

Information security and its reflection on protecting the rights of direct broadcasting of sporting events in Egyptian sports channels

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Abstract:

The research aims to identify the actual reality of the application of information security and its reflection on the protection of the rights of direct broadcasting of sports events in the Egyptian sports channels. The researcher used the descriptive method (survey studies method) as it is the appropriate method for the nature of this research.

The research community is represented by the Egyptian sports channels, which number is (6) sports channels, which are represented in the following categories (workers in the Egyptian sports channels, workers in the Information Security Department, if any). The researcher chose the research sample randomly, and the number of the research sample was (211) individuals.

In collecting research data, the researcher used documents and records analysis, personal interview, questionnaire on the reality of the application of information security and its reflection on the protection of the rights of direct broadcasting of sports events on Egyptian sports channels (prepared by the researcher).

Among the most important results: The inability of the Egyptian sports channels to provide the necessary infrastructure for the success of the work of the Information Security Department to protect the rights of direct broadcasting of sports events obtained by sports channels, the apparent shortcoming in the legislation and laws of intellectual property rights related to television broadcasting in the local law, which lacks the foundations of civil and legal responsibility to protect those rights.

Among the most important recommendations: The necessity of emphasizing the existence of an information security department within the organizational structure of the Egyptian sports channels, emphasizing the concerned authorities of the need to issue legislation and a draft law to protect the rights of direct broadcasting of events, especially sports, in order to achieve prompt justice, and Emphasizing the need for the urgent implementation of those laws to be issued in a way that preserves rights in a legal and speedy manner to avoid many losses for Egyptian sports channels preserves rights in a legal and quick manner to avoid many losses to the Egyptian sports channels.

Introduction & research problem:

Information and social, cultural and sports sectors, and communication technology is this revolution depends on the revolutionizing the economic, political, information on which human

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knowledge is based. Modern information technology allows the latter to be monitored, processed, and distributed in its various types, written, visual, and audio, by overcoming the barrier of information volume and reducing the time required for its distribution.

This technology led to a new way of working that facilitated the birth of a new concept, which is the concept of the information society, which aims at the intensive and optimal exploitation of information in various fields of life. This society is the result of the technological convergence between informatics, communication technology, broadcasting and television transmission. And it opened the doors of interaction between several dealers and recipients at the global level. Through this wide openness in the fields of communication, we had to know how to preserve this information transferred from one side to another, and from here the information security arose. (17:27)

Since information security depends clearly on the standards and procedures taken to prevent information from reaching the hands of unauthorized persons through communications, to ensure the authenticity of these communications through a set of specific activities such as encryption security, transmission security, and those related to confidentiality, to ensure that information is protected from unauthorized disclosure, Identity checks to ensure that a person is authorized to receive information of a

specific classification or to verify the source of that information. (1:18)

As the information security policy is an effective part in the strategy of various organizations in order to reach information security. Over the past two decades, studies have varied in determining the extent of the impact of the information revolution on all activities of the organization, as the organizations need security controls to protect valuable information. The most important of these controls is that an information security policy be compatible with business requirements, laws and regulations. With the increasing interest in information security, the information and communications security recommendations of the National Security Agency in the United States have defined standards and procedures that guarantee the confidentiality, completeness and availability of components of information systems, including hardware, software, embedded software, and information that is processed, stored and transmitted. (2:4)

As the rapid developments in the field of information technology imposed great pressures and challenges on organizations, which necessitated them to respond to these pressures, and it was imperative for them to transform the challenges into opportunities for growth and development in a business environment that is increasingly open and integrated day by day. This is done by preparing a well-thought-out strategy for information security that is the cornerstone of information security and transforms this activity into a

proactive activity instead of a reaction according to the special threats, business drivers, and the requirements of the work environment in which the organization operates. (20:4)

There are also many technical security means that need to be used to protect different rights, and their purposes and scopes of use are multiplied. Firewalls are taken in addition to encryption, as well as access control systems, penetration detection systems, anti-virus systems and software, but they do not all represent the means of used protection, rather it is in addition to the means of identification and documentation, representing the most important means of security today (5:8).

Hence, the importance of information security emerged in the organization of sporting events, as broadcasting sporting events and competitions is the most popular product that individuals and entities in all countries of the world are keen to access and obtain their rights. Therefore the cultural and human importance of sports information at the national and international levels, for this reason is considered Some security and legal systems refer to sports activity as a public service that they work to provide to citizens (15:7).

The information revolution resulted in a transition from the realm of economic thought to knowledge thought. If the first takes commodities and merchandise as a basis for its existence, the second depends on information as new financial and economic values. Thus, investment in

the field of information has become one of the most attractive fields for money compared to traditional fields. Investing in the field of sports information is one of the areas on which the communications revolution depends, as various means of communication seek to obtain the rights to broadcast competitions and sporting events because of their great importance to the sports consumer (19.15).

Sports is one of the most important areas of interest by the masses, and therefore multimedia seeks to spend money on transmitting sports events and tournaments and preparing sports programs because of their economic importance, as the public is keen to follow them, whether they are available through open means of communication or by subscribing to other not available means (encrypted), which leads to an increase in the demand of advertisers for various products and services, as the times of broadcasting these sports events are considered the peak time in mass follow-up, which makes companies and advertising agencies compete to broadcast advertisements for their products during the display of these events. Photography companies also seek to obtaining photographic rights for players, clubs and sports teams to be used in the promotion of goods and services and as a cover for various publications (9:3).

After the multiplicity of private sports channels, especially the specialized ones, the stations began to search for viewers as either subscribers or viewers of advertisements. The

channels began to compete in acquiring sports rights, which causes an astounding increase in the cost of these rights, and this phenomenon aggravated between private channels and public sector channels. And the competition between channels has become an international battle in which blocs and alliances emerge. The direct reflection was on the escalation of the rights of sporting events, as the negotiations sometimes witnessed record numbers. (18:14).

With the increasing pace of the information revolution and the revolution in the world of communication and information transfer, it became possible for individuals and institutions to transfer information and data and obtain television broadcasting rights for various competitions and tournaments, which necessitated to be informational and legal frameworks that seek to protect broadcasting rights obtained by media entities and various sports channels in broadcasting matches and sports competitions. In light of what the researcher thinks of the inadequacy of the legal and informational frameworks that protect broadcasting rights for various sports competitions and tournaments, in addition to that, recent developments need modern informational adaptations, especially given that information security and television and electronic broadcasting on one hand, and the sector of organizing and broadcasting sports competitions and tournaments on the one hand Others, considering that they are the elements of protection from

information and legal security, as this is closely related to investing in sports competitions and tournaments in the era of the sports economy being linked to globalization. Through this, it becomes clear to the researcher that sports channels do not care about establishing the infrastructure that helps them achieve information security that protects the rights to broadcast matches and sports competitions. The absence of coordination between all employees of the various departments of the sports channel and the Department of Information Security leads to conflicting performance that others exploit in infringing on the television broadcasting rights of those different sports competitions and tournaments whose rights are won by the different sports channels.

Moreover, it became clear to the researcher that many Egyptian sports channels ignore the existence of an information security department within the organizational structure of the sports channel, which leads to the absence of an effective oversight role for the governance of information security systems within the channel. Thus there isn't an internal control process and the failure to implement the foundations and procedures for information security to protect the broadcasting rights obtained by the channel. As the absence of an effective role for information security management within the sports channel and neglecting the role of security information systems within the channel and working to constantly update them

facilitate the piracy process on the broadcast rights that cost sports channels a lot of money to obtain, instead of the shortcomings of the legislative and legal aspects that protect the broadcasting rights of Egyptian sports channels and the different degrees of litigation that may often reach international levels of litigation and delaying it. Sports channels may incur a lot of material losses and sums in it.

The researcher also believes that the Egyptian sports channels neglect to rely on the modern technological security systems in force in the international sports channels, which makes it easier for the infringer of rights to broadcast illegally, and it is difficult for the sports channel to intercept it by protecting its information security. As the lack of development of the technological infrastructure of the sports channel does not guarantee it to maximize the role of the information security department to protect its television rights in broadcasting competitions, championships and sports matches, as well as the strong failure to support the information security system within the channel, the failure to allocate appropriate budgets for spending on developing these security sectors and designing programs Training on information security systems at the highest possible level and keeping pace with the security, technical and information development affects the workers of the sports channel, leaving them no room to confront the infringers of the television

broadcasting rights of the sports channel in which they work.

Based on the foregoing, the researcher found major shortcomings in the information security of the Egyptian sports channels, which helps to protect the rights of television broadcasting of various sports competitions and events, which affects the sports channels economically and costs them significant financial and moral losses and hinders them from achieving their various marketing goals

And by informing the researcher of previous studies and research, and as far as the researcher knows, there is a dearth of studies that dealt with information security and its reflection on the rights of direct broadcasting of sporting events in Egyptian sports channels, and what are the mechanisms for applying information security to protect the rights of direct broadcasting of sporting events in Egyptian sports channels. From here the idea of this research arose, which is the reality of information security and its reflection on protecting the rights of direct broadcasting of sporting events in Egyptian sports channels.

Research goal:

The research aims to identify the actual reality of applying the information security and its impact on protecting the rights of direct broadcasting of sporting events in Egyptian sports channels.

research questions:

In light of the research objective, the researcher puts the following questions
1-What is the reality of information

security management and its impact on protecting the rights of direct broadcasting of sporting events in Egyptian sports channels?

2-What is the reality of information security policies and their impact on protecting the rights of direct broadcasting of sporting events in Egyptian sports channels?

3-What is the reality of the legal controls for information security and their impact on protecting the rights of direct broadcasting of sporting events in Egyptian sports channels?

4-What are the mechanisms used to overcome information security risks and their impact on protecting the rights of direct broadcasting of sporting events in Egyptian sports channels?

5-What are the methods of developing information security and its impact on protecting the rights of direct broadcasting of sporting events in Egyptian sports channels?

Terms used in the search

Information security

A set of administrative and technical measures that are taken to ensure the provision of the necessary protection for information from internal and external threats. And it represents the barrier that prevents abuse by providing the necessary means to protect information from risks.(3:7)

It is the set of legal controls that regulate the material rights to transmit sports media material to the receiving or viewing audience. (operational definition).

Sports channels:

They are sports television stations that adopt the sports field as their content. They broadcast their transmission via satellite so that this transmission exceeds the geographical boundaries of the borders of the transmitting country, as it can be received in other countries and regions through special devices to receive and capture the signals coming from the satellite. (12:17)

Research procedures:

Research Methodology

The researcher used the descriptive approach (survey studies) as it is the appropriate approach for the nature of this research.

Research community and sample

The research community is represented in the Egyptian sports channels, which number (6) sports channels, represented in (the workers of the Egyptian sports channels, the employees of the Information Security Department, if any)

The number of the research sample was(211) individuals who are randomly selected, and the following table shows that:

Table(1)
Description of the research community and sample

Egyptian sports channels	number of employees	the exploratory sample	the basic sample
Nile Sports Channel	38	3	32
Al-Ahly Club channel	45	5	41
On Sport 1 channel	49	8	38
On Sport 2 channel	46	4	34
On Sport 3 channel	31	2	29
Zamalek Club Channel	43	3	32
Total	250	25	211

Data collection tools:

In collecting research data, the researcher used the following

First: Analysis of Documents and Records

The researcher reviewed and analyzed the documents and records of the Egyptian sports channels to identify their methods of work, and the extent of applying information security and its impact on protecting the rights of direct broadcasting of sporting events

Second: the personal interview

The researcher conducted several interviews with a number of workers in the Egyptian sports channels, in order to identify the reality of the application of information security and its reflection on the rights of direct broadcasting of sporting events in the Egyptian sports channels.

Third: A questionnaire on the reality of information security and its reflection on the protection of the rights of direct broadcasting of sporting events in Egyptian sports channels: (prepared by the researcher)

The researcher designed a questionnaire aimed at identifying the reality of information security and its

reflection on protecting the rights of direct broadcasting of sporting events in Egyptian sports channels, where six axes were identified (Appendix2), then the researcher presented it to a group of experts (Appendix1) in the field of sports management consisting of ten experts. In order to express an opinion on its appropriateness, and it was agreed on five axes, which are the axes that obtained a percentage higher than (70%) from the agreement of the opinions of experts.

Then the researcher put together a set of phrases for each axis of the questionnaire, and the number of phrases reached fifty phrases distributed among the axes of the questionnaire (Appendix3), then presented them to the experts, and the phrases that obtained a percentage less than(70%) of the agreement of the experts were deleted, and The number of deleted phrases reached four phrases, so that the final image consists of forty-six phrases (Appendix4). To correct the questionnaire, the researcher set a three-point scale. The

statements were corrected for the questionnaire as follows: Agree(3) three degrees, to some extent(2) two degrees, disagree(1) one degree.

Scientific transactions of the questionnaire

The researcher calculated the scientific coefficients of the questionnaire as follows

:A- Honesty

To calculate the validity of the questionnaire, the researcher used the following methods

1-Validity of the content:

The researcher presented the questionnaire in its initial form to a group of experts in the field of sports management, consisting of(10) experts, in order to express an opinion on the appropriateness of the questionnaire in what it was developed, where the axes and phrases for each axis and the appropriateness of those phrases for the axis they represent.

The percentage of the experts' opinions on the questionnaire's expressions ranged between (30%:100%), and thus (4) phrases were deleted because they obtained less than 70% of the experts' agreement, so that the final image consisted of (46) phases.

The validity of the internal consistency 2

To calculate the validity of the internal consistency of the questionnaire, the researcher applied it on a sample of (25) individuals from the research community and other than the original sample of the research, where the researcher calculated the correlation coefficients between the degree of each statement and the total

degree of the axis to which it belongs, as well as the correlation coefficients between the degree of each statement and the total degree For the questionnaire. The correlation coefficients were also calculated between the score of each axis and the total score of the questionnaire.

It is clear:

The correlation coefficients of the score of each statement and the total score of the axis to which it belongs ranged between (0.51: 0.88) , which are statistically significant correlation coefficients, which indicates the validity of the internal consistency of the questionnaire.

It is clear:

The correlation coefficients of the score of each statement and the total score of the axis to which it belongs ranged between (0.50: 0.80) , which are statistically significant correlation coefficients, which indicates the validity of the internal consistency of the questionnaire.

It is clear from the following:

The correlation coefficients of the score of each statement and the total score of the axis to which it belongs ranged between (0.79: 0.94) , which are statistically significant correlation coefficients, which indicates the validity of the internal consistency of the questionnaire.

B- Constancy

To calculate the stability of the questionnaire, the researcher used Cronbach's alpha coefficient by applying it on a sample consisting of (25) individual from the research community and outside the original sample.

The alpha coefficients for the axes of the questionnaire ranged between (0.90: 0.92), and the alpha coefficient for the questionnaire reached (0.95), which are statistically significant correlation coefficients, which indicates the stability of the questionnaire.

Statistical processors:

Percentage.

Correlation coefficient.

Cronbach's alpha coefficient.

The estimated degree.

The average rate of response.

Trust limits.

The researcher was satisfied with the level of significance at the level (0.05), and the Spss program was used to calculate some statistical coefficients.

Research time period:

The application was done in the time period between (2 -1 - 2021: 16 - 1-2021) for the survey sample and between (21 -1 -2021 : 10-3-2021) for the main sample.

Presentation, discussion and interpretation of the results:

The answer to the first question that states:

1-What is the reality of information security management and its impact on protecting the rights of direct broadcasting of sporting events in Egyptian sports channels?

The average response rate to the opinions of the research sample in the phrases of the first axis, information security management and its reflection on the protection of the rights of direct broadcasting of sporting events in Egyptian sports channels, ranged between(0.47: 0.71).

The phase (5,6,8,9) came less than the minimum level of confidence, which indicates that they have not been verified in the information security department and their impact on the protection of the rights of direct broadcasting of sporting events in Egyptian sports channels.

The phases (1,2,3,4,7,10) ranged between the minimum and the maximum level of confidence, which indicates that they have been achieved to a moderate degree in information security management and their impact on protecting the rights of direct broadcasting of sporting events in Egyptian sports channels.

The average response rate for the axis was (0.48), which is less than the minimum level of confidence, which indicates that it has not been achieved in the reality of information security management and its impact on the rights of direct broadcasting of sporting events in Egyptian sports channels.

The researcher attributes these results to the fact that the management of Egyptian sports channels does not provide the infrastructure that necessitates the success of the administrative process related to information security procedures, as the preparation of the infrastructure must provide appropriate and necessary budgets to implement the latest and strongest security measures related to direct broadcasting rights, protection of information and direct television broadcasting signals. This is what many Egyptian sports channels fail to do, which are trying to make a lot of profits while saving expenses and

budgets so as not to consume many exchange items and see from their point of view that these expenses are for luxury and not to protect their fields that they spent a lot of money on until they get them

The researcher also attributes these results to the fact that the organizational structure of many Egyptian sports channels lacks an information security department, as officials believe that the protection of information, broadcast signals, and the rights obtained by the sports channel does not need an independent department that works within the framework of the organizational structure of the various channel departments. Work for other people, which leads to the absence of full coordination within the framework of work and the lack of full coordination between the goals of work within the sports channel and the goals and principles of information security, which exposes the direct broadcast signals of sporting events that have obtained their rights. The channel is vulnerable to hacking and broadcasting in illegal ways, which leads to losses financial and competitive.

The answer to the second question, which states:

2-What is the reality of information security policies and their impact on protecting the rights of direct broadcasting of sporting events in Egyptian sports channels?

The average response rate to the opinions of the research sample in the phrases of the second axis (information security policies and their impact on protecting the rights of

direct broadcasting of sporting events in Egyptian sports channels) ranged between (0,55:0,72).

The phrases (14,18) came less than the minimum level of confidence, which indicates that they have not been achieved in information security policies and their impact on protecting the rights of direct broadcasting of sporting events on Egyptian sports channels

The expressions (11,12, 13,16,17) ranged between the minimum and the highest level of confidence, indicating that they achieved a moderate degree of information security policies and their impact on protecting the rights of direct broadcasting of sporting events in Egyptian sports channels

-The phrase (15) came as a higher number than the upper limit of confidence, which indicates that it has been achieved by a large percentage in information security policies and its impact on protecting the rights of direct broadcasting of sporting events in Egyptian sports channels

The average response rate for the axis was (0,64), which is higher than the minimum level of confidence, is what proves that it has been achieved with a medium degree in information security policies and their impact on protecting the rights of direct broadcasting of sporting events in Egyptian sports channels.

The researcher attributes these results to the fact that the administrations of the Egyptian sports channels neglect to draw up information security policies, define their employees and their lack of

awareness of the ability of qualified workers specialized in information security and protecting their direct broadcasting rights by applying these policies and how to select them in order to achieve the objectives of the sports channel and protect its rights in the direct broadcast signals for various sporting events.

Where the researcher believes that these results are due to the fact that those who are in charge of the Egyptian sports channels do not show much interest in updating work policies with information security in line with the global technological development in light of the era of globalization and openness to the world, and also confronting the technological development and work programs that the hackers have reached. They can easily penetrate any broadcast signal and steal it, which incurs huge financial losses to those in charge of the sports channels, as the Egyptian sports channel administrations, when they set special policies to work with the information security system to protect their live broadcast rights for the sporting events that obtain broadcast rights, are not in line with the system. The technology used within the sports channel due to the lack of development policies to coordinate work between the various departments and interest in development in line with the global technical progress and developments in the field of protection of live broadcast signals of sporting events.

The answer to the third question, which states

3-What is the reality of the legal controls for information security and their impact on protecting the rights of direct broadcasting of sporting events in Egyptian sports channels?

The average response rate to the opinions of the research sample in the phrases of the third axis (legal controls for information security and its impact on protecting the rights of direct broadcasting of sporting events in Egyptian sports channels) ranged between (0.39: 0.64).

The expressions (19, 20, 21,22,23,25) came less than the minimum level of confidence, which indicates that they are not fulfilled in the legal controls for information security and its impact on the protection of the rights of direct broadcasting of sporting events in Egyptian sports channels.

The expressions (24,26,27) were higher than the minimum level of confidence, which indicates that they were achieved with a medium degree in the legal controls of information security and its impact on the protection of the rights of direct broadcasting of sporting events in Egyptian sports channels.

The average response rate for the axis was (0.46), which is less than the minimum level of confidence, which indicates that it has not been achieved in the legal controls of information security and its impact on the protection of the rights of direct broadcasting of sporting events in Egyptian sports channels.

The researcher attributes these results to the obvious shortcomings in the legislation and laws related to

intellectual property rights related to television broadcasting in local law, which lack the foundations of civil and legal responsibility to protect those rights, and the insufficiency of the articles of law and legislation in a way that protects the owners of space rights in the direct broadcast of important sporting events and tournaments. This is consistent with the study of "Hassan Ahmed Attia, Sameh Kamal Abdel Qader's (2015) study (2015), where the most important results were that there is no special law for television broadcasting and the need to activate the supervisory and legislative role and issue laws that protect the rights of the rights holders of direct broadcasting

The researcher sees through these results that the local law and legislation lack the necessary legal materials that are in line with the new technological developments in the field of information security and direct broadcasting of sporting events in Egyptian sports channels, as the responsibility is shared between the legislation and the various sports federations that adopt the sporting events that take place. As the responsibility is shared between the legislation and the various sports federations that adopt the sporting events that the various sports channels obtain the rights to broadcast, because they are in charge of protecting the media institutions that deal with them and that profit from work and partnership with them.

The answer to the fourth question, which states

4-What are the mechanisms used to overcome information security risks

and their impact on protecting the rights of direct broadcasting of sporting events in Egyptian sports channels?

The average response rate to the opinions of the research sample in the phrases of the fourth axis (mechanisms used to overcome the risks of information security and its impact on protecting the rights of direct broadcasting of sporting events in Egyptian sports channels) ranged between (0,58:0,74).

The expressions (29,32,33) came less than the minimum level of confidence, which indicates that they have not been achieved in the mechanisms used to overcome the risks of information security and its impact on the protection of the rights of direct broadcasting of sporting events in Egyptian sports channels

The expressions (30,31, 34,36) ranged between the minimum and the highest level of confidence, which indicates that they have been achieved to a moderate degree in the mechanisms used to overcome the risks of information security and its impact on protecting the rights of direct broadcasting of sporting events in Egyptian sports channels

The expressions (28,35) came as a higher number than the upper limit of confidence, which indicates that they have been achieved in the mechanisms used to overcome the risks of information security and its impact on the protection of the rights of direct broadcasting of sporting events in Egyptian sports channels.

The researcher attributes these results to the lack of awareness of the

Egyptian sports channels administrations of the importance of identifying mechanisms for confronting the risks surrounding information security and overcoming them, and their inability to follow scientific methods in identifying those risks and threats and focus on opportunities to confront these threats and concerns surrounding the rights of direct broadcasting of the sporting events that they obtain. And its neglect of the updated training programs that follow the latest scientific methods in training workers to face these risks and threats and its ability to analyze it and deviate the best methods to confront it, as well as the clear lack of modern technical and technological capabilities that enable it to face risks and threats and help to avoid these risks

Where the researcher believes that the obvious failure to ignore the role of continuous updates of the information security system within sports channels exposes the rights obtained by these channels to many risks of infringement and electronic piracy, which threatens their chances of continuing to compete in the media market and achieve media leadership and superiority over other competing channels. The Egyptian sports channels do not give importance to continuing to address these risks by issuing administrative decisions to face the potential risks of infringement of the rights in direct broadcasting of various sporting events as well as other broadcasting rights obtained by the Egyptian sports channels, and neglecting to develop executive plans to confront these risks as well as

alternative plans to attempt any infringement. I have these rights through interim and strategic plans in the future in line with technological techniques and the continuous progress of all other media institutions.

The answer to the fifth question, which states

5-What are the methods of developing information security and its impact on protecting the rights of direct broadcasting of sporting events in Egyptian sports channels?

The average response rate to the opinions of the research sample in the phrases of the fifth axis (methods of developing information security and its reflection on protecting the rights of direct broadcasting of sporting events in Egyptian sports channels) ranged between (0,63:0,69).

-All expressions were higher than the minimum level of confidence, which indicates that they have been achieved to a moderate degree in the methods of developing information security and its impact on protecting the rights of direct broadcasting of sporting events in Egyptian sports channels

The researcher attributes these results to the lack of possibilities for the continuous development of the information security infrastructure in the Egyptian sports channels, which reflects negatively on the protection of the rights of direct broadcasting of sporting events and makes them vulnerable to infringement and penetration, while ignoring the role of experts specialized in information security to develop methods of

communication within sports channels to protect direct broadcasting rights of the sporting events, Since the basic elements of development are human capabilities and advanced modern technologies that help protect those rights, and any shortcomings in them make those rights vulnerable to theft and penetration.

The researcher attributes the previous results to the low level of financial budgets allocated for information security in Egyptian sports channels, as the low level of financial budgets results in the lack of purchasing power for modern technologies and technological devices that help sports channels to protect the rights of direct broadcasting of sports events and tournaments, as well as low financial budgets. For sports channels, it entails not providing remunerative material incentives that attract distinguished people in information security to work in sports channels and motivate the current ones to make maximum efforts and work well in order to achieve the goals of those media entities with their huge projects and broadcasting rights

The researcher attributes these results to the failure to provide ways and means of technical and technological support to implement the new systems for information security and keep pace with the huge technological development in

information security means, and this is consistent with the study "Kawthar Al-Saeed Mahmoud, Ahmed Azmy Imam, Dina Kamal" (2021) () where it was One of the most important results is that the reality of cyber security in the Ministry and Directorates of Youth and Sports is achieved to a moderate degree as a result of the technical discrepancy between the capabilities of the Ministry of Youth and Sports and the capabilities of the Youth and Sports Directorates at the level of the Republic.

The researcher believes that these results are due to the inability of the Egyptian sports channels to develop a future vision to identify the problems and obstacles related to information security, anticipate future problems, develop strategic plans that lead to solving them, save time, effort and financial expenses, and ignore the role of sustainable development of administrative work within the framework of information security.

Conclusions:

1-The organizational structure of many Egyptian sports channels lacks information security management, which leads to conflicts in work and the absence of the ability to make decisions related to information security, and its impact on protecting the rights of direct broadcasting of sporting events.

2-The lack of full coordination between the goals of work within the sports channel and the goals and principles of information security, which exposes the direct broadcast signals of sporting events to hacking and broadcasting in illegal ways.

3-The inability of the Egyptian sports channels to provide the necessary infrastructure for the success of the work of the Information Security Department to protect the rights of direct broadcasting of sports events obtained by the sports channels.

Recommendations:

1-The need to emphasize the existence of an information security department within the organizational structure of the Egyptian sports channels

2-Working to provide the necessary infrastructure to support information security and achieve goals in protecting the rights of direct broadcasting of sporting events in Egyptian sports channels and developing technological capabilities, if any.

3-The necessity of relying on specialists in information security and providing the necessary training programs for them to develop their capabilities , abilities and benefit from them and develop ways of working within the Egyptian sports channels to protect the rights of direct broadcasting of sporting events.

4-The necessity of drawing attention to work policies within the framework of information security, introducing employees to them, increasing the culture related to information security, and making them aware of the necessity and the danger of ignoring it.

5-Emphasizing the concerned authorities on the need to issue legislation and a draft law to protect the rights of direct broadcasting of events, especially sports, in a way that achieves prompt justice, and stressing the need for urgent implementation of those laws to be issued in a way that preserves rights in a legal and speedy manner to avoid many losses for Egyptian sports channels.

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