

Journal



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Journal of Public Relations Research Middle East

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Piratage des ondes radio

Prof.Dr. Enshirah el SHAL

Résumé

Après une introduction sommaire pour définir le piratage des ondes radio, nous avons présenté quelques exemples dont le premier a débuté d'un bateau en mer, par la diffusion de la radio "WUMS", en 1925. De nouvelles stations de piratage ont ensuite apparu diffusant leurs émissions de la mer et de la terre.

Après l'apparition de la vidéo, le piratage de la vidéo en Egypte et plus spécialement dans la ville de Mansoura (gouvernorat de Sharqueyah) s'est répandu. Ce piratage utilisait un appareil spécial, le *video sender*, vendu dans le marché égyptien à titre d'usage personnel. Nous nous en sommes inquiétée car il émettait des vidéos spéciales en plus des films vendus dans les marchés locaux ou importés. Ce type d'appareil s'est très vite répandu en province, surtout dans les quartiers populaires où le niveau économique ne permettait pas d'acheter le magnétoscope, ni de louer les cassettes. Ainsi, il était important d'insister sur le danger causé par ce phénomène, étant donné que l'émetteur était inconnu du récepteur qui recevait gratuitement ces programmes, comme il l'était également des autorités.

En 2004, le piratage de chaînes de télévision satellites a commencé surtout au niveau des programmes sportifs, comme la coupe du monde. Al-Jazeera a été la première chaîne à commettre le premier piratage, en 2004, pendant la coupe d'Europe. Le dernier que nous pouvons citer est celui de la télévision égyptienne qui a retransmis le match de football Egypte/Ghana en novembre 2013, dont Al-Jazeera avait l'exclusivité des droits de retransmission.

Mansoura a été la première ville à connaître le piratage des chaînes satellites. Des jeunes gérants de petites entreprises distribuaient par câble des bouquets formés généralement de 15 chaînes choisies parmi celles diffusées via satellites. Après avoir payé les frais d'installation du câble entre la tête du réseau et le poste de télévision, les abonnés payaient une modique somme de 30 LE par mois. Il faut noter que les abonnés n'avaient pas les moyens de payer le prix d'un décodeur ni celui d'une parabole, ni même un moteur pour changer la direction de la parabole afin de garder une ligne de vue directe entre la parabole et le satellite qui diffuse la chaîne souhaitée.

Nous discutons ici également des problèmes que les jeunes propriétaires de ces réseaux encourent, surtout qu'ils ont omis les droits de diffusion de ces chaînes. C'est donc considéré comme un piratage qui devrait être suivi par les lois. Ce type de chaîne porte le nom de « télévision el-hara » (la télévision de la ruelle). Un documentaire, portant le même titre, a présenté ce phénomène qui existait également dans quelques quartiers populaires au Caire et dans quelques villes et villages du Delta et en Haute Egypte. Ce documentaire a été diffusé sur la chaîne Al-Jazeera, durant les congés du Grand Baïram en 1413 de l'Hégire (septembre 2011), à 19h00. La “télévision el-hara”, une télévision câblée, (télévision par câble, câblovision), est une télévision très personnelle où les abonnés se retrouvent dans ses programmes.

Vu son monopole, l'Etat considère la «télévision el-hara» comme un piratage que nous voyons une autre forme qui ressemble à celui de la vidéo, dont l'émetteur peut diffuser n'importe quel contenu.

Pour terminer, nous pensons qu'il est temps de régler cette affaire en tenant compte que ces chaînes câblées servent une couche sociale de la société égyptienne bien précise, sans oublier les droits d'autrui.