

Content and Copyright in the Global Networked Environment



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Middle East & Africa



Google's relationship with content and copyright

[Advanced Search](#)
[Language Tools](#)

Google Search

I'm Feeling Lucky

Video



Books



Gmail



Earth



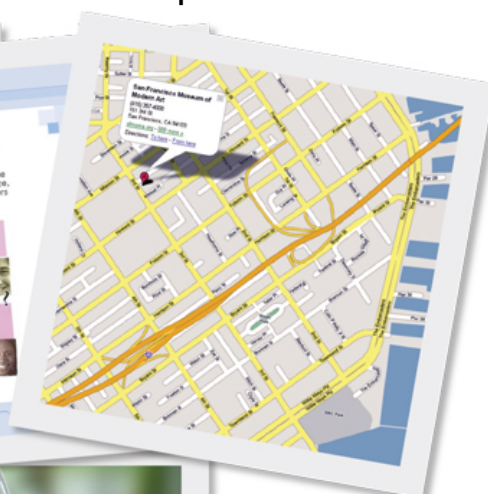
Groups



Orkut



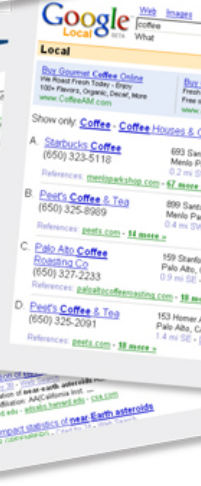
Maps



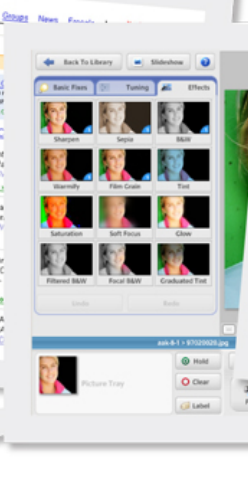
Blogger



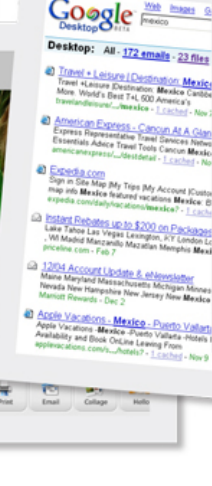
Scholar



Picasa



Desktop Search



Mobile



Search Appliance



How does a search engine work?

Robots



Web site



Documents server

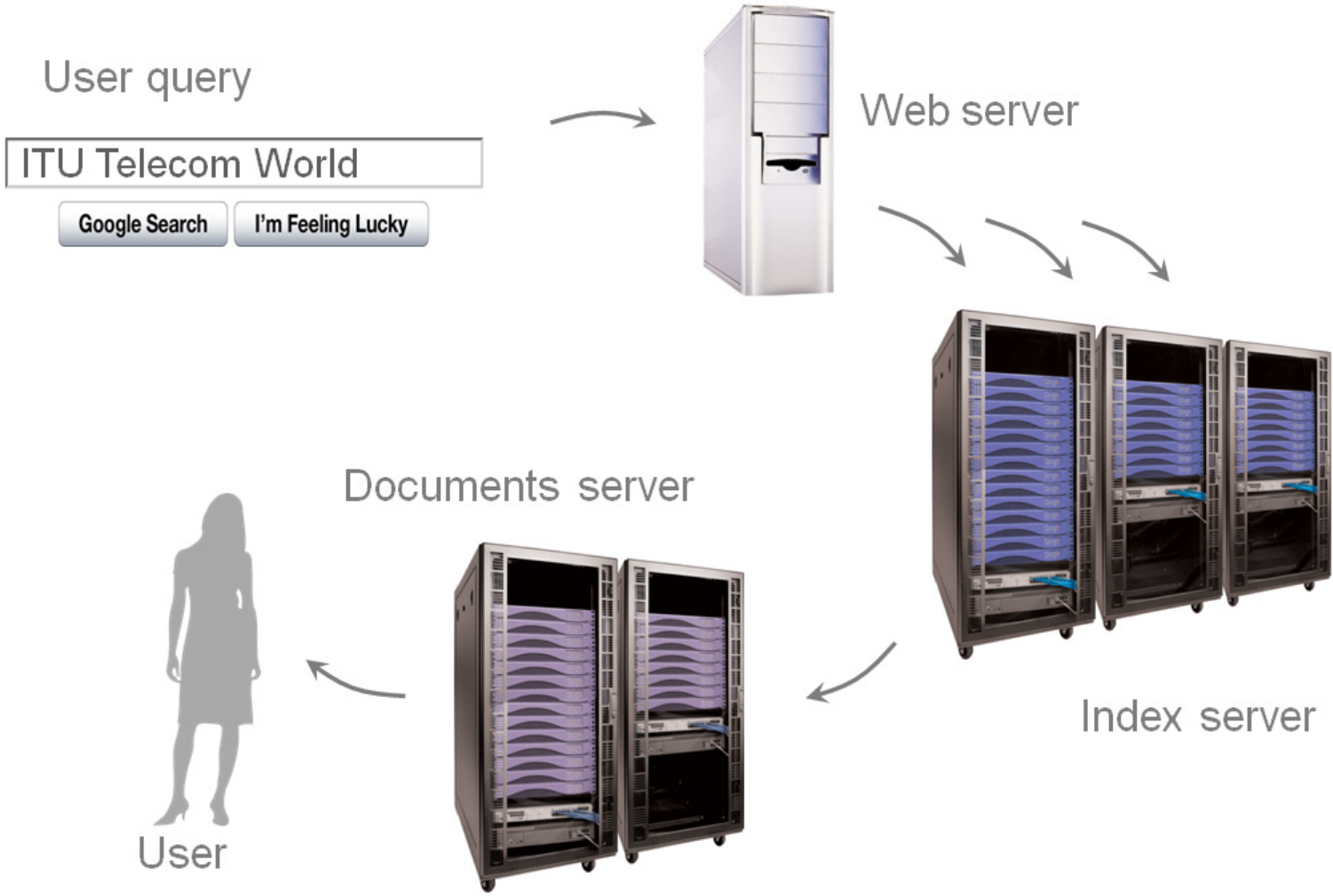


Index server

Google Confidential



How does a search engine work?



How does a search engine work?





How to make sense of the copyright puzzle?

[Advanced Search](#)
[Language Tools](#)

Google Search

I'm Feeling Lucky

YouTube in numbers

20 hours of videos
uploaded every single minute

2nd website worldwide
in number of search queries

350 Million Unique Users
on YouTube each month in the world

hundreds of millions of videos
viewed each day

thousands of websites
are embedding videos from YouTube



YouTube Confidential and Proprietary



Sources internes - comscore Video Metrix septembre 2005 - France Individus de 5 ans et +

How do you know whether a
video **respects copyright?**

Distinguish between **amateur and
professional** content?

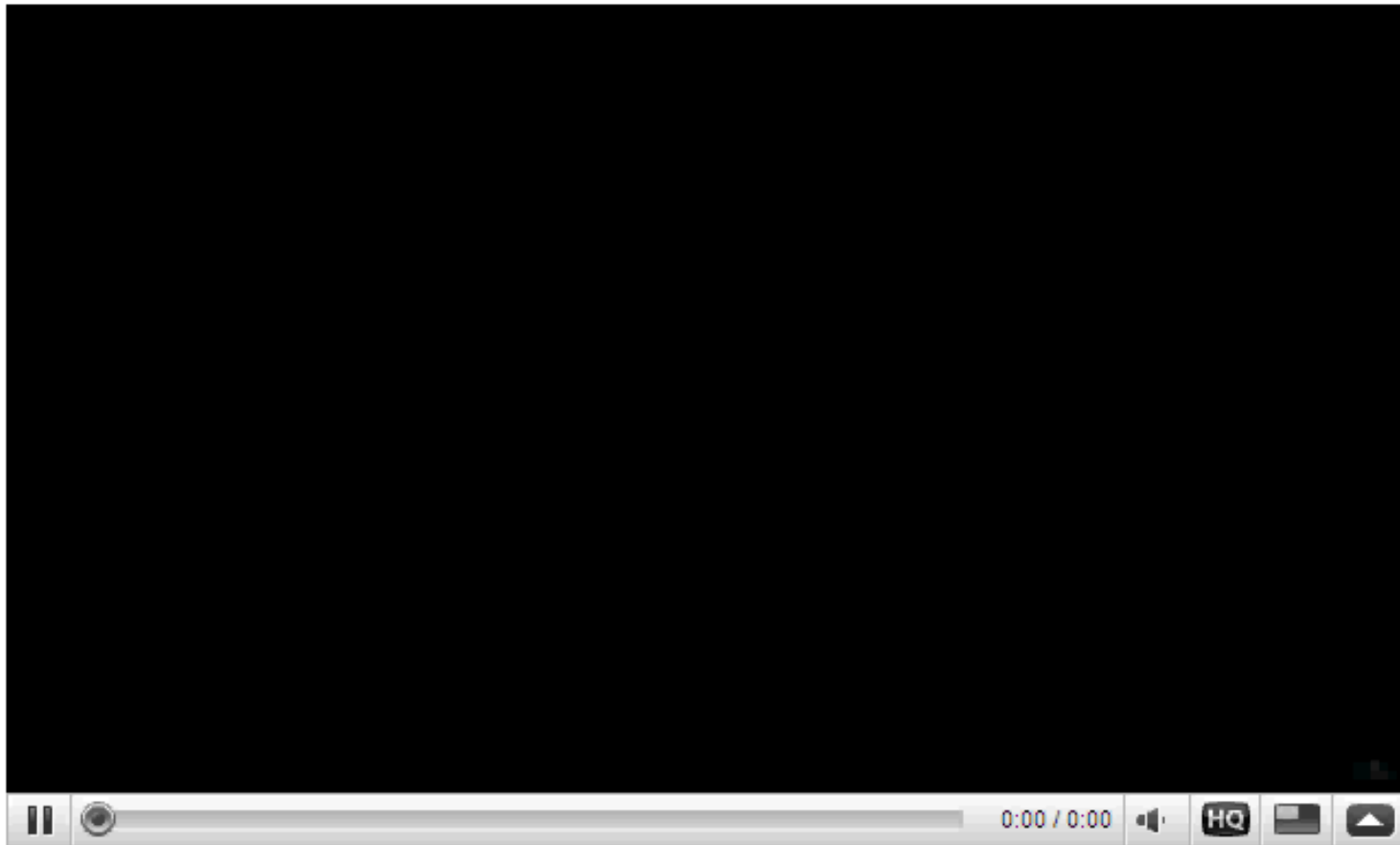


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Sources internes - comscore Video Metrix septembre 2006 - France Individus de 5 ans et +

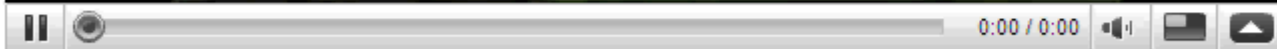
Professional or amateur?



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Professional or amateur?

Guy Catches Glasses With Face



★★★★★ 18,056 ratings

4,421,794 views

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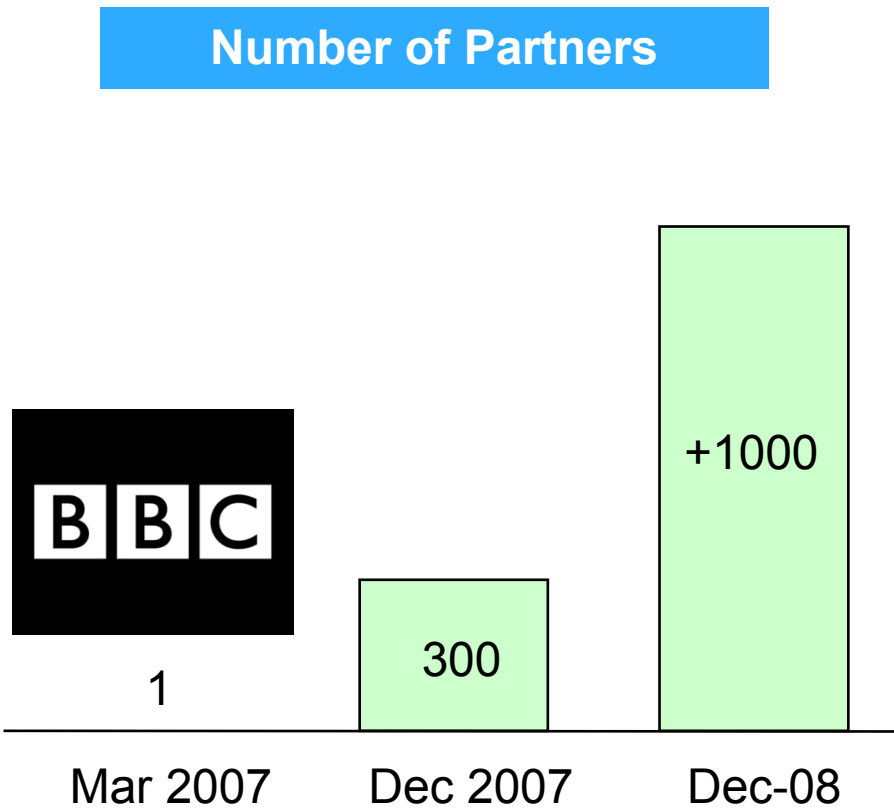
(more share options)

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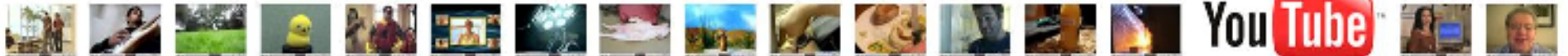


Broadcasters, News, Entertainment, Sports producers

Number of Partners



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The question is not
whether the content is copyrighted,
but rather: **was it posted by the rights holder?**



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A multitude of rights on a single video

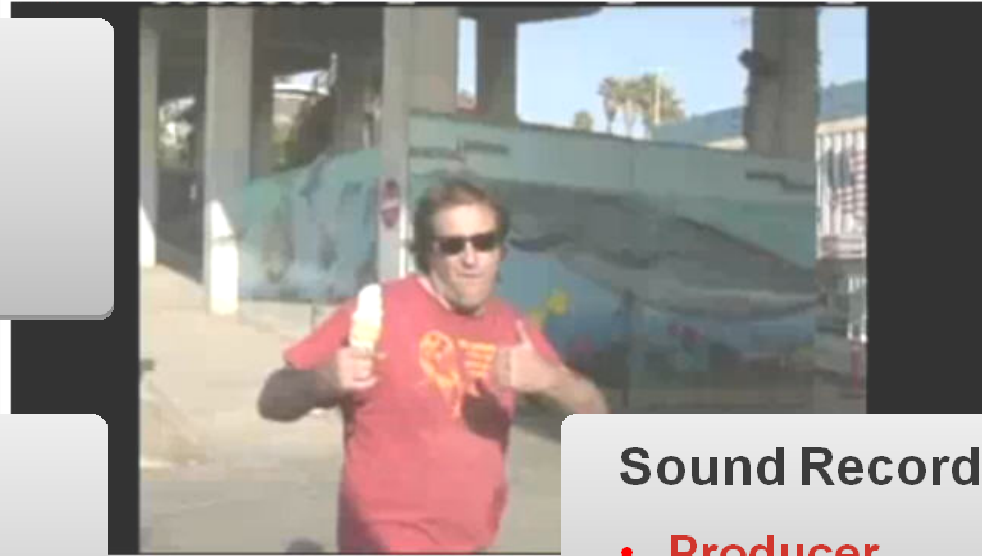
Video

- Screenplay
- Photography

Compositions

- Publishing rights
- Songwriter

Guy Catches Glasses With Face



18,056 ratings

Sound Recording

- Producer
- Label



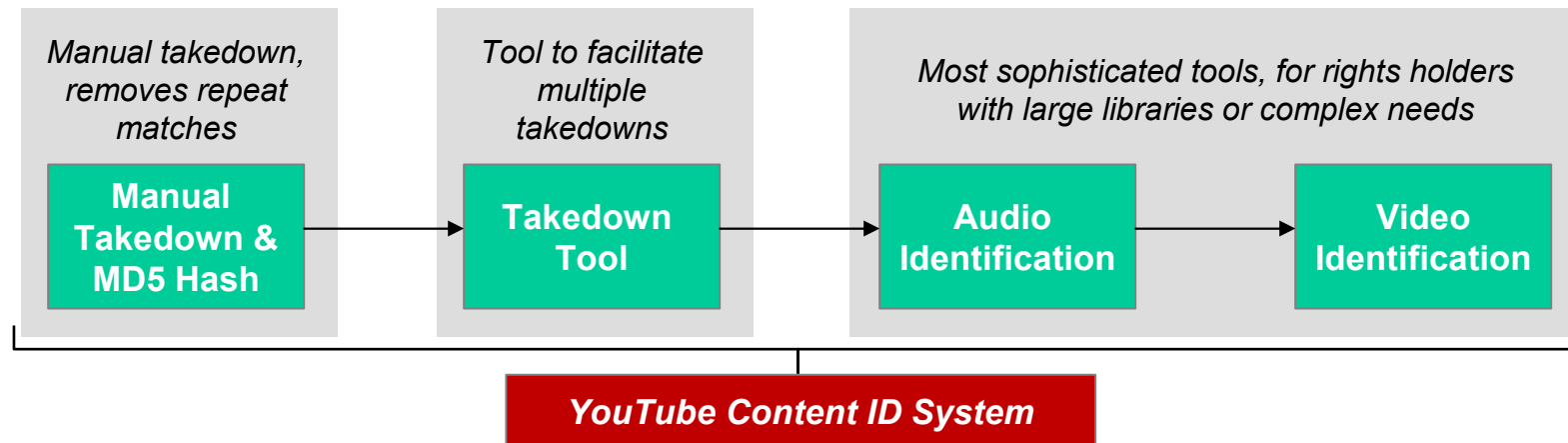
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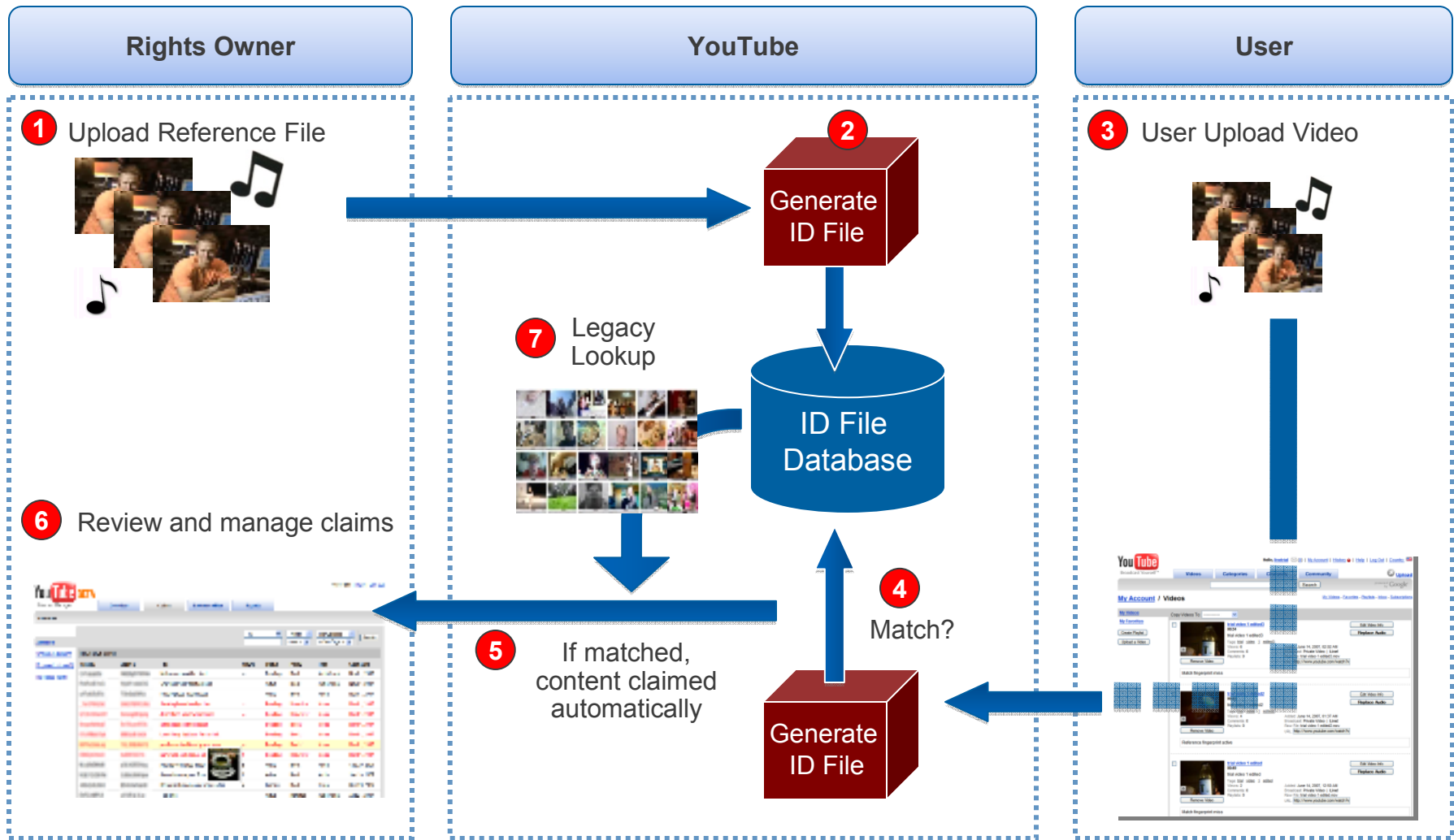
YouTube has a longstanding commitment to copyright protection



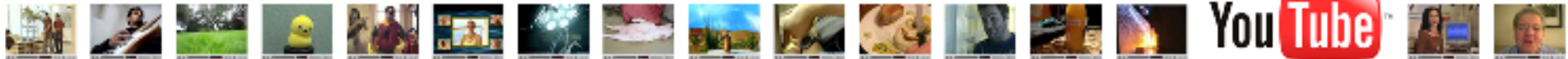
- Terminate accounts of repeat infringers
- Educate users and display prominent copyright warnings
- Regular user uploads limited to ten minutes, to avoid the upload of full-length commercial TV programming and movies
- Prevent re-upload of identical infringing file via MD5 hash technology
- Provide online search and DMCA batch takedown tool
- **Launch of Audio ID and Video ID**



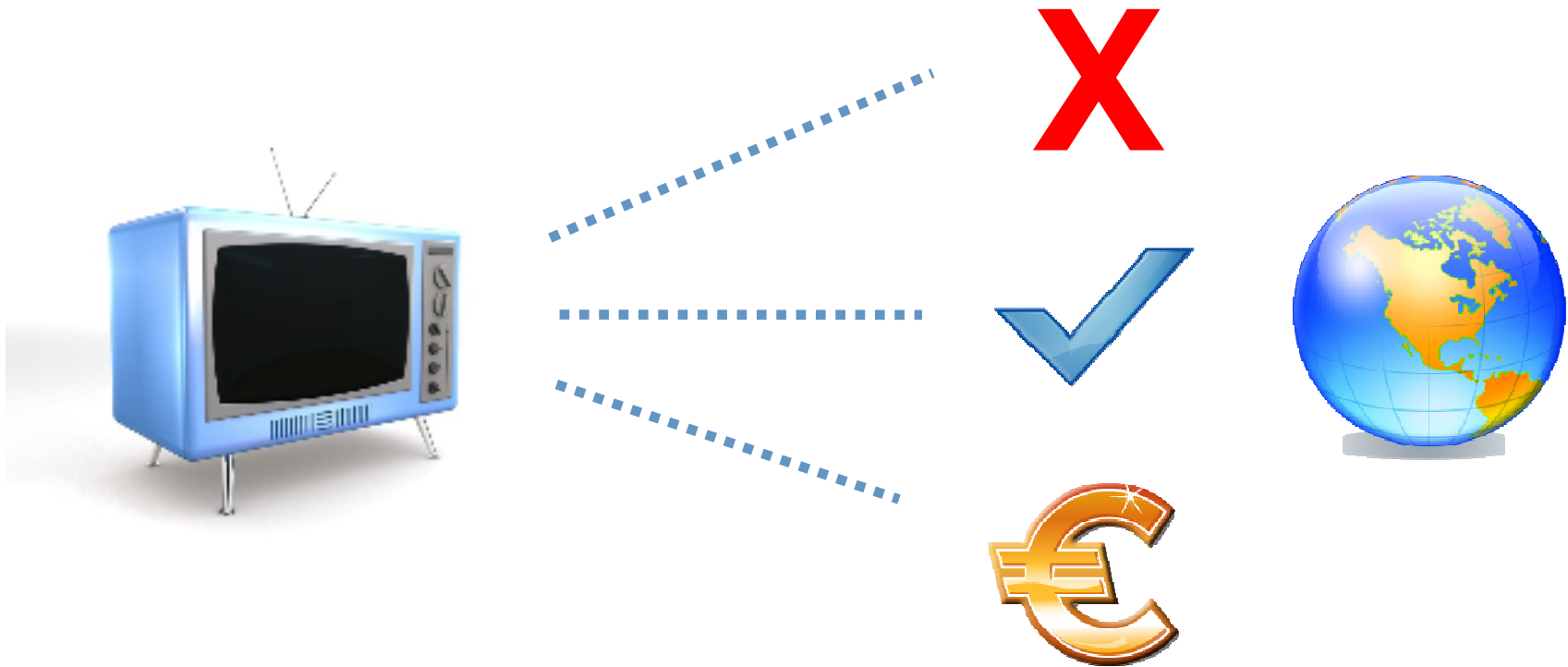
Overview of Content ID System



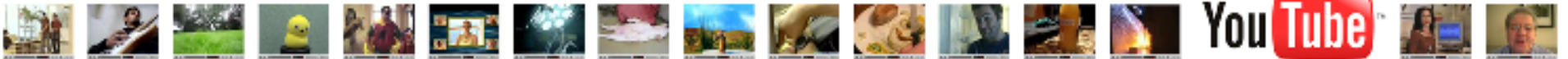
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Giving Rights Owners Control and Choice



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Videoid Adoption and Impact

- Over **1,000 partners** currently using Video ID
- Over **1 million reference files**
- Over **100,000 hours of material**
- The vast majority of claims are monetized



Cousteau Society

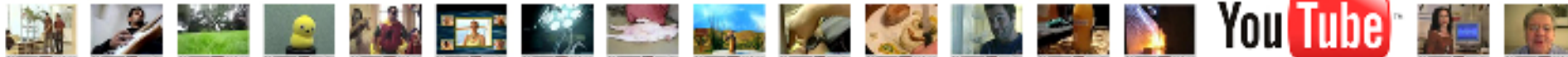
LIONSGATE



English Cricket Board



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Sharon Jones & The Dap-Kings "100 Days, 100 Nights"
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Comments: 1,111

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"Amazing Grace" -

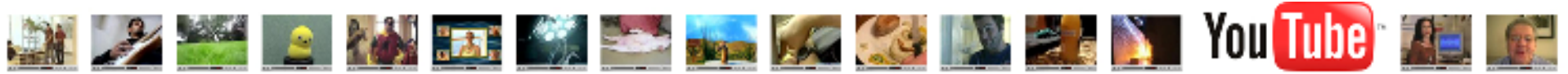


Sharon Jones & The

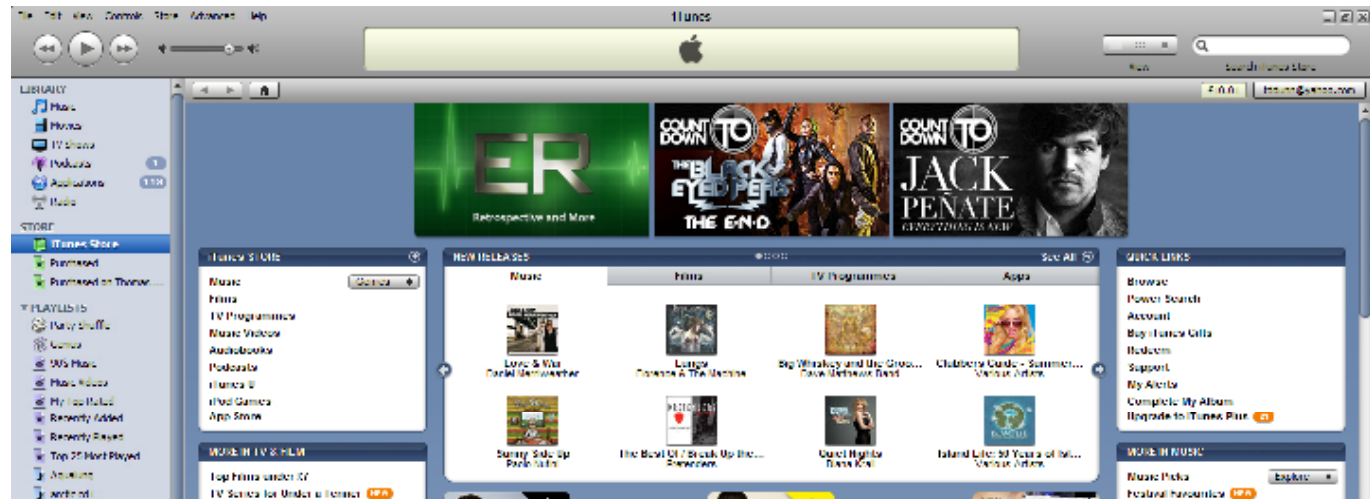


Budos Band - Live!

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watch in high quality

Rate: ★★★★★ 262 ratings Views: 47,500

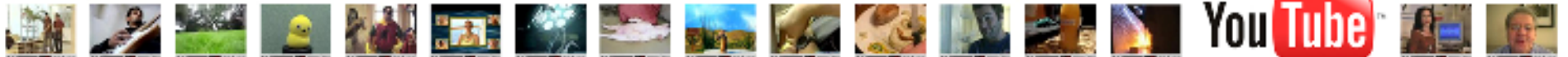
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Dance	Orchestra	Hello
Electronic	People In Planes	My Last Breath
Funk	Plan Speedway	Whisper
Goth	Seether	Going Under
Hip-Hop	Stank of Fresh and Field	Everybody's Fool
House	Submersed	album: Anywhere But Home length: 3:42 label: Wind-up Records
Indie Rock	Wesleyany	My Immortal
Jazz		Bring Me To Life
Rock		My Immortal (Acoustic)
Other		Lithium
Other (Novelty)		I Like You
Other (Oldies)		Good Enough
Pop		
Psychedellic		

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2 Preview and Publish Video

World's top maths genius jobless and living with mother

By [Neville Martin](#) in St Petersburg and Michael Hill

[View Article](#)

A maths genius who won fame last week for apparently spurning a million-dollar prize (along with his mother) in a humble flat in St Petersburg, is working on her £30-a-week pension, because he has been unemployed since December.

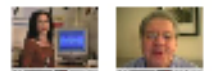
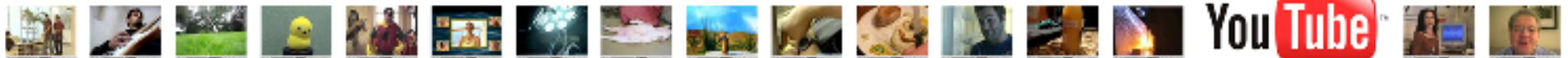
The Sunday Telegraph tracked down the eccentric isolate who stunned the maths world when he solved a century-old puzzle known as the Poincaré Conjecture.

Grigori "Perelman" Perelman's predicament stems from an administrative slip with a leading Russian mathematical institute, the Steklov, in 2005, when the institute in St Petersburg failed to

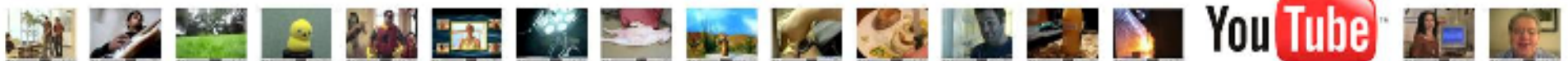
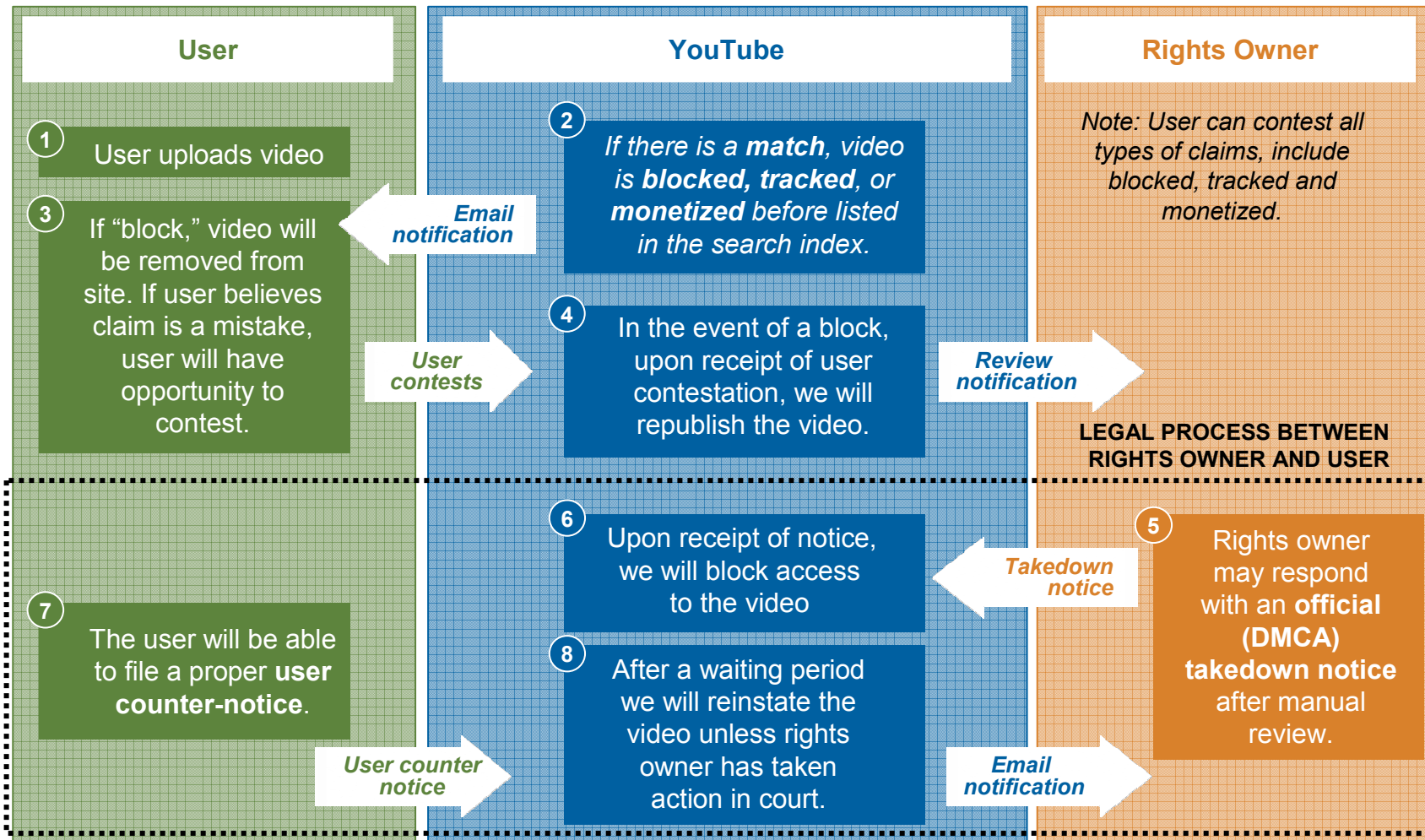
Video Title: Life After Poincaré: A Poincaré Adventure (Part 2 of 3)
Audio Track: Everybody's Fool
Audio Length: 3:42
Video Length: 06:44

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Rights Dispute Workflow



Thank you...

