

FACEBOOK

# Facebook Rights Manager

Confidential  
December 16, 2019

# Rights Manager Overview

- Rights Manager is a copyright management tool that helps rights holders protect content at scale
- There are three steps to operating Rights Manager:
  1. Rights holders ingest their video/audio content
  2. Rights Manager matches user content and allows rights holders to take action on that content
  3. Users can dispute an action directly to a rights holder

# Uploading Content in Rights Manager

- Access to Rights Manager is subject to an application, and tailored to rights holders' needs
- Content can be uploaded into Rights Manager as “reference files”
- Once ingested, rights holders set custom “match rules” for their reference files

**Create Match Rule**

**Find videos that match your reference files**  
This match rule will find any videos on Facebook that match content in your reference files. You can associate reference files to this match rule when you add a new reference file or by going to the Reference File tab.

**Block**  
Prevent matching videos from being discoverable or viewed on Facebook

Apply these settings: Worldwide

**Select filters**  
Set up filters describing the type of matching videos you want to block.

Overlap: Greater than, 5:00 mins

Content type: Video, Audio, Video and Audio

Publisher: Pages, Profiles

Privacy: Public, Limited

Blocked videos will not generate Reference File Insights.

**Monitor**  
Move matching videos to Monitor tab to keep an eye on how they're performing over a long period of time

Apply these settings: Worldwide

**Select filters**  
Set up filters describing the type of matching videos you want to monitor.

Overlap: Greater than, 3:00 mins

**PLATFORMS**  
Actions will be applied to matches on the following platforms:  
Facebook, Instagram

**ACTIONS**  
Actions will be applied in the order listed

- Block**
  - Worldwide
  - Overlap > 5:00 minute(s)
  - Video and Audio, Video Only
  - Publisher: Pages
  - Privacy: Public
- Monitor**
  - Worldwide
  - Overlap > 3:00 minute(s)
  - Video and Audio, Video Only
  - Publisher: Pages
  - Privacy: Public
- Manually Review**
  - Worldwide
  - Overlap > 1:00 minute(s)
  - Video and Audio, Video Only
  - Publisher: Pages
  - Privacy: Public

Any remaining matches will be ignored

Blocked videos will not generate Reference File Insights


Change Order

# Rights Manager Matching

- Rights Manager scans Live and standard videos
- Matching is done by a number of sophisticated algorithms
- Rights Manager can catch many types of “manipulated” videos, but there are limits to its abilities

### Matching Video Details

0 actions



99%  
95%  
0:01 - 1:33

**boing premiere**  
Posted by [redacted] on Oct 16, 2019 • See Post


Published on Facebook Is a business  
Not a flagged video Was not live  
Doesn't include ads

Match ID	1394333030715672
Video ID	1394328250716150
Match Duration	2m 13s
Video Views	4
Page Followers	8

Block Monitor Collect ad earnings ...

### Reference Files

...



99%  
95%  
0:01 - 1:33

**Block all**

Reference File ID 686665655151133  
Date Added Oct 10, 2019

**Matching Segments**

00:00 - 01:33	...
00:05 - 02:13	Exclude Segment
00:22 - 02:13	...
01:46 - 02:13	...

Close

# Actions Available in Rights Manager

Monitor /  
Ownership Links

Claim Ad Earnings





Manual Review

Block

### Create Match Rule

**Find videos that match your reference files**  
This match rule will find any videos on Facebook that match content in your reference files. You can associate reference files to this match rule when you add a new reference file or by going to the Reference File tab.

**Add an Action**  
Select the action you want to take on videos that match content in your reference files. [Learn more](#)

 <b>Claim Ad Earnings</b> Receive a share of the money earned from a matching video's ad breaks <a href="#">Set up Claiming</a>	 <b>Block</b> Prevent matching videos from being discoverable or viewed on Facebook
 <b>Monitor</b> Move matching videos to Monitor tab to keep an eye on how they're performing over a long period of time	 <b>Manually Review</b> You'll have 30 days to decide what action to take before the matching video expires from Rights Manager

[Cancel](#) [Next](#)


**Make sure to set up every action you want to take with matching videos**  
Any matching videos that don't fall under one of your selected actions in your match rule won't appear in Rights Manager.

# Rights Manager Disputes

- Users are notified of blocks, and can file disputes
- Rights Manager disputes allow rights holders and users to communicate within Facebook
- If the user and rights holder cannot come to a resolution, rights holders may file a manual report, which users may appeal

██████████ has taken action on your video because it may contain music, audio or video belonging to them.

Facebook is committed to protecting everyone's intellectual property, so we're letting you know that your video contains material that you may not have the rights to use. [Learn more about content rights.](#)



Your video matches 40 seconds of content owned by ██████████ [Play matching part.](#)

**The following action(s) have been taken:**

- **Block**  
Your content is no longer viewable on Facebook in the specified territories. If you submit a dispute, your content may be restored.  
**Applied:** Australia, Japan, Vietnam, Myanmar and Russia

[Learn more about how rights protection can affect your content on Facebook in the Help Center.](#)

**Delete this video** if you don't have the rights to use all of the content in it. This won't affect your account.

**Submit a dispute** if you feel this is a mistake and you have the rights to use this content. By submitting a dispute, you give Megumistestpage permission to review your video and information that may allow them to identify your account. Your video will be posted as you originally intended while your dispute is reviewed by Megumistestpage.

[Delete Video](#) [Submit Dispute](#) [Accept](#)

# Operating Content Protection Systems

- Protecting IP rights, while ensuring legitimate uses of content are permitted, is one of our top priorities



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