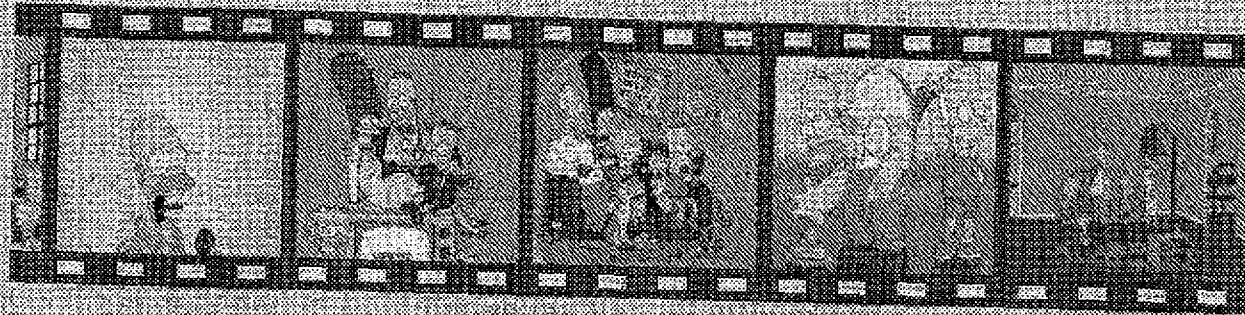


MD5-Hashing Explained

RECEIVED 000-671-6084
Figueira Decl. Tab
227-Part 2



...011100101010101100011111100111000011110010101...

Calculation of a unique 32-bit hexadecimal value using all bits in file, e.g. "0xFFFFFFFF"

- ✓ MD5 hashes are efficient and accurate
- ✓ The hash-value covers both audio and video, and are filename independent
- ✓ MD5 hash technology prevents the upload (or repeat upload) of the *identical* video file

(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.

Content Verification Take-Down Tool

Search Video results for 'puppy' (Results: 1-20 of about 37,400 (30:34 s))

Content Verification Tool

Check the box to the left of each video you would like to flag for copyright. When you're done selecting videos, click the "Flag Videos" button at the bottom of the page to add the selected videos to your list. A popup will appear with the running list of the videos you've selected, and you can continue to add videos by paging through the search results.

Check All Clear All

Pages: 1 2 3 4 5 6 7 - Next

Puppy vs Kitty - 02:56
 Videos for Skinny-Puppy's "Dig It"
 Tags: [skinny puppy](#) [dog](#) [kitten](#) [cat](#) [puppy](#) [kitten](#) [cat](#) [puppy](#) [kitten](#) [cat](#)
 Added 1 year ago to [Skinny-Puppy's channel](#)
 Embedded
 Views: 47,184
 ★★★★★
 140 ratings

Puppy vs Kitty
 02:56

<http://www.youtube.com/ContentVerificationTool>

You Tube Content Verification Tool

This page lists all of the videos you have selected. To flag the videos from this list, check the box to the left of the video. Once you have checked all of the videos you'd like to flag, click the "Flag Videos" button at the bottom of the list to send an email with your list to our internal copyright team for review.

Per your agreement with YouTube, please remember that by flagging these videos, you are stating UNDER PENALTY OF PERJURY that:

- you are the owner, or an agent authorized to act on behalf of the owner of an exclusive right that is allegedly infringed;
- you have a good faith belief that 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.

Check All Uncheck All

Video ID	Video Title
<input type="checkbox"/> K8SDsBCzefQ	puli puppy
<input type="checkbox"/> m8LXGZSMwH0	Puppy vs Kitty
<input type="checkbox"/> IMWwJgPC0D	Puppy robot

Remove from List Flag Videos

Screen shot of YouTube takedown tool

"Electronic" DMCA

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

Pro-active takedown

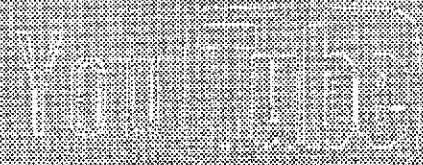
- Immediate MD5 hash created for flagged videos
- Files with identical MD5 hash are blocked during the upload

Availability

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

(3) Policies

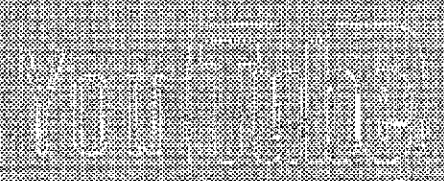
- **Clear and Publicly Posted YouTube Procedures**
 - **Terms of Use clearly prohibit copyright infringement**
 - **Numerous links on every page of the YouTube website:**
 - Explains simple email DMCA notice-and-takedown process
 - Copyright tips and policies
 - **YouTube is generally recognized by content owners as having an industry-leading response time to takedown requests.**



(3) Policies

- **Repeat Infringer Policy**

- YouTube has a strict policy of terminating accounts of users who are repeat infringers.
- Three “strikes” and you’re out
- This policy is automated.



(3) Policies

- **10-Minute Limit On Video Uploads**
 - Videos uploaded to the site by general users cannot exceed ten minutes in length
 - Prevents users from uploading entire episodes of infringing commercial programs or movies.
 - The system automatically rejects videos over ten minutes

