

(4) Business Partnerships

- Deals generally include two types of monetization:
 - Partner content delivered directly from content partner
 - “Claimed Content”
 - YouTube and content company work together to identify partner content on YouTube (“Claim Your Content”)
 - Once content identified and “claimed,” YouTube sells ads and shares revenue with partner
 - YouTube does not sell ads around user uploaded content that has not been “claimed” by a content partner

YouTube

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- Claim Your Content: Two Ways for Partner to Locate Content on YouTube
 - Identification With Audio Fingerprinting
 - Identification With “Claim Your Content” Metadata Search Tool

