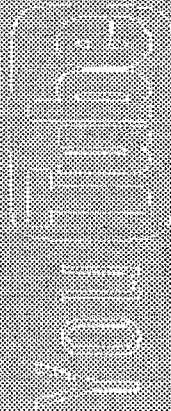
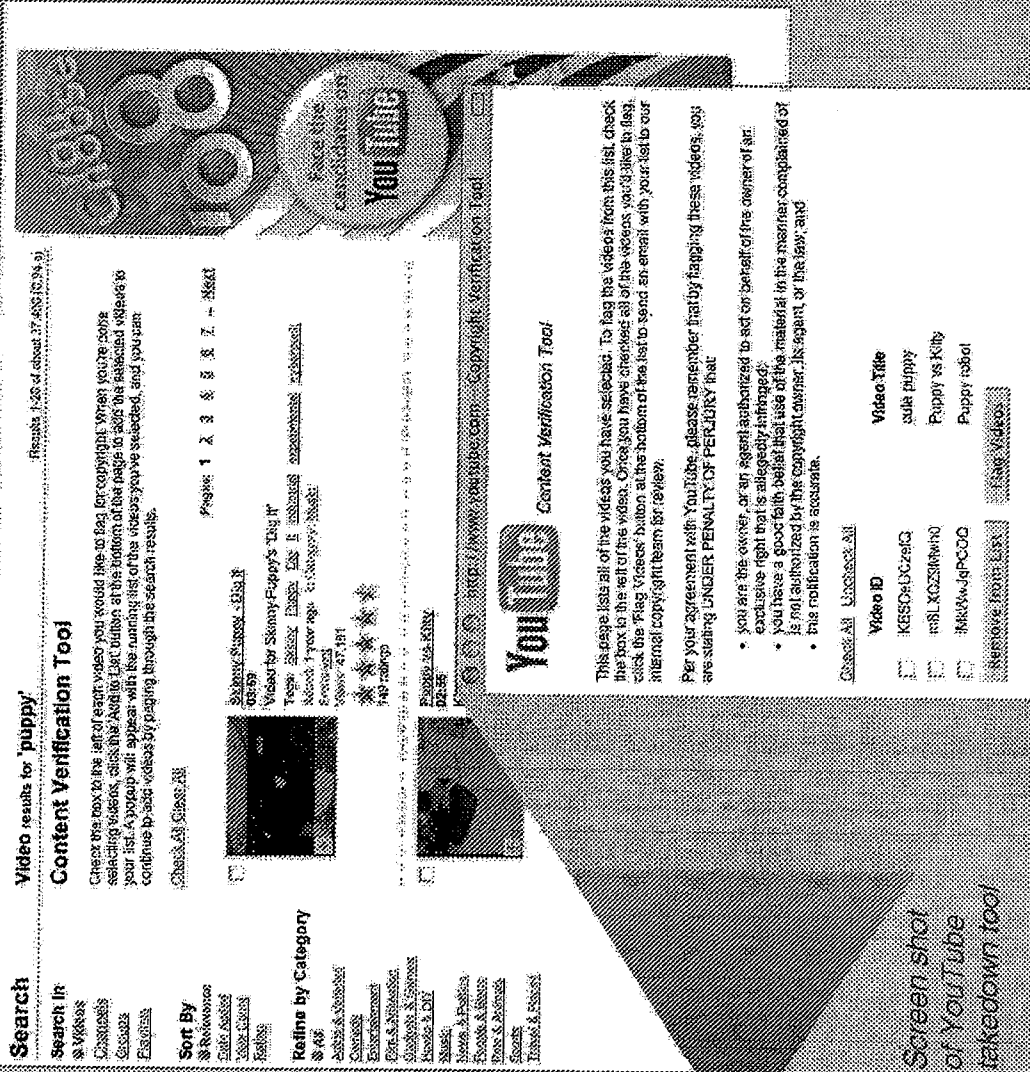


(2) Technology

- **Content Verification Take-Down Tool:**
 - Automated DMCA notification and takedown tool for content companies
 - Electronic tool that enables content companies to easily search for and identify videos on the site that contain their content and have them promptly removed with the click of a mouse.

A large, faint, and slightly tilted watermark of the YouTube logo is visible in the background of the slide. The logo consists of the word "YouTube" in its characteristic font, with the "You" and "Tube" parts enclosed in rounded rectangular shapes.

Content Verification Take-Down Tool



“Electronic” DMCA

- Use console to flag videos for takedown
- No fax, letter etc. needed

Pro-active takedown

- Immediate MD5 hash created for flagged videos
- Files with identical MD5 hash are blocked during the upload

Availability

- Contact YouTube for password protected access to the console (limited # of seats)

Screen shot of YouTube takedown tool

