

# Art. 17 Stakeholders Dialogue

Helsinki - 21 October 2019

# Cooperation with rights-holders (licensing).

- On YouTube, we hold licensing agreements with AV and Music right-holders from all over the world, including major labels and virtually every publishing society in Europe.
- In the last 12 months alone we paid out over €800M to content owners in the EU.
- Globally music industry revenues are growing at their fastest rate in 20 years and in 2018 the music industry has received \$1.8bn from ad revenue alone on YT, accounting for around 10% of the total industry revenue.

# Tools for licensing and management of copyright protected content.

Takedown Webform	Content Verification Program	Copyright Match Tool	Content ID
<b>Automation:</b> Manual	<b>Automation:</b> Manual, but allows bulk actions.	<b>Automation:</b> Semi automated and allows bulk actions.	<b>Automation:</b> Fully automated but requires human help.
<b>Who?</b> Anyone	<b>Who?</b> copyright-holding companies who find frequent unauthorized uploads.	<b>Who?</b> YouTube Creators whose videos get frequently re-uploaded.	<b>Who?</b> Copyright owners with substantial body of frequently reused content (audio + video).
<b>What?</b> Webform which allows to file a copyright takedown notice for <=10 videos at a time.	<b>What?</b> Advanced manual search + bulk takedown options.	<b>What?</b> automatically shows full reuploads + manual takedown options in product.	<b>What?</b> automatically claims per pre-delivered reference + Policy (incl. monetization of UGC).

**YouTube provides everybody access to their copyright products: Different tiers are available based on ecosystem risk and demonstrated needs. The higher the risk, the more restricted the access tier.**

# Complaints from users as regard the copyright protected content they upload.

