European Commission
Stakeholder Dialogue on Copyright Directive

16 December 2019, Brussels

SEZNAM.CZ

Let's talk about smaller OCSSPs for a minute.

Why?

Because problem with piracy is often even more visible on smaller, local OCSSPs.

Challenges with smaller OCSSPs

‣ They do not have resources to build sophisticated systems like the "big" guys.

‣ They often tend to use the lack of resources as an argument to do nothing to protect rightsholders and just wave with the eCommerce directive as an excuse.

‣ We see more than 25% of all illegal views of our content trough smaller OCSSPs.

SEZNAM.cz

Let's see a typical example of a smaller OCSSP

star wars

🔍 Hledat soubory   ⬆ Nahrát soubory

Jste starší 18 let? [Ano, jsem] [Ne, nejsem]   ✕

| Vše | ▶ Video | 📷 Obrázky | 📚 Archivy | 🎧 Audio | 📄 Dokumenty | 🏆 Buď svá | ◪ MACHR |

Řazení: Relevance ▾   ☐ Zapamatovat filtry

⏱ 2:11:52   🗄 3.2 GB
⭐ 📥 👍 0
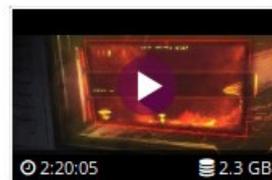Star Wars VI - Návrat Jediho (1983).mkv

⏱ 2:22:27   🗄 3 GB
⭐ 📥 👍 0
Star Wars II - Kolny útočí (2002).mkv

⏱ 2:31:51   🗄 2.4 GB
⭐ 📥 👍 +1
Star Wars Epizoda 8 - Poslední z Jediů (2017) cz dabing by San75.avi

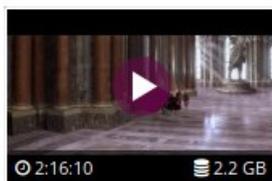⏱ 2:20:05   🗄 2.3 GB
⭐ 📥 👍 +1
Star Wars Epizoda 3 - Pomsta Sithů (2005) cz dabing by San75.avi

⏱ 2:22:27   🗄 2.3 GB
⭐ 📥 👍 +1
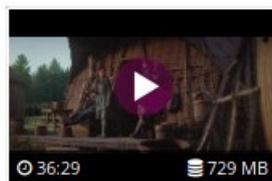Star Wars Epizoda 2 - Klony útočí (2002) cz dabing by San75.avi

⏱ 2:16:10   🗄 2.2 GB
⭐ 📥 👍 +1
Star Wars Epizoda 1 - Skrytá hrozba (1999) cz dabing by San75.avi

⏱ 38:25   🗄 764 MB
⭐ 📥 👍 +1
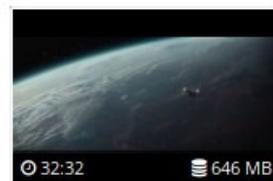The Mandalorian (6-8) Star Wars TitCz.mp4

⏱ 36:29   🗄 729 MB
⭐ 📥 👍 0
The Mandalorian (4-8) Star Wars TitCz.mp4

⏱ 36:09   🗄 716 MB
⭐ 📥 👍 +1
The Mandalorian (1-8) Star Wars TitCz.mp4

⏱ 32:32   🗄 646 MB
⭐ 📥 👍 0
The Mandalorian (3-8) Star Wars TitCz.mp4

blaník

| Q Hledat soubory | ⬆ Nahrát soubory |

Jste starší 18 let? Ano, jsem | Ne, nejsem

| ▶ Vše | ▶ Video | 📷 Obrázky | 🗄 Archivy | 🎧 Audio | 📄 Dokumenty | 💬 Buď svá | ◼ MACHR |

Řazení: Relevance ▾

☐ Zapamatovat filtry

⏱ 1:24:22 🗄 661 MB
★ ⬇ 👍 0
Cimrman 11 - Blaník.avi

⏱ 1:21:30 🗄 801 MB
★ ⬇ 👍 +1
Prezident Blaník-komedie ČR 2018.avi

⏱ 1:21:19 🗄 1.8 GB
★ ⬇ 👍 0
Prezident Blanik.avi

⏱ 30:23 🗄 1 GB
★ ⬇ 👍 +1
Karel Gott - České odpoledne na Rádiu Blanik.ts

⏱ 1:21:31 🗄 1.7 GB
★ ⬇ 👍 0
Prezident Blaník (2018) cz dabing by San75.avi

.doc
🗄 24 kB
★ ⬇ 👍 0
2019_07_ Votice Keks ,Blaník L. poznámky.doc

⏱ 1:21:31 🗄 855 MB
★ ⬇ 👍 +2
Prezident Blanik 2018 -62- silma.mp4

.epub
🗄 160 kB
★ ⬇ 👍 0
Cimrman Jara - Blanik - Blanik.epub

⏱ 1:21:36 🗄 1.3 GB
★ ⬇ 👎 -1
Prezident.Blaník. (2018).HDTV.CZ.avi
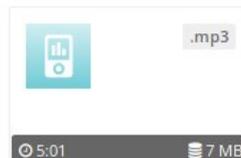
.mp3
🗄 7 MB
★ ⬇ 👍 0
Ortel - Blaník.mp3

⏱ 1:35:22 🗄 669 MB
★ ⬇ 👍 +1

⏱ 1:21:31 🗄 1.5 GB
★ ⬇ 👍 0

.avi
⏱ 1:22:02 🗄 1.3 GB
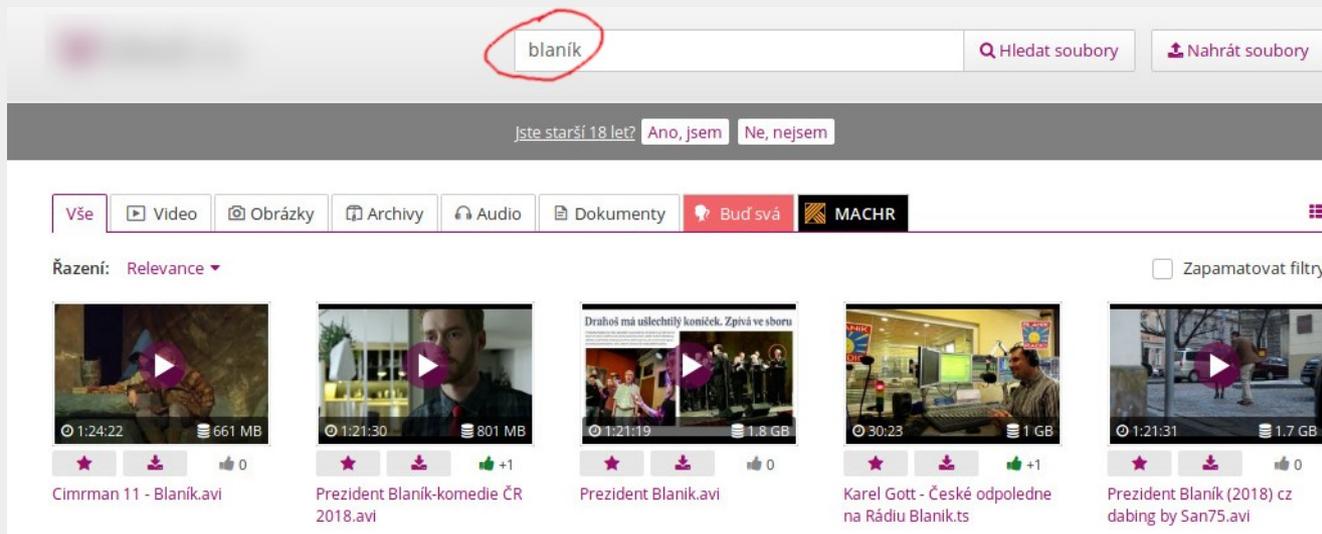★ ⬇ 👍 0
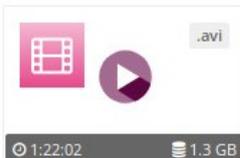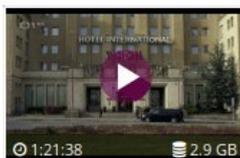
⏱ 1:21:38 🗄 2.9 GB
★ ⬇ 👎 -2

⏱ 1:21:31 🗄 2.6 GB
★ ⬇ 👍 0

- ‣ **Users search** for the content **trough its name**.

- ‣ On the search results page, users themselves filter the content trough human friendly metadata – size of the content, length of the content, preview thumbnail or sometimes few seconds of teaser of the content.

- ‣ **All these attributes can be used for flagging even by the smallest OCSSP.**

A very simple brute-force schema for smallest OCSSP

‣ Rightsholder identify its content with the OCSSP (name, length, cast, teaser, thumbnail, ...), either directly with the platform or trough a Righstholder repository system accessible to the OCSSP.

‣ Using some of the provided attributes (name, length), during upload OCSSP can preselect suspicious content for later manual evaluation.

‣ When the content is manually identified as violating rights of its holder, OCSSP removes this content from the upload queue and also might add its own new attributes for future evaluation, like data size of the content.

‣ The goal is **to reduce the amount of time necessary for manual evaluation** and also **to avoid any general filtering obligation** by preselecting only relevant flagged content.

Some issues? Of course! But..

‣ What if users upload content under different name? Rightholder shall be allowed to provide common aliases. But mainly - a very different name will make the content impossible to find by users..

‣ Just a fraction of the content uploaded with the right name. Well, you still match the content with its name to preselect it for manual evaluation, right?

‣ Parody? Pastiche? Differences in length, cast, etc. The OCSSP will find out quickly during manual evaluation of the preselected content using the provided metadata.

‣ Still enormous amount of content to be manually evaluated? Try to tweak more the preselection algorithm. Also, you might no longer be that small OCSSP anymore and thus require "bigger guns".

SEZNAM.cz

Conclusion

- **The goal of this presentation is to show that obviously every OCSSP can do its part,** even the smallest one. The example presented is intentionally simplified just to outline how even very primitive techniques can represent an effective basis for feasible solution in small scale.

- Such a brute-force method shall not be considered as a general replacement for robust content analyzer, but rather as a basis of an option for the smallest OCSSP on how to comply with Art 17 with acceptable costs.

- Of course, larger players need to use more sophisticated tools, as we can see in other presentations, adequate to its size of the service in accordance with Art 17(5).

- **Commission guidelines shall explicitly dictate a set of minimum requirements for smallest players. As it is obvious, even the smallest OCSSP can do its part without any super-expansive toys.**

SEZNAM.cz