

ABSTRACTS

The convenience and versatility of the hyper-text makes web pages written by Hyper Text Markup Language indispensable part of the internet services and the internet web pages became inundated by a variety of types of unsolicited advertisements. The advent of the ad-blocking software is an inevitable reaction to fulfill the needs of the users of the Internet to cope with the advertisements. The use of the ad-blocking software, however, may bring about the issue of copyright infringement, since the web pages are generally expected to meet the criterion of minimum originality for the recognition as copyrightable works. This paper addresses the issue of copyright infringement from the point of moral right and property right afforded to the copyright owner. The insertion, substitution, and/or blocking of the advertisement in transmitted web pages without any authorization may result in infringement of an exclusive right of integrity as a moral right. But the infringement of the exclusive right to make derivative works cannot be easily approved since the modified web pages would not be accepted as derivative works due to the lack of substantial variation.

Keywords : Internet, web page, pop-up, advertisement, infringement, right of integrity, derivative work