



**Copyrights infringement control awareness
and practices in advertising agencies in
Pakistan**

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Abstract

This research is focused on study of copyrights infringement control awareness techniques used by advertising agencies in Lahore, Pakistan. This research is focused on the point that the content that falls under copyright at the advertising agencies should follow a classification system. To achieve this goal, it is important to know how much the employees in these advertising agencies know about copyrights infringements. The practices used to control such infringements are also studied in this research. These techniques used by advertising agencies in Lahore are benchmarked against the state of the art techniques and technologies used according to industry standards. This research has been done by following a mixed methods approach. This research is partially based on literature review, data from questionnaire and from semi structured interviews. Analysis of the research has been conducted with the help of simple statistical techniques like arithmetic mean and frequency of a chosen reply. Findings of this research show that there is one very important reason which validates the selection of Pakistani advertising agencies sample for this research. In the developing world there are some very common factors which motivate people towards copyrights infringement. One important factor is that many people in these countries are still not very well aware of these rights and how this infringement occurs. These people tend to carry out copyrights infringements without in some cases knowing that they are committing a crime. On the other hand, the owner of the work in many cases does not apply for any patent or copyright protection. In case of an advertising agency however this issue is serious. Advertising agencies receive a lot of information from their clients. These agencies have access to the information about clients. These agencies also have their internal information. There is some information or creative work which is co-owned by the client and the advertising agencies. Copyrights infringement in this case thus can prove to be a very complicated issue. The objectives of this research were achieved completely.

Acknowledgements

I would like to express my special thanks of gratitude to all staff at School of Informatics - University of Skövde for their guidance, support and assistance in numerous ways throughout this project.

Secondly, I would also like to thank my family and friends who helped me a lot in finalising this project.

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1. Introduction

Advertising agencies take up digital copyrighted content like videos, images, texts and logos etc from their clients, use it completely or partially to produce another creative digital content item which is usually used in advertising campaigns of the clients. This data that an advertising agency has is very important and keeping it safe from any copyrights infringement is a key concern for advertising agencies. The issue is graver for advertising agencies from a country like Pakistan where IT solutions are only now becoming common in such scenarios. This research is focused on copyright infringement control awareness and practices followed by the advertising agencies in Lahore. Lahore is the second largest city of Pakistan. Most of the advertising agencies in Pakistan are located in the three prime cities namely Karachi, Lahore and Islamabad. Almost all large advertising agencies in Pakistan have offices in these three cities. Lahore offices were chosen because the researcher was more familiar with this city.

With the advent of computer technology and its growth, stealing information has become very easy through copying, viewing through various means, altering the information or by printing it. Copy protection, copy prevention as well as copy control is the real target of copyrights infringement control. West (2014) has discussed that copyrights infringement control is required to avoid intellectual property rights breaching. With the digital information exchange becoming more common, intellectual rights have lost their respect among general users because of easily available information. Copyright infringement control techniques are required to ensure that intellectual property rights are respected. Intellectual property rights belong to people who co-create this digital content.

Cohen (2003) believes that Digital Rights Management (DRM) can help in controlling copyright infringement issue. The author suggests that just like the doors are kept under lock to protect people and copyright in actual life, the software and all information in digital form must also be protected by locks in digital form. Opponents of DRM use for controlling copyright infringement claim that so far no major benefits have been noted from DRM. These researchers who have studied digital data protection in detail believe that DRM is not effective and there are no certain proofs confirming that data theft and misuse has been controlled due to the use of DRM. DRM technologies are being used by many digital content owners for protection of copyrights (Templeton, 2008).

In this research, three advertising agencies from Pakistan will be studied thoroughly for their copyright infringement control problems and measures taken to counter this issue. It is

important to understand that within a modern day advertising agency, there are various creative sections that have to deal with audio files, video files, documents and other creative material (Taylor, 2013).

In case of these 3 advertising agencies, the list of services offered also includes digital promotional and advertising services, thus copyright infringement control practices need to be extended to e-books and DVDs as well. Overall, as these advertising agencies are serving both, physical world and internet world clients, the media that needs copyright infringement control includes creative campaigns in digital images format, videos, audio files in various formats, and documents like word documents, excel sheets, presentation in power point and other formats. These files are managed through content management system. To some extent the privacy requirements of these different file formats are different. A major issue which these advertising agencies face while implementing any copyright infringement control technology is that when a team is made in an advertising agency to work on a new campaign, every member of the creative department needs access to client and campaign information which makes it vulnerable to copyrights infringement issues. This required to have access to the information means the information cannot be kept away from the team working on the project. When someone accesses the information, access management system can provide logs about who checked the information. However, how much information was viewed and taken out through making notes, snapping pictures or other digital data transfer might not be controlled. The case of applying copyrights infringement control technologies is thus not very simple for advertising agencies especially in the modern era of digital content. Where one creative department might only need information about corporate colours of client organisation, other employees might need access to their copyrighted content for co-creating digital content for advertising. As some of the information available to advertising agency comes from the clients and rest is created by the agency itself, ownership and access of co-created content further complicates the situation. Classification of content thus becomes very important to ensure restriction of copyrights infringement.

1.1. Aim of this research:

The aim of this research is to study the level of copyrights infringement control awareness among employees of advertising agencies in, Lahore, Pakistan, and the practices followed by these advertising agencies to avoid copyrights infringement.

1.2. Objectives:

The objectives of this research are:

- a. To study the classification of content that falls under copyright at the advertising agencies
- b. To investigate the level of awareness about copyrights infringement control among employees of advertising agencies in Lahore, Pakistan
- c. To study the current practices followed by these advertising agencies with regard to copyrights infringement control
- d. To analyse the success of methods used by advertising agencies for copyrights infringement control
- e. To study state-of-the-art copyrights infringement control researches to offer recommendations to these agencies for further improvement

These objectives will assist in achieving the main aim of this research. The study of already completed research will provide the background information required to see what copyrights infringement control techniques are available at the moment to the advertising agencies in Pakistan. The other two objectives when achieved will help in completing the aim of this research. To achieve the objectives of this research, primary and secondary data will be used. The first objective will be achieved through the semi structured interviews. Second and third objectives will be achieved through online questionnaires. Third objective will be partially achieved through interview too. Fourth objective will be achieved through interviews. Literature review will help in identifying the state-of-the-art copyright infringement control techniques.

2. Background

2.1 Digital Rights Management (DRM): The concept and technologies involved

Templeton (2008) has highlighted that copyright is specifically referred as the rights of its owner, like writers, academics, consumers, manufacturer, whose work or performances or production cannot be copied or used by others. It is the legal controlling access through which the work of anybody or any kind of production connected procedure which will not be harmed at any cost. But the fact is, legal controls are not always honoured by those who copy. This significant legal procedure thus has various faults and misleads, that undertake the legal right of its owners as well.

Co-creation has become a bandwagon that is becoming central to the world's leading brands. It is the process by which a particular brand gets into partnership with other brands or businesses in order to work together to create and distribute content. Marketing and advertising are changing by co-creating digital content. Many brands are currently harnessing the power of the internet to optimise user-generated content. Advertising agencies are co-creating digital content through product reviews, enabling customers to vote for new design of product, to make advertisements, content that supports a cause and "share with a friend" campaigns. This co-creation of digital content is giving the leading brands edge over its rivals. Advertising agencies co-create digital content with their clients. Clients at advertising agencies mostly include other companies and businesses (Lake, 2009).

Employees should be involved in innovation when it comes to co-creating content for clients. The employees should be empowered enough to communicate with the client and ask for whatever relevant information and material is needed for creating content. The employees should have ownership and possession. They should be able to access proper tools and assets and best possible processes to deliver content in proper time. Engaging all employees for co-creating content is essential and key to success as their involvement will give space for greater number of ideas in order to come up with something novel and creative in advertising (Deveci, 2012).

Cohen (2003) has mentioned that the future of both of copyrights enforcement and web based privacy are linked with each other to protect the rights of owners and publishers. Technology holders or partners work with digital content owners to design as well as implement Digital Rights Management to prevent the excessive creation of copies of digital journals and files without getting permission to do so (Daudpota, 2016).

2.2 Copyright infringement in Pakistan

To understand copyrights infringement in advertising agencies, it is important to understand how content is classified to use openly and easily in advertising agencies. In order to protect intellectual and physical property from unauthorised copying and distribution, intellectual property rights were developed. It is an automatic intellectual property right that makes sure that activities in need of protection, such as literary works, songs, movies, broadcasts, audio or digital content, are safeguarded because they are deemed valuable (Eschenfelder, 2008).

It is important to classify the content which needs copyright protection. That is one of the challenges of advertising agencies, for example. Much of what they do involves inspiration

and creativity, and the end product is well worth protecting because no one wants to see their content being reproduced and used for profit without authorisation (Erickson, 2003).

The copyright owner acquires moral and economic rights to his / her work. The former has relation with being recognised or linked with the content within the community, while the latter are the financial repercussions of the material and the for-profit actions performed with it, such as copying, selling, distributing, adapting or broadcasting (Daudpota, 2016).

By copyright infringement, the industry refers to the action of taking moral or economic advantage or content belonging to, or created by others. Many nations around the world consider copyright infringement to be a criminal offence, and the financial penalties can be harsh (Espejo, 2009).

Examples of copyright infringement

The curious thing about copyright infractions or breaches is that they can occur without the person even knowing it. The presence of intention is not a limiting factor when it comes to these acts.

Some notable examples are:

- A newspaper that publishes uncredited photos or articles. Nowadays, numerous portals around the web see photos as complementary elements to the text and just “google” a matching image to complete the task. What they may not know is that it can be protected with copyright (Waqar, 2016).
- A presentation or speech that incorporates copyright video footage without acknowledgement or permission is another infringement of the law; one that can bring unnecessary and unwanted legal consequences (Felten, 2003).
- When a website plays music or puts songs available for downloading, both the site administrator and the user that acquires the content may be committing an infraction if the tune is copyrighted (Erickson, 2003).
- If a company or business copies another one’s privacy policies or terms and conditions for use, it can be a copyright infringement regardless of the nature of the intentions or any other possible factor (Waqar, 2016).

- When a website takes a material and adapts without informing the intellectual authors, copyright infringement exists even though it is not a 100% plagiarised content (Daudpota, 2016).
- If a website or any organisation uses algorithms or codes copied from someone else without due permission, it is also copyright infringement. Computer codes are also copyright protected (Waqar, 2016).

2.3 Best practices for IPR management in the advertising industry

Intellectual property rights (IPR) management is a complex concept. There is a fine line between fair use and a breach or copyright infringement, so it is important to understand the best practices to adopt in order to avoid litigations, lawsuits or any court-related activity when it comes to this regard (Feuroghne, 2007).

For companies, it is crucial to protect their intellectual assets, because they spend so much time and invest so much resources to leave their final product unprotected from advanced made by shady people that want to achieve things the easy and quick way (Daudpota, 2016).

Here are a few practices, policies or strategies to adopt in order to gain better protection of your intellectual assets:

- (a) The public needs to know which material is copyrighted or protected and what is available for free transfer or use. To alert them when a content is safeguarded by the law, companies have to engage into a systematical alerting process. Find creative ways to let your message get to potential copycats or the general audience. Letting them know that using the material can bring them severe legal consequences is the first step to avoid breaches. This can be achieved by putting a ©, or the word “copyright”, in the content (Waqar, 2016).
- (b) Advertising messages in text, photos, audio or video files, or a whole website need to be registered with the copyright office of the specific country the person or enterprise are (Felten, 2003).
- (c) To attain high levels of protection in the advertising industry, any material subject to reproduction needs to be registered, and that includes logos, trade names, and trademarks, a concept that may include specific designs, colors, numbers, logos or pictures. Technology now allows the creation of animated messages, gifs, marks and sounds that are very hard to reproduce and perfect to the digitalised environment that

we live in, and numerous nations are allowing their registration as well (Feuroghne, 2007).

- (d) Another recommended act to perform would be registering a trademark as a domain name, and vice versa: a domain name as a trademark, because they have the ability to be related for the long-term. Actually, savvy marketers and advertisers would be wise to engage in this process before anyone else does because it increases corporate identity and projects a better image to the world (Gralpois, 2010).
- (e) Take advantage of trademarks while continually, systematically use them in all material or content destined for promoting the product, good, or service offered. Respect the distinctive elements of the trademark, whether they are color, design, font, or others. In fact, every trademark properly registered should carry the trademark notice ®, TM or SM (Waqar, 2016).
- (f) Patents of technical solutions that were created during the development of the product are an excellent measure to protect content or material against possible breaches. If the company is in a nation that allows businesses to protect cutting-edge advertising technologies or other methods, the possibility of a patent also needs to be considered.
- (g) Industrial designs and graphic inventions also need to gain copyright protection if the country in which the company interacts and performs business operations allow it (Erickson, 2003).
- (h) Avoid divulging trade secrets or any confidential or classified info that may mean a competitive advantage. The list can include customer profiles, manufacturing processes, marketing strategies, and others. The protection can be achieved through the trade secret law on unfair competition, and it protects the person or entity all the way until the secret is made public, even if it is by accident (Keeler and Haase, 2014).
- (i) Stay away from information that is yet to be published, especially if it is related to patents for innovative technologies and / or inventions. To get a patent, the idea has to be novel, and that is why things already disclosed to the public seldom obtain one (Gralpois, 2010).
- (j) The implementation of factual protection measures to prove copyright ownership goes a long way in protecting advertising assets, tangible or not. The act of depositing a pitch material with a notary can be the deciding factor in proving which agency or person came up with the campaign, slogan or idea first (Keeler and Haase, 2014).

2.4 Level of awareness regarding intellectual property rights

As a whole, and thanks to the technological boom and the Internet era, advertising in Pakistan has shown glimpses of sustained growth in recent years. Annually, more and more agencies are inflating the market in the country, providing more options to launch marketing and publicity campaigns with astounding creativity and increasing efficiency. However, the country has shown stagnation when it comes to identifying copyright infringement acts or breaches. Part of the problem is that many agency owners and even clients are unaware of the law, because it exists and is very explicit, at least in a general way (Riehm, 2005).

The society as a whole needs to do a better job enforcing the law when copyright infringements are identified. If the infractions receive no punishments, the perpetrators will have the green light to keep abusing the system and stealing ideas that do not belong to them. In Pakistan, the primary legal instrument governing copyright law is the Copyright Ordinance, 1962 as amended by the Copyright (Amendment) Ordinance at the start of the new millennium (Daudpota, 2016).

The elements that fall under the Copyright Ordinance (1962) protection are literary works (including computer programmes but not speeches,) dramatic works, musical works (mixtures of melody and harmony or either of them individually, produced or reproduced graphically,) records (discs, tapes, wires, perforated roll or others,) artistic works (sculpture, painting, drawing, engraving or a photograph, an architectural work of art) and cinematographic works (Waqar, 2016).

To determine the owner of the copyright, the first owner of copyright in general is the author of the material, except for works for hire, or government works, for example. The owner is the one that can assign the copyright or grant any interest in the copyright by license, which in turn can also be granted by the Copyright Board to republish a work withheld from the public (Odlyzko, 2007).

It is not obligatory to register the copyright with the Copyright Office. However, if the registration process has occurred, the Register of Copyrights gives prima facie evidence of the particulars entered therein. Law in Pakistan states that copyright in a literary, dramatic, musical or artistic work published within the lifetime of the author subsists until 50 years from the beginning of the calendar year next following the year in which the author dies (Silk, 2012).

In turn, copyright in a cinematographic work, a record or a photograph can last until 50 years from the beginning of the year next following the publication of said performance. If a piece or production hasn't been published within 50 years after the death of the author or, the author being an unknown entity, in the first 50 years after its creation, it falls into the public domain (Singh et al, 2009).

The law provides copyright means and power to have several exclusive rights over the material or content. Some of these rights are to reproduce, publish, perform, broadcast or make any translation or adaption of the work in question. When a specific author assigns the rights in the intellectual property, he doesn't assign his moral rights (Roetzer, 2011).

2.5 Copyrights infringement laws in Pakistan

In the event of a copyright infringement in Pakistan, the right holder is entitled to civil remedies such as damages, injunction, and account, before the Court of the District Judge or the Copyright Board. The copies that were infringed are also property of the copyright owner, and he has the legal blessing to collect or recover possession of them. Those copies shall not be exported or imported, and might be object of police seizing (Stokes, 2009).

According to the sections 66 to 71 of the currently reviewed legal instrument, copyright infringement may result in criminal charges depending on the severity. They are to be tried by no court inferior to that of a Magistrate of the first class. The Federal Investigation Agency can take cognizance of such cases where violation of some Government work is involved (Ahmad and Mahmood, 2011).

Acts such as fair dealing with a literary, dramatic, musical or artistic work for the purpose of research, private study, criticism, review (cl. a) or reporting current events (cl. b); the reproduction or adaptation of a literary, dramatic, musical or artistic work by a teacher or a pupil for the purpose of instruction or examination (cl. h), the performance of a literary, dramatic or musical work by the staff and students of an educational institution (cl. i), the making of up to three copies of a book by a public or non-profit library for its use if such book is not available for sale (cl. o), the reproduction or publication of certain Government works (unless prohibited; cl. q), or the making or publishing of a painting, drawing, engraving or photograph of an architectural work of art (cl. r) or a sculpture or other artistic work if such work is permanently situated in a public place (cl. s) represent no infringement or infraction to copyright (Usman et al, 2010; Waqar, 2016).

Copyright protection in Pakistan is a relevant economic, political and diplomatic issue. As we have said in this report, copyright infringement laws in the nation are extremely hard to enforce. They have always been a concern, as Pakistan has been on the Special 301 Watch List for the last 28 years (Tsolis et al, 2011).

2.6 Copyrights infringement control practices

While the industry is likely to copy or mimic creative inspiration, skill and efforts of copyright holders, there is a growing prominence on devising appropriate strategies to protect creations by using legal tools. One of the most commonly adopted practices by companies these days is registering advertisement and any other copyright protected material (including website) with the national copyright office, in countries providing this option (Tasi and Luo, 2009).

If a material is protected by the copyright law, companies also alert the public that of it, thus informing the community that any reproduction of it may result in legal consequences. The way to do it is by using a copyright notice (which includes the symbol © or the word “Copyright” or abbreviation “Copr.”; the name of the copyright owner; and the year in which the work was first published) (Taylor, 2013).

Savvy companies around the world are also registering their trademarks. Trademarks are typically words, numerals and/or logos. The most resourceful and intelligent companies working in advertising are registering their trademark as a domain name, because those concepts may be inseparably linked. If those are properly registered, you may see companies using their trademarks consistently and properly in all promotional material. Another current practice is patenting innovative advertising technologies and online business methods, in all countries where such protection is available (Smith, 2004; Ahmad and Mahmood, 2011).

However, the most efficient and implemented way of combating copyright infringement offences is the application of digital rights management (DRM) tools, which are control technologies to prevent or alert copyright holders of related issues. Unfortunately, not a lot Pakistani’s companies are implementing them as of today (Tsai and Luo, 2009).

Advertising companies have found the more traditional measures, such as trademarks and patents, to be among the most successful ones year after year. However, with the rise of technology and the digitalisation and automatisisation of processes, DRM (Digital Rights

Management) tools have soared up the leaderboards of most efficient methods to combat piracy and copyright infringement offences. However, in Pakistan, a developing nation that hasn't yet fully embraced the technological revolution as a method to optimise processes, the implementation of DRM tools and the enforcement of legal instruments regarding copyright infringement issues hasn't quite reached desired levels (Stryzosky, 2009).

This is not to say that there aren't companies in the advertising world that apply DRM tools in Pakistan. However, the country continually shows high levels of piracy, reproduction of unauthorised content, irregularities regarding the origin of campaigns and publicity ideas, and other similar problems. In Pakistan, more than \$95 million have been reported as losses related to piracy, with \$30 million attributed to books, \$50 millions to computer programs, \$10 millions to motion pictures, and \$5 million to sound recordings and musical compositions (Ahmad and Mahmood, 2011).

The bigger issues seem to be the computer programming and the book industry. While copyright protecting involves anything from publications to ideas, the country hasn't been able to develop or implement the right tools to combat unauthorised copying or reproduction of computer programs. Nevertheless, advances have been made in awareness regarding the issue. An increasing number of Pakistani advertising enterprises are creating an internal policy which summarises best practice and shows all employees how to utilise copyright protected materials; significantly reducing the risk of infringement in the process (Ur Rehman et al, 2014).

2.7 State-of-the-art copyrights infringement control techniques

An important point to remember here is that these techniques mostly apply to consumer market and not to the professional use of copyrighted information in companies. Company marketing slogans and names are copyrighted material for example but they are to be used by advertising agencies. Since in countries like Pakistan, biggest piracy threats come from computer programming software and products, they need to implement the best technology available to combat the issue from all fronts. However, the country does precisely have abundant financial resources available, and the following solutions require some funding and financial muscle in most cases. However, proper investigations need to be done in the matter, as some of the Digital Rights Management (DRM) tools and solutions are affordable depending on context (Tyrevianen, 2005).

Digital rights management (DRM) can be defined as a set of access control technologies for restricting the use of copyrighted works. DRM technology's main objective is to control the use, modification, and distribution of copyrighted works, for example, software and multimedia content. Some of them can also develop and maintain systems within devices that enforce these policies (Ur Rahman et al, 2014).

Product keys

Mostly implemented in computer and video gaming, it is a set of alphanumerical characters used to represent a license to a particular piece of software, serve a similar function. The system asks for the key in the set up process; and if it correctly corresponds to a valid license the user who acquired the game can continue. Today, product keys are combined with other DRM customs, such as online "activation" (Armstrong, 2006).

Documents

Enterprise digital rights management (E-DRM or ERM) corresponds to the application of DRM tools to the control of access to corporate documents such as Microsoft Word, PDF, and AutoCAD files. Digital finger prints are being used for tracing images and music files. It prevents the unauthorised use of proprietary documents. British Library is one of the most renowned companies using this technology (Bailey Jr. 2006).

E-books

Today, four primary e-book DRM schemes are used today in the majority of cases. There are one each from Adobe, Amazon, Apple, and the Marlin Trust Management Organisation (MTMO). The idea is to prevent anyone from copying, sharing, or printing E-books (Tsai and Luo, 2009).

Film

The Content Scrambling System (CSS) is one of the classic examples of DRM technologies applied to the film industry to avoid piracy and unauthorised reproduction. It uses an algorithm that encrypts content on the DVD disc (Vaknin and Rangelovska, 2011).

Audio CDs

CD-ROM media have DRM schemes. For example, music producing giants Sony introduced, back in 2005, a new DRM tool that installed software on users' computers without clearly notifying the customer or asking for confirmation (May, 2006).

Internet music

Many internet music stores employ DRM to restrict usage of music purchased and downloaded. Some of them are Apple's iTunes with the FairPlay system, Napster, and Kazaa (Stryszowski, 2009).

Television

The CableCard standard is used by Most cable providers in the United States implement the CableCard DRM standard to restrict content to services to which the customer has subscribed (Armstrong, 2006).

Streaming media services

Spotify and Netflix both use DRM tools to protect their content (Bailey Jr. 2006).

2.8 Copyright infringement technologies used in various media

Puckett (2010) argues that copyright infringement technologies are applied to maintain and sustain the originality of the owners, for the safety purposes. This technology provides freedom to the writers, academics, and preventing them from the unauthorised copyright act. It is mentioned that nobody deserves the right of copying or distributing the original articles further. It is strictly mentioned that any unauthorised application of copying is prohibitive and it demands loads of security for this purpose. The controlling method and analysing the ultimate necessities of the copyright act is the main basement to provide a unique and legalised performances, providing a long term security are the key words of Digital Rights Management System, and thus it proves its efficiency ever (Stokes, 2009).

According to Eschenfelder (2012) the publishers and other several media may have their own concepts regarding the protections of their products and may continue with multiple criticisms about the laws and regulations, and their application. For preventing and securing their own products, they can use their own technological terms or laws to preclude the piracy and also for the maximum benefit (Stokes, 2009). Few companies, publishers are there, who uses these assess to get rid of such piracy policy and casualties. Apple is one of those companies, who are renowned to own such kind of measure of terms and laws, in the cases of

songs which stands vary strictly for sharing it and it is sold through iTunes (Eschenfelder, 2012). The technological protection may evaluate to be costly and demands a high rated price for this application protection.

2.9 Criticism on copyrights infringement control

Riehm (2005) has discussed that restriction on the use of digital content might influence work and research of science in some cases. An example would be a formula which can help in making a medicine but has a patent. That is why; scientists do not agree with such tight copyrights and management systems. They always oppose these restrictions that do not let them to continue their working and regular use of the digital journals and contents. Scientists strongly believe in transfer of information and exchange of ideas throughout the world. If there are limitations to users to use the stuff or content in digital publication form, then there will be a number of confusions and obstacles in sharing as well as exchanging the reliable scientific based information. Scientists also aim to access whole database and full text journals published on digital networks or systems (Cohen, 2003). Such restrictions can limit the growth of science. On the other end, consumers and users always expect fair use and further use of digital contents. They are not completely aware of digital rights management and proper registration which is completely legal and under Copyright Act in publication. Today, scientists totally disagree with restrictions in using digital journals and contents and they clearly announce that science can never accept these type of restrictions, because this would never let the work to go fine and up to expectations (May, 2006).

- Access rights management

Silk (2012) has discussed that an advertising agency cannot survive the copyrights infringement efforts against them if the information and creative data of the advertising agency is available for easy access. On similar lines Schlachter (1997) has mentioned that copyright related laws and licenses cannot be considered as complete solution to copyrights infringement problems. This is especially true for advertising agencies, where more than one medium of creating digital content is used. One step which can greatly benefit an advertising agency is to allow restricted and authorised access to creative material. This will help in ensuring that if the digital content has been accessed by someone, the logs can always prove who accessed it. It will not only help in making the authorised staff more responsible, but also it will make them more careful towards maintaining the integrity of digital content that they have access to. Database management systems and systems like Share point and Lotus

Notes use this approach. Regarding this concept the case of Snowden is another interesting case study. As already discussed in chapter one, the creative staff of advertising agency needs to have access to the material pertaining to any campaign under process. Thus limited access is a solution which cannot be used in advertising agencies under study for the work that is in process. Along with the concept of fair use of content, there are companies and individuals offering open source solutions under open data movement. Open source solutions are free to use products or content, with free or open licenses. An example would be various YouTube channels offering free sound tracks.

3. Research Approach

The term Research methodology is quite broad since it covers several important tools, techniques, approaches and data collection methods that must be followed while carrying out any research (Gauch, 2002). The selection of an appropriate and systematic method that will support the fulfilment of aim is one of the significant decisions for any research. Berndtsson et al. (2008) has given a four step process to make sure that the selection of the research method was based on a systematic conduct. Figure 1 below is an adaption of the four-step process (Berndtsson et al., 2008, p.69) this figure explains that how research study has been approached and also points to the chapter of this document where a certain step of the process was discussed.

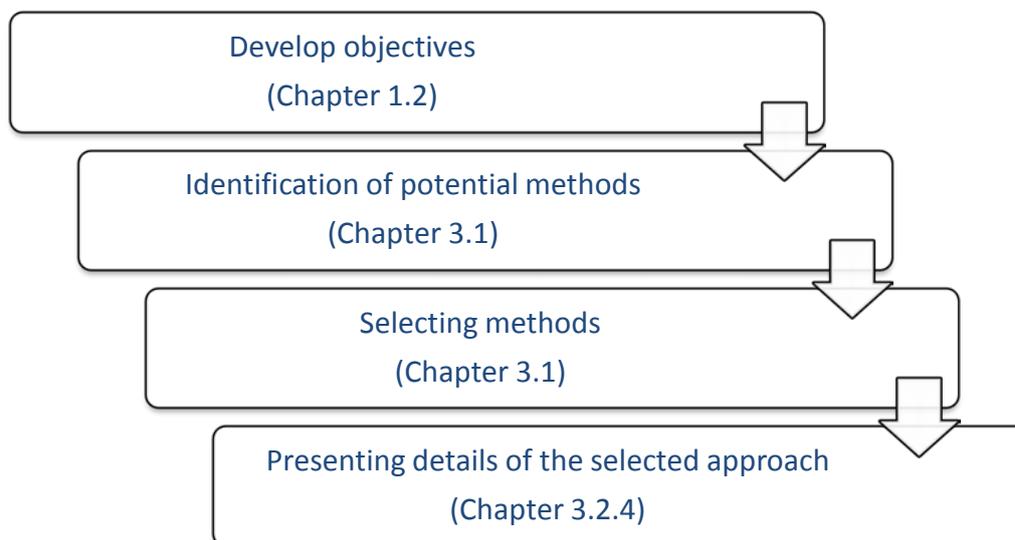


Figure 1: Research method selection under the four-step process (Berndtsson et al., 2008)

3.1 Research Method

According to Berndtsson et al. (2008) research is a term that refers to the set of activities carried for systematic and assiduous inquiry or investigation in any field, the aim of these activities are determining or revising theories, facts, or applications.

Dawson (2002) argues that the general principle and philosophy that guides a research is what we call research methodology. In the process of carrying out any research, its methodology becomes the most important, since the quality, validity and reliability of the research depend largely over its methodology (Goulding, 2002). A well designed research can lead to valuable finding. For the sake of carrying out this research on copyrights infringement control, this chapter will explain;

3.1.1 Data collection methods

For conducting any research, two types of data collection methods are broadly available to the researcher, namely the Primary data and Secondary data collection method. These are the two main categories or methods of collecting information and data on the subject matter (Marczyk et al, 2005). Both these categories have further categories of methods of collecting information such as analysis of available literature, conducting interviews, case studies, focus groups, and questionnaires (Dawson, 2002). For data collection a pool of existing researches can be studied to gain information. If primary data is to be collected this research can opt for focus groups. In this case small groups of people (usually well versed in the topic under discussion) discuss an issue in a round table approach. One person plays the role of monitor (Goulding, 2002). Another approach is to perform detailed case studies. In this case one or two organisations are studied in thorough detail against a certain set of variables. Interviews can be conducted in case detailed information is required (Dawson, 2002). Interviews are conducted when interviewer asks a set of questions of the interviewee to get some data about the variables under study. Interviews can be structured, semi structured or unstructured (Kumar, 2010). Another method is use of questionnaire. It will be discussed in detail in later pages. For the purpose of research, both primary and secondary data collection will be performed (Goulding, 2002).

Primary data collection:

Primary data is the data collected by the researcher him or herself while performing a specific research (Walliman, 2010). Dowson, (2002) says that the problem we specify in the research question is the biggest decisive factor for the choice of research data collection method. It is

essential to select data collection methods carefully so that selected methods and tools provide relevant data for the further analysis and development of results & conclusions.

According to Berndtsson et al., (2008) there are multiple methods of collecting data in primary data collection. Moreover some of these methods are applicable for this research study such as questionnaire survey, or the in-depth interviews. However, Dowson (2002) suggests that selected research methodology and objectives of the research study assists in selecting the research method that is most suitable. In a research keeping budget and time constraints in mind is also very important. Therefore, the selected method of data collection must be time and cost efficient, helpful in collecting information relevant to the research objectives, and has capacity to answer the research problems (Dawson, 2002).

In this research, primary data was collected with the use of questionnaire survey and in depth telephonic interviews. Interviews were also conducted through Skype (Singh et al., 2009) depending upon the managers and senior executives if they are comfortable with it. The questionnaires allowed collection of a data in an effective and systematic way. It is considered a useful way of data collection since it helps in gaining understanding on a particular area from a broad range of respondents simultaneously (Berndtsson et al., 2008). Interviews provided deep insight into the companies this research is trying to explore. The data thus collected through questionnaire was analysed for reaching a solid conclusion about whether copyright requirements can be controlled. As the researcher is collecting data from 3 Pakistan based advertising company, Company 1, Company 2 and Company 3 advertising agencies, the most suitable type of questionnaire was online-questionnaires. Since the researcher was collecting information from Pakistan it was easier to email the questionnaire link to the respondent and get the results instantly. For telephonic interviews, calls were made to get 30 minutes telephonic meeting from the managers and senior executives. Lahore was selected among Karachi, Islamabad and Lahore because the researcher was more familiar with this city. All big advertising agencies in Pakistan have offices in all the three cities so collecting data from any of the cities would have been same. Lahore was chosen because of the fact that the researcher knew this city better than the other two options.

Online questionnaire was developed to achieve the second and third objective. First and fourth objective was achieved through the use of semi structured interview. Some part of the third objective was also achieved through interviews. Fifth objective however relied heavily on secondary data so it was achieved through review of literature available on the topic.

Questions in the questionnaires were selected on one criterion. These questions should help in answering the research questions of this research. Questionnaire has close ended questions

which are based on a Likert scale. Questionnaires were filled by employees of the 3 advertising agencies. These executives work on various co-creation projects on daily basis. Interviews were thorough, have questions related to research objectives and are mostly open ended. Interviews were conducted with the low and high level management, who have more experience in managing co-creation projects at advertising agencies in Pakistan. By selecting this sample, it is ensured that this research will have detailed input by the managers, who have seen the advertising agencies and copyrights movements grow in Pakistan. Questionnaires were filled by the executives who have more in depth knowledge about day to day copyrights infringement control measures that are in use in the advertising agencies in Pakistan.

Secondary data collection:

Secondary data is the data which is collected by some other researcher for some other research study, however, which can be used fully or partially for another research (Walliman, 2010). Some of the objectives have been achieved through secondary data while most are achieved through primary data.

3.2 Research Process:

In any research study it is important to have flow chart or list of logical steps that are essential for the research study completion. Similarly while crafting the questionnaire (both online or off line) it is advisable to have such flow-chart ready to check the effectiveness of the design and how much it is going with the research objectives (Kumar, 2010).

The Figure 2 below gives an idea of research process; it also highlights the sections of the study coming afterwards so that reader has better idea about the flow.

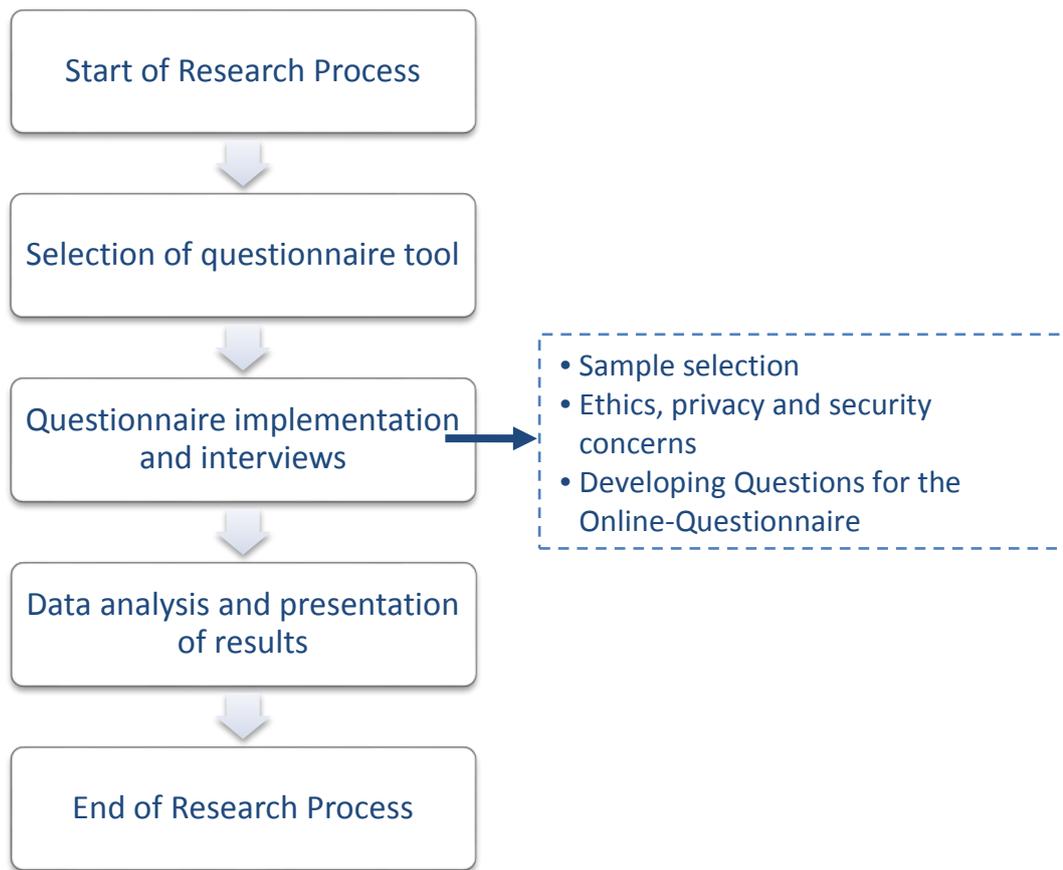


Figure 2: Research Process

3.2.1. Developing the Questionnaire:

As already mentioned, questionnaire is the instrument being used for collection of primary data. Preparation of questionnaire is an important step. The questions are planned considering the aims and objectives of the research. Study of literature already written about the topic also provides an insight into the nature of questions which should be asked to get maximum information about the company under study and its copyrights infringement control requirements (Postigo, 2012).

Since an online questionnaire was used for data collection, the researcher had two choices i.e. either to get a custom made online questionnaire or buy an already developed online questionnaire. Though both the choices had their respective benefits and issues too, yet an already developed questionnaire was more suitable for this, since it was quite difficult to develop one's own questionnaire by fulfilling all of its requirements. Furthermore, it is more expensive to get a custom made online questionnaire (Creswell, 2008). Developing a whole new custom made application is more time consuming as it will add extra tasks to complete within the time plan also it has extra cost in terms of developing new application and testing it. The questions were however added as per the requirements of this research.

A questionnaire is a cost effective way for data collection, since it is a less costly way of reaching more people (Casell, 2006). For the sake of designing a questionnaire, a number of sequential steps are taken so that the very objective of questionnaire gets fulfilled. The biggest advantage of gathering data through questionnaire is that the interviewer biases can be avoided such as guiding and cues which could affect the legitimacy and reliability of the data. An online questionnaire is an even better and cost effective way of data collection (Kumar, 2010).

Keeping in view the benefits of using questionnaire, the researcher used an online questionnaire as a source of primary data collection. A well designed questionnaire was distributed among the participants in all three advertising agencies chosen for this research. The online questionnaire was quite helpful in gathering a huge data within a very short time period.



Figure 3: Basic Structure of questionnaire

Questions were added to the questionnaire by following the research objectives. Questionnaire can only be a helpful tool in investigating the copyrights infringement control measures in Advertising agencies in Pakistan if it can help in getting answers to the research objectives. The questions were thus prepared keeping the objectives in view.

Questions in the questionnaire had multiple choices. The choices were offered to limit the answers within a suitable range. Questionnaire is shared in the appendix.

3.2.2. Sample Selection:

In a research study respondents have a very important role as they are the prime source of relevant knowledge and information in primary data collection phase. Therefore, selecting the right respondent for the research study is very important (Kumar, 2010). The organisations under study in this research are three advertising agencies of medium size from Pakistan. Company 1, Company 2 and Company 3 advertising agencies are chosen for this research. Major reason of selecting these advertising agencies is that they are medium sized advertising agencies and number of employees in these agencies is above 25. These advertising agencies

have been in the field for at least last 5 years. Also, they deal in all kind of digital media. Knowledge and understanding of executives and managers from these advertising agencies about copyright issues and how copyrights infringement control system can be helpful in obtaining insights relevant to the study and current practices in place.

For the sake of collecting data on investigating whether copyright requirements can be realised through questionnaire, the questionnaire was sent to all employees of the advertising agencies. 54 questionnaires were received back but only 50 were completely filled. For each of the 3 companies a random sampling technique (Kumar, 2010) was applied where the participants were a mix of IT department heads, managerial staff from various departments, support staff of creative department etc.

Detailed interviews were also conducted for data collection. 2 detailed interviews were conducted in each of the companies. Interviewees were managers of creative department and senior executives of IT department. 6 detailed interviews were conducted in total. The purpose of conducting interviews was to get detailed input from the managers at advertising agencies that have more experience in managing copyrights infringement issues than the more creative but less experienced executives at the advertising agencies.

3.2.3. Ethics, Privacy, and Security Concerns:

While implementing questionnaires the ethical, privacy and security concerns become very important. There can be different types of issues such as privacy breach including physical nature issues, psychological, informational, on interactional issues (Singh et al., 2009). While conducting this research study such concerns were kept in mind. Therefore, towards the assurance of our participants, before administering the questionnaire, the potential ethical, privacy and security concerns were comprehensively described to the Management and participants at Company 1, Company 2 and Company 3 advertising agencies and the way to handle data and provide information was also described so as to make the respondents more comfortable about making a participation in online questionnaire filling. A statement was added with the email that included the URL of the questionnaire. That statement included that how concerns of ethical, security and privacy are going to be addresses. It was assured that all the data collected for this research will be protected under the Data Protection Act 1998 of UK. All the data collected will be used for this research only and will not be shared with anyone, once the research I completed the data will be stored or disposed according to the guidance of Data Protection Act 1998.

3.2.4. Online-questionnaire Implementation:

The online questionnaire thus created is actually based on one web page only, as mentioned earlier; it covers different aspects of investigating and understanding whether copyright requirements can be realised by various copyrights infringement control techniques. The different chapters of online questionnaire include;

1. Introduction to research and ethical, privacy and security concerns
2. Background: To know more about respondent
3. Main questions: the portion that main covers the research on investigate research objectives
4. Concluding Questions: The questions that surround the future trends and recommendations for bringing improvement in copyrights infringement control system.

3.2.5. Data Analysis:

The data collected from online questionnaire and interviews was analysed by using statistical techniques like arithmetic mean and frequency of answers. This included use of graphs and table to clearly analyse participants' responses on research questions. Questionnaire is used as a major source of collecting information from the staff members of each of the three companies. Information collected through interviews was in depth, which has added to the validity of information collected through questionnaires. Questions in the questionnaire are developed keeping the research questions in view. Interview questions are focused more on getting in depth information about existing state of copyright infringement control methods used in the companies under study. Also, use of more than one tool has validated the answers. The data analysis at this stage has helped the researcher in making solid conclusion and recommendations.

The following table will show the methods used to achieve each of the objectives.

Objective	Research Method used to achieve the objection
a. To study the classification of content that falls under copyright at the advertising agencies	Achieved through semi structured interviews
b. To investigate the level of awareness about copyrights infringement control among employees of advertising agencies in Lahore, Pakistan	Achieved through online questionnaire

c. To study the current practices followed by these advertising agencies with regard to copyrights infringement control	Achieved through online questionnaire
d. To analyse the success of methods used by advertising agencies for copyrights infringement control	Achieved through semi structured interviews
e. To study state-of-the-art copyrights infringement control researches to offer recommendations to these agencies for further improvement	Achieved through literature review and partially through interviews

As the above table shows, interviews, questionnaire and literature review was used to find answers to different research objectives.

4. Results and Analysis

This chapter will focus on presenting the results found through primary and secondary research, which will be analysed to find answers to the research questions. This research has five basic objectives to answer. The first objective relates with the classification of content to see which content is to be protected from copyright infringement and which is available for public use. The second objective deals with understanding the level of awareness among advertising agency employees regarding copyright infringement control. The third objective deals with current practices that are being followed in these companies. In fourth objective the success level of the practices in use is studied. The fifth and final objective is focused on studying the state of the art copyrights infringement control practices and to offer recommendations for improvement to the advertising agencies under study. Online questionnaire results have helped in achieving the second and third objective. Interviews have helped in achieving first and fourth objective.

In case of the three advertising agencies under study in this research, it is very important to note that a lot of content which needs copyrights infringement control through the use of copyrights infringement control technologies is co-created. Both the advertising agency and the client are the owners of documents or digital content in any other format co-created during a campaign. However, the issue of copyrights infringement control for digital content is more serious for advertising agency (Roetzer, 2011). The advertising agencies under study here offer complete secrecy to the client while the campaign is being prepared. The responsibility becomes more complex for the advertising agencies as while a campaign is

being developed, it is a common practice that all co-creators have access to the digital content and information being developed (Keeler and Haase, 2014). At this stage however, the responsibility of secrecy and copyrights infringement control is basically with the advertising agencies. The responsibility also includes ensuring no sharing of information of one client's work with another. This is especially true in case the two projects are being run side by side. Detailed analysis of the data collected will be presented in this chapter. It is important to note that the digital content prepared in an advertising agency has various threats to its copyrights infringement. First of all, the advertising agencies have access to some internal information about the client company (Feuroghne, 2007). If some information is leaked out to some competitor in a way that can damage client's reputation, it can mean serious consequences for the advertising agency too (Espejo, 2009). Secondly, the digital content specifically created for a campaign needs to be kept a secret before the campaign is officially launched to avoid any idea thefts (Al-Jabri and Abdul-Gader, 1997). Thirdly, there is some internal information pertaining to the advertising agencies which also needs to be kept safe. Fourthly, for preparing cover pages or promotional campaigns for books and e-books, the drafts are handed over to the advertising agencies (Gralpois, 2010). Any copyrights infringement of such about to be published content can also have serious consequences. This makes copyrights infringement control very serious for the advertising agencies (Drewniany and Jewler, 2013). The results of the data collected through mostly primary and some secondary resources will be presented here in this chapter.

Respecting the selected research methodology, primary data has to be collected in order to have the correct tools to analyse and discuss possible outcomes and results in this discussion. In order to try to find answers and solutions to research question and objectives, a questionnaire of 11 items was prepared and sent to 120 people familiar with the advertising world in Lahore, Pakistan. Of those people, 54 filled the instrument and 50 completed all questions. In conclusion, the universe of respondents will be 50 people.

The questions were varied in nature, with the intention of looking what a certain worker or employee from an advertising company thought the thinking of the majority of people in the field was.

4.1 Findings from the Questionnaire survey:

First question deals with achieving objective b. In the first question, 20 people strongly agreed with the premise, 15 answered the "agree" option and 7 were not sure. Five people disagreed with the idea and the other three strongly disagreed with it. Judging by the answers

of the 50 people, there is a general idea that many of the advertising workers in Lahore are familiar with the concept of copywriting, but there is some space for doubt as the results were not quite unanimous.

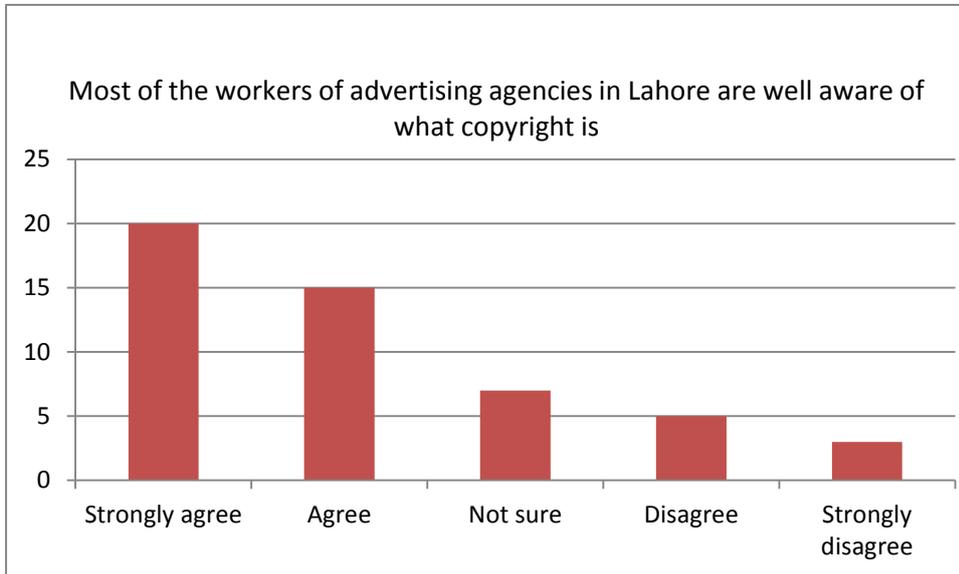


Figure 1: Most of the workers of advertising agencies in Lahore are well aware of what copyright is

The second question deals with objective b and c. Now, in the second question, which seeks to examine whether most workers are familiar with copyright infringement awareness control and its benefits, the results were quite different. Only 6 people strongly agreed with the premise, 6 agreed with it, 12 were not sure, 15 disagreed with it and the other 11 strongly disagreed.

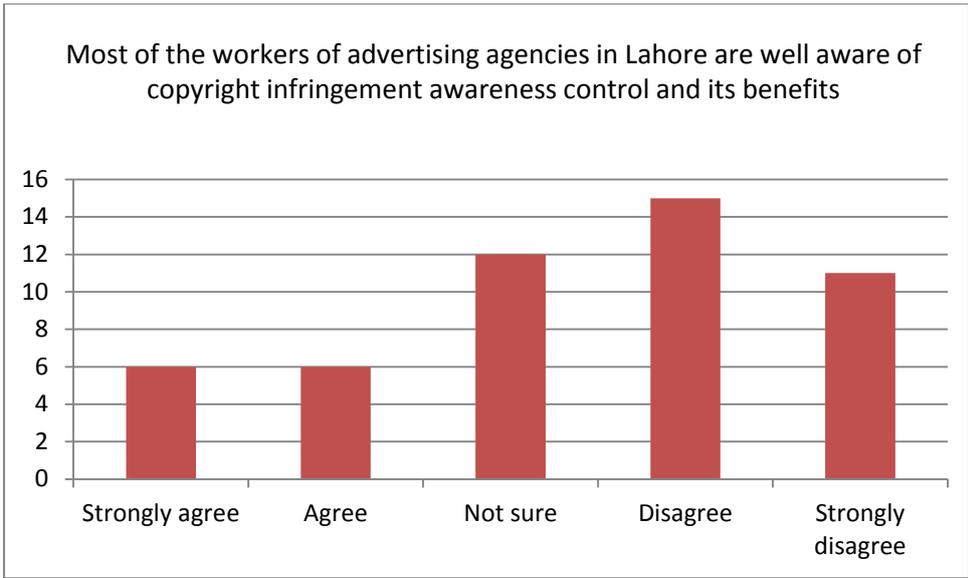


Figure 2: Most of the workers of advertising agencies in Lahore are well aware of copyright infringement awareness control and its benefits

Question 3 deals with objective b. Regarding question number three, 21 people strongly agree with the idea that technology has made it pretty tough to easily control copyright infringements, 14 agreed, 5 were not sure. Two disagreed with the notion and 8 strongly disagreed.

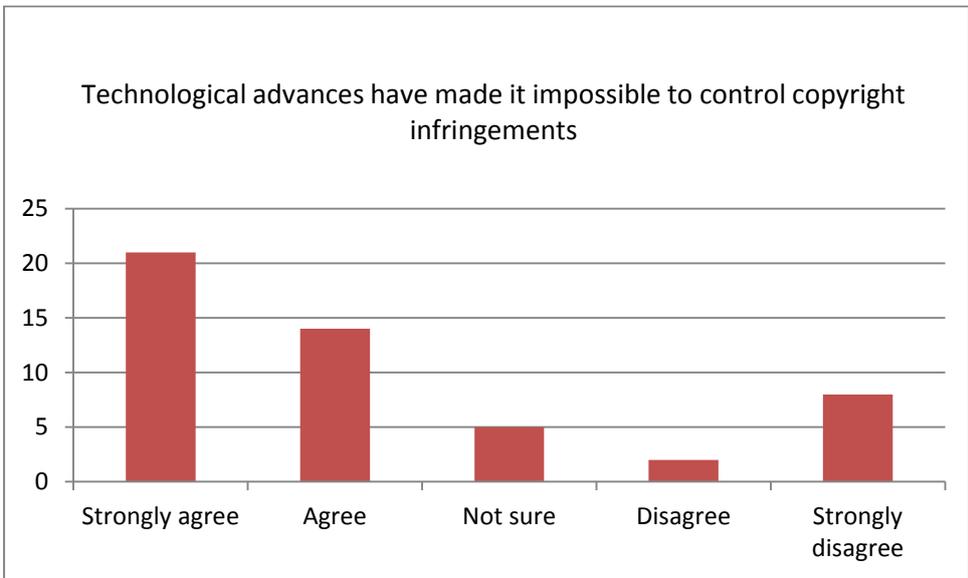


Figure 3: Technological advances have made it impossible to control copyright infringements.

Question four is focused on objective c but it is also linked to some degree with objective b. Question number four, naturally, showed a similar behavior from that of the previous item, but with inverse results. 9 people strongly agreed, three agreed, 4 were not sure, 13 disagreed and 21 strongly disagreed.

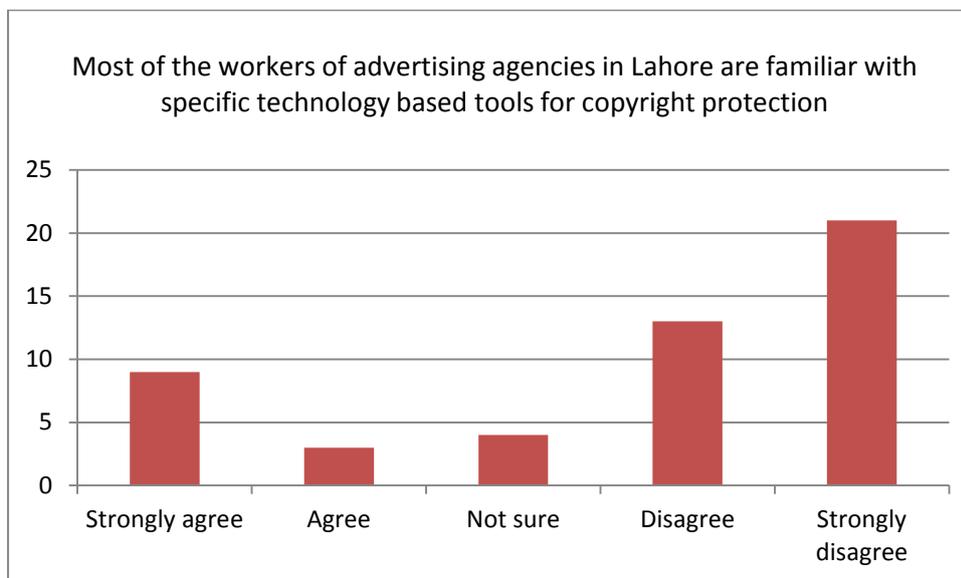


Figure 4: Most of the workers of advertising agencies in Lahore are familiar with specific technology based tools for copyright protection

Question five is focused on objective b. In question number five, 9 people strongly agreed with the premise described in the question, four agreed, three were not sure, 15 disagreed and 19 strongly disagreed. Judging by the answers given, the majority of the workers in advertising in Lahore agencies and companies did not think the majority of the field workers and related people in the industry knew what would be the consequences of having their work replicated.



Figure 5: Most of the workers in Lahore advertising agencies are aware of the consequences of seeing their work copied or imitated

Question six deals with objective c. Question number six's results showed that 17 people strongly agreed with the notion that copyright infringements were most common in developing countries, 13 agreed, 10 were not sure, five disagreed and other five strongly disagreed. It is very clear that these issues are seen in almost every country in the world, but the intention of this question was to examine whether people in the industry thought that certain characteristics, which will be discussed later in this essay, made some countries more vulnerable.

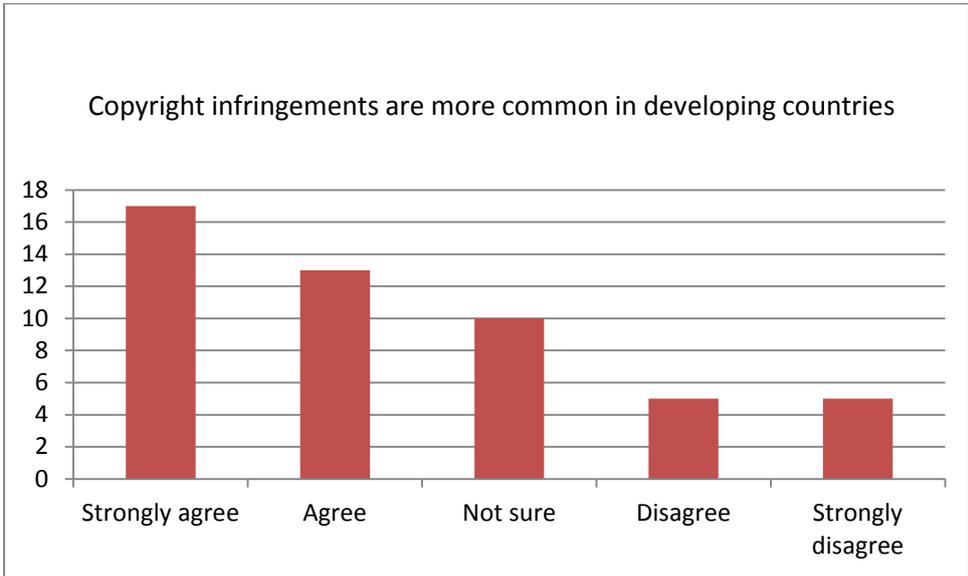


Figure 6: Copyright infringements are more common in developing countries

Question 7 is related with objective c. Of the 50 people consulted in this questionnaire, 23 strongly agreed that copyright control can help incentive new ideas and products within the community, 15 agreed, seven were not sure, three disagreed and just two completely disagreed with the idea. This one was created to examine the position of the majority regarding the importance of a good copyright protection law in promoting creation of innovative content by making sure people felt more secure about the protection of their ideas.

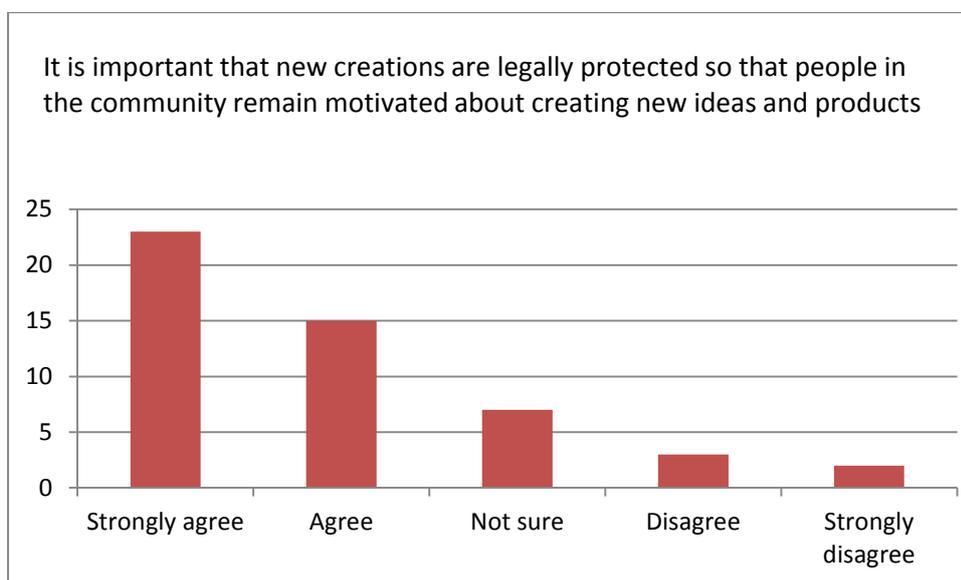


Figure 7: It is important that new creations are legally protected so that people in the community remain motivated about creating new ideas and products

Question 8 deals with both the objectives b and c. Regarding question number 8, 24 people strongly agreed with the notion that most of the people that commit copyright infringement in Pakistan are doing it without knowing or having any idea that they are incurring in a crime, while 12 agreed with the concept. Seven people were not sure what to think about that, five disagreed and two strongly disagreed.

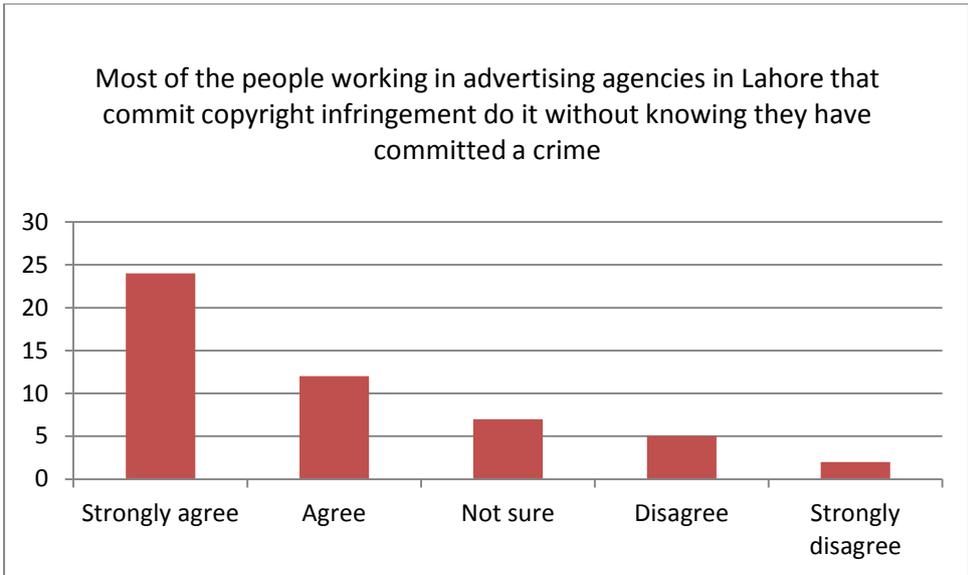


Figure 8: Most of the people working in advertising agencies in Lahore that commit copyright infringement do it without knowing they have committed a crime

Question nine deals with objective c. Question number nine was, naturally, fairly polarised. Either the agency puts in practice a form of copyright infringement control policy or mechanism or not. 17 people strongly agreed, two agreed, one was not sure, three disagreed with that fact and 27 strongly disagreed with the premise designed and presented in the interrogation remark.

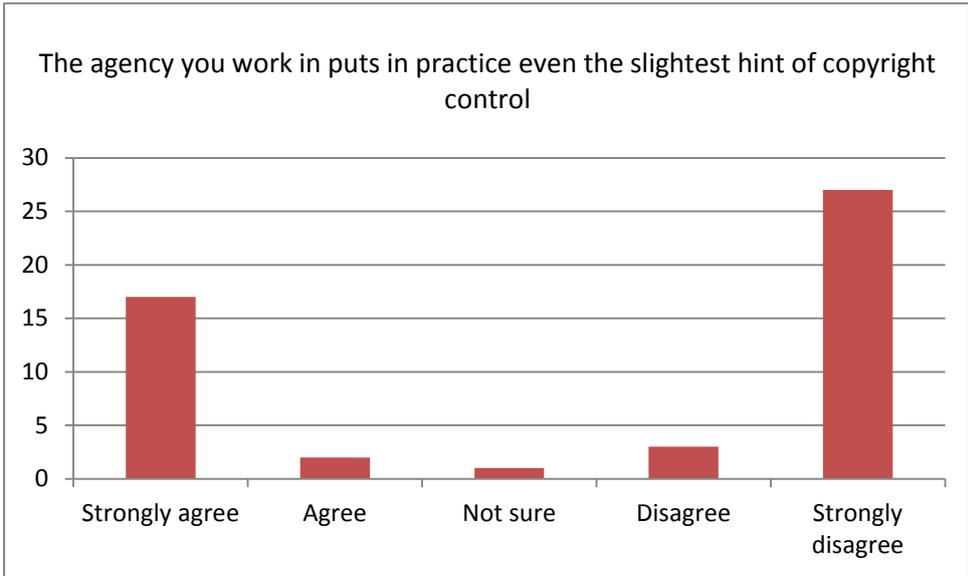


Figure 9: The agency you work in puts in practice even the slightest hint of copyright control

Question 10 deals with objective b. Regarding question number 10, which aims to investigate whether workers in the advertising sector in Lahore, Pakistan, are aware of copyright laws, regulations and punishment in case of infringement, just five people strongly agreed with the phrase formulated in the statement inquiry, five agreed, seven were not sure, 10 disagreed and 23 strongly disagreed.

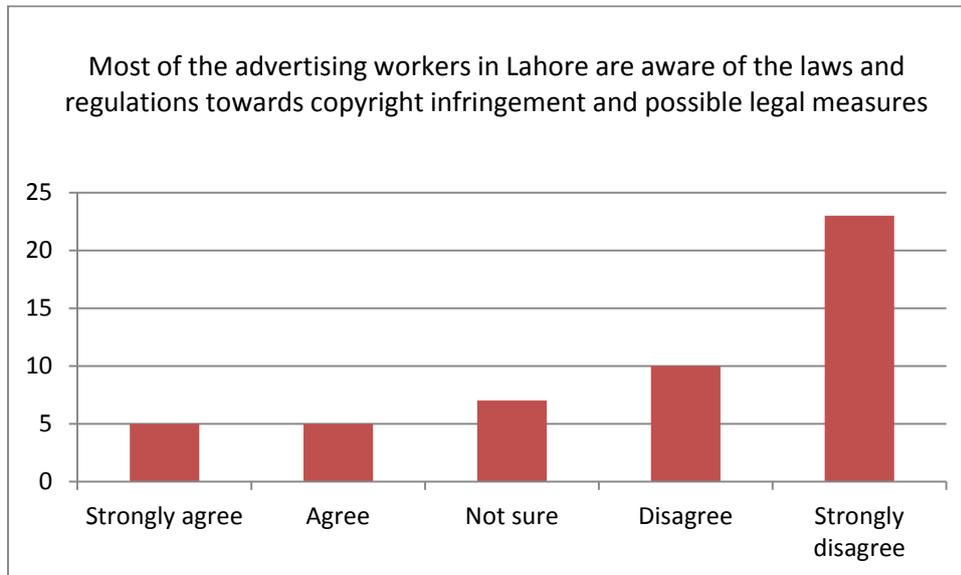


Figure 10: Most of the advertising workers in Lahore are aware of the laws and regulations towards copyright infringement and possible legal measures

Question 11 also dealt with objective b. The advertising business is actually one of the most affected fields by copyright infringement and its consequences: 22 people strongly agreed with this remark, while other 12 people agreed. Seven people were not sure about that, four disagreed and five strongly disagreed, for a total of 50 answers in the question. Results showed that in spite of the existence of several (34, to be exact) people that were aware of the threats of copyright infringement, there is clearly still a lot of work to do to build and promote conscience towards the approach of the subject.

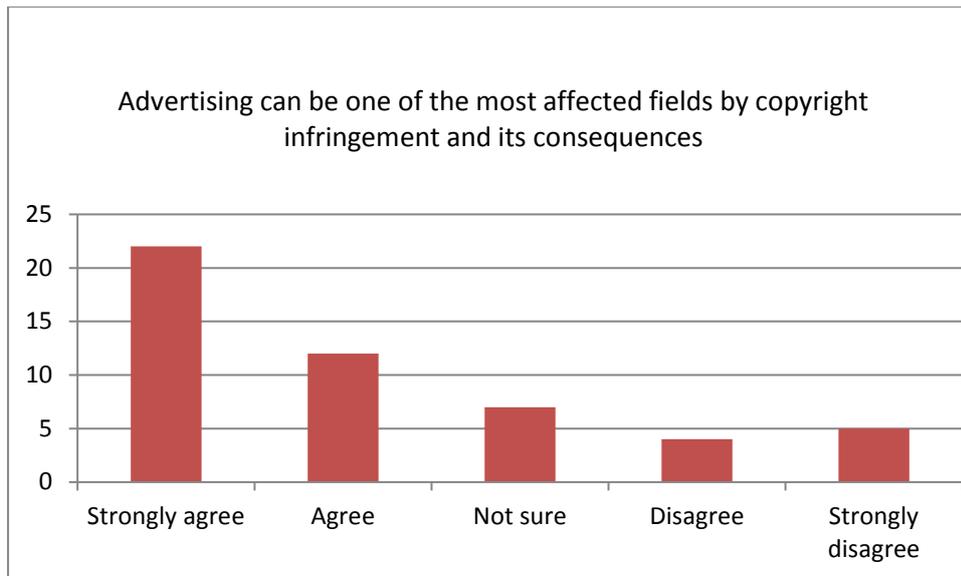


Figure 11: Advertising can be one of the most affected fields by copyright infringement and its consequences

It could be said, by examining the results of this question at first glance, that there are still some people, a significant share to be absolutely honest, that ignore the consequences of copyright infringement and the lack of implementation of tools to combat this situation in Lahore and in Pakistan in general.

4.2 Interviews:

In the first part of the research methodology, the opinion of workers and employees of advertising companies in Lahore, Pakistan, was collected in the form of 11 questions and answers. In this section, three managers of advertising agencies in the same location were directly questioned about copyright infringement control recommendations and the current situation in the city and the country regarding that subject. Interviews were conducted to understand the reasons that would have led to results of questionnaire.

Following are the results from the interviews.

- 1) What are some of the most important things advertising agency owners and managers have to know about copyright infringement?

This question relates with objective e. Manager A identified copyright infringement as a fairly common practice in the world, not only in developing countries. “No one is saying that advertisers and companies in the field should commit copyright infringement, but I feel sometimes people exaggerate with the calls to protect their work life a mother protects its

children. Copyright infringements are part of the business and, while it is best to avoid them, I'm not sure a company needs to spend high amounts of money in protection of content, attorneys and legal fees while pursuing 'justice' in this particular regard'. Manager B felt a little different, because he identified copyright infringement as a "threat" to the honesty of the business.

"First of all, managers need to know that they need to be aware of their surroundings; this is, knowing that out there may be people copying their ideas and projects, and there is the possibility that they are doing it without even knowing they are incurring in a crime. A campaign to promote conscious and awareness about copyright infringement needs to be performed. Then, if advertising companies come up with an interesting and unique idea, they will feel motivated to protect it, and the business will thank them", was manager B complete answer.

"If there is a Copyright Act that is there to promote the diffusion of knowledge and incentive the dissemination of original work, so that advertisers and people in general are aware of its existence, I think it should be respected. The Act itself needs to be promoted and explained in order for it to be known, and that way advertisers would feel more protected when they want to launch an innovative idea", was the thinking of Manager C. "Owners and managers of advertising companies need to know that there is a need to unite forces to try and fight copyright infringement in order to give priority to innovative ideas", he closed.

- 2) Is there truth to the saying that copyright infringement takes place more frequently in developing countries? Why?

This interview theme dealt with objective c and d. Manager A was a little adamant to admit that this phenomenon took place more frequently in developing countries, like Pakistan, than in developed countries. "Every nation is subject and vulnerable to copyright infringement, you know? And you can look at the cases in some of the most economically and socially stable countries in the world, the cases of copyright infringement, the trials and the problems in which people are involved for taking ideas that are copyrighted that belong to someone else", he said, whereas manager B made the observation that, although some of these cases can be seen in some of the most powerful countries, it may be true that developing countries were more vulnerable.

"I think that developed countries are better equipped to implement copyright infringement control in the advertising world, they have better and newer tools to investigate what the competition is doing and they have the ability not only to create laws against that, but also to

make sure people in the industry follows this law”, was the answer of Manager B. A similar sentiment was expressed by Manager C, but in a stronger way. “Awareness has a role in this particular situation, too”, he started. “In Europe, America and Japan, which we can agree are some of the most developed places and markets in the world, advertisers are more aware, not only of the actions and behavior of their own company, but also of the competition. Many of the copyright infringement infractions in developing countries are incurred in because of ignorance, and Internet can play a huge factor in that regard. Internet is a tool that can help advertisers be familiar with these kinds of situations, and while it is true that Internet is present in almost every country at this point, the speed, quality and availability may be scarce in some places”, was his final answer.

3) What kind of content falls under copyright at the advertising agencies?

This question deals with the objective a. The focus here is to understand classification of the content in an advertising agency for copyrights infringement control. The managers shed light on the point that any material and information provided by the client to the advertising agency is essentially confidential and cannot be shared with anyone without due permission. The campaigns once launched and seen by the masses can be shared by the advertising agency as a sample. The co-created material usually can be used by both parties in their own capacity. The client can use the ads or any other marketing material they got made for promotion. The advertising agency is free to show the same as sample to other prospective clients. The same idea however cannot be sold to anyone else. However, in many cases the clients specifically stop the advertising agency from doing the same. Manager A said that only big, important ideas that are unique in nature and can change the course of an agency should be protected. “The idea is not to abuse the copyright process and protect each and every little thing that one company comes up with”, whereas manager B was a little more interested in protection of exclusive material made by the company.

“I will not say that every little idea should be copyrighted, but important campaigns and advertising content merit at least consideration for protection. The key fact to understand here is that there needs to be more awareness, people need to know every detail about the facts, the threats and the consequences of copyright infringement and come up with solutions when it comes to controlling these situations”, was the feeling of manager B about the issue at hand.

Manager C’s school of thought was very similar to that of manager B, but he dared to be even more specific: “Every relevant advertising print, marketing campaigns, television

commercials, or other original content, such as specific text of a company's mission statement, and slogans are and should be copyrightable. This is an important issue and more managers should be thinking about protecting their intellectual property”.

4) What is the current situation in advertising companies in Lahore regarding copyright infringement control?

This question deals with objective d. The managers have highlighted that there are various methods being used to protect copyrights infringement in advertising agencies, but the success level is limited. The issue is that even if the campaign run by some client is seen by anyone on TV and they copy the idea blatantly, all parties involved are helpless. However, the internal practices result in ensuring that the employees of the companies understand their roles and responsibilities. As a result, the leakage of ideas is successfully controlled. “Here in Lahore, as in many places in the world, it is so simple to copy material that can be protected or not by copyright that many advertising companies do it. Maybe not a full – on rip off, but at least the concepts and / or ideas are taken by these enterprises as inspiration for campaigns, ads, announcements, marketing elements and other things. The rise of internet and the relative lack of regulation has allowed many up – and – coming advertising agencies to ‘inspire’ on the work of someone else to launch products or ads that may have some elements of those that already exist”, was the answer of the first manager asked in the subject.

Manager B, on the other hand, agreed on some points but thought that the fact that is so simple to take advantage of the situation (the availability of the Internet and the ease with which content can be copied) has helped install the “incorrect thinking that there is actually nothing wrong from taking material made and published by other creators without credit or compensation. Lahore has a very clear copyright law, which was actually amended in 2000, but this has not helped combat copyright infringement the way that one would want. It seems to be much ignorance in the subject, there is internal and external competition and bosses demand more and more from their employees and the Internet provides a vast source of ideas, but these ideas often come with copyright that is usually overlooked”.

Third manager observed that “the challenges for copyright holders is, right now, enormous, to make their rights true and protect their intellectual property. Lahore is not an exception, and while there has been some increasing level of respect lately, there is still many violations. The problem is that the law exists, but the methods for making people fulfill it are not all that effective, and vulnerability of copyrighted material is evident”.

- 5) What can be done to minimise copyright infringement in Lahore advertising companies?

This question partly answers the objective e. Some of the suggestions made by the managers can be taken as recommendations. Manager A said: “I do not think much else can be done. We probably will have to learn to live with the issue, protecting the material we can protect without spending much money, and try to make our companies profitable. That should be our main focus”.

Manager B proposed to “reinforce international law and install ‘intellectual property’ tribunals in the countries that agree to help resolve issues that trespass border and limits”, whereas manager C preached importance in the fact of creating campaigns to explain to advertisers as well as the mainstream media and public in general what copyright is, copyright infringement cases and consequences and the importance of respecting the work of other and respecting the privacy of intellectual property. “The safest thing may be to avoid copying another work altogether at almost all costs, unless there are ideas that can serve as inspiration, but that’s it”.

- 6) Any other comments you want to make regarding more companies and advertising agencies in Lahore adopting copyrights infringement tools and DRM tools, especially when their success rate has proven to be high?

As the present question tries to assess the level of success that some of the current methods used to combat copyright infringement, as well as discuss the state-of-the-art copyrights infringement control researches around, it tries to shed light regarding objectives D and E. The managers were asked to provide their final comments on the copyrights infringement issues. Manager A was a little hesitant to concede that copyrights infringement control practices and Digital Rights Management (DRM) tools were the best solution, but acknowledged that it is indeed one of the up-and-coming methods to combat the copyright infringement issues in developing countries such as Pakistan.

“I’m not yet entirely sold on DRM tools being the most successful tools to combat copyright infringement in Pakistan, but I’ll accept that its success rate in increasing awareness about respecting the intellectual property that belongs to others is huge. It has enormous potential in the industry”.

Manager B didn’t offer a hint of doubt in his assessment of DRM tools and their impact in the field. However, he noted the lack of complete technological adoption by advertising agencies in Pakistan, specifically in Lahore, as the main reason why DRM resources haven’t been fully implemented.

“You have to take into account lots of things when doing analysis on why all companies in Pakistan haven’t adopted DRM tools. I’m sure that a considerable number of them have thought about adding them to their list of useful resources to protect their data and ideas, but haven’t been able to fit them into their budget. Their success rate is undeniable, though: state of the art technologies can be used by these advertising agencies for almost all purposes regarding digital rights and intellectual property management.”

Manager C had a similar thought to Manager B, but was even more euphoric in his praise: “DRM tools are the present and future of intellectual property management and the battle against copyright infringement. If the world has gone technological, advertising agencies need to adjust. Otherwise, they stand to lose millions of dollars.”

Interview questions were majorly focused on objectives a, d and partly on objective e. The results have shown that classification of material for copyrights infringement control is a very tricky business. There is a lot of content which is co-created. By default, most of the companies sign deals with the clients that after their promotional material is on air, they can use the same as samples, but cannot sell the same idea to any other brand. However, advertising is a tricky field in any developing country. As a result, the classification of material regarding copyrights infringement can only be done through individual deals. The advertising agencies might have same requirements in every case, but the clients in every case have different requirements, resulting in this change. Advertising, as an emerging business (it was always present but each and every day, new ways to present and sell a product are created and popularised), needs to protect certain content from being ripped off.

5. Discussion

For the analysis and discussion parts of this research, discussion has to start with the 11 – item questionnaire. The first one attempted to determine whether most of the people of the advertising world in Lahore, Pakistan, were well aware of what copyrighting is, at least from the view of a few people that thought what the majority of the field thought about the subject. While it may seem as a very basic question to answer, judging by the answers it clearly was not that simple. The majority of the 50 people that responded to the questionnaire thought that most advertising workers were familiar with copyright and all of the terms derived. 35 of 50 agreed in the premise that most of them knew about the concept, but 7 were not sure, five disagreed and three more were not convinced at all that most of the employees of companies

in the field knew and were familiar with copyrighting, which would mean that there are some people operating in enterprises at risk of taking work from other without even knowing.

Copyright infringements, many in the industry say, is most commonly seen in developing countries and there may be several reasons for that: the technologies and practices for copyright holders to defend their material are not so popular, or less popular than in developed nations, and there is culture of impunity that reigns among developing communities that think the consequences will not reach them. They often feel untraceable and connectivity or lack thereof, contributes to this.

Many people thought the majority knew what copyright is, but very few were convinced that most advertising workers in Lahore publicity enterprises knew exactly what copyright infringement is, what harm could bring along and what benefits could be obtained from installing copyright infringement control mechanisms. The results showed that the respondents of the survey did not think there is an appropriate level of awareness or knowledge about the subject in the industry, making it extremely vulnerable.

The question number three of the questionnaire represents the biggest obstacle towards successful copyright infringement control and awareness in advertising: technology, most specifically internet, computers and smart devices such as phones and tablets. To the premise that technological advances have made it virtually impossible to control copyright infringements, 21 people strongly agreed and 14 agreed, to bring the total to 35. Five people were not sure, so that gives us a total of two disagreements and eight strong disagreements; only 10 people, out of 50, that thought technology was a non – factor in the issue at hand.

It is evident that most of the people, in general, are not familiar with tools available for increasing control of copyright infringement. But are the people in the business of advertising in Lahore aware of the existence of these tools and do they have extensive knowledge of how to use them? Well, the majority of the respondents of the question did not think so: 34 people strongly disagreed with this premise, but being the question about what the respondent thought the majority of the people in the field knew (or did not know) about these tools, the image stays that there is much ignorance about these resources in developing countries, and, to a lesser extent, in all nations.

Judging by the responses of the people asked in the question 5, which said that ‘people in advertising in Lahore, Pakistan, are aware of the consequences of copyright infringement and / or seeing their work copied or imitated’, the results were quite disappointing. A total of 34 people did not think that the majority were aware of the possible negative effects of this practice, like fear of coming up with new publications and ideas, legal issues, economic

stagnation, and such. Fourteen advertising workers think, in contrast, that the majority knows all the bad things that can happen if someone incurs in copyright infringement.

Of the 50 people consulted for every item in the questionnaire, 30 thought that copyright infringements in advertising are more common and seen in developing countries: 17 of them strongly agreed with that principle and 13 of them agreed, plainly. Other ten were not sure what to think about that, and the other 10 disagreed, five of them in an adamant way. There is, clearly, a tendency to think that these kinds of violations occur more frequently in non – fully developed places. The reasons for this phenomenon are going to be discussed at length in the next session, but it may have something to do with culture: developing countries are more likely to find anarchy in some levels of the society.

One of the reasons for promoting copyrighting and protecting the intellectual and physical material of value in the advertising world has been identified as ‘motivation among the community to come up with new ideas and innovative campaigns, thus promoting originality in the industry’. Of the 50 people asked, 23 strongly agreed with the importance of copyright infringement practices and awareness because of that reason, while 15 agreed, for a grand total of 38 people supporting the notion. Just seven weren’t sure, and five disagreed with the notion, two in a strong and convincing way. This dissipates doubts and gives us understanding on what reasoning do these people in the field find important for copyrighting. To have an idea on the approximate level of ignorance in the subject; many people thought that most of the employees at advertising agencies and companies that incurred in copyright infringement practices did it without consciousness of the dimensions of their actions: 24 people in the industry strongly believed this last statement was true, and 12 agreed with the same sentiment. This clarifies that a lot of work needs to be done in order to let the message known in the most places possible, at least in Lahore (the object of this investigation), that there are certain boundaries that should not be trespassed when it comes to browsing the Internet for content, and that some of it can be copyrighted.

Results for question number nine were as follows: 19 people said, through the question, that they worked in an agency that puts in practice even a slight hint of copyright infringement control method and is aware of the problem and its consequences (17 strongly agreed and two just agreed), while 30 people (three disagreements and 27 strong disagreements) showed that their employers did not put in practice any such activity to avoid this issue. This is another clear sign that there is a lot of work to be done in Lahore to promote protection of materials and intellectual property in the advertising sector of the economy.

By this point, the researcher was quite familiar with the opinion of our audience about certain realities in the advertising world, specifically in the copyright area. Question number ten's intention was to determine whether these people were aware of the possible consequences of all kind (professional, financial and, mainly, legal) of infringing or circumventing copyright control barriers, specifically in the advertising world: 10 people in total, five in a strong way, agreed with the notion that most of the people were aware of the scenario, while a total of 33 people disagreed with that and thought most were unaware. When one is not aware of possible threats, vulnerability takes over and bad things can happen.

Actually, and judging by the responses of the people in the eleventh item of the questionnaire, most of them agreed that advertising is one of the most vulnerable and affected sectors of the economy / business by copyright infringement activities: the Internet, the not so clear rules and lack of surveillance, the ignorance of some people and the maliciousness of others, as well as it being a field that relies on creativity and sometimes intangible elements, life phrases, ideas and concepts; everything combines to make it extremely susceptible to these practices.

Three managers of advertising companies in Lahore, Pakistan, were presented with five burning questions about the field and copyright, infringement of copyrights and its consequences. Manager A's answer gave the impression that he often overlooked the possible impact that copyright infringement can have not only in the business, but in the company itself. He dismissed the school of thought that more could, and should be done to try and interfere with this situation, and instead opted for concentration of resources and investments on other areas of the enterprise.

He observed an obvious fact: that these practices are fairly common, but the thing is he dismissed it as a factor of huge importance in the practice of advertising in all countries. Speaking of locations, in the second question he was presented with, he mostly disagreed with the idea that copyright infringement took place in a more frequent way in developing countries, observing that some ugly trials and disputes have taken over in some of the most socially stable nations.

While that may be true, there is a general consensus that developing countries are more vulnerable and he did not seem to agree with that fact. One could see he would not give copyright infringement awareness due importance when he said that only super – innovative content should be protected.

Manager A did, however, mention one incredibly important sentence: internet has made it very easy to rip off material that belongs to someone else, at the very least ideas or concepts that are protected but some people do not care (or do not know which could be even worse).

The second manager was a much more equilibrated person: he focused on promoting the honesty of the business and, in order to achieve this, copyright control tools and mechanisms needed to be explained to the world in a more compelling way. He said eloquently that if there is a Legal instrument currently available to protect people who have copyrighted some material, it should be followed and respected as a matter of professional ethics and honesty.

Regarding the vulnerability of some places for these kind of practices, manager B observed that developed countries may have endured some ugly cases of copyright infringement, but are in general more prepared to deal with them because there is, in general, more awareness about the subject and these countries are better equipped financially and technologically to use more tools and mechanisms to combat piracy and other such acts.

He also said that the fact that it is so easy to rip off content thanks to the Internet, that does not make it ethically correct. He observes that there is a Law to attend these issues in Lahore, but there is not always the right system available to watch and secure that crimes are not being committed. His idea of reinforcing international laws about the subject and make sure these rules are fulfilled is actually very useful.

The third representative, manager C, was the most extreme one in thinking that more things should be done to combat copyright infringement and to make sure that more people in Lahore, in Pakistan and in the world were familiar with respect to property that belongs to someone else.

He felt that, if the controls were more tight and severe, and the people that made malicious infringement of private intellectual property, in form of campaigns, ads, slogans and other creative content were fairly punished, more creative people would feel secure and safe to publish innovative ideas.

This third manager observed by Lahore is currently, as a big city in a developing country, the place for many flowing ideas in the advertising world, but is no stranger to copyright infringement because many people are not aware of the fact that they may be committing a crime by just ignoring a sign that said the content belongs to someone else. A campaign to create consciousness about copyright control awareness and respect was suggested as a useful idea by manager C to try and let the message be heard by more people.

Since part of the problem is that there is not enough education about the benefits of copyright control and infringement of rights given by the copyright act, a thorough campaign to raise

consciousness about the subject among workers of the advertising industry and people in general should be performed in Lahore, which is a free – flowing city, full of ideas and creative people looking to publish their own material, but maybe scared by the fact it could get reproduced in almost no time.

That is, incidentally, the main challenge for copyright infringement control and protection: the speed with which some of the production and ideas can be copied and taken, and that is facilitated by the internet. But some sites have put together a set of tools to allow their customers to protect or block some material, serving as a good strategy for copyright protection. For example, Pinterest, in the interest of making the users feel more comfortable about protecting original work, offer blocking pinning (adding a no – pin tag on a certain image), and the attribution feature, which means that, when a user pins an image from one of the sites in the attribution program, that pin will identify the author and provide a link to the URL where the image can be found.

One of the objectives of this research was to investigate and study the classification of content that could fall under copyright, and through proper interviewing process and data gathering, we have found that some of this content may be the text of a company's mission statement, slogans, satisfaction guarantee for its catalogues, advertising print, marketing campaigns, television commercials, or other original content are copyrightable. But we have also learned that not all copying can or should be considered copyright infringement. For example, companies and business could look at an idea or concept and base new work off it, and that should not be penalised by any law or regulation.

The level of copyrights infringement control awareness among employees of advertising agencies in Lahore, Pakistan, is currently questionable at best. Workers tend to believe that many of their peers are not familiar with all the consequences that copyright infringement can bring to every party involved in the issue.

Results of this research were unexpected because of the diverse range of answers which were received. All methods used to achieve objectives were successful. However, the findings from interviews and questionnaire were more articulate in comparison to the literature review. This research could have been better if triangulation was done for the findings from literature review with the help of interviews and some more questions in the questionnaire. The research studied in the literature review has shown that the attitude towards copyrights infringement is different in developing and under developed world, however the problem persists in both the areas.

6. Conclusions

The main conclusions to draw from this research are that all objectives were fulfilled in one way or another. Objective A, which prompted the group to study the classification of content that falls under copyright at the advertising agencies, was achieved through the interviews elaborated for this matter, as was objective D. Objective B - To investigate the level of awareness about copyrights infringement control among employees of advertising agencies in Lahore, Pakistan – was achieved through questions, as was objective C; “to study the current practices followed by these advertising agencies with regard to copyrights infringement control.”

Literature Review helped in achieving the objective E, which was wanted researchers to study state-of-the-art copyrights infringement control researches to offer recommendations to these agencies for further improvement. Of course, overlap occurred in some cases, as multiple information sources served to solve some situations and doubts.

To sum up, it can be said with confidence that Lahore faces the same challenges as some of the big cities in developing countries in the world when it comes to promote awareness in copyright control. Other people’s work should be respected as private intellectual property, and punishment should be taken to those that commit crimes regarding infringement of copyrighted material.

The practices followed by the advertising agencies in Lahore to avoid copyrights infringement are currently insufficient. While there is a law instrument currently functioning, there should be a surveillance or observation agency or organism that guarantees that no violations in this regard are being made. Since part of the problem is that many of the copyright infractions are incurring in crimes without even knowing it, the word needs to be spread around to make people understand that respecting private property, whether physical or intangible, is a must and penalties can be severe.

Some recommendations for improving copyright control would be acquiring software such as digital rights management (DRM) to guarantee a barrier between the owner of the content and the people that is looking to circumvent this barrier or control mechanism. Digital seals or signatures and watermarking are other common measures taken in order to try to identify content as one own and, by doing that, combating possible violations in copyright.

While researching for the opinion of some of the people related to the advertising business in Lahore, certain conclusions could be drawn: there is a tendency to believe that many of the employees currently working in the industry are unaware of what copyright infringement is,

or some of its consequences. This is a dangerous issue because there is no way to eradicate the problem if people do not know what the problem is. Whether these people are the majority is not yet clear in spite of the results of the questionnaire and the interviews because they are mostly based on sheer opinion, but judging by the results, it is clear that more awareness needs to be raised in order to combat the issue of copyright infringement successfully.

To sum up, one of the most important problems or issues to attack in the fight against copyright infringements is the fact that people do not understand the existing framework and that this may vary from location to location. In many cases the classification regarding what material needs to be protected for copyrights and what the employees can openly and easily use without any further permission is very unclear. The problem, in consequence, has been mostly affected by the predominance of the Internet in our every day's activities, and the speed and ease with which content can be taken from online pages and layouts. This makes users of the internet think that this content is free, or maybe they recognise that is not right to take it, but think that there is not a way for anybody to know that they took it and punish them for doing it. The success of the methods applied at present is limited due to the issues regarding the method of classification that is ambiguous, and the lack of awareness of employees regarding copyrights infringement control.

Users are increasingly adamant to pay for online content because there is so much "free" material available at hand without so many complications. But they need to know and understand that much of this material may be protected and it is an ethical commandment to respect the property that does not belong to the person in question and not reproduce the material. So, in spite of there still being some managers out there who deny that copyright infringement practices exists in Lahore, and in spite that there are people who still minimise the problem in some circles, much work needs to be done to make people more conscious about this issue.

The classification of content to be copyrighted is done in different way by each client: as it happens with most of the human sciences, it is not a perfect system and solutions are adptable for each case. Some entities, enterprises or people allow the agencies to use their co-created material, while others need complete secrecy even after the campaign is on air. Not every person or company thinks or acts the same.

Advertising agencies will now need to move towards state-of-the art techniques of controlling copyrights infringement, such as Content Scrambling System (CSS) in the film industry, and others applied in e-books, documents, music, product keys, Internet music (such as the

FairPlay system that iTunes uses,) and television (the CableCard standard, for example,) in order to successfully gain protection against piracy and copyright breaches (Crowne-Mohammad and Rosenszajn, 2009).

6.1 Recommendations

Recommendations to avoid copyright infringement in Pakistan:

Everything starts with protection. Intellectual property owners, especially in the advertising industry, need to ensure that all their created content is patented and with the proper trademark. That way, they will do their part and contribution in avoiding the proliferation of pirated content in the field (Crew, 2001).

Another step in the right direction would be implementing DRM (Digital Rights Management) tools and technologies whenever possible. They will go a long way in protecting specific content from the advanced of not only people with criminal intentions, but also from those that may incur in unintentional copyright infringement. DRM resources are numerous and can fit most budgets, so implementing them shouldn't cost a fortune, and the benefits could be invaluable as they can protect anything (Agnew, 2008).

Let the market and the community know that the content is copyright protected. Awareness is the key, and in a developing country like Pakistan, letting people know that a specific content is copyrighted may be the most important thing. If intellectual property and advertising agencies owners in Pakistan were to dedicate efforts to combat ignorance in the matter, infringement cases will decrease dramatically. Notifying the authorities about all breaches is also a crucial measure to take. Not only they could help solve the case, but it would serve as a precedent and documentation for similar occurrences (Curran et al, 2012).

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Appendix:

The questionnaire used in this survey is given below:

- 1) Most of the workers of advertising agencies in Lahore are well aware of what copyright is. Strongly agree, agree, not sure, disagree, strongly disagree.
- 2) Most of the workers of advertising agencies in Lahore are well aware of copyright infringement awareness control and its benefits. Strongly agree, agree, not sure, disagree, strongly disagree.
- 3) Technological advances have made it impossible to control copyright infringements. Strongly agree, agree, not sure, disagree, strongly disagree.
- 4) Most of the workers of advertising agencies in Lahore are familiar with specific technology based tools for copyright protection. Strongly agree, agree, not sure, disagree, strongly disagree.
- 5) Most of the workers in Lahore advertising agencies are aware of the consequences of seeing their work copied or imitated. Strongly agree, agree, not sure, disagree, strongly disagree.
- 6) Copyright infringements are more common in developing countries. Strongly agree, agree, not sure, disagree, strongly disagree.
- 7) It is important that new creations are legally protected so that people in the community remain motivated about creating new ideas and products. Strongly agree, agree, not sure, disagree, strongly disagree.
- 8) Most of the people working in advertising agencies in Lahore that commit copyright infringement do it without knowing they have committed a crime. Strongly agree, agree, not sure, disagree, strongly disagree.
- 9) The agency you work in puts in practice even the slightest hint of copyright control. Strongly agree, agree, not sure, disagree, strongly disagree.
- 10) Most of the advertising workers in Lahore are aware of the laws and regulations towards copyright infringement and possible legal measures? Strongly agree, agree, not sure, disagree, strongly disagree.
- 11) Advertising can be one of the most affected fields by copyright infringement and its consequences. Strongly agree, agree, not sure, disagree, strongly disagree.

Interview questionnaire:

- 1) What are some of the most important things advertising agency owners and managers have to know about copyright infringement?
- 2) Is there truth to the saying that copyright infringement takes place more frequently in developing countries? Why?
- 3) What kind of content falls under copyright at the advertising agencies?
- 4) What is the current situation in advertising companies in Lahore regarding copyright infringement control?
- 5) What can be done to minimize copyright infringement in Lahore advertising companies?
- 6) Any other comments you want to make regarding more companies and advertising agencies in Lahore adopting copyrights infringement tools and DRM tools, especially when their success rate has proven to be high?