

## (4) Business Partnerships

- YouTube works closely with content companies to enable them to:
  - Harness the powerful promotional potential of YouTube's growing audience
  - Monetize content and share in the revenue
  - Connect with fans in new ways
  - Create a win-win for all parties

## (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

## (4) Business Partnerships

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

## (4) Business Partnerships

- Audio Fingerprinting
  - Our audio fingerprinting system is in testing now and rolling out soon for more content partners
  - With cooperation from the content partner, this system will assist in identifying the partners content by its audio elements—not video (e.g., a soundtrack to a film)
  - YouTube currently licenses Audible Magic's technology, and is always evaluating other options
- While not yet commercially viable, YouTube is actively evaluating and intends to implement video fingerprinting solutions.
- The more content we identify, the more we can license and monetize—our interests are aligned

## (4) Business Partnerships

### Identification With “Claim Your Content” Metadata Search Tool

- For cases in which audio fingerprinting is not an ideal solution, YouTube also offers content holders metadata search tools that notify content holders when videos whose metadata includes certain keywords are uploaded to the site.
- Once notified, content partners choose whether to license and monetize such content or take such content down.

# CYC Search

The screenshot displays the CYC Search interface, which is divided into several functional areas:

- Search Interface:** Located at the top, it includes a search bar and a "Search" button.
- Descriptive Search:** A section on the left for refining video searches, including a "Search for Videos" field and a "Search" button.
- Advanced Options:** A section in the middle for filtering results by date range, relevance, and other criteria. It includes checkboxes for "Claimed by NBA" and "Reviewed by NBA".
- Save This Search:** A section on the right for saving the current search criteria.
- Saved Searches:** A section on the right for managing previously saved searches, including an "Upload" button and a "Saved Searches" list.
- Disclaimer:** A text block stating: "Before clicking 'Submit Claims', please verify that NBA owns or controls the content claimed or blocked, as required by contract with YouTube." Below this are "Check All is Reviewed" and "Submit Claims" buttons.
- Results:** A list of search results, each with a thumbnail, title, and a set of action settings. Two results are visible:
  - Result 1:** "2007 NBA Dunk Contest (DIPLO MASTERS) (GOOD QUALITY) 0627". The action settings include "Claim Content", "Reviewed and Not Claimed", "Share", "Block", "Track", "Monetize", "Audio", "Video", "Audio+Video", "Copyright", "Copyright+Audio", "Copyright+Video", and "Copyright+Audio+Video".
  - Result 2:** "NBA Dunk Contest 2007 0946". The action settings are similar to the first result.

- Search interface
- Manage searches

Action setting:  
block, track, or  
monetize

Copyright claimed:  
audio, video, or  
audio+video

Screen shot of CYC search console