



New Online Opportunities for the Creative Industry and Approaches to Innovative Copyright Policy

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Internet and Innovations as Key Enablers of Growth in the Cultural and EDU Sectors

- reduced barriers for the creative industries
- plummeted production and distribution costs
- democratized creativity and access to culture and knowledge

More creative works produced NOW than at any time in human history, but today, amateurs can become professionals, and artists can find global audiences

Gen C Is Constantly Connected



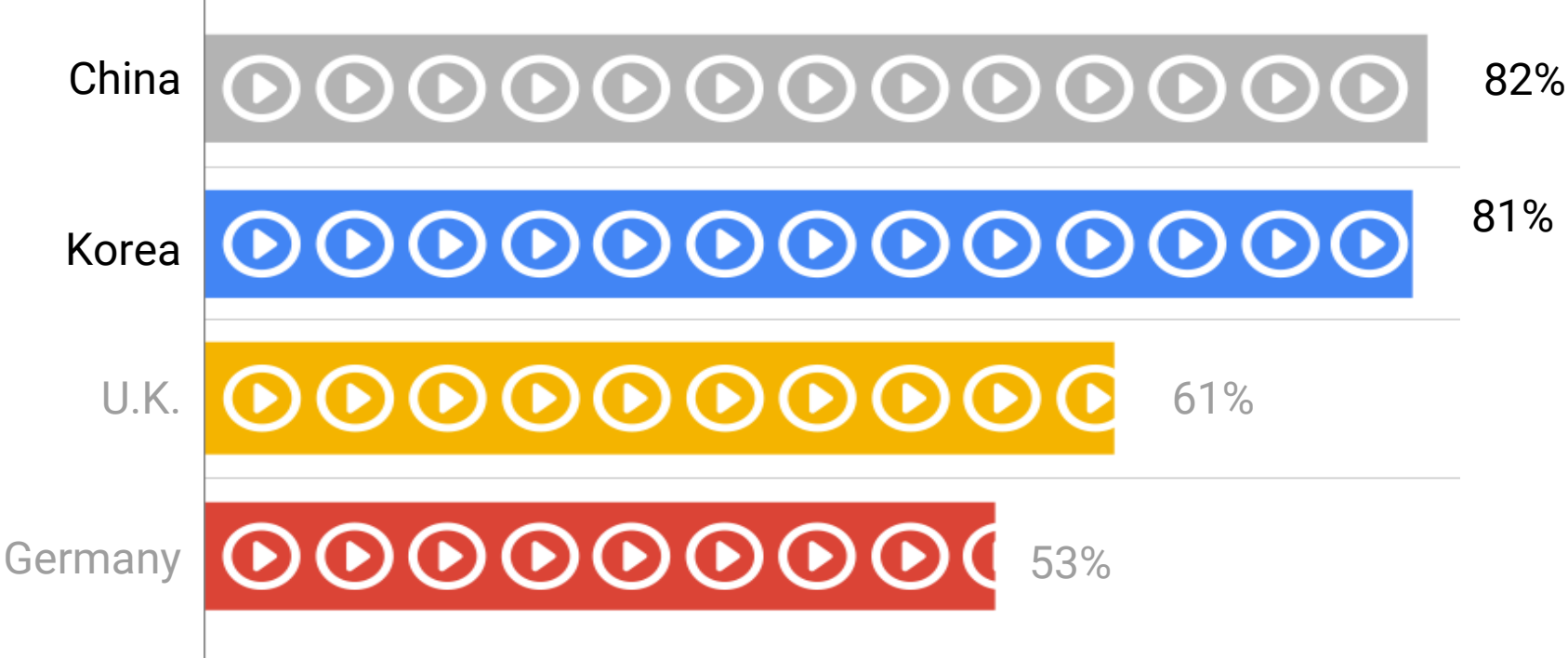
Gen C eats, sleeps and breathes the internet across devices. Literally...

91%

of Gen C sleeps next to a smartphone*

Watching Video on Smartphone

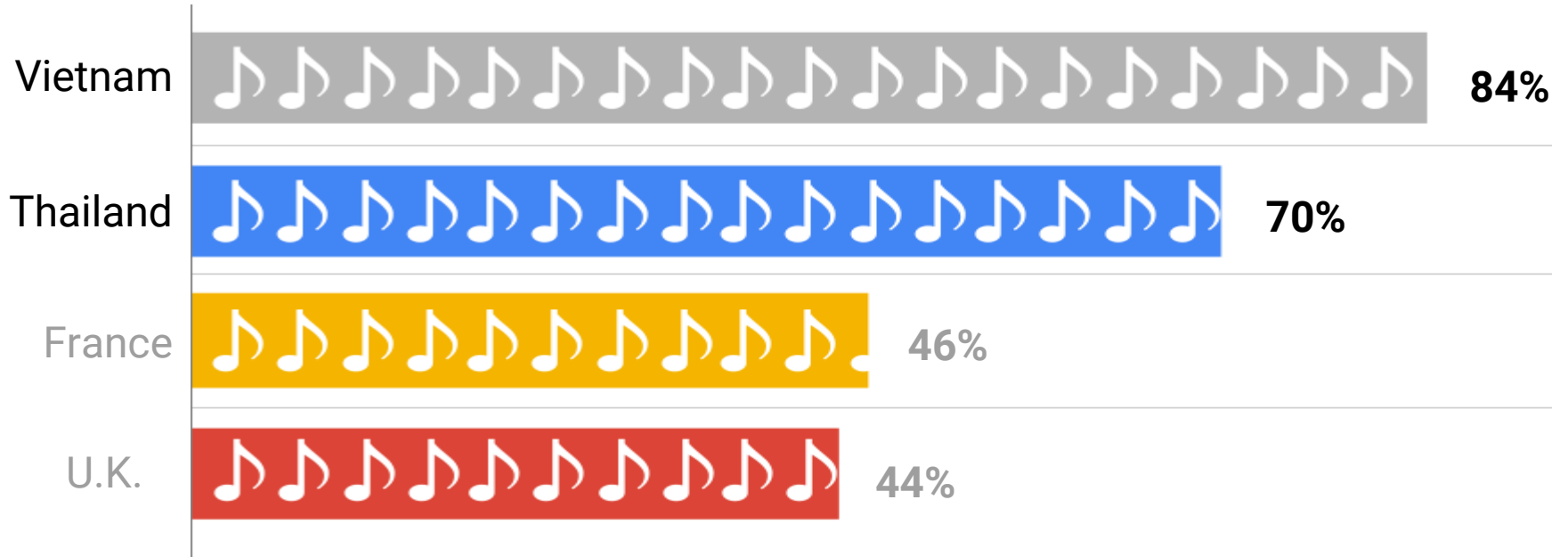
% of smartphone owners who say they watch video on their smartphones



Source: Consumer Barometer with Google

Listening to music on Smartphone

% of smartphone owners who say they listen to music on their smartphones





Royal Opera House

Home Videos Playlists Channels Discussion About



A taster of what subscribers see on the ROH YouTube channel

127,826 views 2 years ago

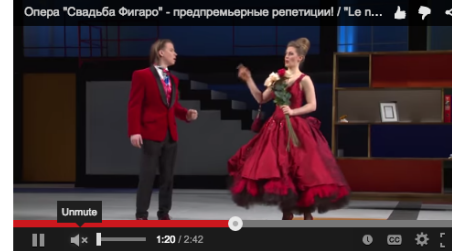
A quick glimpse at what goes on behind the scenes at the Royal Opera House, and what's on our YouTube channel.

<http://www.roh.org.uk>



Bolshoi Theatre

Home Videos Playlists Channels Discussion About



Опера "Свадьба Фигаро" - предпремьерные репетиции! / "Le nozze di Figaro" opera -...

1,902 views 1 week ago

25 апреля в Большом театре состоится премьера оперы В.А.Моцарта "Свадьба Фигаро" в постановке Евгения Писарева.

Репетиции в самом разгаре!

Выходные данные: <http://www.bolshoi.ru/perfo...>
Краткое содержание: <http://www.bolshoi.ru/perfo...>

"Le Nozze di Figaro" opera staged by Evgeny Pisarev will be premiered at The Bolshoi on April 25th....
[Read more](#)

Popular channels on YouTube

chopin de corazon
Subscribe

Madame Macabre
Subscribe

Doctor Studio
Subscribe

xxAtlantianKnightx
Subscribe

André Rieu
Subscribe



newyorkcityballet

Home Videos Playlists Channels About



Art In Motion: NYC Ballet's 2014-15 Season

51,808 views 8 months ago

A promo for NYC Ballet's 2014-15 Season. Single Tickets On Sale August 11th, 2014. Music by Sufjan Stevens from Justin Peck's EVERYWHERE WE GO

Featured Channels

TenduTV
Subscribe

Related channels on YouTube

Kathryn Morgan
Subscribe

Pacific Northwest ...
Subscribe

Sara Mearns
Subscribe

Live On Pointe

2015 Spring Season

Australian Ballet

THE DREAM

INSPIRED BY A MIDSUMMER NIGHT'S DREAM

TICKETS NOW ON SALE



australianballet.com.au



Australian Ballet

Videos Playlists Channels Discussion About

Subscribe 26,543



Giselle in the Forest

5,805 views 3 weeks ago

In this dark and enigmatic piece, the wraith Giselle drifts through her woodland realm ...

Starring Principal Artist Amber Scott
<https://www.australianballe...>

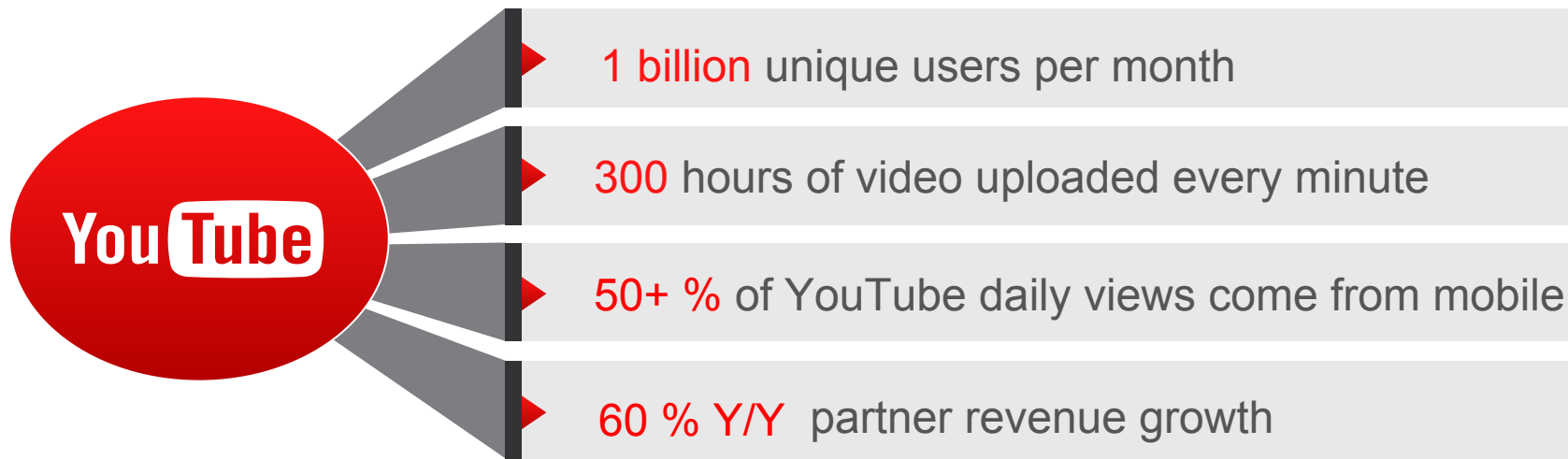
Produced by The Apiary
Original music by Magic Hands

Growth in Creative Sector

- In Europe the creative sector **revenue grew by €22 billion between 2003 and 2013** (Booz and Co). All growth in the creative industries is **driven only by digital media**.
- Online sector in Australia is responsible for a significant share of revenue growth for the local media/content industry and is expected to contribute **more than half of the 4.3 billion USD** in growth through 2015 (BCG)
- According to PricewaterhouseCoopers, the Entertainment and Media market in Singapore grew at a compounded annual **growth rate of 5.8% from 2009 to 2013**, and is forecast to grow from US\$5 billion in 2013 to **reach US\$6.5 billion in 2018**. Much of this growth is underpinned by the Internet – from 2009 to 2013, **digital revenues grew at a compounded annual growth rate of 15.6% compared to 1% for non-digital streams**.
- The **International Federation of the Phonographic Industry (IFPI)** stated in its latest report that **digital music revenues are now on a par with physical globally**.
- According to PwC, **global spending on digital music will surpass physical distribution in 2015**, as this is already the case for the UK, the US, Sweden, and South Korea

More than 1 million partner channels

are making money from YouTube



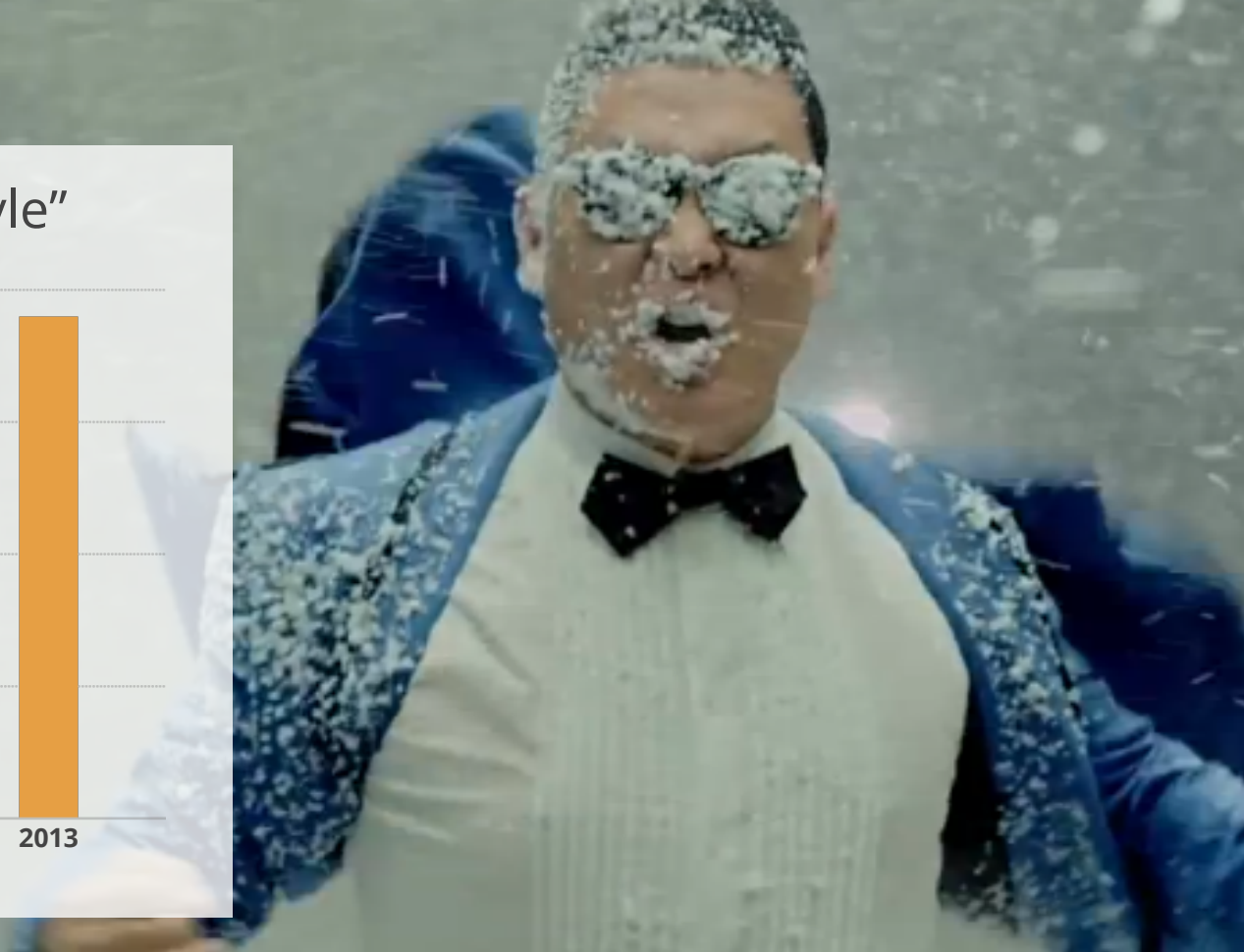
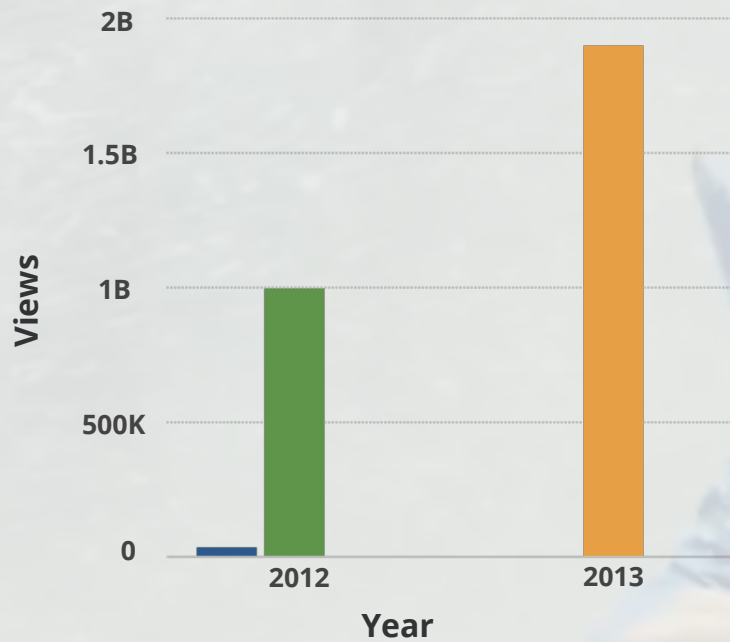
Thousands of channels are making six figures annually.

We've paid over a **billion** to the music industry alone

Exporting Local Culture and Creative Content

- an average of nearly 60% of a channel's views come from outside the creator's home country
- twice as much of the Australian online video is consumed in the US than in Australia (BCG)
- at least two homegrown interactive digital media startups in Singapore – Garena and Viki - have achieved global success through the Internet

PSY "Gangnam Style"



Promoting Local Content

- In Singapore most Internet users – 94% – consume **Singaporean content**, whether online or offline. Nearly six in 10 (58%) consume more Singaporean content over the Internet as compared to three years ago
- **Local traffic is gravitating towards a wide range of Singaporean content sources**, including online comedy channels like Wah!Banana and Ryan Sylvia

Value of Fan-based Content



YOUTUBE

Fan-made videos such as "Good Looking Parents Sing Disney's Frozen (Love Is an Open Door)" by lip-synchers Sam and Nia, a current viral hit on YouTube, earns recording companies more money from advertising and royalties than official music videos do.



Kids' Toys ✓

Subscribe 946,072

- Home**
- Videos
- Playlists
- Channels
- Discussion
- About
-



[Read more](#)

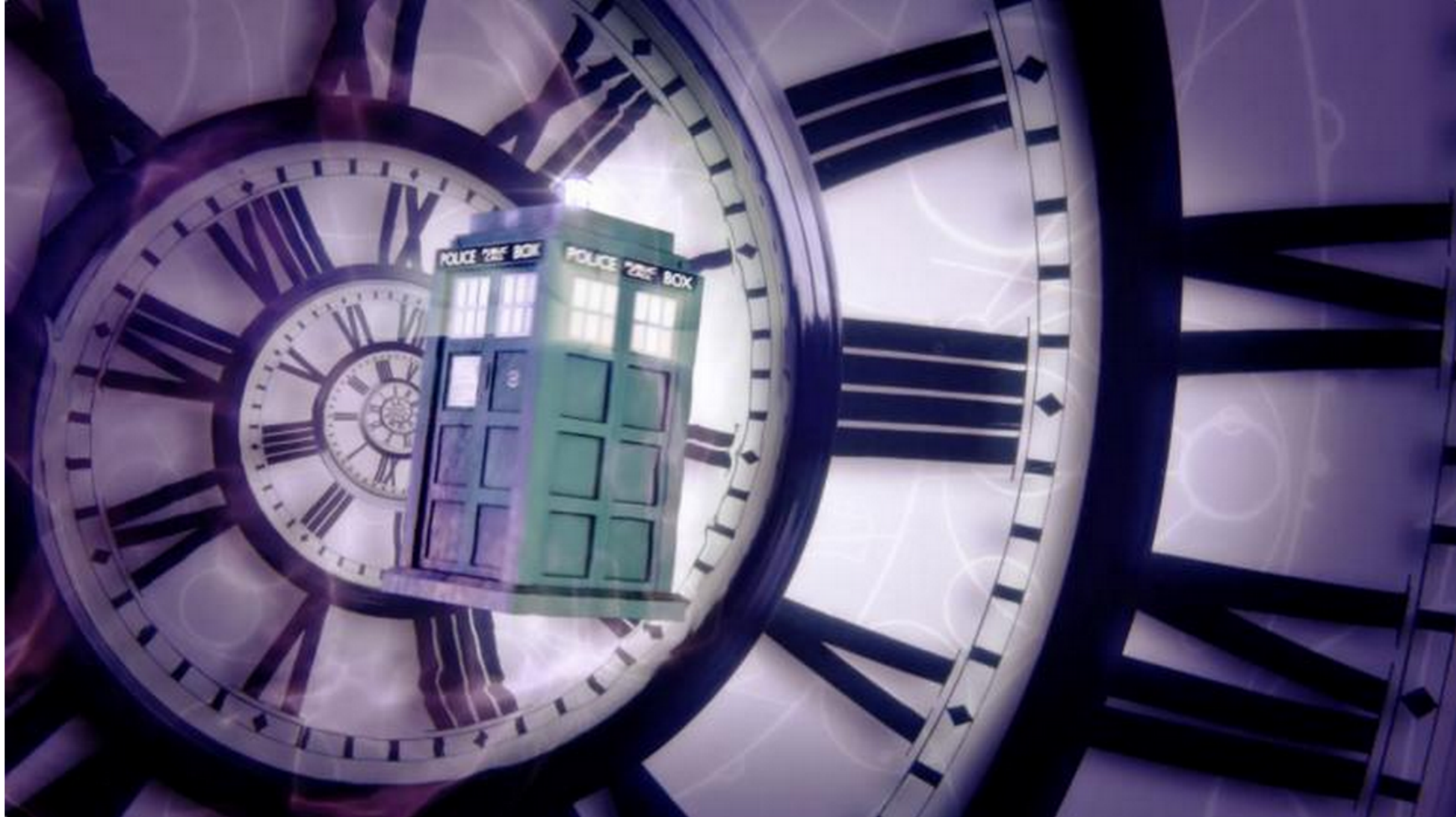
Kids' Toys Trailer 3 - Play Doh Barbie Nerf Disney Frozen Orbe...

580,028 views 4 weeks ago

Welcome to Kids' Toys channel. We make videos of toys, Play Doh, Nerfs, Disney Frozen, Orbeez, Mega Bloks, Cra-Z-Sand, Furby, Baby Alive doll, Barbie, Lalaloopsy, I ♥ VIP Pets, Smurfs, Moshi Monsters, Wind-Up Toys, Lightning McQueen Cars 2, Monsters University, Monsters Inc, Monster High doll, Hot Wheels, Pinypon, Disney Playhouse, Barbie dollhouse,...

My Favorite Channels

- FastFoodToyRevi...**
- Kinder Surprise e...**
- iwbresources**
- Juniors Toons**
- Toys**



"Doctor Who" Season 8 title sequence storyboard by Billy Hanshaw. Billy Hanshaw

Content ID

There are more than

5,000 partners

using Content ID, including major U.S. network broadcasters, movie studios, and record labels.

Content ID scans over

400 years

of video every day.

More than

300 million videos

have been claimed with the help of Content ID.

We have more than

25 million active reference files

in the Content ID database.

Rightsholders upload
reference files and
describe policies.



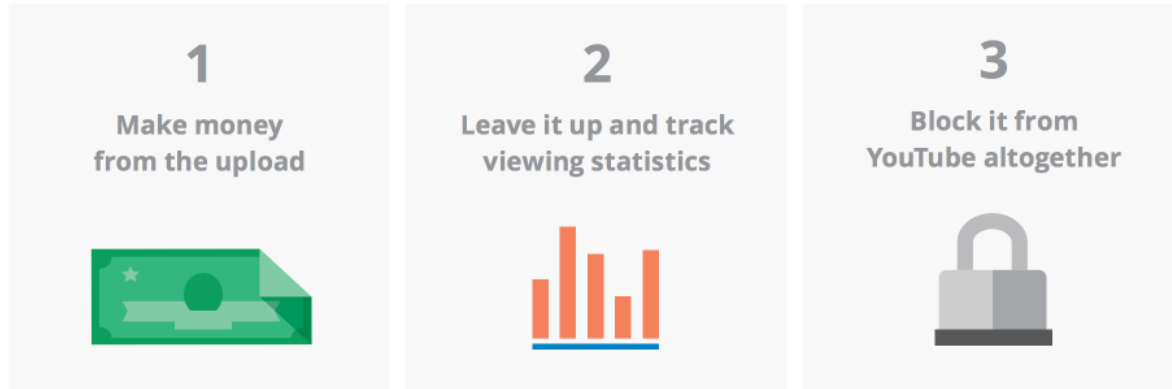
YouTube compares videos
uploaded, and Content ID
matches and applies policy.



Copyright owners can
increase revenue as a
partner using Content ID.

Content ID Drives Revenue to Rightsholders

- Content ID scans **every upload** to YouTube.
- Rightsholders have three options if a match is found:



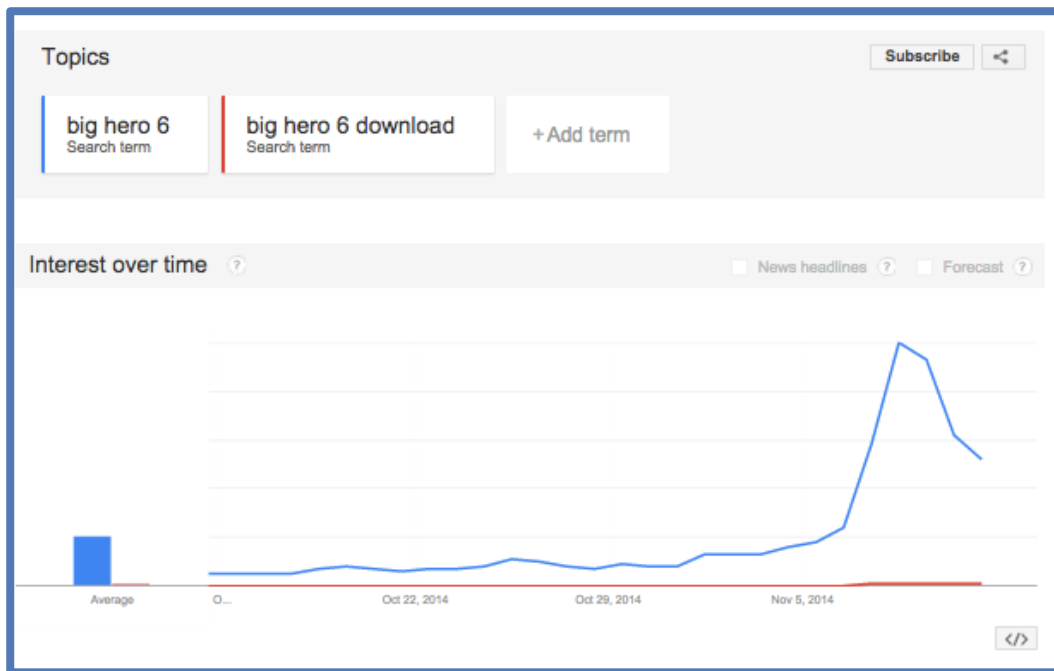
- The **majority** of rightsholders choose to monetize.

Search and Piracy: The Reality

Google users searched for
"big hero 6"

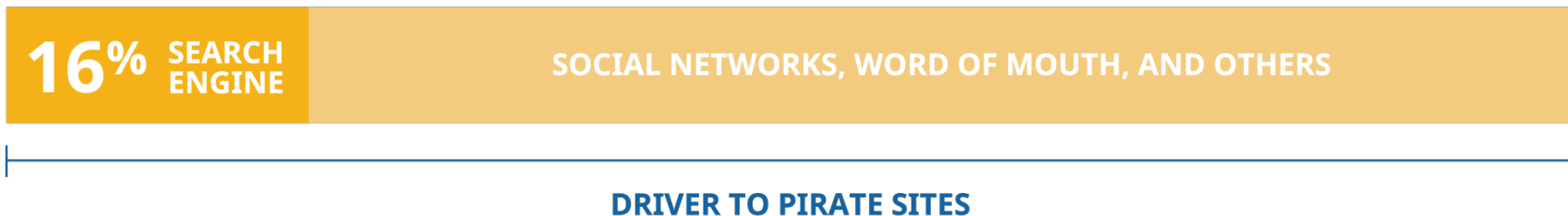
528 TIMES MORE OFTEN THAN

"big hero 6 download"



Search and Piracy: The Reality

- Search is not a major driver of traffic to pirate sites
- Search can't eradicate pirate sites
- Volume of 'piracy-related' queries is dwarfed by broader queries.



Google Search

Copyright owners and their agents submitted

224 million web items

for removal from Google Search in 2013.

We acted on over

99% of the requests

we received.

Average turnaround time for copyright notices is

less than 6 hours.

As the volume of removal notices continues to rise, the challenge of detecting inaccurate or abusive notices continues to pose a challenge.

Google works hard to detect and prevent abuses of the copyright removal process.



Creating Legal Alternatives Is Key to Fighting Piracy

- The addition of ABC content to Hulu caused a **nearly 20% drop in pirated downloads** (National Bureau of Economic Research)
- Netflix **claims** their presence in Canada has helped **drop piracy by 50%**
- Spotify shared data showing that **torrent activity in Australia fell by more than 20%** following their entry into that market

Follow the money

- One key tool to fighting piracy is cutting off the flow of money to pirate sites.
- In 2013, we continued to stay ahead of pirate sites using ads products by:
 - Maintaining **strong anti-infringement policies** and shutting down accounts who violate them.
 - **Monitoring** proactively for violation
 - **Accepting notices** from rightsholders.
 - Following industry best practices.



Copyright on YouTube

Copyright is an important topic for the entire YouTube community. In the sections below, you'll find access to all the information and tools needed to manage your rights on the YouTube platform and learn more about respecting the rights of other creators.

- ▶ [Manage your content on YouTube](#)
- ▶ [Copyright support and troubleshooting](#)
- ▶ [Learn more about copyright](#)



Manage your content on YouTube

If you would like to submit a notification of alleged copyright infringement, get information on what to do if you believe your video has been removed in error, or get information on how to dispute a Content ID match, the resources below will help educate you about our easy-to-use rights management processes.



[Submit a copyright infringement notification](#)

Request the removal of an unauthorized use of your creative work.



[Submit a counter notification](#)

Request the reinstatement of a video that was incorrectly removed from YouTube for copyright infringement.

Copyright School



Note: If you wish to watch the video with captions or captions in another language.

1. Turn the captions on. Click on the closed caption [cc] button on the bottom right of the video player.
2. Select the language you'd like to see captions in.

Please take a moment to watch this video on copyright and answer the following four questions.

1. If content is available on the Internet, it is in the public domain and therefore okay to upload to YouTube.

- True
 False

2. If you are found to be a repeat infringer, you could lose your YouTube account.

- True
 False

3. Content that was once allowed by a content owner may be subsequently removed from YouTube.

- True
 False

4. It's possible for music to have more than one copyright owner.

- True
 False

Continue

Innovative Copyright Policy

- Enabling creativity (including among amateurs) through strong **safe harbour provisions** and intermediary liability protection
- Introducing **flexible exceptions and limitations** in copyright for growth, jobs and economic prosperity:
 - countries that employ a broadly “flexible” regime of exceptions in copyright also saw **higher rates of growth in value-added output throughout their economy**.
 - economies that employ a broadly “flexible” regime of exceptions to copyright also saw **higher growth rates in the publishing, audiovisual and broadcasting industries** – a preliminary finding with deep potential implications given the strong opposition to copyright reform from many incumbent economic interests in these sectors (Lisbon Council study, 2015)
- Provide a solid **copyright foundation for the next generation of cloud computing innovation**
- Assess impact of copyright laws **on investment opportunities and economic climate**