



ESPN's Broadcast Rights Protection in Intellectual Property Law Over World Cup Broadcast Piracy

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Abstract: Television broadcast piracy, especially in the broadcast of the World Cup by ESPN, has become a growing problem along with the advancement of digital technology. Broadcasting rights as part of Intellectual Property Rights (IPR) have high economic value and have received legal protection through various regulations, such as Law Number 28 of 2014 concerning Copyright and Law Number 1 of 2024 concerning Information and Electronic Transactions (UU ITE). However, the challenges in law enforcement are still quite substantial, especially related to cross-border piracy, difficulties in blocking illegal sites, and low public awareness of the impact of piracy. The Indonesian government, through the Ministry of Communication and Information (Kominfo), has made efforts to combat piracy by blocking illegal sites and implementing the "Trusted Flagger" mechanism. Meanwhile, broadcasting rights holders such as ESPN are also trying to protect their rights by collaborating with law enforcement and utilizing digital detection technology. This study highlights regulatory weaknesses that still need to be improved and recommends more effective policies, including strengthening international cooperation, implementing artificial intelligence-based technology to monitor illegal content, and increasing public education about broadcasting rights and the impact of piracy.

Keyword: Broadcasting Rights, Broadcast Piracy, Intellectual Property Rights, Copyright Law, ITE Law, ESPN.

INTRODUCTION

Exclusive broadcasting rights, as regulated in Law Number 28 of 2014 concerning Copyright and Law Number 32 of 2002 concerning Broadcasting, provide legal protection to broadcasting institutions for the results of their broadcast works, including the right to permit or prohibit the redistribution and use of content without permission. (Soelistyo, 2011) This protection aims to safeguard the economic interests and exclusivity of broadcasting institutions in distributing their content, both through traditional media and digital platforms such as online streaming. (Albar, 2018)

With the advancement of the digital era, broadcasting rights, especially in the form of live broadcasts, have become valuable assets for the broadcasting industry, where international media companies such as ESPN have invested heavily to obtain exclusive broadcasting rights

for global sporting events, such as the World Cup, which have great appeal to viewers worldwide. These broadcasting rights have not only become a major source of revenue through advertising and subscriptions but also strengthen the company's competitive position in the global broadcasting industry.

With the development of digital technology, threats to broadcasting rights are increasing, especially through broadcast piracy which allows illegal redistribution by unauthorized parties (Damian, 2003). Not only does piracy hurt rights holders like ESPN financially, it also reduces the value of the exclusivity they acquired at high cost. Increasingly accessible streaming technology accelerates the spread of pirated broadcasts across countries, making law enforcement more difficult (Riswandi, 2009). As the main broadcasting rights holder for various international sporting events, including the World Cup,

ESPN faces a major challenge in protecting its exclusive rights from rampant piracy on various digital platforms, such as illegal websites, streaming apps, and social media. In Indonesia, which has a high level of sports broadcast consumption, television broadcast piracy is still a serious problem even though there are regulations protecting Intellectual Property Rights (IPR). Obstacles in law enforcement, such as limited tracking technology, low public awareness, and complex legal processes, make the resolution of piracy cases slow (Simatupang, 2021).

Therefore, ESPN's broadcasting rights protection for the World Cup broadcasts is an important issue to be studied further to understand the extent to which Intellectual Property law can protect broadcasting rights amidst increasingly sophisticated piracy threats. In addition, an analysis of the effectiveness of regulations in Indonesia is needed to evaluate the extent to which national laws are able to prevent and handle broadcast piracy so that it can provide benefits not only for broadcasting rights holders but also for policymakers and the public in creating a fair broadcasting ecosystem that is free from rights violations (Khoirudin, 2022).

World Cup broadcast piracy occurs in various forms, from illegal streaming, and unauthorized redistribution, to the use of special software to access paid broadcasts for free. Illegal streaming is the most common method, where parties illegally re-broadcast via websites, applications, or social media without official permission and rights. In addition, unauthorized redistribution is also rampant, such as rebroadcasts by unlicensed cable TV providers or the use of illegal IPTV devices that offer access to premium channels without paying official subscription fees.

As technology advances, this piracy practice is increasingly difficult to control, especially with the emergence of websites that continue to move servers to avoid blocking, as well as the use of Virtual Private Networks (VPNs) that allow users to access broadcasts from regions that do not have official distribution rights. On the other hand, social media and video-sharing platforms have also become the main means of spreading pirated broadcasts, where users can live stream without strict control from broadcast rights holders (Arafat, 2019).

The impact of broadcast piracy is very detrimental to rights holders such as ESPN, the broadcasting industry, and even the wider economy. From the perspective of rights holders, piracy reduces revenue that should be obtained from advertising, sponsorship, and official subscriptions, which in turn can reduce the interest of investors or broadcasters in obtaining broadcasting rights in the future.

The broadcasting industry is also affected because the value of broadcast exclusivity decreases, potentially lowering the price of broadcasting rights in the next competition. In addition, piracy also has an impact on the country's economy, especially in the form of lost tax potential from official subscription services and reduced investment in the media and broadcasting sectors. Countries with high levels of piracy can also experience a decrease in the attractiveness of global media companies to operate or invest in them. Therefore, the problem of broadcast piracy is not only detrimental to rights holders but also has a broad impact on the broadcasting ecosystem and the growth of the digital economy (Sugiyono, 2021).

Broadcasting rights in intellectual property law are protected by various international regulations, including the Berne Convention, the TRIPS (Trade-Related Aspects of Intellectual Property Rights) Agreement, and provisions issued by the World Intellectual Property Organization (WIPO).

The Berne Convention for the Protection of Literary and Artistic Works, adopted in 1886 and continually amended, regulates the exclusive rights of creators over their works, including broadcasting rights related to broadcasting and distribution of content. Meanwhile, the TRIPS Agreement, which is part of the WTO legal system, in Article 14 paragraph (3) states: "Broadcasters and broadcasting organizations have the right to prohibit acts such as retransmission of their broadcasts by any means without their permission."

This provision provides a legal basis for broadcasting rights holders to sue for violations, including in cases of broadcast piracy. In addition, Article 15 paragraph (1) of the WIPO Performances and Phonograms Treaty (WPPT) states that: "Broadcasting and public communication of a performance or phonogram without the permission of the broadcasting rights holder must be prohibited or adequate compensation must be provided (Kansil, 2020).

This regulation has become an international standard in providing protection for broadcasting rights and has become the basis for many countries in drafting their national laws. At the national level, many countries, including Indonesia, have regulations that protect broadcasting rights. In Indonesia, Law Number 28 of 2014 concerning Copyright is the main legal basis governing the protection of broadcasting rights.

Article 40 paragraph (1) letter 1 states that copyright includes: "Broadcast programs created by broadcasting institutions." Meanwhile, Article 25 paragraph (2) emphasizes that broadcasting rights holders have the right to grant permission or prohibit rebroadcasting without permission. In addition, Law Number 32 of 2002 concerning Broadcasting in Article 55 paragraph (1) states: "Every broadcasting institution must have a broadcasting permit and may not rebroadcast broadcasts without permission." Although this regulation is quite clear in providing legal protection, its effectiveness still faces challenges, especially in terms of law enforcement against digital piracy.

Lack of monitoring technology, weak legal awareness, and challenges in handling cross-border violations are factors that hinder the effectiveness of this regulation in preventing broadcast piracy (Hatikasari, 2018). Therefore, further collaboration between governments, digital service providers, and rights holders such as ESPN is needed to strengthen the protection of rights in the digital era.

Law enforcement against broadcast piracy faces various challenges, especially in the digital realm and cross-border violations that are difficult to control. One of the main obstacles is the anonymity of cyberspace, where perpetrators of piracy often use foreign servers, Virtual Private Networks (VPNs), and domains that are constantly changing to avoid blocking and tracking.

In addition, digital platforms such as illegal websites, streaming applications, and social media make it easier for users to enjoy pirated broadcasts without paying for official services. In many countries, including Indonesia, law enforcement against piracy is also hampered by weak regulations, limited monitoring technology, and a lack of international cooperation in eradicating illegal sites operating outside national jurisdictions.

Efforts by governments and legal institutions to deal with piracy are often hampered by lengthy legal processes and minimal public awareness of the impact of broadcasting rights violations. Despite efforts by rights holders and authorities to block illegal sites, many perpetrators quickly move their servers to other countries or use encryption technology to avoid detection. Case studies such as the blocking of illegal streaming sites in various countries show that even though legal action can be taken, the impact is often only temporary, as new sites with different domains quickly appear to replace the ones that have been close.. (Paramarta, 2017).

This research is very important in understanding the effectiveness of the law in protecting ESPN and other rights holders' broadcasting rights amidst the rise of digital piracy. Stronger legal and technical solutions are needed to address broadcast piracy, such as strengthening international cooperation in digital regulation, increasing technological capacity to track and block illegal sites more quickly and effectively, and implementing stricter penalties for perpetrators of piracy, including large fines or permanent closure of illegal platforms. In addition, stricter policies on internet service providers (ISPs) and social media platforms also need to be strengthened so that they are more responsible for proactively filtering and removing pirated content.

From the perspective of broadcast rights holders such as ESPN, the development of Digital Rights Management (DRM) technology and cooperation with global broadcasters can be effective steps in limiting illegal access to exclusive broadcasts. Policy recommendations also include the need to educate the public about the legal consequences and economic impacts of broadcast piracy. Hence, the collective awareness in supporting intellectual property rights can be increased. With a more comprehensive approach, both in terms of regulation, technology, and public awareness, it is hoped that broadcast rights protection can be strengthened to create a more equitable and sustainable broadcasting ecosystem.

METHOD

This study used a normative juridical method, namely an approach that focuses on legal studies by examining norms in laws and regulations and relevant legal concepts. In this study, a statute approach is used by analyzing various regulations related to the protection of broadcasting rights, both in the national scope, such as Law Number 28 of 2014 concerning Copyright and Law Number 32 of 2002 concerning Broadcasting, as well as international regulations such as the Berne Convention, the TRIPS Agreement, and the WIPO Performances and Phonograms Treaty (WPPT). In addition, this study also applies a conceptual approach by examining legal doctrine, intellectual property theory, and the concept of broadcasting rights protection in facing the challenges of broadcast piracy in the digital era. Through this approach, the study seeks to understand how the concept of intellectual property law has developed and the extent to which existing regulations are effective in protecting broadcasting rights from violations.

The data sources used in this study consist of primary, secondary, and tertiary legal materials. Primary legal materials include national and international laws and regulations governing broadcasting rights and legal cases related to broadcast piracy. Secondary legal materials include research results, academic journals, legal literature, and expert opinions discussing broadcasting rights protection and the effectiveness of laws in preventing piracy.

Meanwhile, tertiary legal materials include legal dictionaries, encyclopedias, and other references that support understanding of the concepts studied. Data collection techniques are carried out through library research by reviewing legal documents and related literature. Furthermore, the data that has been collected is analyzed using qualitative analysis techniques, namely by interpreting applicable legal regulations and comparing them with relevant concepts and theories, so that conclusions can be obtained regarding the effectiveness of existing regulations and recommendations for strengthening broadcasting rights protection against broadcast piracy.

RESULTS AND DISCUSSION

ESPN's Broadcast Rights Protection Against World Cup Broadcast Piracy from an Intellectual Property Law Perspective

Broadcasting rights are part of Intellectual Property Rights (IPR) which are legally protected because they give the holder exclusive rights to broadcast an event to the public (Harjowidigdo, 1994). In the World Cup, broadcasting rights are a valuable asset for ESPN,

which has invested heavily in acquiring these exclusive rights, so protecting them is essential to prevent infringement by third parties. Based on Law Number 28 of 2014 concerning Copyright, television broadcasts are categorized as protected works of copyright, where Article 9 paragraph (1) grants economic rights to copyright holders to license, produce, and distribute their content legally.

Violations of this right, such as broadcast piracy, constitute violations of economic rights that can be prosecuted. In addition, Government Regulation Number 71 of 2019 concerning the Implementation of Electronic Systems and Transactions (PP PSTE), specifically Article 14, stipulates that electronic system organizers are responsible for ensuring that the content they distribute does not violate IPR, so that parties involved in illegal broadcast distribution, whether through websites, streaming applications, or social media, can be subject to legal sanctions. However, although regulations have clearly regulated the protection of broadcasting rights, the main challenge lies in the effectiveness of law enforcement, especially since perpetrators of piracy often use sophisticated technology to avoid monitoring (Hasibuan, 2008).

In the World Cup, broadcasting rights are a valuable asset for ESPN, which has invested heavily in acquiring these exclusive rights, so protecting them is essential to prevent infringement by third parties. Based on Law Number 28 of 2014 concerning Copyright, television broadcasts are categorized as protected works of copyright, where Article 9 paragraph (1) grants economic rights to copyright holders to license, produce, and distribute their content legally. Violations of this right, such as broadcast piracy, constitute violations of economic rights that can be prosecuted. In addition, Government Regulation Number 71 of 2019 concerning the Implementation of Electronic Systems and Transactions (PP PSTE), specifically Article 14, stipulates that electronic system organizers are responsible for ensuring that the content they distribute does not violate IPR, so that parties involved in illegal broadcast distribution, whether through websites, streaming applications, or social media, can be subject to legal sanctions.

However, although regulations have clearly regulated the protection of broadcasting rights, the main challenge lies in the effectiveness of law enforcement, especially since perpetrators of piracy often use sophisticated technology to avoid monitoring (Judharikswana, 2010). In the broadcasting industry, especially in global sporting events such as the World Cup, broadcasting rights are a valuable asset because they have broad appeal and attract millions of viewers worldwide.

Based on Law Number 28 of 2014 concerning Copyright, broadcasting rights are part of related rights that are protected by law, as regulated in Article 23 paragraph (2), which states that "Broadcasting institutions have exclusive rights to broadcast and prohibit other parties from rebroadcasting their broadcasts without permission." This provision shows that broadcasting rights are not just commercial ownership but also part of legal protection that provides certainty for rights holders in distributing their content.

As the exclusive broadcasting rights holder, ESPN invested a huge amount of money to obtain the World Cup broadcasting rights, which not only provided financial benefits from advertising, sponsorships, and subscription fees, but also strengthened ESPN's image as a leader in the sports broadcasting industry.

Therefore, the protection of broadcasting rights is crucial to prevent violations by parties who distribute content illegally. Article 9 paragraph (1) of the Copyright Law also confirms that copyright and related rights holders have economic rights to legally license, produce, and distribute their content. In addition, Government Regulation Number 71 of 2019 concerning the Implementation of Electronic Systems and Transactions (PP PSTE) in Article 14 states that electronic system organizers are required to ensure that the content they distribute does not violate IPR.

This provision provides a legal basis for ESPN to protect its broadcasting rights from piracy, whether through digital platforms, illegal streaming applications, or unauthorized

redistribution of content. However, challenges in law enforcement are still a major obstacle, given technological developments that allow violations of broadcasting rights to be carried out more sophisticatedly and are difficult to track.

In Indonesia, broadcasting rights are part of Intellectual Property Rights (IPR) which are legally protected under Law Number 28 of 2014 concerning Copyright. This law recognizes television broadcasts as works of creation that are legally protected, as stated in Article 40 paragraph (1) letter 1, which states that "Protected creations include broadcast works." In addition, Article 9 paragraph (1) of the Copyright Law emphasizes that copyright holders have the economic right to legally license, produce, and distribute their content.

In this context, ESPN as the exclusive broadcasting rights holder has full broadcast rights and distribute World Cup broadcasts through their official network. This exclusive right aims to provide legal certainty to rights holders so that they can make maximum use of their investment and prevent other parties from illegally profiting from the broadcast. However, in practice, broadcasting rights are often violated through broadcast piracy, which is generally done by illegally redistributing content through unofficial websites, pirated streaming applications, illegal IPTV, or other digital platforms.

This action is included in the violation of the economic rights of the broadcasting rights holder and can be subject to criminal sanctions based on Article 113 paragraph (3) of the Copyright Law, which states that "Any person who without rights and/or without permission from the creator or copyright holder commits a violation of economic rights as referred to in Article 9 paragraph (1) letters a, d, and g for commercial use shall be subject to a maximum imprisonment of 10 years and/or a maximum fine of IDR 4 billion." This sanction confirms that any form of redistribution of broadcasts without permission is a violation of the law and can be subject to severe penalties, either in the form of a fine or imprisonment.

In addition to the Copyright Law, the protection of broadcasting rights is also strengthened through Government Regulation Number 71 of 2019 concerning the Implementation of Electronic Systems and Transactions (PP PSTE), which regulates the obligations of electronic system organizers in preventing violations of Intellectual Property Rights (IPR).

Article 14 of the PP PSTE states that electronic system organizers are required to ensure that the content they distribute does not violate intellectual property rights, including exclusive broadcasting rights of a broadcast. In the context of World Cup broadcast piracy, this regulation provides a legal basis to take action against digital platform providers that are used as a means of distributing illegal content, such as illegal streaming websites, pirated applications, and social media used to disseminate unauthorized broadcasts.

To enforce this regulation, the government through the Ministry of Communication and Information (Kominfo) has the authority to block illegal sites or applications that violate broadcasting rights. In practice, Kominfo works with broadcasting rights holders, including ESPN, to receive reports of violating content through the "Trusted Flag" mechanism. Once the report is received and verified, the government can take firm action by blocking access or deactivating sites and applications that are proven to have committed violations.

This policy aims to reduce the spread of illegal content and provide more effective legal protection for broadcasting rights holders in facing the challenges of piracy in the digital era. However, the effectiveness of this policy still depends on the firmness of law enforcement, increased technological supervision, and collaboration between the government, rights holders, and internet service providers (ISPs) in preventing the wider spread of pirated content. Although the regulation regarding broadcasting rights protection has been regulated quite clearly, the biggest challenge faced in its implementation is that law enforcement is still ineffective.

One of the main obstacles is the nature of digital technology that allows piracy to be carried out anonymously and spread across countries, making it difficult to identify and prosecute the main perpetrators. Many cases of piracy of sports broadcasts, including the World

Cup, are carried out through illegal websites or streaming platforms that use servers outside of Indonesian jurisdiction so that Indonesian law enforcement does not have direct authority to take action against these sites. The process of removing pirated sites also often experiences obstacles because perpetrators of piracy continue to move their servers to countries with looser regulations regarding Intellectual Property Rights (IPR).

Although regulations regarding the protection of broadcasting rights have been set out quite clearly, the biggest challenge faced in its implementation is that law enforcement is still ineffective. One of the main obstacles is the nature of digital technology that allows piracy to be carried out anonymously and spread across countries, making it difficult to identify and take action against the main perpetrators.

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In addition to the challenges of international jurisdiction, the re-emergence of pirated sites with new domains after being blocked is a recurring problem. Every time an illegal site is closed, perpetrators often easily create alternative domains or use VPN networks to avoid detection. Artificial intelligence (AI) technology and real-time monitoring are needed to detect and block access to pirated sites before they spread widely.

Another challenge is the low level of public awareness of the legal consequences of watching illegal broadcasts. Many users do not understand that accessing pirated broadcasts is an illegal act which indirectly supports the illegal economy and harms rights holders such as ESPN. Therefore, a public education campaign is a strategic step needed to raise public awareness of the importance of respecting broadcasting rights and the negative impacts of consuming pirated content. A combination of stricter law enforcement, strengthening international cooperation, and increasing digital literacy in the community is key to overcoming this challenge.

ESPN's broadcast rights protection against piracy of World Cup broadcasts cannot be done independently but requires cooperation from various stakeholders in the broadcasting ecosystem. Rights holders such as ESPN need to strengthen their monitoring strategies against the spread of illegal content by using artificial intelligence (AI)-based detection technology to quickly identify and remove pirated broadcasts.

In addition, ESPN can collaborate with digital platforms such as YouTube, Facebook, or other streaming service providers to implement an automated monitoring system to detect and remove illegal content in real-time. From the regulator's side, the government has an important role in strengthening policies and regulations that support the eradication of broadcast piracy, including accelerating the process of blocking illegal sites and tightening supervision of internet service providers (ISPs) so that they do not facilitate access to pirated content. With stricter regulations and more efficient monitoring mechanisms, efforts to protect broadcasting rights can run more optimally.

In addition to the role of broadcasting rights holders and regulators, law enforcement officers and the public also have a major contribution to efforts to reduce broadcast piracy practices. Law enforcement officers must be able to prosecute perpetrators of piracy more effectively by using existing legal instruments, such as the Copyright Law and the Government Regulation on Electronic Systems. Legal action against perpetrators of piracy, including managers of illegal sites, can provide a deterrent effect and reduce the spread of pirated content in the future. Meanwhile, the role of the public is no less important in preventing piracy, one of

which is through a public awareness campaign regarding the negative impacts of illegal broadcasts on the broadcasting industry and the economy. With the right education, it is hoped that more and more people will realize that accessing illegal broadcasts not only harms broadcasting rights holders but also hinders the development of the broadcasting industry as a whole. Close collaboration between broadcasting rights holders, government, law enforcement, internet service providers, and the community is the main key to building a fairer, safer, and more sustainable broadcasting ecosystem.

Legal Regulations in Indonesia in Handling Television Broadcast Piracy in the Case of ESPN's World Cup Broadcast

In Indonesia, television broadcast piracy continues to be a complex problem in the digital era, especially in broadcasting international sports events such as the World Cup. These highly appealing television broadcasts are often the main target for pirates who illegally redistribute their content without permission from official broadcasting rights holders, such as ESPN. The impact of this piracy is not only detrimental to broadcasting rights holders in terms of finances, but also affects the reputation of the national broadcasting industry. If this practice continues without strict supervision and strict law enforcement, the sustainability of a fair and legal broadcasting industry could be threatened. Therefore, effective legal regulations are needed to ensure that the exclusive rights of broadcasting rights holders remain protected from violations by irresponsible parties.

Indonesia already has a clear legal basis for protecting broadcasting rights as part of Intellectual Property Rights (IPR). One of the regulations that is the basis for this protection is Law Number 28 of 2014 concerning Copyright, which recognizes the economic rights of copyright holders over their works, including television broadcasts. Article 113 of the Copyright Law stipulates that any violation of copyright can be subject to criminal sanctions with a prison sentence of up to 10 years or a maximum fine of IDR 4 billion. In the context of television broadcast piracy, parties who redistribute, rebroadcast, or provide access to content without official permission can be subject to legal sanctions by these provisions. The existence of this regulation shows that broadcasting rights in Indonesia have received quite strict protection from a legal aspect. However, the biggest challenge lies in the implementation of the law which is often less effective in prosecuting violators in the digital realm.

In addition to the Copyright Law, piracy of television broadcasts carried out through digital platforms is also regulated in Law Number 1 of 2024 concerning Electronic Information and Transactions (UU ITE), which has been updated through Law Number 19 of 2016. Article 27 paragraph (3) of the ITE Law stipulates that the distribution of illegal content through electronic media can be categorized as a criminal act.

This provision is the legal basis for law enforcement officers to take action against cases of piracy of television broadcasts carried out through various digital platforms, such as illegal websites, unlicensed streaming applications, or social media that distribute pirated content. The Ministry of Communication and Information (Kominfo) plays an important role in enforcing this regulation by monitoring and blocking sites that are proven to distribute illegal content. ESPN, as the holder of the broadcasting rights, can utilize the "Trusted Flag" mechanism provided by Kominfo to report violations of their broadcasting rights, so that blocking actions can be taken immediately. However, this effort still faces major obstacles, such as the re-emergence of piracy sites with new domain names that are difficult to prosecute directly.

Law enforcement in dealing with television broadcast piracy in Indonesia needs to be carried out comprehensively with a more systematic approach. The government must improve the effectiveness of coordination between regulators, law enforcement officers, and broadcasting rights holders such as ESPN so that the legal process against violators can be conducted more quickly and firmly. In addition, law enforcement officers need to be given special training on how to deal with digital piracy often involves sophisticated technology and

cross-country networks. On the other hand, public education is also a crucial factor in reducing the consumption of pirated content.

Public awareness of the negative impacts of piracy, both for the broadcasting industry and the country's economy, must continue to be increased through socialization campaigns involving the government, media, and digital communities. With integrated steps—through strong legal regulations, strict law enforcement, and better public awareness—television broadcast piracy can be significantly reduced, so that ESPN's broadcasting rights and other rights holders can be optimally protected.

The unauthorized broadcasting of the World Cup matches has grown rapidly along with advances in digital technology, one of which is illegal streaming broadcasted through unofficial websites and applications. Many websites provide free streaming services for users to watch matches without subscribing to official providers such as ESPN. These sites are usually operated anonymously and often use servers abroad to avoid legal action. In addition, some unofficial applications available on third-party app stores also provide access to unlicensed live broadcasts.

Such sites and applications are detrimental to rights holders, as they divert audiences from official services that have invested large sums to obtain exclusive broadcast rights. Although the government through the Ministry of Communication and Information (Kominfo) has made efforts to block these sites, many of them have reappeared with new domains, making law enforcement increasingly difficult. In addition to unofficial websites and applications, unauthorized redistribution of content through social media and digital platforms is also a form of piracy that is increasingly common.

Many individuals or groups have re-streamed World Cup matches through platforms, such as Facebook, YouTube, TikTok, or Telegram without obtaining an official license. By using the live streaming feature or uploading match recordings, pirates can reach a wide audience shortly. This practice is increasingly difficult to control because illegal content can easily be re-distributed by other users after the original video is removed. Some digital platforms have worked with rights holders to automatically remove pirated content using copyright detection technology, but its effectiveness remains limited as perpetrators continue to find new ways to circumvent these monitoring systems.

Another form of piracy is the use of illegal software or IPTV to stream pirated broadcasts. Illegal IPTV (Internet Protocol Television) allows users to access live World Cup broadcasts via unlicensed servers. These IPTV services are often offered as subscription packages at a lower price than official services, attracting many users who want to watch the matches without paying the full price. Software like Kodi with third-party add-ons is often used to access unlicensed sports broadcasts. In addition to illegal IPTV, hardware such as modified TV boxes are also widely available on the market, allowing users to access premium channels without officially subscribing. This type of piracy is more difficult to eradicate because it involves the distribution of software and hardware that can easily change hands and is difficult for law enforcement to track.

Enforcing the law against World Cup piracy faces several technical and legal obstacles, especially in the digital realm and across borders. Broadcast piracy is often carried out by organized networks that operate servers in different countries, making it difficult for local authorities to take direct legal action against the main perpetrators. In addition, many illegal websites use sophisticated technology such as VPN networks and encryption systems to hide their identities, making tracking even more complicated. On the other hand, different legal processes in each country also pose a challenge in cracking down on international piracy. For example, in some jurisdictions, broadcasting rights violations are not yet considered a serious crime, making it difficult to extradite perpetrators to countries where they are located.

CONCLUSION

Television broadcast piracy, especially in the case of ESPN's World Cup broadcast, is a serious problem that hurts the broadcasting industry and rights holders. Although legal regulations in Indonesia, such as the Copyright Law and the Electronic Information and Transactions Law (UU ITE), have provided legal protection, the main challenge still lies in less-than-optimal law enforcement.

Piracy carried out through illegal websites, social media platforms, and unauthorized IPTV is often difficult to eradicate because the perpetrators operate anonymously and across countries. In addition, weaknesses in the monitoring system and the lack of public awareness regarding the impact and legal consequences of watching illegal broadcasts have exacerbated this problem. Therefore, more assertive and innovative strategic steps are needed to improve broadcasting rights protection and take action against perpetrators of piracy more effectively.

To overcome the challenge of broadcast piracy, it is necessary to improve coordination between the government, rights holders, regulators, and law enforcement officers. The government, through the Ministry of Communication and Information, must tighten the monitoring and blocking system for illegal sites with artificial intelligence (AI) technology and real-time data-based automation systems.

In addition, there needs to be stronger international cooperation to crack down on pirate sites operating overseas. Rights holders such as ESPN must also optimize digital detection technology and work with digital platforms to immediately remove pirated content. On the other hand, the public needs to be educated through public awareness campaigns about the importance of respecting broadcasting rights and the negative impacts of piracy on the broadcasting industry. With a more comprehensive strategy, broadcasting rights protection can be more effective, creating a healthy broadcasting ecosystem, and providing legal certainty for rights holders and consumers.

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