



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

Copyright Infringement On The Internet: A Study Of The Legal And Technological Challenges In Enforcing Copyright Law In India

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BA. LLB (2020-2025)

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Date of submission:05/04/2023

Introduction:

Internet copyright infringement is a complicated problem that makes it difficult legally and technologically to enforce copyright laws in India. Since the internet's invention, users have been able to quickly and readily exchange material that is protected by copyright, making it challenging for the owners of that intellectual property to maintain its exclusivity. The Copyright Act of 1957 controls the preservation of works protected by copyright in India. Owners of copyrights are given exclusive rights under the Act to reproduce, distribute, and exhibit their works. However, given how simple it is to duplicate and distribute anything online, protecting these rights has grown more difficult in the digital era.

The absence of efficient legal tools and processes to address internet piracy is one of India's biggest obstacles to implementing copyright laws. Although the Copyright Act has safeguards to prevent internet piracy, these regulations are sometimes insufficient and out-of-date. For instance, Section 52(1)(b) of the Copyright Act permits the copying of works protected by the copyright for personal use, although it doesn't specify what exactly falls under that category.

The difficulty of locating and punishing internet infringers is another problem. It is difficult to identify online pirates since they frequently act under false names or in an anonymous manner. Furthermore, since the internet is accessible from all corners of the globe, it is challenging to enforce copyright laws internationally. Infringers now find it simpler to get around copyright enforcement tools like digital rights management (DRM) systems because to technological improvements. For instance, some infringers utilise software that may disable DRM on protected content, facilitating the content's online distribution.

Comprehensive legal and technical solutions that can successfully combat internet piracy are required to solve these issues. This might involve developing new legal tools to combat cross-border piracy as well as updating the Copyright Act to offer clearer rules on online piracy. Additionally, the tracking of copyright ownership and distribution may be done more securely and transparently using technical solutions like blockchain technology.

Unauthorized use or replication of copyrighted content, such as pictures, films, music, and software, is referred to as copyright infringement. Copyright rules safeguard the author's original creation and grant them the only right to use, reproduce, and distribute it. It is against the law to use copyrighted content without the owner's consent or in an unauthorised manner.

Singh, P., Sharma, R., and Gupta, A. (2019). Study of the legal and technological difficulties in applying India's copyright laws to online copyright infringement. 27(1), 68-92, International Journal of Law and Information Technology.

Literature Review:

1. "Internet Piracy and Copyright Infringement: Challenges and Solutions" by M. Iqbal and M. Hanif, International Journal of Computer Applications, 2017.

With an emphasis on online piracy and copyright infringement, this article addresses the legal and technological difficulties associated with enforcing copyright laws in the digital era. The authors examine India's present legal system and provide tactics for strengthening enforcement, including more stakeholder collaboration, the use of technology, and awareness-raising efforts.

2. "Copyright Law in the Digital Age: Challenges and Opportunities for India" by N. Singh and R. Singh, Journal of Intellectual Property Rights, 2018.

This essay looks at the prospects for addressing these issues as well as the difficulties that India's copyright laws are facing in the digital era. The authors emphasise the significance of striking a balance between the interests of copyright holders and the public interest, and they offer suggestions for actions including developing technology solutions and enhancing legal remedies to strengthen copyright enforcement.

3. "Digital Piracy and Copyright Law in India: An Overview" by S. Kaur and R. Singh, International Journal of Humanities and Social Science Research, 2018.

With an emphasis on digital piracy, this article offers a general overview of the legal and technological difficulties associated with enforcing copyright laws in India. The authors analyse the existing legal system and emphasise the need for better enforcement methods, including more stakeholder cooperation, enhanced legal recourse, and technology advancements like digital watermarks and content identification tools.

4. "Enforcing Copyright Law in India: The Role of ISPs" by A. Mehta, Journal of Intellectual Property Rights, 2019.

This study looks at how internet service providers (ISPs) enforce copyright laws in India and the difficulties ISPs face in terms of the legislation and technology. The author makes recommendations for tactics to enhance enforcement, including cooperation between ISPs and copyright holders, the use of technological solutions, and educational campaigns to increase public understanding of copyright law.

Research Problem:

The internet has made it easier to distribute and access copyrighted material. However, this has also led to an increase in copyright infringement, which has become a major concern for copyright owners. In India, copyright infringement on the internet has become a significant problem due to the lack of adequate legal and technological measures to prevent it.

Research Question:

1. What are the legal and technological challenges faced in enforcing copyright law in India, especially in the context of the internet?
2. What are the current legal provisions for addressing copyright infringement on the internet in India, and how effective are they in practice?
3. How do copyright owners in India perceive the effectiveness of the current legal and technological measures for preventing copyright infringement on the internet?
4. What are the attitudes of the general public in India towards copyright infringement on the internet, and what factors influence their behaviour?

Hypothesis:

This study will investigate the legal and technological challenges in enforcing copyright law in India and their impact on the prevalence of copyright infringement on the internet. The hypothesis proposes that these challenges have contributed to high levels of copyright infringement in India.

Methodology:

The study will use a mixed-methods approach, consisting of both qualitative and quantitative research methods. The qualitative methods will involve conducting in-depth interviews with copyright owners, lawyers, policymakers, and other stakeholders involved in copyright enforcement in India. The quantitative methods will involve conducting a survey of the general public to understand their attitudes towards copyright infringement on the internet. Additionally, the study will conduct a content analysis of the current legal provisions and their implementation in practice.

Objective of the study:

1. Analyse the existing legal framework for copyright protection in India, including the Copyright Act and relevant case law.
2. Examine the extent of copyright infringement on the internet in India and the impact it has on the creative industries.
3. Identify the technological challenges faced in detecting and preventing online copyright infringement, including issues related to digital rights management (DRM) and technological protection measures (TPMs).
4. Evaluate the effectiveness of current enforcement mechanisms and the role of internet service providers (ISPs) in tackling copyright infringement on the internet.
5. Propose recommendations for improving the legal and technological framework for copyright protection in India, with a view to enhancing enforcement and reducing online copyright infringement.

Scope of the Study:

The study could provide a comprehensive analysis of the legal and technological challenges of enforcing copyright law on the internet in India, and offer insights into potential solutions and policy recommendation.

DISCUSSION

History of the Technological Advancement and hindrance to Copyright Law:

After the printing press was invented in the 15th century, it became possible to reproduce literary works. This led to the recognition of copyright. The exclusive right to copy or reproduce the work for which copyright exists is known as copyright. The exclusive rights granted to the author or creator of an original work are known as copyright. These rights include the right to reproduce, distribute, and adapt the work in relation to: musical, artistic, dramatic, literary, cinematographic, and sound recordings. Copyright is likewise the creator's ideal for not permitting anybody to duplicate his/her unique work. After a predetermined period of time, the work is said to become part of the public domain and lose its copyright. The expression of an idea, not the idea itself, is protected by copyright. For instance, many writers compose

textbooks on a specific topic for undergrads. For instance, a textbook on biology will cover nearly the same topics, diagrams, and illustrations in several books written by different authors. However, each author will own the copyright to the book he or she wrote, as long as the book is not a copy of another book that was published earlier. In this case, the author will retain ownership of the copyright for his or her entire life, plus another 60 years. However, copyright cannot exist in that book if the concept is only in the state of an idea and not a published book.

The rise in interest in copyright as a result of advances in information technology, digital printing, communication, and entertainment have all contributed to this growing interest. Copyright-protected content can now be easily reproduced thanks to technological advancements, but original work piracy has also increased significantly. Because copyright is a global issue, numerous nations joined forces to establish copyright protection conventions. The Berne Show and Widespread Copyright Shows are because of that work. These conventions are adhered to by the majority of nations, including India. Along these lines, Indian Copyright proprietors can safeguard their responsibility for globally

The investigation is inextricably linked to public attitudes toward piracy and copying of protected works. As a result, when dealing with cases of copyright infringement, public cooperation becomes crucial. On the other hand, dealing with copyright infringement can also be hampered by public sentiment.

Public Attitude towards Copyright infringement:

Taping copyrighted content has become increasingly commonplace among the general public worldwide. In addition, a number of polls show that unauthorized copying is generally accepted by the majority of people. This is primarily due to the fact that these stolen works can be obtained by the general public at little or no cost, and in some cases even for nothing. Additionally, this conduct dates back to the analog era and is undoubtedly not going to alter in the digital era.

In terms of technological advancements over the past two decades, the internet and other digital publishing and communication channels have made the greatest leap. With approximately 566 million internet users, 251 million of whom live in rural India, India has emerged as the second largest online market in the world. Mobile phones are used by 97% of Indians, who consume 9.8 GB of data per month on average. Roughly 900 satellite Stations, 6,000 multi-framework administrators, 60,000 neighbourhood link administrators and

seven Direct-to-Home (DTH) specialist organizations are at present working in the country. From 2017 to 2018, India's media and entertainment sector experienced a CAGR (compound annual growth rate) of 10.9%. Media utilization has developed at a CAGR of 9% during 2012-18, very nearly multiple times that of the USA and twice that of China. From April 2000 to December 2018, the information and broadcasting industry received USD7.5 billion in foreign direct investment. However, piracy has increased rapidly in tandem with the rise in the use of digital media and the expansion of related industries, reducing copyright holders' earnings. Robbery alludes to the unapproved duplicating, dispersion and selling of protected works. Unauthorized websites and torrents were popular among film and television enthusiasts in India prior to the introduction of online streaming platforms like Netflix, Amazon Prime, Amazon Music, Wynk, and others because they offered a "no-cost" alternative for downloading and streaming such content. A wide range of audiences, who were not even aware that such distribution of music was illegal and unauthorised, accepted downloading music from unlicensed websites as the normal course of action when it came to music and sound recordings.

Private Use:

Every right has benefits and drawbacks, and the right to privacy is no exception. Confidential use, as characterized in different examinations allude to utilization of all protected materials that are non-business and non-cutthroat. However, if a work is copied for personal use, commercial gain is very likely, and in this case, the Copyright Act would not be helpful to the owner of the copyrighted work. Additionally, new opportunities for the general public to copy copyrighted works have emerged with the advent of the digital age. Individual use is the point at which a singular purpose a protected work for private purposes, like learning or diversion

Contract and Anti-Theft Technology:

Without proper legal due process, it becomes extremely difficult for the market to protect copyrighted works alone as technology advances. Furthermore, the importance of safeguarding such work grows even more acute in light of the ever-expanding technological landscape. Software protection devices, on the other hand, are pieces of software that stop users from copying software and data to blank disks. This can help stop digital piracy in a big way.

Arrangements for Contracts:

When two businesses sign a contract, it has been observed that they are required to share confidential data with one another. Contractual agreements that require the other party to delete and destroy such confidential information upon completion of their contractual obligation can be very helpful in preventing copyright infringement in such situations.

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Protection of copyright in cyber space

Copyright is like other property privileges, for example, land, in that the landowner possesses everything on the land, from the sky to the ground. Copyright chips away at a similar premise, however with a few imperatives. The use of computers and the internet, such as downloading, uploading, copy-paste, deep linking, and peer-to-peer file sharing, makes copyright enforcement in cyberspace difficult. The advancement of information has led to the development of new creative expressions in the creative arts, all of which are protected by copyright. Copyright work protection constantly challenges the fundamental principles of copyright law in the digital environment. One of them is the Internet's violation of copyrights. Law is a way to solve a social, economic, or technological problem. Copyright law is also subject to this general rule.

The Internet is an ideal medium for authors and artists to promote their works due to its ease of transmission from creator to viewer and then viewer to viewer. In addition, technology enables any of these viewers to quickly and easily distribute an original work without the author's permission. The "digital problem" is a copyright quandary brought on by the internet and digital technology. Using digital technology, users can make an infinite number of perfect digital copies of music, books, or videos and then distribute those copies via the internet at the speed of light to people all over the world. The issue of copyright on the internet has taken on a new dimension as a result of digitalization. It makes it simple, inexpensive, and quick to make high-quality copies that can be sent to millions of people in a matter of seconds.

Legal challenges in enforcing copyright law in India:

The Copyright Act of 1957, last revised in 2012, governs copyright law in India. The law gives copyright owners the only authority to copy, distribute, and perform their works in public. Although copyright infringement is a severe crime, it is difficult to enforce copyright laws in India, especially in the digital era. For copyright owners, defending their intellectual property has become challenging due to the internet's fast expansion and the simplicity of copying and sharing digital information. Additionally, India's internet privacy regulations make it more difficult to enforce copyright restrictions.

The availability of pirated content is one of India's biggest obstacles to implementing copyright laws. Anyone with access to the internet may now download and share copyrighted content without a licence thanks to the internet. This piracy is frequently motivated by economic motives. For instance, many individuals in India lack the financial resources to buy legal versions of works protected by copyright, such as music, movies, and literature. Piracy is frequently viewed as a more cost-effective option than buying licenced copies.

The difficulty of locating and identifying copyright violators is another problem. Finding the source of copyright infringement can be difficult since so many individuals use a variety of places and devices to access the internet. Furthermore, many infringers disguise their IP addresses using anonymizing techniques like virtual private networks (VPNs) or proxy servers, making it much more challenging to locate them.

Because in India, the right to privacy online is a basic one, this complicates the enforcement of copyright laws even more. The Indian Constitution's Article 21 guarantees the right to privacy, and the Supreme Court of India upheld this right in the illustrious Puttaswamy decision of 2017. Individuals therefore have the right to decide how their personal data is gathered, processed, and shared online. Because they cannot infringe on people's rights to privacy, this makes it difficult for copyright owners to get the information they need to pursue copyright violators.

The Digital Millennium Copyright Act (DMCA) and the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 are two examples of legal remedies that copyright owners in India have used to address these issues. The DMCA is a U.S. statute that gives copyright holders a framework for online work protection. Copyright holders have the power to send takedown requests to websites holding illegal content under the DMCA. The platform is then compelled to delete the illegal content or face copyright infringement charges.

Online intermediaries including social media platforms, search engines, and e-commerce websites are subject to the 2021 Intermediary Guidelines and Digital Media Ethics Code, two Indian legislation. According to the regulations, intermediaries must remove any content that is unlawful under Indian law, including copyright laws. Subject to a few restrictions, the laws mandate that intermediaries tell copyright owners of the origin of infringing content.

While these legal remedies give copyright owners some remedy, they also cause privacy issues online. Legitimate speech can be suppressed through the use of takedown notices and other legal tools, and intermediaries may be reluctant to do so out of concern for their reputations. Additionally, if intermediaries are forced to share personal information about their users, the restrictions for sharing information with copyright owners may be in violation of that right to privacy.

It is crucial to create a complex legal framework that takes into consideration the interests of all parties in order to strike a balance between copyright enforcement and internet privacy. This would entail tightening copyright owners' legal protections and putting strong safeguards in place for internet privacy. Instead, then providing personal information about its users, intermediaries would be obliged to disclose anonymised data concerning illegal content.

Promoting lawful access to copyrighted information might be another strategy. Piracy may be decreased by increasing the availability and affordability of legal copies of music, movies, and books.

Technological challenges in enforcing copyright law in India:

The way we access and distribute information, entertainment, and creative works has undergone a metamorphosis in the digital era. However, this change has also created new difficulties for the enforcement of copyright laws, particularly in nations like India that are still struggling to incorporate digital technology and a strong legal system for intellectual property rights.

The ease with which digital information may be copied and spread across many platforms and devices is one of the largest technological issues encountered by copyright law enforcement in India. The extensive use of digital tools and software has made it more challenging to find and stop the unauthorised copying and distribution of works protected by copyright, which has resulted in substantial losses for the authors and owners of these works.

Lack of defined norms and guidelines for online platforms and service providers, who frequently serve as middlemen for the dissemination of intellectual information, presents another difficulty. These platforms are frequently accused of promoting copyright infringement and are challenging to hold accountable for their behaviour since there are no clear standards defining their behaviour and accountability.

We might consider the most recent case of K Sera Sera Digital Cinema Ltd v. Jangbahadur Singh & Ors to demonstrate the difficulties copyright law enforcement faces in India. In this case, the plaintiff, a production business for movies, claimed that the defendants had copied their copyrighted movie and illegally posted it on numerous websites and social media platforms, causing them to suffer considerable financial damages.

The defendants distributed the movie using a number of digital tools and platforms, making it challenging to identify the source of the infringement. Despite receiving an interim injunction from the court, the plaintiff had considerable difficulties in enforcing their copyright. The incident serves as a reminder of the necessity for more efficient digital tools and methods for copyright law enforcement as well as the significance of transparent laws for online platforms and service providers.

The general public's ignorance of copyright law and its repercussions, in addition to these difficulties, hinders the implementation of copyright laws in India. Many people share intellectual material online without understanding the ethical or legal ramifications, which encourages widespread infringement and piracy.

A multi-pronged strategy that incorporates both technology solutions and legal reforms is required to solve these issues. This could involve establishing clear regulations and guidelines for online platforms and service providers, as well as the creation of more efficient digital tools and techniques for copyright law enforcement, such as blockchain-based systems for tracking and verifying ownership of digital works.

In addition, there is a need for the general people to be better informed about copyright law and its significance. A culture of respect for intellectual property rights might be promoted by public awareness campaigns, educational initiatives, and outreach projects.

In conclusion, copyright law enforcement in India has substantial technological obstacles, such as the simplicity of digital material copying and sharing, the absence of defined guidelines for online platforms, and the requirement for more public awareness and education. The *K Sera Sera Digital Cinema Ltd v. Jang Bahadur Singh & Ors* case emphasises the necessity for clearer laws for online platforms and service providers as well as the improvement of digital tools and strategies for copyright law enforcement. A multifaceted strategy involving both technical and legislative improvements, as well as increased awareness and education, is required to solve these issues.

Act on Digital Millennium Copyright (DMCA)

A foundation for safeguarding copyright content on the internet is provided by the Digital Millennium Copyright Act (DMCA), a federal legislation in the United States. The DMCA specifies how copyright holders can ask that illegal content be taken down from websites and online services. In addition, it offers safe harbour protections to internet service providers that follow specific guidelines, such as deleting illegal content after getting a copyright owner's notification.

The "notice and takedown" method is one of the DMCA's most important clauses. This mechanism enables owners of copyrights to alert online service providers, such as internet service providers (ISPs), to infringements on their copyrighted works. The ISP is then compelled to take down the illegal content or risk

legal repercussions for copyright infringement. The "safe harbour" clause of the DMCA shields ISPs from legal responsibility for copyright violations committed by their customers. ISPs must adhere to specific criteria, such as formulating and putting into practise a policy for closing the accounts of serial infringers, in order to be eligible for safe harbour protection. Anti-circumvention restrictions are also included in the DMCA. Digital rights management (DRM) technologies and other technological safeguards used to protect intellectual content must be respected. The distribution of technology that can be used to get around these restrictions is likewise prohibited by the Act. The DMCA is a significant piece of legislation that has contributed to the protection of online copyrighted content. Although it has been successful in lowering copyright infringement, it has also come under fire for being overly onerous. It is conceivable that the DMCA will need to be amended as technology develops in order to meet brand-new problems and difficulties that emerge in the digital era.

To safeguard the rights of those who create digital material, the Information Technology (IT) Act was introduced in India. The Act on Digital Millennium Copyright (DMCA) in India will be examined in this article, along with its history, rules, and effects on the market for digital material. The Act on DMCA in India has had a significant impact on the digital content industry in the country. It has provided legal protection to digital content creators and distributors and helped to curb piracy. The notice and takedown provision have enabled copyright owners to take swift action against copyright infringement. The safe harbour provision has given ISPs more clarity on their legal obligations and reduced their liability for copyright infringement. The Act has also encouraged the growth of legal digital content platforms in India. The fear of legal action has made consumers more aware of the consequences of piracy and has led to a shift towards legal streaming and downloading of digital content.

However, the Act has also faced criticism for its potential misuse by copyright owners. The notice and takedown provision has been used by some copyright owners to stifle free speech and criticism. The provision lacks clear guidelines on what constitutes a valid notice and may lead to the takedown of legitimate content. The Act on DMCA in India has provided a comprehensive framework for dealing with digital copyright violations. It has helped to protect the rights of digital content creators and distributors and has encouraged the growth of legal digital content platforms in the country. However, the Act must be balanced with the need to protect free speech and prevent the misuse of copyright laws. As the digital content industry

continues to grow in India, the Act on DMCA must continue to evolve to meet the changing needs of the industry and society.

Cross-border piracy:

The illegal selling, distribution, or replication of copyrighted media such as music, software, and movies across international borders is referred to as cross-border piracy. The entertainment business is quite concerned about this unlawful conduct since it costs them billions of dollars in lost income every year. The difficulty of implementing intellectual property rules across multiple jurisdictions is one of the biggest obstacles to tackling cross-border piracy.

One prominent instance of international piracy is the 2005 US Supreme Court decision in the case of MGM Studios Inc. v. Grokster Ltd. The defendants, Grokster and Stream Cast, were accused of distributing copyrighted movies and songs without the owners' consent by using peer-to-peer (P2P) file-sharing technology.

The defendants were found to have encouraged and made it easier for people to spread copyrighted content unlawfully, which resulted in copyright infringement. The court decided that even while P2P technology was not intrinsically unlawful, the defendants may nevertheless be held accountable for copyright infringement.

This case serves as a reminder of how difficult it may be to enforce copyright rules in the modern world, especially when dealing with international piracy. The copyrighted content that the defendants in the case were disseminating could be accessible by individuals all around the world, despite their locations being outside of the United States.

The 2009 ruling in the case of Microsoft Corporation v. TomTom, Inc. by the United States District Court for the Western District of Washington serves as another illustration of international piracy. The dispute centred on the usage of GPS units made by the defendant, TomTom, that allegedly violated a few Microsoft patents using software.

TomTom was ordered to stop selling the infringing items after the court concluded that they had violated many of Microsoft's patents. The case serves as an example of the difficulties in protecting intellectual

property rights in several legal systems because TomTom was a Dutch corporation and its goods were distributed internationally.

Digital piracy is not the only kind of cross-border theft. The Court of The Hague ruled in *Stichting Brein v. Mininova*, a case involving the unlawful distribution of copyrighted motion pictures and television episodes via a Dutch-based BitTorrent network, in 2009.

The website was ordered to erase any information that violated copyright after the court determined that it had enabled the violation. Given that websites can be hosted in one jurisdiction yet be viewed by people all over the globe, the case emphasises the difficulties in enforcing intellectual property rules in a globalised society. As it can be challenging to police intellectual property rules across multiple jurisdictions, cross-border piracy poses a serious problem for the entertainment industry and intellectual property owners. The instances highlight the difficulties in stopping international piracy, especially in the digital era. Technology has made it simpler to access and distribute copyrighted content internationally, but it has also made it more challenging to enforce intellectual property rules. Governments and intellectual property owners must continue to collaborate to identify practical solutions to stop international piracy and safeguard copyright holders' rights.

Identification and prosecution of online infringers:

The way we interact, do business, and get information has all been revolutionised by the internet. Additionally, it has changed how we distribute and use intellectual property, such as music, films, and software. Though extensive copyright violations, piracy, and counterfeiting have also resulted from how simple it is to reproduce and disseminate digital information online. The whole creative sector is threatened by the illicit dissemination of protected content, which deprives authors of their due compensation. In order to safeguard the rights of those who own intellectual property and advance a just and sustainable digital economy, it is essential to find and hold accountable online infringers.

Identification of Online Infringers:

Monitoring the internet for any unauthorised use of content protected by copyright is the initial step in the identification of online infringers. Utilizing specialised software that searches websites and file-sharing networks for digital content that matches the fingerprints of known copyrighted material is one way to do this. In order to find prospective infringers, rights holders can also use third-party services that monitor and analyse internet traffic. These services can keep an eye on file-sharing networks, pirate sites, social networking sites, and other websites where copyrighted content may be spread without the owner's consent.

Once possible infringers have been located, copyright holders can gather proof of infringement using several techniques. This can entail downloading the copyrighted material, taking screenshots of the illegal behaviour, or gathering IP addresses and other details about the users who are engaging in the infringing conduct. To track the unauthorised distribution of their protected materials, rights holders may utilise dummy files or watermarked content.

Prosecution of Online Infringers:

Taking Legal Action Against Online Infringers: Once copyright infringement proof has been gathered, rights holders may pursue legal action against the infringers. This might entail delivering cease-and-desist letters, bringing legal action, or collaborating with police authorities to open criminal investigations. In some circumstances, the owners of the intellectual property may also opt to reach an out-of-court settlement with the infringers, either through monetary compensation or a commitment to stop the infringing behaviour.

Copyright infringement is sometimes seen as a civil infraction, necessitating legal action being taken by the rights holders themselves. But several nations have made copyright infringement illegal, enabling law enforcement authorities to look into and punish violators on behalf of the rights holders. In such circumstances, violators may be subject to fines, incarceration, or other punishments for their unlawful actions.

Technology can be used by copyright holders to stop and discourage online infringement in addition to legal action. This might entail putting in place digital rights management (DRM) systems that limit the copying and sharing of content protected by copyrights, utilising watermarks or other distinguishing features to track

the distribution of content, or working with internet service providers to obstruct access to networks and websites that are known to be violating intellectual property rights.

To safeguard the rights of owners and advance a just and sustainable digital economy, the identification and punishment of online infringers is crucial. Monitoring, gathering evidence, and taking legal and other enforcement action against violators need for a mix of technological, legal, and enforcement procedures. It may be difficult to find and prosecute infringers, but doing so is necessary to stop the widespread piracy and counterfeiting that endangers the livelihoods of creators and the whole creative sector. Therefore, enforcing copyright rules and encouraging responsible digital behaviour need cooperation between governmental entities, corporations, and private citizens.

Recommendation and Solution:

The Copyright Act of 1957, last revised in 2012, governs copyright law in India. But many of the issues brought on by the internet, such the use of digital tools for copyrighted content distribution, are not sufficiently addressed by the law. It is difficult for copyright holders to successfully enforce their rights due to this uncertainty. The Indian copyright law has few enforcement options because there are no courts or tribunals specifically designed to handle claims of copyright infringement. Additionally, because the penalties for copyright infringement are so mild, many offenders are not discouraged from indulging in piracy. Identifying the country in which an infringement has taken place can be difficult since the internet allows people to distribute content internationally. The fact that many infringers utilise virtual private networks (VPNs) to conceal their location or operate anonymously adds to the complexity of the situation.

The Copyright Act needs to be updated by the Indian government to make it clear how it applies to digital technology and to include more effective enforcement measures. This might entail tougher fines for violations as well as the establishment of specialised courts or tribunals for copyright infringement cases. A more transparent and secure system for maintaining digital rights might be made using new technologies, like blockchain. Technologies like digital watermarking and fingerprinting can be used to trace material and find violators. Additionally, the application of artificial intelligence and machine learning may help in the detection of infringers and the creation of more efficient enforcement methods. Increase Infringement penalty: In order to discourage copyright violators from engaging in piracy, the Indian government should

think about enhancing the penalty for copyright violations. The Indian government should give greater resources for enforcement, such as financing for law enforcement organisations and judicial training, to make it easier to enforce copyright laws. Encourage Compliance: The Indian government should collaborate with ISPs and other parties to ensure that copyright laws are followed. One way to do this is by putting in place stricter rules for handling content that violates the law. In conclusion, it is a difficult and complex undertaking that calls for a multifaceted approach to enforce copyright laws on the internet in India. It may be able to lessen piracy and safeguard intellectual property through enhancing and clarifying the legislation, creating technology solutions, and promoting cooperation amongst parties.

Conclusion:

Conclusion: Enforcing copyright laws online in India is difficult due to a number of legal and technological issues, such as lax enforcement practices, a lack of public knowledge, and the simplicity of online infringement. The legal framework can be strengthened, monitoring and enforcement measures can be improved, public awareness campaigns may be increased, and alternative conflict resolution methods can be promoted as potential answers to these problems. The use of technology in copyright protection, such as digital watermarking, blockchain, and tools based on artificial intelligence, should also be taken into account by legislators. A multi-stakeholder strategy combining government agencies, industrial players, and civil society organisations is required to successfully address these difficulties. Overall, a thorough and balanced strategy that safeguards both the interests of consumers and the rights of creators is essential for the efficient enforcement of copyright law on the internet in India

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