FIFTHFREEDOM

Article 17 CDSM
Stakeholder Dialogue

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WHO WE ARE

Profile

- Founded in 2009
- Focusing on area of filehosting and streamhosting
- Our clients include well-known enterprises from the media, music, film and publishing industries along with industry associations and renowned law firms

WHAT WE DO

Skills

- We are specialist in the detection and elimination of infringements of copyrights
- We build technical solutions that can be customized to meet individual requirements
- We create court-proof documentations
- We offer consulting and training courses

HOW WE DO IT

Tools

- Own software solutions for search, identification, decrypting, reporting & analysis
- Metadata & media identifiers
- Notice & takedown
- Direct removal access
- Content-ID Systems

Content-ID Systems

BOOK – AUDIO – PICTURE – VIDEO

Advantages	Drawbacks
additional tool at hand «	» optimised for primary mediatypes
finds product in complex systems «	» often requires reference files
it works tirelessly «	» results need to be verified manually
internal solution: potential to find all uses «	» external solution: always limited in depth
it works proactive and on the fly «	» can be tricked and doesn't work in various cases
...	...

additional search routines

Insight program
ALTERNATIVE CONCEPT

Rightholder send identifiers

DOI – ISBN – ISSN – EAN – ASN

▼

forwarding DOIs to the platform

▼

platform provides access to the corresponding results

▼

we check the assets and match them with reference files

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Decision

CONTENT ID & ALTERNATIVE CONCEPTS

Conclusion

- internal, integrated and external Content-ID Systems have their limitations
- other approaches and concepts are available
- solution need to suit the rightsholders need
- efforts are significant to get them working efficiently
- each platform and service has its own requirements
- you can not rely on fully automated systems because of their weaknesses

WHAT COMES NEXT?

Upcoming expenses

- costs for anti-piracy efforts remain
- Know-how needs to be built up or purchased
- technical interfaces have to be build
- requires additional man powers
- ...

The costs are usually paid by the copyright owner, publisher or distributor.

Questions

THANK YOU FOR YOUR INTEREST
Andreas Kemerle