن القرصنة الإعلامية في الشرق الأوسط وبالأخص على كأس العالم ٢٠١٨، وسوف يتم عرض نتائج هذه الدراسة في إطار رسالة ماجستير في الإعلام، ونتوقع أن تستغرق مشاركتكم ما بين خمس وعشر دقائق.
هدف الدراسة هو م رصد ظاهرة القرصنة الإعلامية في الشرق الأوسط من وجهة نظر الشباب.
نتائج البحث ستنشر في رسالة ماجستير في الإعلام بالجامعة الامريكية بالقاهرة.
المدة المتوقعة للمشاركة فى هذا البحث من خمس الي عشر دقائق.

اجراءات الدراسة تشتمل على صحيفة الاستقصاء كأداة لجمع البيانات من عينة قصدية من طلاب مرحلة الدراسة الجامعية والدراسات العليا.

الاستفادة المتوقعة من المشاركة في البحث: عند الانتهاء من البحث ونشره، سوف يكون لدي المشاركين معرفة أفضل عن القرصنة الإعلامية وكيفية الحد من هذه الظاهرة

السرية واحترام الخصوصية: المعلومات التى ستدلى بها فى هذا البحث سوف تكون سرية

أي أسئلة متعلقة بهذه الدراسة أو حقوق المشاركين فيها يجب ان توجه الي ربي نبيل ٠١١٥٧٤٨٨٧٧٧

ان المشاركة فى هذه الدراسة ماهى الا عمل تطوعى, حيث أن الامتناع عن المشاركة لايتضمن أى عقوبات أو فقدان أى مزايا تحق لك. ويمكنك أيضا التوقف عن المشاركة فى أى وقت من دون عقوبة أو فقدان لهذه المزايا.

الامضاء: ....

اسم المشارك : ....

التاريخ : ..../.................../...............

Appendix G

"Survey Questions"

(English)

This survey is conducted by a graduate student at the American University in Cairo as a part of a study to examine media piracy in the Middle East from the perspective of youth. Your collaboration is highly appreciated.

1. Do you watch Television?

    1- Yes

    2- No

2. How often do you watch Television?

    1- Everyday

    2- Once a week

    3- Very occasionally

    4- Never

3. How many hours do you spend watching TV per day?

    1- Less than 2 hours

    2- 2 hours

    3- More than 2 hours

4. What types of programs do you usually watch?

    1- Talk shows

    2- News

    3- Sports

    4- Others (Please specify …………………………………………………….)

5. Do you watch football?

    1- Yes

    2- No

6. Did you watch the FIFA World Cup 2014?

    1- Yes

    2- No (please go to question 9)

7. Where did you watch the 2014 World Cup?

    1- Home

    2- Cafes

    3- Friends and relatives House

    4- Public Screening Events

    5- Others (Please specify …………………………………………………)

8. How did you watch the matches of the 2014 FIFA World Cup?

    1- Subscribing to beIN Sports

    2- Online websites that provide live streaming for the matches

    3- Illegal Television Cable or Devices (Which broadcasts several encrypted channels such as OSN, ART Channels & beIN Sports)

    4- Others (Please specify ……………………………………………)

9. Did you watch the 2018 FIFA World Cup?

    1- Yes (please skip question 10 and go to question 11)

    2- No (please answer question 10 and 11 and then go to question 14)

10. Why didn't you watch the 2018 FIFA World Cup?

    1- You did not subscribe to beIN sports

    2- You are not interested in football

    3- Others (Please specify ……………………………………………)

11. How many matches of the 2018 World Cup have you watched?

    1- Most of the matches

    2- Big teams' matches only

    3- National team matches only

    4- Knock-out stages only

12. Where did you watch the 2018 World Cup?

    1- Home

    2- Cafes

    3- Friends and relatives House

    4- Public Screening Events

    5- Others (Please specify ……………………………………………)

13. How did you watch the matches of the 2018 World Cup?

    1- Subscribing to beIN Sports

    2- Online websites that provide live streaming for the matches

    3- Illegal Television Cable or Devices (Which Broadcasts several encrypted channels such as OSN, ART Channels and beIN Sports)

    4- Others (Please specify ……………………………………………)

14. Have you ever pirated any media material (such as downloading movies, watching live streams for sports events or accessing television shows)?

    1- Yes

    2- No

15. Do you think that downloading any pirated media content is illegal?

    1- Yes

    2- No

16. Do you think that streaming any pirated media content is illegal?

    1- Yes

    2- No

17. Do you think that sharing any pirated media content is illegal?

    1- Yes

    2- No

18. Do you know that online/live streaming is considered as a Media Piracy?

    1- Yes

    2- No

19. Do you consider Media Piracy is an illegal act?

    1- Yes

    2- No

20. Below is a set of statements regarding your reasons for pirating any type of media content. Please read every one and put a (✔) in front of the answer that represents your opinion.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. Easy access to the content					
2. Low cost					
3. It became a habit					
4. It is not a crime					

5. The content is not available in my country					
6. The content gets delayed in my country					
7. Pay TV(such as Bein sports and OSN) is very expensive					

21. In your Opinion, what will reduce media piracy? Please read the following statements and put a (✔) in front of the answer that represents your opinion.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1. If the prices of the Pay-Tv such as (OSN and beIN sports) are driven down, I will start paying for the media and stop pirating					
2. Laws could be an attempt to stop piracy					
3. Blocking illegal websites could fight piracy					
4. Education and Awareness are keys to beat piracy					

22. Do you think that economic factors are affecting Media Piracy?

      1- Yes

      2- No

Please Specify

23. Age

      1- 18- 22

      2- 23- 30

      3- Above 30

24. Gender

      1- Male

      2- Female

25. University

    1- The American University in Cairo   3- Ain Shams University

    2- The Arab Academy (AASTMT)   4- Cairo University

26. Educational level

    1- Undergraduate

    2- Graduate

    3- Post-Graduate

27. Where do you live? (…………………………………………)

28. How many cars does your household own? (…………………………………)

Appendix H

"Survey Questions"

(Arabic)

تقوم طالبة دراسات عليا بالجامعة الأمريكية بإجراء هذا الاستبيان كجزء من دراسة عن القرصنة الإعلامية في الشرق الأوسط وبالأخص على كأس العالم، ونشكركم لحسن تعاونكم بالإجابة عن الأسئلة التالية

1. هل تشاهد التلفاز ؟
   1- نعم
   2- لا

2. كم عدد المرات التي تشاهد فيها التلفاز؟
   1. كل يوم
   2. مرة في الاسبوع
   3. من حين إلى اخر
   4. لا أشاهد التليفزيون مطلقاً

3. كم عدد الساعات اليوميه التي تشاهد فيها التلفاز؟
   1. اقل من ساعتين
   2. ساعتين يوميا
   3. اكثر من ساعتين يوميا

4. ما هي نوعية البرامج التي تشاهدها في معظم الاحيان؟
   1. البرامج الحوارية
   2. الاخبار
   3. الرياضية
   4. أخرى (.........................)

5. هل تشاهد كرة القدم؟
   1. نعم
   2. لا

6. هل شاهدت مباريات كأس العالم لعام 2014؟
   1. نعم
   2. لا (برجاء الانتقال إلى سؤال ٩)

7. اين شاهدت مباريات كأس العالم لعام 2014؟
   1. في المنزل
   2. في مطاعم او مقاهي
   3. عند الاصدقاء والاقارب
   4. شاشات عامة
   5. أخرى (.........................)

8. كيف شاهدت مباريات كأس العالم لعام 2014؟
   1. عبر الاشتراك فى شاشات" بي ان سبورت"
   2. المشاهدة الغير قانونية عن طريق الانترنت من خلال روابط مسروقة
   3. الوصلات التليفزيونية الغير قانونية
   4. أخرى (.........................)

163

9. هل شاهدت مباريات كأس العالم لعام 2018؟
   1. نعم (برجاء الانتقال إلى سؤال ١١)
   2. لا (برجاء حل سؤالي ١٠ و ١١.. وانتقل الي سؤال رقم ١٤)

10. لماذا لم تشاهد مباريات كأس العالم لعام 2018؟
    1. لانك لم تشترك فى مجموعة قنوات "بي ان سبورت"
    2. لانك غير مهتم بكرة القدم
    3. أخرى (.........................)

11. كم عدد المباريات التي شاهدتها لكأس العالم لعام 2018؟
    1. معظم المباريات
    2. مباريات المنتخبات الكبرى فقط
    3. مباريات الفريق الوطني فقط
    4. مباريات الأدوار النهائية فقط

12. اين شاهدت مباريات كأس العالم لعام 2018؟
    1. في المنزل
    2. في مطاعم او مقاهي
    3. عند الاصدقاء والاقارب
    4. شاشات عامة
    5. أخرى (.........................)

13. كيف شاهدت مباريات كأس العالم لعام 2018؟
    1. عبر الاشتراك فى شاشات" بي ان سبورت"
    2. المشاهدة الغير قانونية عن طريق الانترنت من خلال روابط مسروقة
    3. الوصلات التلفزيونية الغير قانونية
    4. أخرى (.........................)

14. هل لجأت يوماً الى قرصنة أي مادة إعلامية؟
    1. نعم
    2. لا

15. هل تعتقد ان استخدام وتحميل اى مواد اعلامية مسروقة من خلال الانترنت هو عمل غير قانوني؟
    1. نعم
    2. لا

16. هل تعتقد ان مشاهدة اى مواد اعلامية مسروقة من خلال الانترنت هو عمل غير قانوني؟
    1. نعم
    2. لا

17. هل تعتقد ان مشاركة اى مواد اعلامية مسروقة من خلال الانترنت هو عمل غير قانوني؟
    1. نعم
    2. لا

18. هل تعلم ان استخدام اليث المباشر هو قرصنة اعلامية ؟

    1. نعم

    2. لا

19. هل تعتبر القرصنة الاعلامية عمل غير قانوني ؟

    1. نعم

    2. لا

20. هناك بعض الأسباب التي قد تؤدي الى اللجوء وإستخدام القرصنة الإعلامية. من فضلك ضع علامة (✔) امام الإجابات التي تناسب رأيك.

لا أوافق بشدة	لا أوافق	محايد	أوافق	أوافق بشدة	
					1. سهولة الوصول إلى المحتوى الإعلامي
					2. منخفض التكلفة
					3. أصبحت عادة
					4. إنها ليست جريمة
					5. المحتوى الإعلامي غير متوفر في بلدي
					6. تأخر المحتوى الإعلامي في بلدي
					7. الإشتراكات التليفزيونية عالية التكلفة

21. في رأيك , ما هي الوسائل التي قد تؤدي إلى تقليل القرصنة الإعلامية ؟ من فضلك ضع علامة (✔) امام الإجابات التي تناسب رأيك.

لا أوافق بشدة	لا أوافق	محايد	أوافق	أوافق بشدة	
					1. إنخفاض الإشتراكات التليفزيونية قد تؤدي إلى تقليل القرصنة الإعلامية
					2. وضع القوانين قد تكون محاولة لوقف القرصنة الإعلامية
					3. يمكن محاربة القرصنة الإعلامية عن طريق حظر المواقع الغير قانونية
					4. التعليم والتوعية احدي وسائل التغلب على القرصنة الإعلامية

22. هل تعتقد ان العوامل الاقتصادية تؤثر على القرصنة الاعلامية

    1. نعم

    2. لا

بيانات شخصية

23. العمر

    1. 18-22

    2. 23-30

    3. فوق 30

24. النوع

    1. ذكر

    2. انثى

25. الجامعة

    1. الجامعة الأمريكية بالقاهرة

    2. جامعة القاهرة

    3. جامعة عين شمس

    4. الأكاديمية العربية للعلوم والتكنولوجيا والنقل البحري

26. المؤهل الجامعي

    1. طالب جامعي

    2. بكالوريوس

    3. دراسات عليا

27. عنوان السكن (المنطقة) ؟ (...)

28. عدد السيارات التي تملكها الأسرة؟ (...)