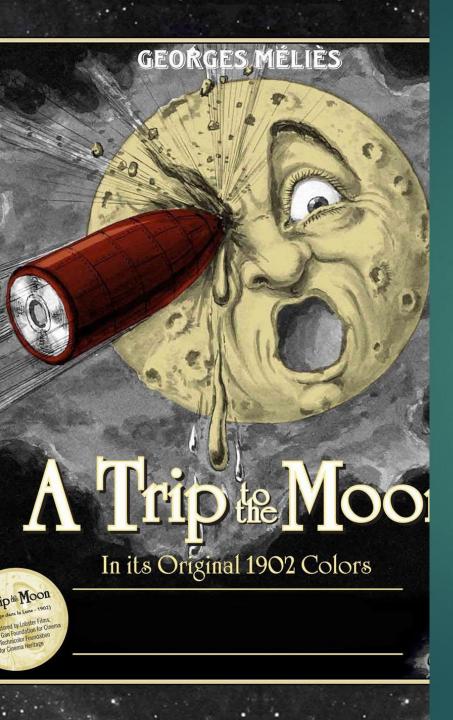
LAW VS OPEN ACCESS

Copyright in the Digital Era

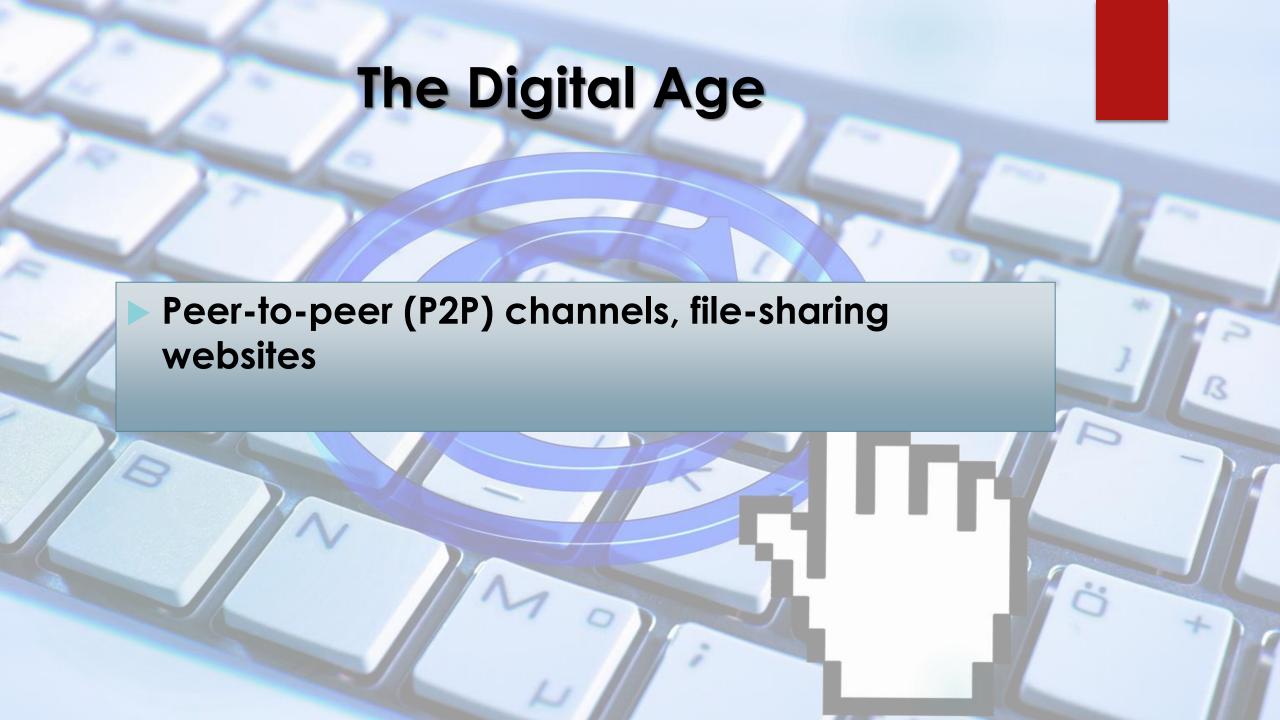
History

- ► Law no.82 of 2002 is the law that protects IPRs in Egypt and the one enforced by the Egyptian judiciary.
- ► the declaration of the first law protecting copyright took place in 1954, known as Law no. 354 (WIPO, 2004).



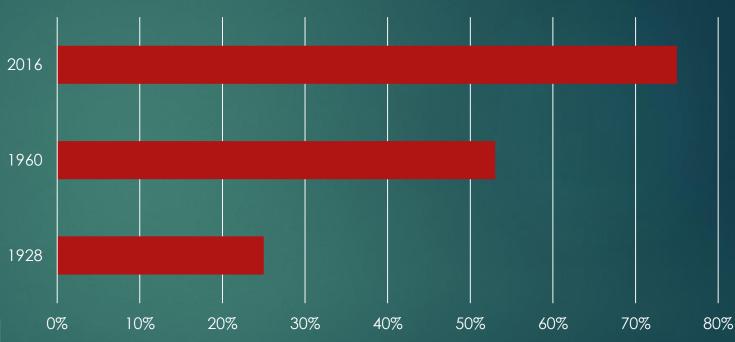
Movie Piracy:

▶ In 1902, Georges Méliès's "a Trip to The Moon" movie was duplicated under the name "A Trip to Mars" (Decherney, 2007).



Why Movie Producers should worry?





Vany and Walls (2007) noted that foreign markets are where movie piracy is most common.

Source: Wang, (2003) and Boxofficemojo.

What to do when you want to watch "the curious case of Benjamin Button" movie in Egypt without infringing copyrights?



Kids

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"the curious case of Benjamin I





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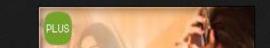


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المسلسلات







The Curious Case of Benjamin Button III PG-13 CC

David Fincher

Open iTunes to preview, buy and download this film.



About the Film

Brad Pitt and Academy Award winner Cate Blanchett star in F. Scott Fitzgerald's story of the life and loves of a man experiencing his life backwards— The Curious Case Of Benjamin Button. Director David Fincher (Zodiac, Seven) brings this remarkable tale to the screen Benjamin Button (Pitt—Troy), is born as an 80-year-old man in New Orleans just after World War I and proceeds to grow younger as time passes. Button, who like any other man is unable to stop time, experiences life and his love for Daisy (Blanchett—The Aviator) oddly out of synch with the rest of humanity in this time traveler's tale of the people and places Benjamin Button encounters, the loves he loses and finds, the joys of life and the sadness of death, and what lasts beyond time.

Credits

Actors
Brad Pitt
Cate Blanchett
Tilda Swinton
Julia Ormond
Jason Flemyng

Director
David Fincher
Screenwriter

Eric Roth

Producers

Ceán Chaffin

Kathleen Kennedy

View in iTunes

EGP149.99

Genre: Drama Released: 2009 © 2008 Warner Bros. Entertainment Inc. All Rights Reserved.

Customer Ratings











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Video (HD - Movies)	The.Curious.Case.Of.Benjamin.Button.2008.720p.BluRay.x264-CHD		7	3
Video (HD - Movies)	The Curious Case of Benjamin Button (2008) BRRiP 1080p x264 DD5 □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □		6	1
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Other (Other)	The.Curious.Case.of.Benjamin.Button.Eric.Roth.Script Outploaded 05-14 2008, Size 1.44 MiB, ULed by scriptdiamond		1	0
Video (Movies)	The.Curious.Case.Of.Benjamin.Button.2008.DVD.Screener-Bloodshot Outploaded 12-28 2008, Size 1.69 GiB, ULed by circlensess		1	0
Video (Movies)	The.Curious.Case.Of.Benjamin.Button.2008.DVD.Screener-Bloodshot		1	0
Video (Movies)	The Curious Case of Benjamin Button DVDSCR XviD by ozzman		1	0

According to the Egyptian IPR law

▶ In Article 181, whoever infringe author's rights shall face imprisonment for one month and shall be fined 5000 up to 10000 Egyptian pounds.



Who to blame?

- ▶ The removal of NBC content from iTunes in 2007
- Welter (2010) found that introducing a new blockbuster movie through Netflix reduced its piracy rate.
- ► Furthermore, the exchange rate fluctuations between the Dollar and the Egyptian Pound lead to a higher subscription price every time the Dollar rate moves.
- lacking methods for online payments withdraw some illegal downloaders from joining Netflix.