

Copyright

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Goals

- Educate

- Work with users community, encourage good behavior, offer alternatives

- Identify

- Improve auto-identification of copyrighted materials, apply policy set by content owner

- Collaborate

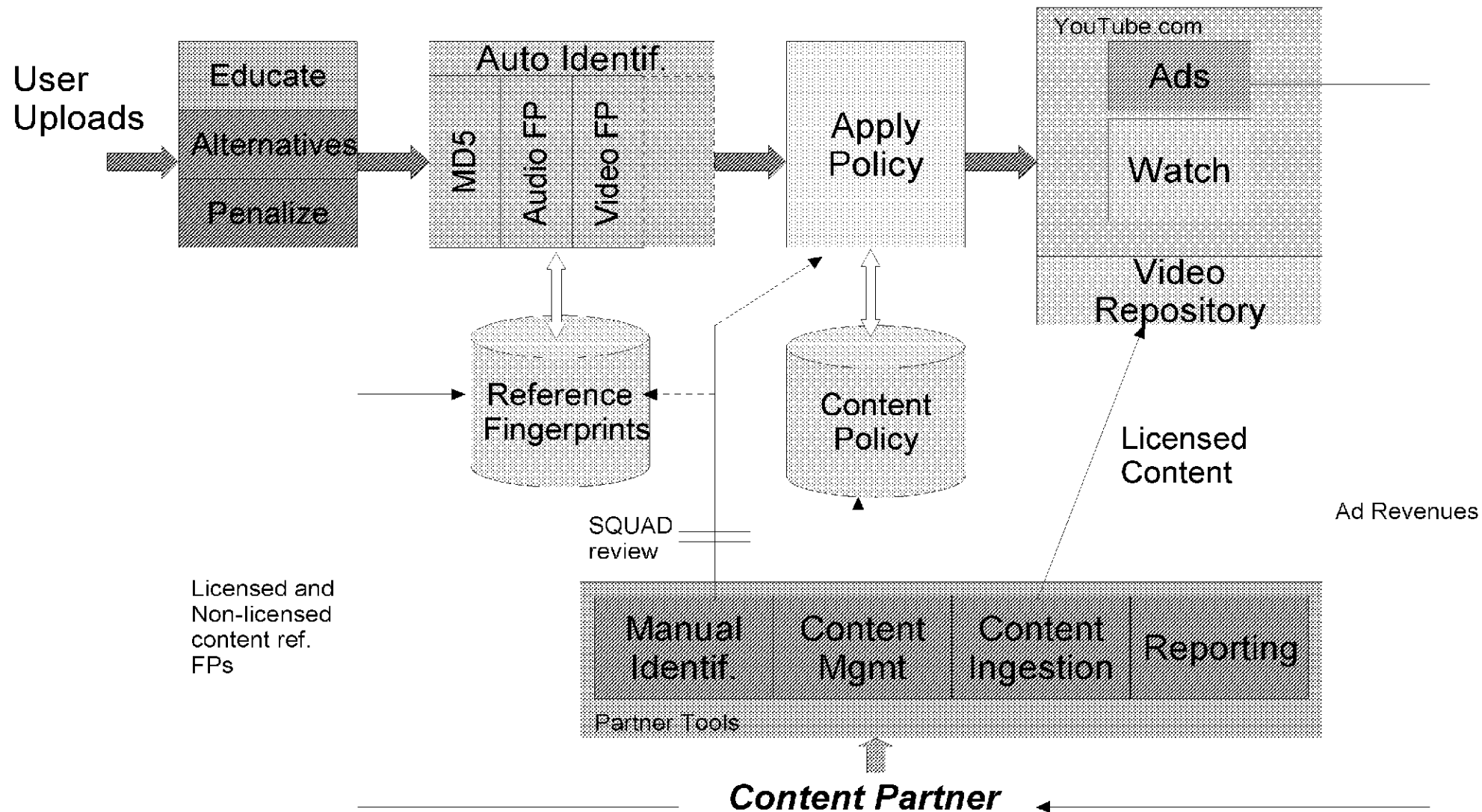
- Provide tools to partners and non-partners to manage their content
- Promote partners content

- Penalize

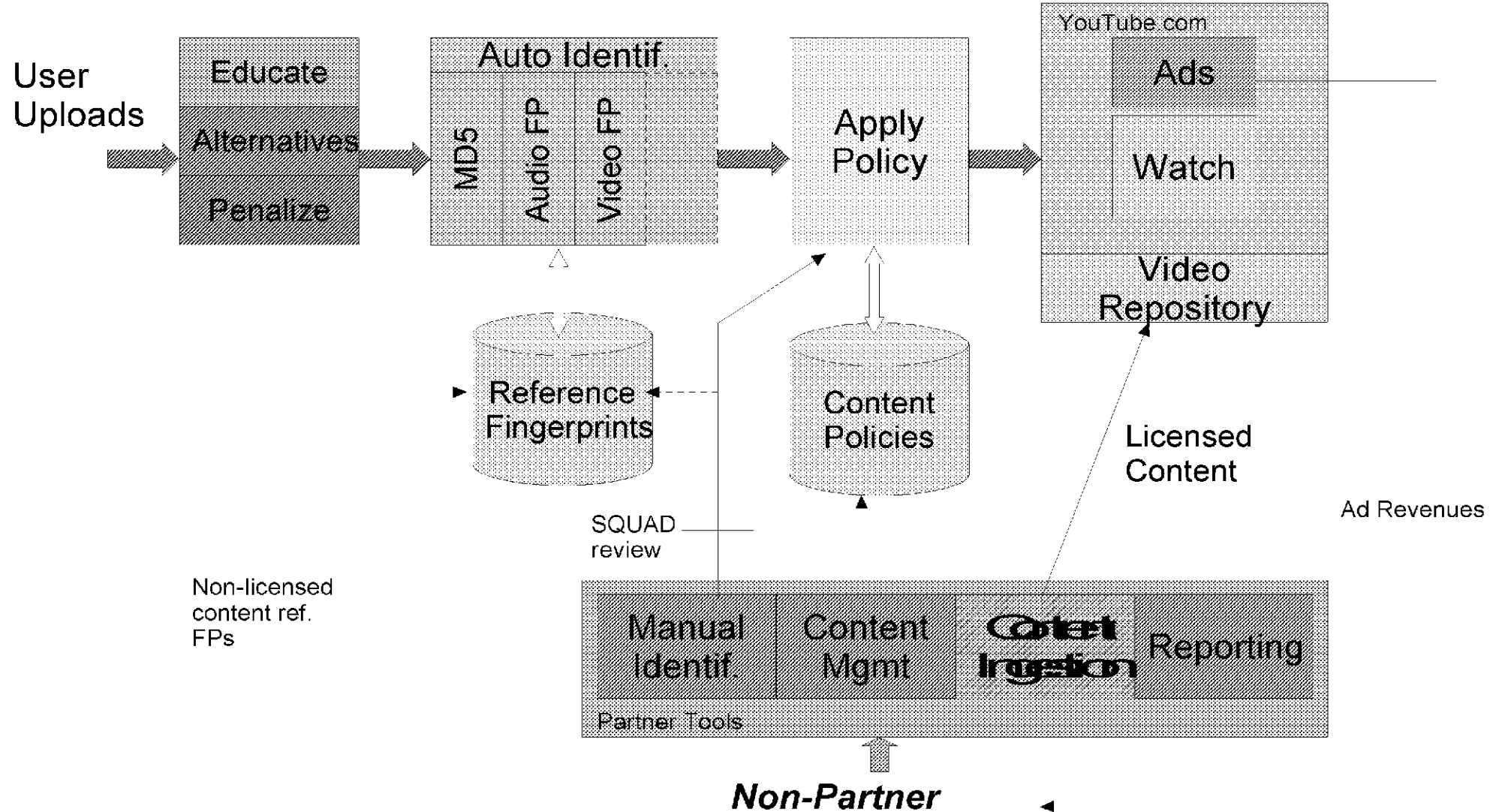
- Repeated infringements from same user



System Overview – Partner scenario



System Overview – Non-partner scenario



Fingerprinting - Current

- Licensing Audio FP from Audible Magic
 - Large set of Music ref. FP (1.2M from Labels)
 - Identification rate satisfactory for Music content
 - Issue with other content types
 - no lookup against entire length of ref FP
 - Working with AM on improving solution
 - partitioning (Music vs Lic. vs UGC)
 - update to lookup algo – may incur extra costs
- No video fingerprinting

Fingerprinting - Objectives

=> Use Google Video and Audio Video fingerprinting

- Google Video research team implementing
- Integration plans started

=> One of the challenge is to build ref fp set

Content policies

- Music rights are complex
 - 1 Label: owns sound recording
 - N x Publishers: own composition rights
- Music Pub rights not cleared yet
 - Blocking us from turning on audio fp on music content
 - Need deals with 5 major publishers asap
 - And then there will still be hundreds of minor publishers

Timelines

- Copyr
 - Formed a cross-functional team
 - Update to partner tool - opening up to partners
 - Offer alternative: AudioSwap
- i g yph ot Qar
 - Google video fingerprinting pilot
 - Improve AM audio fp. solution
 - System in place for publisher rights mgmt
 - User rev share pilot: incent to upload genuine user content
- v dh-Qn
 - Google video fingerprinting rollout
 - Google audio fingerprinting pilot
 - Consolidate admin/CYC tools
 - Qetect and penalize repeating infringers
 - Start opening up tool to non-partners
- Eph ot Qn
 - Google audio fingerprinting rollout

Q & A