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## Research Article

### The Status of Anti-Piracy of The Optical Media Board: Basis for an Enhanced Standard Operating Procedure

Maricel Fernandez Areglo\*

Graduate School, Philippine College of Criminology, 641 Sales St, Quiapo, 1001 Metro Manila, Philippines

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#### \*Corresponding author:

E-mail:

[thanyatida@gmail.com](mailto:thanyatida@gmail.com)

#### ABSTRACT

The rampant piracy issue in the Philippines has significant repercussions for both the entertainment industry and the government. To address this concern, the Optical Media Board (OMB) was established in 2003 as a government agency; responsible for enforcing intellectual property laws related to optical media. Despite the OMB's efforts, piracy remains a persistent problem, particularly in the digital domain. The researcher conducted surveys among OMB personnel and licensed clients, utilizing a quantitative descriptive method and purposive sampling technique. The comprehensive evaluation of the OMB's anti-piracy efforts revealed that the board was very effective in several key areas, including: intelligence/enforcement operations, information campaigns, digital piracy operations and quasi-judicial functions. Both OMB personnel and clients acknowledged the high effectiveness of these areas. However, there were perceptible differences in the perception of information campaigns among the respondents. The study recommends that the OMB intensify its efforts in this domain by disseminating information about piracy trends, emerging threats, and best practices to stakeholders. This collaborative approach aims to enhance the overall effectiveness of government-led anti-piracy initiatives. Furthermore, the challenges faced by the OMB are highlighted in the study, particularly the international nature of piracy operations, which is widely regarded as a formidable obstacle.

**Keywords:** *Anti-piracy operations, Optical Media Board, Effectiveness assessment, Challenges encountered, Digital Piracy Operation*

#### Introduction

Piracy has long been a serious concern for the entertainment business and is still a big issue today. The internet has made it simpler for

people to distribute and download copyrighted content illegally, which has caused the industry to suffer severe losses. As a result, anti-piracy

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operations and campaigns have become increasingly important in recent years.

One of the main reasons why anti-piracy operations and campaigns are necessary is that piracy harms the industry. Piracy leads to lost revenue for creators and producers of movies, games, software, and music. That may affect the entire sector, resulting in job losses and decreased investment in new creations.

Furthermore, the content's quality may suffer due to piracy. When producers and creators cannot benefit from their work, they may be less motivated to invest in new endeavors or take chances on cutting-edge concepts. As a result, the sector may produce less diverse content and suffer from a general decline in quality.

Anti-piracy operations and campaigns aim to combat these adverse effects by raising awareness of the issue and enforcing copyright laws. These operations can take many forms, including legal action against individuals and organizations that engage in piracy and efforts to educate the public on the importance of respecting copyright laws.

Technology's role in anti-piracy operations and campaigns has received more attention recently. For instance, digital watermarking technology tracks and identifies stolen content, and blockchain technology creates a safe and transparent record of copyright ownership.

## **Methods**

The researcher employed descriptive research in this study. The descriptive research survey will identify and analyze the respondents' assessments of how effectively the OMB conducts anti-piracy operations and campaigns regarding the above-cited variables. It enables the creation and distribution of surveys to a specific group of respondents and the collection of data in a defined manner. The descriptive research design is usually defined as

quantitative research to identify the characteristics, frequencies, trends, and categories. The researcher utilized a quantitative descriptive method wherein the variables are quantified using numerical terms. This approach is also referred to as a non-experimental style of research. In this quantitative descriptive research method, the researcher did not influence the variables being studied.

The researcher used a purposive sampling technique with the two (2) groups of respondents, which are composed of OMB clients and OMB personnel located in Quezon City. Purposive sampling targets are specific groups or individuals based on certain criteria. This approach allows researchers to study both a non-random sample and specialized subgroups within that sample, providing a more comprehensive understanding of the population.

A total of one hundred twenty (120) respondents were included in this study. A total of fifty (50) respondents were from the Optical Media Board personnel, and the seventy (70) respondents were clients that are licensed and registered with the OMB. In this study, the researcher included in the profile the sexual orientation, age, monthly income, civil status, and years in service.

The outsourced employees of the OMB who are not mandated to conduct anti-piracy operations and campaigns and stakeholders who are not licensed and registered with the OMB will be excluded as respondents in this study.

The OMB personnel and OMB clients included in this study have specialized knowledge and experience in intellectual property laws, regulations, and enforcement mechanisms. They understand the intricacies of copyrights, and they can also identify infringements, assess the validity of claims, and take appropriate legal action to protect intellectual property owner's rights.

Table 1. Frequency and Percentage Distribution of Profile of the two groups of Respondents According to Sexual Orientation

Sexual Orientation	OMB Personnel		OMB Client		Overall	
	f	%	f	%	f	%
Male	25	20.83	34	28.33	59	49.17
Female	25	20.83	36	30.00	61	50.83
<b>Total</b>	<b>50</b>	<b>41.67</b>	<b>70</b>	<b>58.33</b>	<b>120</b>	<b>100.00</b>

Table 1 shows the frequency and distribution of profiles of the two groups of respondents based on their sexual orientation.

For the OMB Personnel group, the table reveals that there are 25 male and 25 female respondents, accounting for 20.83% of the total.

The OMB Clients group has 36 female respondents, representing 30% of the total, and 34 male respondents, accounting for 28.33%.

Out of all the respondents, 59 male individuals represent 49.17% of the total. On the other hand, there are 61 female respondents, accounting for 50.83% of the total.

Table 2. Frequency and Percentage Distribution of Profile of the two groups of Respondents According to Age

Age	OMB Personnel		OMB Client		Overall	
	f	%	f	%	f	%
18-23	1	0.83	7	5.83	8	6.67
24-29	9	7.50	18	15.00	27	22.50
30-35	9	7.50	30	25.00	39	32.50
36 and above	31	25.83	15	12.50	46	38.33
<b>Total</b>	<b>50</b>	<b>41.67</b>	<b>70</b>	<b>58.33</b>	<b>120</b>	<b>100.00</b>

Table 2 presents the frequency and percentage distribution of respondents from two groups based on age.

For the OMB Personnel group, the majority falls within the age bracket of 36 and above, accounting for 31 respondents, or 25.83%. It was followed by the age brackets of 24-29 and 30-35, each with nine respondents, or 7.50%. Only one respondent, or 0.83%, falls within the age bracket of 18-23.

On the other hand, for the OMB Clients group, the highest number of respondents falls within the age bracket of 30-35, with 30 respondents, or 25%. The next highest age

bracket is 24-29, with 18 respondents, or 15%. Then, 15 respondents, or 12.50%, represented the age bracket of 36 and above. This group's lowest number of respondents is within the age bracket of 18-23, with seven respondents, or 5.83%.

Among all the respondents, 46 individuals, or 38.33%, fall within the age bracket of 36 and above. The age bracket of 30-35 is closely behind, with 39 respondents, or 32.50%. The age bracket of 24-29 has 27 individuals, or 22.50%, while the age bracket of 18-23 has the lowest representation, with only eight respondents, or 6.67%.

Table 3. Frequency and Percentage Distribution of Profile of the two groups of Respondents According to Monthly Income

Monthly Income	OMB Personnel		OMB Client		Overall	
	f	%	f	%	f	%
10,000-15,000	2	1.67	35	29.17	37	30.83
16,000-25,000	15	12.50	30	25.00	45	37.50
26,000-35,000	14	11.67	3	2.50	17	14.17

Monthly Income	OMB Personnel		OMB Client		Overall	
	f	%	f	%	f	%
36,000 and above	19	15.83	2	1.67	21	17.50
<b>Total</b>	<b>50</b>	<b>41.67</b>	<b>70</b>	<b>58.33</b>	<b>120</b>	<b>100.00</b>

Table 3 presents the frequency and distribution of the two groups of respondents based on their monthly income.

For the OMB Personnel group, most respondents have a monthly income of 36,000 and above, accounting for 19 respondents, or 15.83%. The next highest income bracket is 16,000–25,000, with 15 respondents, or 12.50%. Following that is the income bracket of 26,000–35,000, represented by 14 respondents, or 11.67%. The lowest number of OMB personnel respondents falls within the 10,000–15,000 income bracket, with only two respondents, or 1.67%.

On the other hand, for the OMB Clients group, the majority has a monthly income of 10,000-15,000, accounting for 35 respondents,

or 29.17%. The next highest income bracket is 16,000–25,000, with 30 respondents, or 25%. It is followed by the income bracket of 26,000-35,000, with three respondents, or 2.50%. The smallest number of OMB client respondents fall within the 35,000 and above income bracket, with only two respondents, or 1.67%.

Among all the respondents, the majority have a monthly income of 16,000-25,000, accounting for 45 respondents, or 37.50%. It is followed by the 10,000–15,000 income bracket, with 37 respondents, or 30.83%. The income bracket of 36,000 and above is next, with 21 respondents, or 17.50%. Last is the 26,000–35,000 income bracket, with the smallest number of respondents at 17, or 14.17%.

Table 4. Frequency and Percentage Distribution of Profile of the two groups of Respondents According to Civil Status

Civil Status	OMB Personnel		OMB Client		Overall	
	f	%	f	%	f	%
Single	22	18.33	49	40.83	71	59.17
Married	28	23.33	21	17.50	49	40.83
Widowed	0	0.00	0	0.00	0	0.00
Separated	0	0.00	0	0.00	0	0.00
<b>Total</b>	<b>50</b>	<b>41.67</b>	<b>70</b>	<b>58.33</b>	<b>120</b>	<b>100.00</b>

Table 4 illustrates the distribution of respondents according to their civil status. The majority of OMB personnel are married, accounting for 28 respondents, or 23.33%, followed by single respondents, with 22 individuals, or 18.33%. Interestingly, no widowed or separated respondents among the OMB personnel and clients exist.

Regarding the clients, the largest group consists of single individuals, totaling 49 respondents, or 40.83%, followed by married individuals, with 21 respondents, or 17.50%.

The single respondents comprise a significant portion of both groups, making up 59.17%, or 71 individuals, while the married respondents represent 40.83%, or 49 respondents.

Table 5. Frequency and Percentage Distribution of Profile of the two groups of Respondents According to Years in Service

Years in Service	OMB Personnel		OMB Client		Total	
	f	%	f	%	f	%
1 year - 5 years	20	16.67	43	35.83	63	52.50
6 years - 10 years	5	4.17	22	18.33	27	22.50
11 years - 20 years	8	6.67	4	3.33	12	10.00

Years in Service	OMB Personnel		OMB Client		Total	
	f	%	f	%	f	%
21 years and above	17	14.17	1	0.83	18	15.00
<b>Total</b>	<b>50</b>	<b>41.67</b>	<b>70</b>	<b>58.33</b>	<b>120</b>	<b>100.00</b>

Table 5 presents the distribution of respondents according to years in service. Among the OMB personnel, 20 individuals, or 16.17%, have served for one to five years. Then, 17 respondents, or 14.17%, have been in service for 21 years and above. The next group consists of 8 individuals, or 6.67%, who have served for 11 years to 20 years, and five individuals, or 4.17%, who have served for 6 to 10 years.

Regarding the OMB clients, the majority, accounting for 43 respondents, or 35.83%, have been in service for one to five years. Then, 22 respondents, or 18.33%, have served for six to 10 years. Only four individuals, or 3.33%, fall into the category of 11 years to 20 years, and

there is just one respondent, or 0.83%, who has served for 21 years and above.

The largest portion of respondents have served for one year to five years, with 63 individuals, or 52.50%, next, followed by 27 respondents, or 22.50%, who have served for six years to 10 years. Those who have been in service for 21 years and above account for 18 individuals, or 15.00%, while 12 individuals, or 10%, have served for 11 to 20 years.

### Result and Discussion

This section presents the findings of the study on the status of the OMB in conducting anti-piracy operations and campaigns.

#### 1. How effective are the anti-piracy operations of the Optical Media Board in terms of intelligence and enforcement operations, information campaigns, digital piracy operations, and quasi-judicial functions?

Table 6. The Level Of Effectiveness Of The Optical Media Board In The Conduct Of The Anti-Piracy Operations And Campaigns In Terms Of Intelligence/Enforcement Operations, Information Campaigns, Digital Piracy Operations, and Quasi-Judicial Functions As Assessed By The Respondents

Indicators	OMB Personnel		OMB Clients		Overall	
	Mean	VI	Mean	VI	Mean	VI
Enforcement/ Intelligence Operation	3.65	VE	3.70	VE	3.68	VE
Information Campaigns	3.26	ME	3.65	VE	3.49	VE
Digital Piracy Operations	3.41	VE	3.64	VE	3.55	VE
Quasi-Judicial Functions	3.94	VE	3.83	VE	3.88	VE
<b>Overall Weighted Mean</b>	<b>3.57</b>	<b>VE</b>	<b>3.70</b>	<b>VE</b>	<b>3.65</b>	<b>VE</b>

The researcher used a Likert scale of 1 to 5, with 5 being extremely effective and 1 being not effective to determine the effectiveness of anti-piracy operations conducted by the OMB in terms of intelligence and enforcement operations, information campaigns, digital piracy operations, and quasi-judicial functions. VI stands for verbal interpretation. The respondents chose the number scale that reflects the effectiveness of the OMB in terms of intelligence and enforcement operations, information campaigns, digital piracy operations, and quasi-judicial functions.

Table 6 shows the level of effectiveness of the Optical Media Board in conducting anti-piracy operations and campaigns, in terms of intelligence and enforcement operations, information campaigns, digital piracy operations, and quasi-judicial functions as assessed by the two groups of respondents. Both respondents rated the board as "very effective," with an overall mean rating of 3.65.

The OMB personnel and OMB clients assessed the intelligence and enforcement operations as very effective, with mean scores of 3.65 and 3.70, respectively. The overall mean score

for all the respondents in this category was 3.68, also interpreted as very effective.

Regarding information campaigns, the OMB personnel assessment had a mean score of 3.26, interpreted as moderately effective, while the OMB client assessment had a mean score of 3.65, interpreted as very effective. This category has an overall mean score of 3.49, interpreted as very effective.

The OMB personnel and OMB clients assessed the digital piracy operations as very effective, with mean scores of 3.41 and 3.64, respectively. This area has an overall mean score of 3.55, which is also interpreted as very effective.

The OMB Personnel and OMB Clients assessed the Quasi-Judicial Functions as very effective, with mean scores of 3.94 and 3.83, respectively. This category has an overall mean of 3.88, also interpreted as very effective.

According to a news article from the Philippine Daily Inquirer, the Chairperson and CEO of the Optical Media Board (OMB) has admitted that they cannot act on the proliferation of pirated movies on social media sites and penalize people who watch or share these links due to a loophole in the law. The OMB is mandated to implement the Optical Media Act of 2003, which only covers physical or optical media and does not include "digital piracy." However, the OMB has filed criminal complaints against individuals suspected of online piracy of the

2020 Metro Manila Film Fest movies. In addition, the OMB collaborates with industry stakeholders and other government agencies to combat piracy.

On the contrary, according to Ballano (2021) despite effective implementation of the Optical Media Board in its mandate, based on the results of his study, revealed the absence of modern surveillance and detection technologies in theaters and ineffective human monitoring by theater staff and agents of the OMB were the main contributors to illegal camcording that occurred in Metro Manila movie theaters.

In addition, according to Nwabachili and Udeoji (2021), the right holders in the United States in order to regain control of online information, have turned to technological protection measures (TPM), such as Digital Rights Management (DRM) programs. These programs use code (law) to restrict digital works' copying, distribution, use, and access. The Internet Service Providers (ISPs) are alerted to take down a website they host if it violates any laws because of the "Notice and Take Down" mechanism, added to the DMCA. The "Notice and Take Down" mechanism, added to the Digital Millennium Copyright Act (DMCA) DMCA, is intended to alert Internet Service Providers (ISPs) to take down a website they host if it includes infringing or other illegal material. The legislative plan was supported by most ISP interests in the US before it was implemented.

## 2. Is there any significant difference in the assessment of the respondents as regards to the effectiveness of the OMB in the anti-piracy operations and campaigns?

Table 7. Difference in The Assessment Of The Two Groups Of Respondents As Regard To The Level Of Effectiveness Of The Optical Media Board In The Conduct Of Anti-Piracy Operations And Campaigns

Category	Variables Tested	Mean Rank	p-value	Decision Rule	Decision	Interpretation
Intelligence/ Enforcement Operations	OMB Personnel	57.65	0.446	Reject Ho if the p-value is less than or equal to alpha (0.05)	Failed to reject Ho	There is no significant difference
	OMB Client	62.54				
Information Campaigns	OMB Personnel	51.13	<b>0.012</b>	Reject Ho if the p-value is less than or equal to alpha (0.05)	<b>Reject Ho</b>	<b>There is a significant difference</b>
	OMB Client	67.19				
Digital Piracy Operations	OMB Personnel	54.19	0.092		Failed to reject Ho	There is no significant difference
	OMB Client	65.01				
Quasi-judicial functions	OMB Personnel	62.24	0.642		Failed to reject Ho	There is no significant difference
	OMB Client	59.26				

Category	Variables Tested	Mean Rank	p-value	Decision Rule	Decision	Interpretation
Overall Effectiveness	OMB Personnel	56.13	0.245		Failed to reject Ho	There is no significant difference
	OMB Client	63.62				

Table 7 indicates no significant difference was observed for the variables intelligence/enforcement operations, digital piracy operations, and quasi-judicial functions. This lack of significant difference suggests that there is no evidence to reject the assumption that there is no effect or difference between these variables.

However, a significant difference of 0.012 was found for the variable information campaigns based on the p-value. It indicates that the two groups of respondents in this study have different levels of responsiveness towards this variable.

The results also show that the respondents have similar levels of awareness of this particular variable. Therefore, it is suggested that the Optical Media Board enhance its operations against anti-piracy measures and campaigns to address any differences observed.

OMB also engages in education and awareness campaigns to discourage piracy. The agency works with schools and universities to educate students on the negative impact of piracy and how essential it is to respect someone's intellectual property rights. The OMB also partners with industry associations, such as the Philippine Association of the Record Industry (PARI) and the Film Development Council of the Philippines (FDCP), to launch anti-piracy campaigns.

People's awareness of the negative effects of online piracy was another fascinating finding from the AVIA study. In response to the question of whether online piracy has negative effects on the Philippines, 55% of respondents said that it causes people to profit from content that is not their own, 50% said that it causes jobs to be lost in the creative sector, 49% said that it increases the risk of malware infections, and 44% said that they were aware that since pirates do not pay taxes, the entire society is being defrauded. Nevertheless, piracy persists despite widespread knowledge of its drawbacks. The ease with which users can access pirated content online may be a factor in the country's continued digital piracy.

However, the Philippines' Intellectual Property Code and copyright laws need to be reviewed because, according to the BSA survey 2018, an estimated 64% of companies used pirated software, putting national data at risk and creating sizable gaps in the country's cyber security defenses. Countries worldwide have changed their copyright laws to better balance the protection of the proprietorial rights of copyright owners in light of the growing prevalence of digital piracy using internet technologies.

### 3. What is the level of challenges encountered in the anti-piracy operations and campaigns by the OMB in terms of the above-cited variables?

Table 8. The Level of Challenges of The Optical Media Board in The Conduct of The Anti-Piracy Operations and Campaigns In Terms Of Intelligence/Enforcement Operations, Information Campaigns, Digital Piracy Operations, And Quasi-Judicial Functions As Assessed By The Respondents.

Indicators	OMB Personnel		OMB Clients		Overall	
	Mean	VI	Mean	VI	Mean	VI
Enforcement/ Intelligence Operation	3.06	MC	3.01	MC	3.03	MC
Information Campaigns	3.33	MC	3.16	MC	3.23	MC
Digital Piracy Operations	3.80	VC	3.22	MC	3.46	VC
Quasi-Judicial Functions	3.65	VC	3.38	MC	3.49	VC
<b>Overall Weighted Mean</b>	<b>3.46</b>	<b>VC</b>	<b>3.19</b>	<b>MC</b>	<b>3.30</b>	<b>MC</b>

The researcher used a Likert scale of 1 to 5, with 5 being extremely challenging and 1 being not at all challenging, to find out the level of challenges of the Optical Media Board in the conduct of anti-piracy operations in terms of intelligence and enforcement operations, information campaigns, digital piracy operations, and quasi-judicial functions. VI stands for verbal interpretation (like extremely challenging or not at all challenging).

According to Table 8, the assessment of the OMB personnel in terms of intelligence and enforcement operations yielded an overall mean score of 3.06, interpreted as moderately challenging. Similarly, the assessment of the OMB clients in terms of intelligence and enforcement operations resulted in an overall mean score of 3.01, also interpreted as moderately challenging. Furthermore, when considering all the respondents' intelligence/enforcement operations assessments, the overall mean score was 3.03, interpreted as moderately challenging as well.

Based on the same table, the assessment of the OMB personnel in terms of information campaigns yielded an overall mean score of 3.33, interpreted as moderately challenging. Likewise, the assessment of the OMB clients in terms of information campaigns resulted in an overall mean score of 3.16, also interpreted as moderately challenging. When considering all the respondents' assessments regarding information campaigns, the overall mean score was 3.23, which was also interpreted as moderately challenging.

Additionally, the table shows the assessment of the OMB personnel in terms of digital piracy operations within the context of the anti-piracy operations and campaigns of the Optical Media Board. The overall mean score for this assessment was 3.80, indicating that it was very challenging. Similarly, the assessment of the OMB clients in terms of digital piracy operations yielded an overall mean score of 3.22, indicating that it was moderately challenging. Considering all the respondents' assessments

regarding digital piracy operations, the overall mean score was 3.46, indicating that it was also very challenging.

Furthermore, according to the table, the assessment of the OMB personnel in terms of quasi-judicial functions had an overall mean score of 3.65, interpreted as very challenging. On the other hand, the assessment of the OMB clients in terms of quasi-judicial functions resulted in an overall mean score of 3.38, indicating moderately challenging. When considering all the respondents' assessments in terms of quasi-judicial functions, the overall mean score was 3.49, indicating a very challenging level of assessment.

According to Arma (2022), software piracy is not strictly regulated in Indonesia, even though there is a law concerning copyright that regulates it. Even though there are corresponding criminal penalties, computer software piracy is considered unimportant and has no repercussions.

However, according to Cigal (2019), the Business Software Alliance (BSA) warned that malware assaults, made possible by fake software, put the public's data privacy at risk by enabling hackers to steal customer information from businesses. According to BSA, the IP Code of the Philippines and the Optical Media Act need to be more strictly enforced to stop software piracy among enterprises. For instance, authorities may regularly undertake nationwide raids on businesses that use unlawful software.

In addition, according to Pangalangan (2020), the one factor that causes the prevalence of piracy in the country, mentioned during a virtual town hall discussion on "Digital Risks in the New Normal" organized by the Stratbase ADR Institute, is that 49% of Filipinos access pirate streaming websites or torrent sites, based on the study conducted by the Asia Video Industry Association (AVIA). Not only robbing Filipino artists and content producers of their livelihoods but also our economy in general.



**4. What is the level of acceptance of the proposed measures to address the level of challenges encountered in the anti-piracy operations and campaigns by the OMB?**

*Table 9. The Level Of Acceptance To The Proposed Measures To Address The Level Of Challenges Encountered By The Optical Media Board In The Conduct Of The Anti-Piracy Operations And Campaigns In Terms Of Intelligence/Enforcement Operations; Information Campaigns; Digital Piracy Operations And Quasi-Judicial Functions As Assessed By The Respondents*

Indicators	OMB Personnel		OMB Client		Overall	
	Mean	VI	Mean	VI	Mean	VI
Enforcement/ Intelligence Operation	4.38	ER	3.83	VR	4.06	VR
Information Campaigns	4.36	ER	3.85	VR	4.06	VR
Digital Piracy Operations	4.50	ER	3.93	VR	4.17	VR
Quasi-Judicial Functions	4.21	ER	3.91	VR	4.04	VR
<b>Overall Weighted Mean</b>	<b>4.36</b>	<b>ER</b>	<b>3.88</b>	<b>VR</b>	<b>4.08</b>	<b>VR</b>

The researcher used a Likert scale of 1 to 5, with 5 being extremely recommended and 1 being least recommended, in determining the level of acceptance of the proposed measures to address the challenges encountered by the Optical Media Board in terms of intelligence and enforcement operations, information campaigns, digital piracy operations, and quasi-judicial functions. VI stands for verbal interpretation (like Extremely Recommended or Least Recommended).

**5. Outcome of the Study**

The researcher proposed 2024 Enhanced Standard Operating Procedures for the Optical Media Board, Enforcement and Investigation Division.

The researcher recommended developing a comprehensive operations manual for the Enforcement and Investigation Division. This practical guide outlines detailed procedures for evidence collection, raid execution, and coordination with relevant authorities. It explicitly defines actions like confiscating counterfeit goods, identifying suspects, preserving evidence, and initiating legal processes. Additionally, preventive measures and the responsibilities of team members involved in enforcement operations, along with industry representatives, are highlighted to enhance anti-piracy efforts and safeguard intellectual property rights.

**Conclusion**

After conducting comprehensive research, the researcher presented the assessment findings, which covered the effectiveness level,

noticeable disparities between respondent groups, challenges faced, and the extent to which the proposed measures were accepted. Based on the assessment of the two groups of respondents, the anti-piracy operations and campaign conducted by the Optical Media Board (OMB) in terms of intelligence and enforcement operations, information campaigns, digital piracy operations, and quasi-judicial functions were deemed very effective, with a weighted mean of 3.55.

Moreover, the study utilized the Mann-Whitney U test to determine any significant differences between the two groups of respondents regarding the effectiveness of the Optical Media Board (OMB) in conducting anti-piracy operations and campaigns. The test results revealed no significant difference observed for the Intelligence/Enforcement Operations, Digital Piracy Operations, and Quasi-Judicial Functions variables. It implies no evidence to reject the assumption that these variables have no effect or difference. In contrast, a significant difference was seen for the variable information campaigns, with a p-value of 0.012. It indicates that the two groups of respondents in the study have varying levels of responsiveness towards this particular variable.

Furthermore, the results also indicate that the respondents have similar levels of awareness in this aspect. Therefore, it is recommended that the Optical Media Board enhance its efforts in anti-piracy measures and campaigns to address any observed differences in the variables of information campaigns.

On the challenges encountered, the assessment conducted by the OMB personnel regarding intelligence and enforcement operations resulted in an overall mean score of 3.06, indicating a moderately challenging level. Similarly, the assessment conducted by the OMB clients regarding intelligence and enforcement operations yielded an overall mean score of 3.01, also interpreted as moderately challenging. Furthermore, when considering the assessments of all respondents, the overall mean score for intelligence/enforcement operations was 3.03, which reflects a moderately challenging level. Based on the assessment conducted by the OMB personnel regarding information campaigns, it resulted in an overall mean score of 3.33, indicating a moderately challenging level. Similarly, the assessment conducted by the OMB clients regarding information campaigns yielded an overall mean score of 3.16, also interpreted as moderately challenging. In aggregate, when considering the assessments of all respondents, the overall mean score for information campaigns was 3.23, reflecting a moderately challenging level. The overall mean score for the assessment of the OMB personnel for digital piracy operations within the context of the OMB's anti-piracy operations and campaigns was 3.80, indicating a very challenging level. Likewise, the assessment conducted by the OMB clients for digital piracy operations resulted in an overall mean score of 3.22, indicating a moderately challenging level. When considering the assessments of all respondents, the overall mean score for digital piracy operations was 3.46, consistent with a very challenging level. As per the assessment conducted by the OMB personnel for quasi-judicial functions, it yielded an overall mean score of 3.65, interpreted as very challenging. In contrast, the assessment conducted by the OMB clients for quasi-judicial functions resulted in an overall mean score of 3.38, indicating a moderately challenging level. When considering the assessments of all respondents, the overall mean score for quasi-judicial functions was 3.49, indicating a high level of challenge. The study reveals that OMB personnel and OMB clients assessed the Optical Media Board's anti-piracy operations and campaigns to have a weighted

mean score of 3.30, interpreted as moderately challenging.

Lastly, the proposed measures to address the challenges faced by the Optical Media Board (OMB) in their anti-piracy operations and campaigns have a high level of acceptance. Based on the data, the proposed measures received a weighted mean score of 4.08, interpreted as very recommended. Regarding intelligence and enforcement operations, the OMB personnel assessment received an overall mean score of 4.38, interpreted as very recommended. The OMB client assessment received an overall mean score of 3.83, also interpreted as very recommended. All respondents' assessments in this area received an overall mean score of 4.06, indicating a very recommended level of acceptance. As to information campaigns, the OMB personnel assessment received an overall mean score of 4.36, interpreted as extremely recommended. The OMB client assessment received an overall mean score of 3.85, interpreted as very recommended. All respondents' assessments in this area received an overall mean score of 4.06, indicating a very recommended level of acceptance. As to digital piracy operations, the OMB personnel assessment received an overall mean score of 4.50, interpreted as extremely recommended. The OMB client assessment received an overall mean score of 3.93, interpreted as very recommended. All respondents' assessments in this area received an overall mean score of 4.17, indicating a very recommended level of acceptance. Regarding quasi-judicial functions, the OMB personnel assessment received an overall mean score of 4.21, interpreted as extremely recommended. The OMB client assessment received an overall mean score of 3.91, interpreted as very recommended. Overall, all respondents' assessments in this area received an overall mean score of 4.04, indicating a very recommended level of acceptance.

The study's findings indicate that the Optical Media Board (OMB) actively implements anti-piracy operations and campaigns related to intelligence and enforcement operations, information campaigns, digital piracy operations, and quasi-judicial functions. Notably, a significant difference exists in the variable of infor-

mation campaigns, suggesting varying responsiveness levels among the two respondent groups.

Overall, the assessment reveals that the challenges faced by the OMB in conducting anti-piracy operations and campaigns are moderately challenging. To address these challenges effectively, the OMB should prioritize training in digital forensics and evidence collection and provide access to technology tools and international seminars.

The researcher proposal of the 2024 Enhanced Standard Operating Procedures for the Optical Media Board, Enforcement and Investigation Division. This comprehensive operations manual for the Enforcement and Investigation Division is a practical guide that outlines detailed procedures for evidence collection, raid execution, and coordination with relevant authorities. It explicitly defines actions like confiscating counterfeit goods, identifying suspects, preserving evidence, and initiating legal processes. Additionally, preventive measures and the responsibilities of team members involved in enforcement operations, along with industry representatives, are highlighted to enhance anti-piracy efforts and safeguard intellectual property rights.

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