

YouTube Copyright Management Product Suite

EU Commission stakeholders dialogue - 25.11.19



Nov., 2019

Agenda

- **YouTube Copyright Management Product Suite.**
- **Challenges and limitations of copyright management products.**
- **Video creator experience and redress mechanism.**



YouTube is an open
platform where
anybody can upload
and share their
content

Create content

Upload it to YouTube

Find an audience

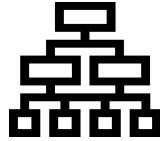
Make a living

How can YouTube provide copyright holders powerful tools to identify uses of their content on YouTube, control them and even take advantage of these new forms of user distribution?

Recap: Components of a Copyright Product



Receive
Information



Organize
rights



Detect and
Find Owner



Conflicts
resolution



Fight
abuses

Introducing YouTube's Copyright Management Suite

Takedown Webform

Who? Anyone, users who hold few copyrights and scarcely find it on YouTube.

Detection: Manual

What? Webform which allows to file a copyright takedown notice for ≤ 10 videos at a time.

Copyright Match Tool

Who? YouTube channels that are prone to reposting of their copyrighted content and **everybody** who apply through public form.

Detection: Fully automated

What? automatically shows full reuploads + manual takedown options in product.

Content ID


Who? Expert users such as movie studios, service providers and other publishers that have heavy reposting of copyrighted content, mostly enterprises with a large scale of copyright issues.

Detection: Fully automated

What? automatically claims per pre-delivered reference + Policy (incl. monetization of UGC).

Everyone has access to YouTube's Copyright Management Suite, which gives rights holders control of their copyrighted material on YouTube.

How webform works?



Copyright Infringement Notification

What is the issue?

- Inappropriate content (Nudity, violence, etc.)
- I appear in this video without permission
- Abuse/Harassment (Someone is attacking me)
- Privacy (Someone is using my image)
- Trademark infringement (Someone is using my trademark)
- Copyright infringement (Someone copied my creation)
- Other legal issue (including the circumvention of technological measures, such as providing keygens or serial numbers)

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Copyright infringement - Who is affected?

- I am!
- My company, organization, or client
- Another copyright owner

Videos to be removed

- URL of allegedly infringing video to be removed:
- Describe the work allegedly infringed:
• Please select one:

[+ Add another video](#)

To submit a copyright infringement notification, please complete the following required fields.

Tell us about yourself

- **Copyright Owner Name (YouTube username or full legal name):**
The copyright owner name will be published on YouTube in place of disabled content. This will become part of the public record of your request, along with your description(s) of the work(s) allegedly infringed. All other information, including your full legal name and email address, are part of the full takedown notice, which may be provided to the uploader.
- **Your Full Legal Name (A first and a last name, not a company name):**
- **Street Address:**
- **City:**
- **State/Province:** **ZIP/Postal Code:**
- **Country:**
- **Phone:** **Fax:**

Authority to make this complaint:

Primary Email Address: *famag@google.com*
Secondary Email Address:


We may email you about your takedown request if additional information is required. You may wish to provide an alternative email address where we can reach you, for example, if you don't frequently check the email address associated with your account.

By checking the following boxes, I, in good faith, state that:

- I am the owner, or an agent authorized to act on behalf of the owner of an exclusive right that is allegedly infringed.
- I have a good faith belief that the use of the material in the manner complained of is not authorized by the copyright owner, its agent, or the law; and
- This notification is accurate.
- I acknowledge that there may be adverse legal consequences for making false or bad faith allegations of copyright infringement by using this process.
- I understand that abuse of this tool will result in termination of my YouTube account.

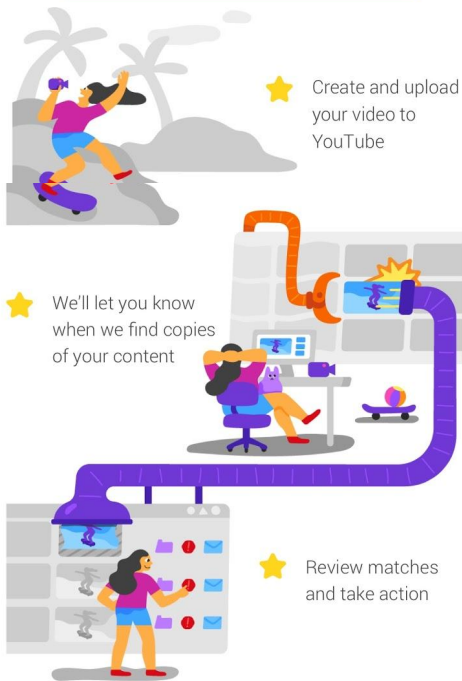
Typing your full name in this box will act as your digital signature.

-

I'm not a robot  [Privacy - Terms](#)

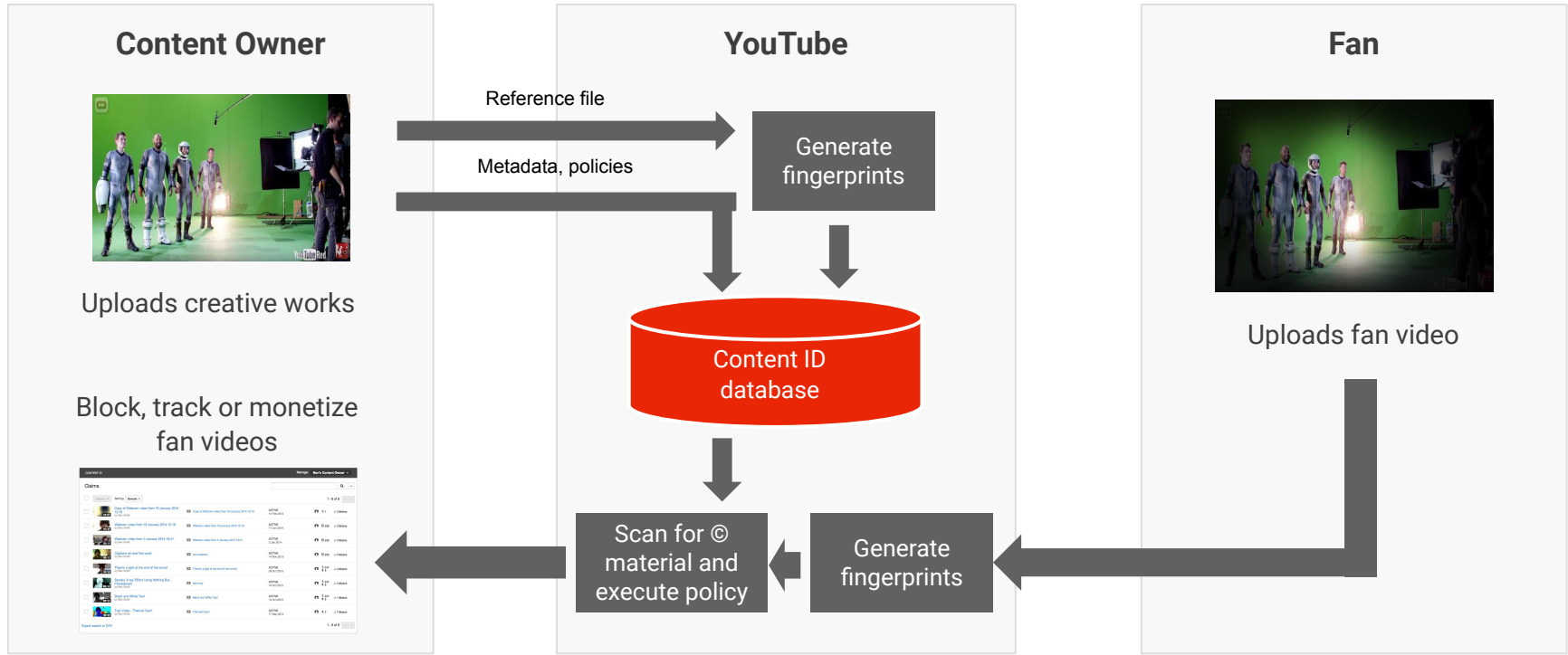
How Copyright Match works?

The Copyright Match Tool in action



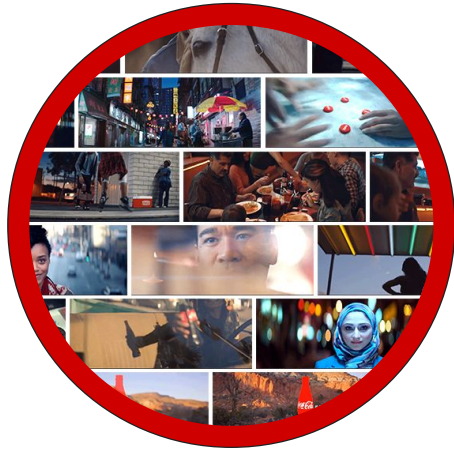
MATCHES 53		REMOVAL REQUESTS 13	MESSAGES 13	ARCHIVE 54		
2 matches selected		CANCEL		REQUEST VIDEO REMOVAL		
Filter						
Matching videos	Total views	Date	Channel	% match	Frames	Actions
Cream Puffs Recipe Dem... Cream Puffs (Choux Creme) ...	7,462	Dec 1, 2018	Joy of Baking 5,312 subscribers	100% of their video		
Day to Day Cook - Matcha... Matcha Panna Cotta (Japane...	4,432	Dec 1, 2018	Day to Day Cook 420 subscribers	100% of their video		
The Perfect Cream Puff - K... Cream Puffs (Choux Creme)...	4,213	Dec 1, 2018	Kitchen Collective 3,123 subscribers	60% of their video		
The Best Desserts on YouT... Easy Smooth and Rich Custar...	3,915	Dec 1, 2018	Best of Cooking 615K subscribers	15% of their video		
Celebrity Dogs of the Inter... Easy Smooth and Rich Custar...	3,572	Dec 1, 2018	DogWorld 27.4K subscribers	2% of their video		
Jiggly Japanese Cheeseca... Souffle Cheesecake Recipe (J...	3,001	Dec 1, 2018	Channel title 8.4K subscribers	80% of their video		
Would You Eat These Jap... Matcha Panna Cotta (Japane...	2,732	Dec 1, 2018	Channel title 8.4K subscribers	30% of their video		
Tried and Tested - the Best... Cream Puffs (Choux Creme)...	2,014	Dec 1, 2018	Channel title 8.4K subscribers	100% of their video		
Easy Green Tea Mochi Rec... Matcha Cream Daifuku (Green...	1,948	Dec 1, 2018	Cooking with Hart 21.3K subscribers	100% of their video		

How does Content ID work?



Content ID allows to customize rules for content

GRANULAR
CONTROL OF CONTENT



GEOGRAPHY

LENGTH

TIME WINDOWING

ACTION

YouTube Analytics: Measure success

WHO ?

Who am I reaching?

Audience insights & demographics

WHERE ?

Where are my fans?

Location & new opportunities (touring and new markets)

HOW ?

How do they find my content?

Traffic sources (playlists, search, suggested videos) & local partnerships

WHY ?

Why and how do they engage?

Optimize content creation and delivery & audience retention and annotations

WHICH ?

Which are my top performing videos & assets?

How to use them to send traffic towards each other

Example: Detection of content (I/II)



Original



Flipped / Mirrored



B&W



Color shifted

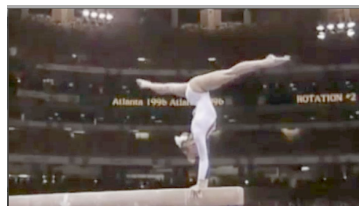


Aspect Ratio Change



Light effects "halo"

Example: Detection of content (II/II)



Example: Organization of different rights

Ref 3: News show



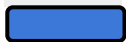
Ref 2: Documentary



Ref 1: Music video



User uploaded video



Who can claim the snippet?
And in which country?

TV show reference



This piece will create many
claims for content the
reference provider don't own

Creator experience: Receiving a claim

The screenshot displays the YouTube Studio interface for a video titled "Zurich Fireworks". A modal window titled "Copyright summary and status" is open, providing details about a claim. The claim is for the song "Sweet Dreams (Are Made of This) [201...]" by Eurythmics. The video is marked as "Partially blocked" and "Video cannot be monetized". A context menu is open over the video player, offering actions: "Trim out segment", "Replace song", "Mute song", and "Dispute".

Video details

Basic Advanced UNDO CHANGES SAVE

Video: Zurich Fireworks

Copyright summary and status

There are some visibility restrictions on your video. However, your channel isn't affected.

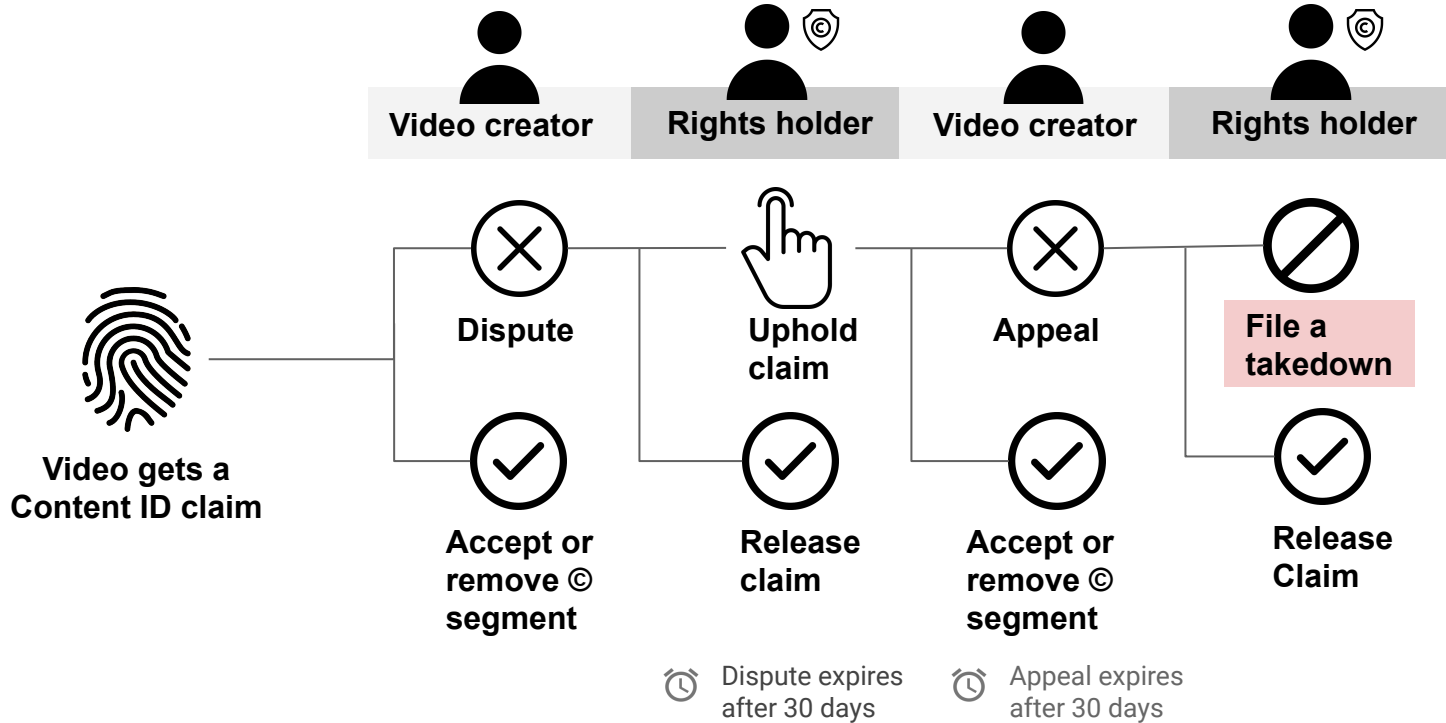
Channel impact	Visibility	Monetization
Not affected The Content ID claim on your video doesn't affect your channel. This is not...	Partially blocked This video is blocked in some territories due to one or more of the Content ID... View details	Ineligible Even though you're not in the YouTube Partner Program, ads may be showing o... Learn more

The content identified in your video is listed below, along with details and actions.

Content used	Claim type	Impact on the video	Actions
Sweet Dreams (Are Made of This) [201... Eurythmics	Video cannot be monetized Ad revenue paid to copyright owner	Video cannot be monetized Ad revenue paid to copyright owner	Remove claimed content? <ul style="list-style-type: none">Trim out segmentReplace songMute song Do you have rights to this content? <ul style="list-style-type: none">Dispute
Hello Adele	Video cannot be seen or monetized		SELECT ACTION

Settings Send feedback Creator Studio Classic

How Content ID handles disputes?



Note: The rights holder can at any time file a takedown.

How YouTube handles takedown requests?

