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# YouTube Content ID Handbook 2.0

Last updated: Q2 2014



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# Section 1: Introduction to Content ID

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# 1.1 What is Content ID?

Content ID is an **automated, scalable system** that enables content owners to **identify user uploaded videos** which contain content they own.

YouTube takes partner-provided **reference material** and uses it to identify user uploads which match partner's content.

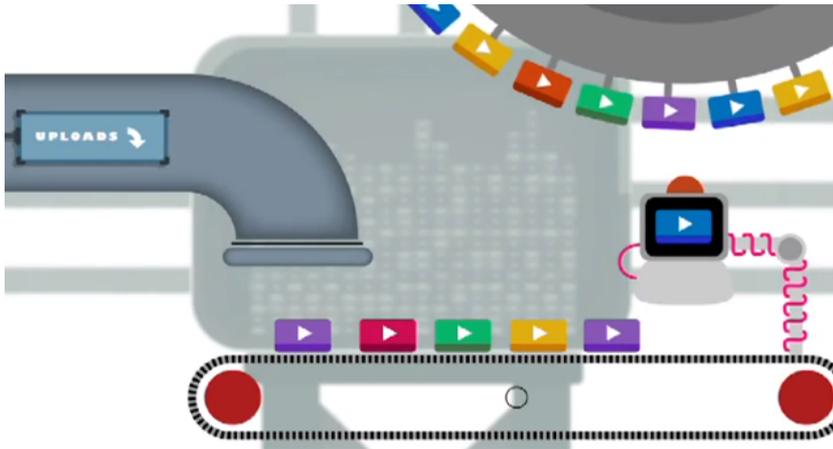
When a match is found, YouTube applies the partner's preferred policy: to monetize, track, or block the video in question.

This document will serve as **a guide to Content ID** as well as the interface partners use to deliver reference material to Content ID, manage policies, view claimed user videos, and administer their content.

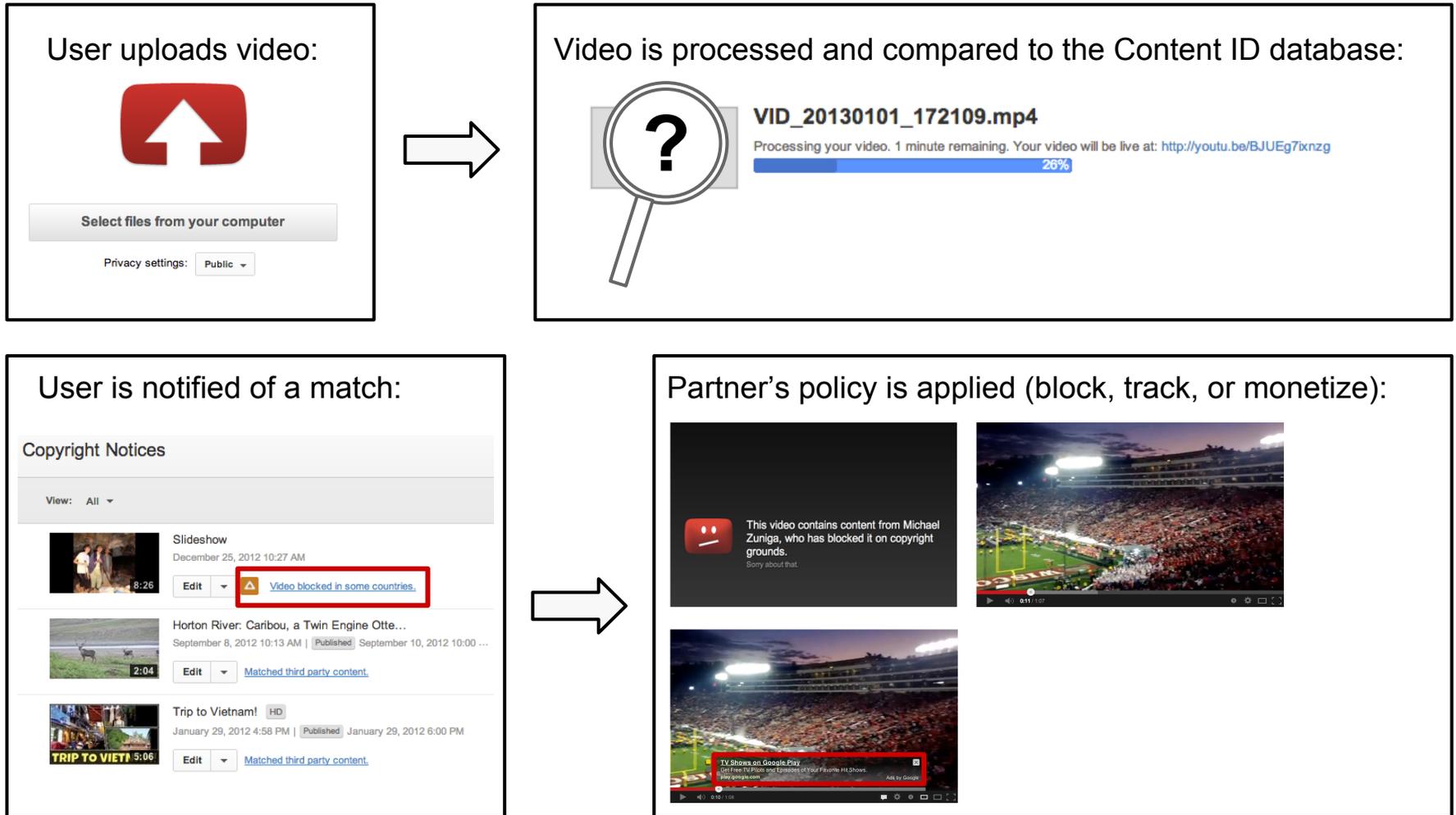
As indicated in the Table of Contents, we will cover a range of topics related to the different functional areas of Content ID.

Each section will cover the basic conceptual framework for that topic, associated vocabulary, a general walkthrough of the relevant features and example(s), as well as the best practices for partners.

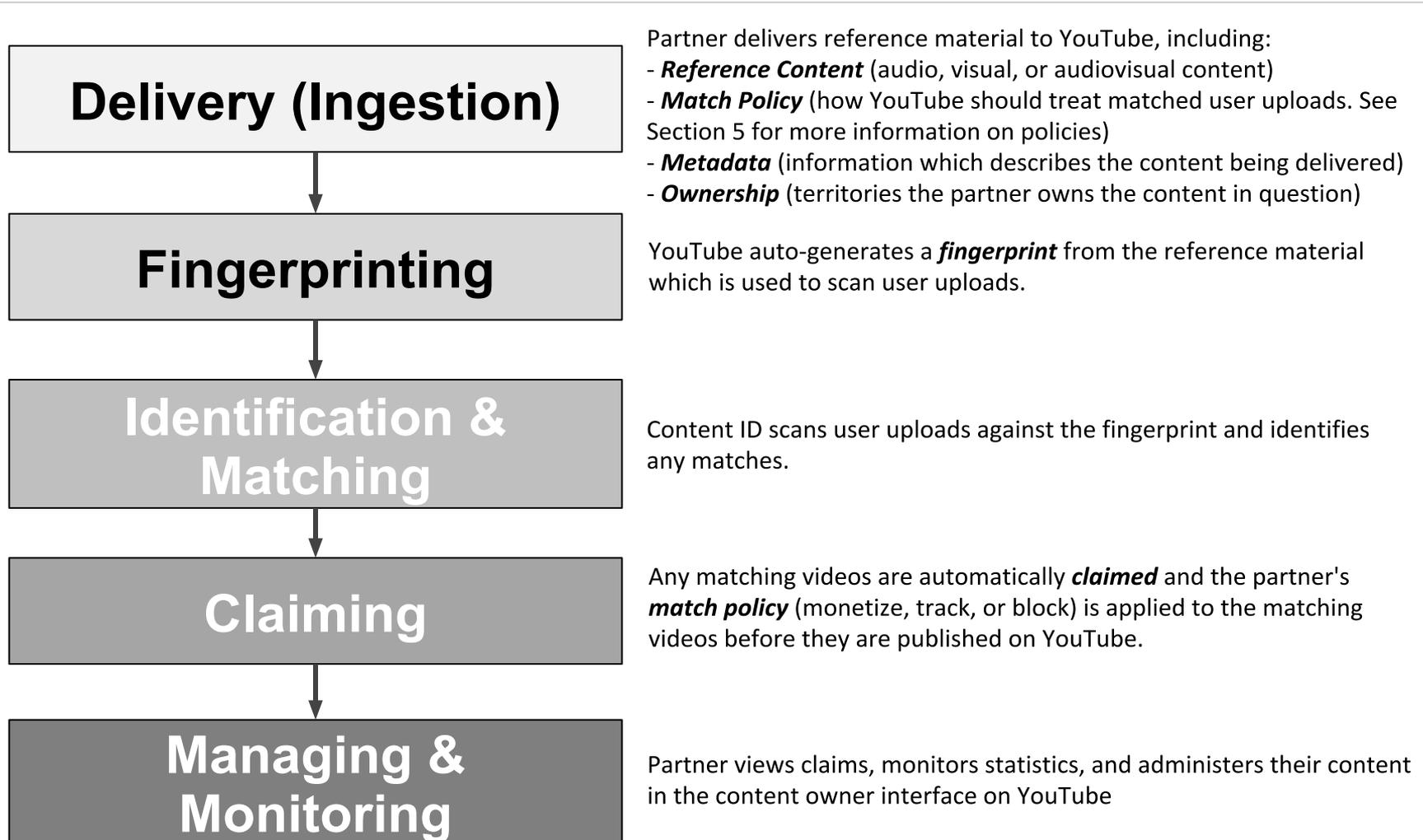
If partners have additional questions not covered in this document or specific to their usage of Content ID, they can reach out to their Account Manager or relevant YouTube contact. There are also additional resources located at the end of this document (please see Section 9).



# 1.2 How does Content ID work for users?



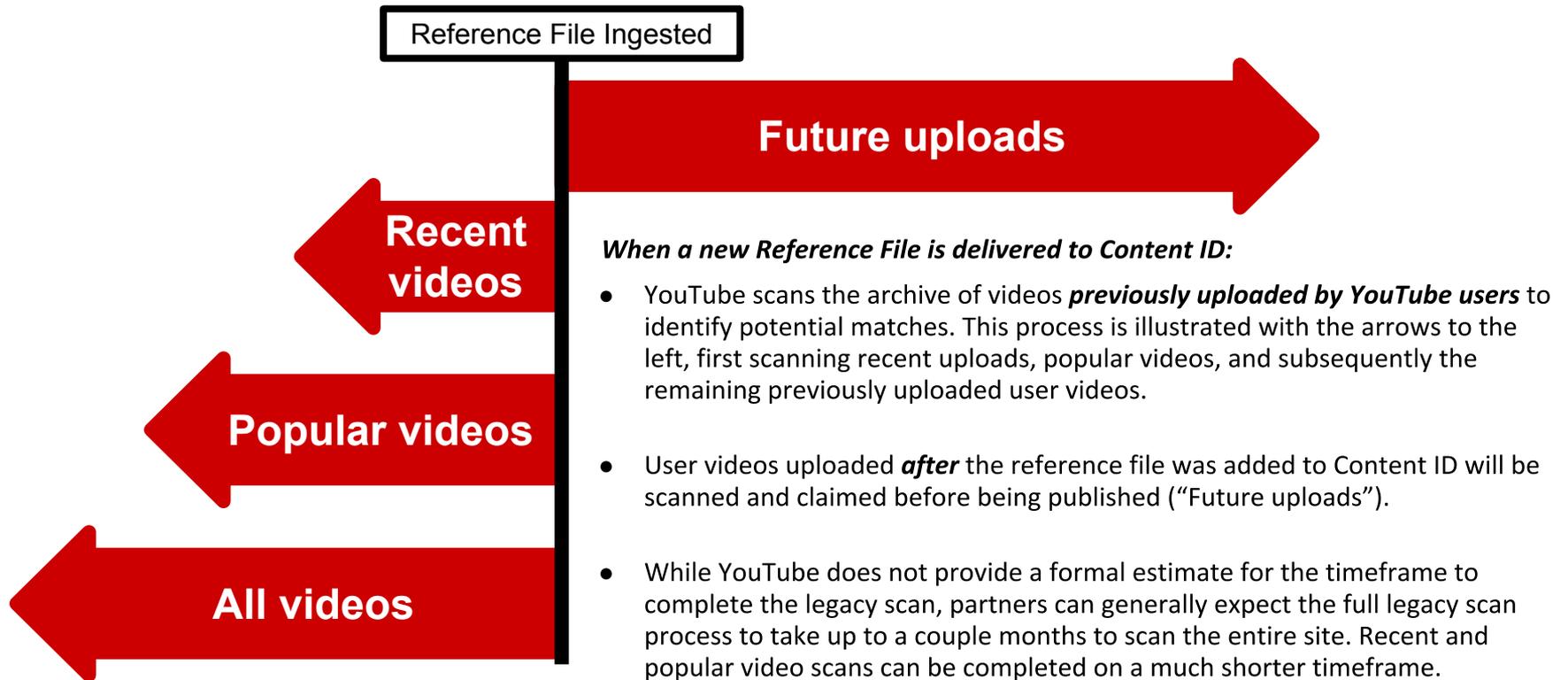
## 1.2 How does Content ID work for partners?



## 1.2 How does Content ID work?

As discussed, Content ID system continuously **scans new uploads** to YouTube against our database of partner-provided reference material to look for matches.

For user uploads which were uploaded to YouTube **before** a certain piece of reference material was added to the Content ID database, we also do a "legacy scan" by comparing all previously uploaded user videos to the new fingerprint.



# 1.3 Other Introductory Concepts

Partners can log in to YouTube to manage their **videos, claims, assets**, perform bulk actions, and access various **tools and reports**. They can also modify policies, add users and modify roles, and create new channels or link existing ones. We will discuss different elements of the interface in the coming sections, but here is a small preview, starting with the Dashboard.

The screenshot shows the YouTube Partner Dashboard for a user named EugeneTest. The interface is divided into several sections, each highlighted with a red box and a numbered callout:

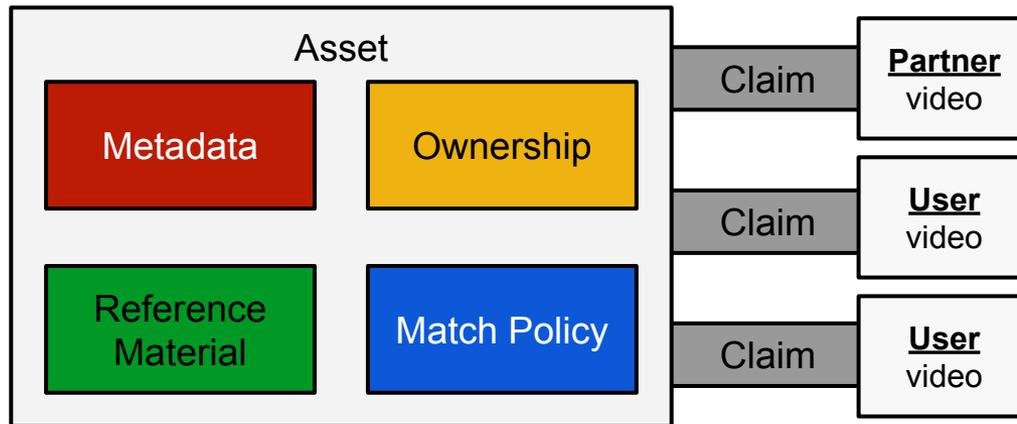
- 1) Video Manager:** A sidebar menu on the left containing links for VIDEO MANAGER, CHANNELS, CONTENT ID, ANALYTICS, and REPORTS.
- 2) Content ID:** A section in the sidebar for managing content ID.
- 3) Reporting and Analytics:** A section in the sidebar for viewing performance data.
- 4) To Do's:** A central panel listing items requiring action, such as connecting an AdSense account, resolving reference overlaps, and handling potential claims.
- 5) News:** A section providing updates and announcements, including changes to CMS functionality and delivery dropbox maintenance.
- 6) Content Delivery:** A section containing resources for content delivery, such as documentation, XML samples, and metadata validators.

- 1) Video Manager: list of uploaded videos by linked channels
- 2) Content ID: Videos claimed by the partner and assets owned by the partner
- 3) Reporting and Analytics: data on video performance, earnings, and more
- 4) To Do's: Items requiring action by the partner
- 5) News: news and updates about the product
- 6) Delivery: documentation and resources for content delivery (XML samples, metadata validator, etc)

# 1.3 Other Introductory Concepts: Vocab

Content ID is built on several conceptual building blocks. One is the concept of an **asset**. An asset represents a piece of intellectual property on YouTube (a TV episode, an audio track, a movie, a composition, etc). Assets are made up of descriptive metadata, ownership (territorial), reference files (used for matching) and match policies. These will be discussed in detail in coming sections.

Assets are connected to videos on the site by **claims**. A claim indicates that the partner owns a piece of content (either partner provided or user-uploaded) by linking a video to a partner's asset. In the case of user generated content (UGC) YouTube will apply the partner-provided match policy to the video (monetize, track, or block).



Other important rights management vocab:

- **DMCA:** The Digital Millenium Copyright Act, U.S. federal law laying out a "notice-and-takedown" process by which copyright owners and their authorized representatives can request removal of content from an internet service. Note that a DMCA takedown is **not** the same thing as applying a block policy.
- **Takedown:** The policy applied to a video taken down under the DMCA process. Choosing "takedown" creates a sworn DMCA notification. It is a legal action and issues a copyright strike to the uploader. Partners can find out more at [www.youtube.com/t/copyright\\_center](http://www.youtube.com/t/copyright_center)

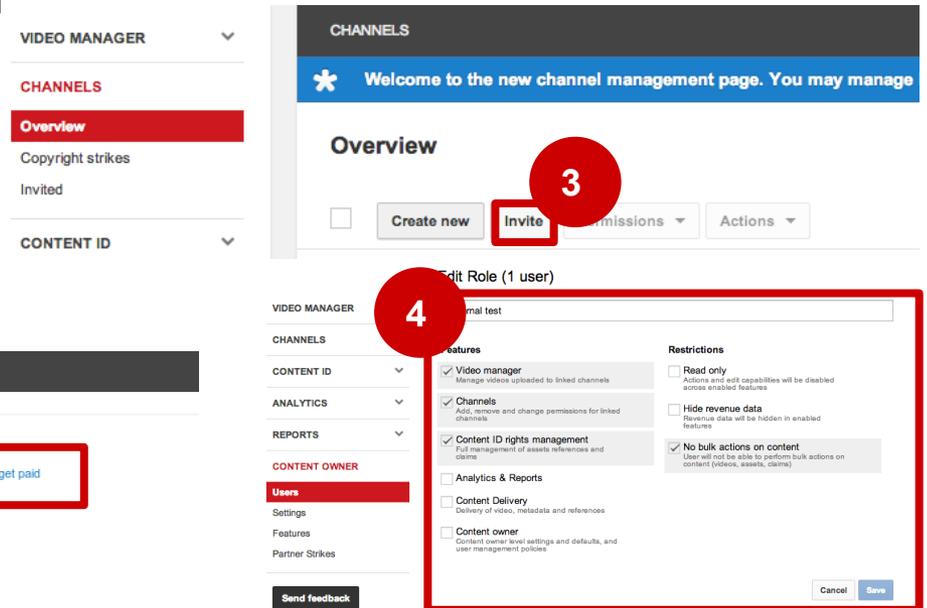
# 1.4 Setup

In order to gain access to Content ID and related tools, partners must be approved and have entered into the appropriate legal agreements with YouTube. Once a partner is approved and the necessary contracts signed, the YouTube partner manager will create a “content owner” for the partner and send an email invitation. The partner can determine whether they wish to use the Google account the invitation was sent to or create a new account for access (#1).

Once a partner has access to the content management tools, there are a few steps they should take to initially set up their account. Connecting an AdSense account (#2) is an important step to ensure that content can be properly monetized and the partner can be paid for accrued revenue.

Partners should also connect any existing channels they operate by inviting those channels (#3). They can then log into the channel(s) in question to accept the invitation. If the partner does not have existing channels but wishes to create some, they can use the “create new” function.

Lastly, the partner may have other employees that will require access to different aspects of the content management interface or Content ID. They can do this by going to Content Owner -> Users (#4). Here a partner can construct different roles based on a set of permissions, invite users, and assign them to the desired role.



# Reference Files

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In this section, you will learn about **Reference Files** and how to manage them. Reference Files are key to the Content ID process as they are the material that partners provide to YouTube to tell us what is their content and to use as the basis for Content ID.

This section will cover the basics about reference files: how to deliver them to YouTube, how to turn current YouTube videos into reference files after upload, and some tips that will help partners understand how to best manage their reference files.

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## Key Vocabulary for this section:

**Reference File:** A reference file is a video or audio asset for which a partner owns exclusive internet rights and that is provided to YouTube for inclusion in YouTube's Content Identification program. YouTube uses reference files to automatically create claims when YouTube users upload videos that match that content.

**Fingerprint** - A digital representation of a reference file generated using Google software

**Asset:** An entity representing a piece of intellectual property on YouTube (could be a TV episode, an audio track, a movie, a composition, etc). One asset can contain multiple reference files and can include other assets. (See Section 3 to learn more)

**Claim** - A claim indicates that the partner owns a piece of content (either partner provided or user-uploaded) by linking a video to a partner's asset. In the case of user generated content (UGC) YouTube will apply the partner-provided match policy to the video (monetize, track, or block).

**Match Policy** - The rule applied to other users' uploaded videos that match a reference file. When a match occurs, the match policy is applied to the user upload and defines how YouTube should use that video.

**Video Manager** - Youtube's Video Manager allows users to manage their videos on youtube.com. Learn about using the Video Manager [here](#) in the Help Center.

**Bulk Update** - Content Manager's [bulk update tool](#) lets partners update policies and settings for multiple videos at once. For a complete list of those policies and settings, please refer to the [Understanding bulk updating tools](#) article.

**Content Owner** - An entity in YouTube's system, a content owner is the entity that is able claim videos, own assets, and apply policies. A partner may have one or more content owners they manage.

# Section 2: Reference Files

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# 2.1 What is a Reference File?

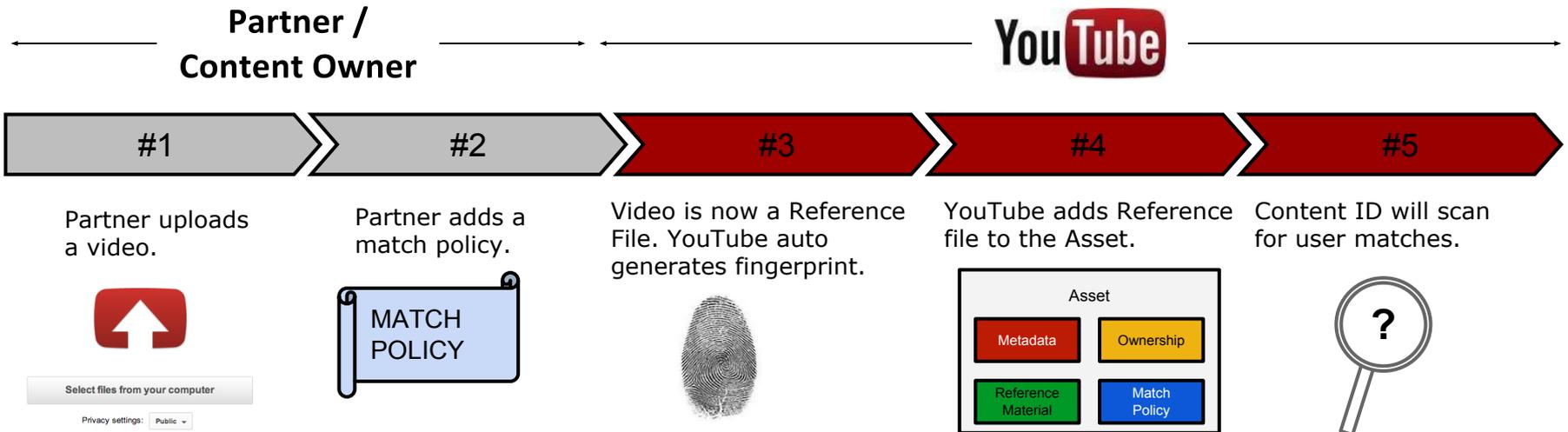
A reference file is the actual audio or video content file partners upload for the Content ID system to use to detect matching UGC content. From the reference file, YouTube automatically generates digital fingerprints used in the matching process.

If a partner wishes to turn on matching on their videos on YouTube, they will need to turn these videos into reference files.

YouTube videos, VOD and EST files, and sound recordings can all be turned into reference files by adding a match policy at or after upload (#1, below) and enabling Content ID matching (#2). **See Section 4 to learn more about policies.**

YouTube will then automatically turn the video into a reference file, generate a fingerprint (#3), and associate the reference file with an asset (#4). Content ID will then begin matching user uploads against the reference file automatically (#5). Partners are able to manage their assets and reference files in the YouTube Content ID interface.

Partners should be careful when creating reference files and make sure they have the necessary rights (exclusive ownership in a given territory). Improperly claiming content for which they do not own sufficient rights is taken very seriously, and could result in penalties including disabling Content ID functionality or termination of partnership.



## 2.2 Uploading Reference Files via YouTube.com

MVI 1010

Upload complete! Your video will be live at: <http://youtu.be/4SIGk4zwpV0>

Basic info **Monetization** Advanced settings

Usage policy

Track in all countries

Enable Content ID matches <sup>?</sup>

I have the necessary rights to claim other videos that contain this content.

Match policy

Monetize in all countries

Asset information <sup>?</sup>

Web  
 TV Episode  
 Movie

Title: MVI 1010 Custom ID: 4SIGk4zwpV0

Description: Notes (optional):

This diagram outlines the process to upload references to YouTube using YouTube.com.

Selecting "Enable Content ID matches" *and* a match policy will cause YouTube to create a reference file out of the video, turn on Content ID and begin matching against user uploaded videos.

**Step 1:** Upload videos. Go to the "Monetization" tab.

**Step 2:** Select the usage policy (the policy applied to the partner uploaded video. For more on policies, see Section 4).

**Step 3:** Select "Enable Content ID matches" to create a reference and enable the uploaded content for matching.

**Step 4:** Set the match policy for user uploaded matches to the reference material. See Section 4 for more info on policies.

**Step 5:** Select the proper asset type and metadata. Note that the asset type **can not be changed after it is created**. Lastly, click "save" (not pictured).

**NOTE:** Ownership is defaulted to the scope of the policy. For example, the policy "Monetize in the United States" defaults to Ownership in the US. The policy "Monetize worldwide" defaults to Ownership worldwide. If a partner wants to change ownership (ie: they only own in certain geographies) they will need to log into Content ID and go to the asset to edit ownership (see slide 30-32).

## 2.3 Turning YouTube videos into References

The diagram to the right outlines how to turn a video that has been previously uploaded to YouTube into a reference file from Video Manager.

Claiming the video and selecting a match policy will create a reference file and start matching.

This can be done individually using the Video Manager on YouTube.com, but can also be done in the Content ID interface (see the next pages).

Note that this interface can be individually enabled/disabled on a per-channel basis by setting the “monetize uploads” and “set match policy” permissions in the “Channels” section.

**Step 1:** Click on the blank “monetize” icon (meaning this video is not monetized). Alternatively, partners can select "Edit" and then navigate to the "Monetization" tab.

**Step 2:** Select the “usage policy” checkbox. Note this may already be checked if the video is already claimed.

**Step 3:** Select the desired usage policy and ad formats (if appropriate) from the options that appear.

**Step 4:** Select the “Enable Content ID matches” checkbox to create a reference and choose the desired match policy.

**NOTE:** Ownership is scoped by the Policies - so if a policy is only defined for a set of territories, YouTube will apply asset ownership accordingly. If a partner wishes to modify the asset ownership, they can do so in Content ID (see slides 30-32).

The diagram illustrates the process of turning a video into a reference through four steps:

- Step 1:** Click on the blank “monetize” icon (a dollar sign in a square) on the video thumbnail.
- Step 2:** Select the “usage policy” checkbox in the Monetization tab.
- Step 3:** Select the desired usage policy (e.g., “Monetize in all countries”) and ad formats (e.g., “Overlay in-video ads”, “TrueView in-stream ads”, “Standard in-stream ads”).
- Step 4:** Select the “Enable Content ID matches” checkbox and choose the desired match policy (e.g., “Monetize in all countries”).

## 2.3 Turning YouTube videos into References

The diagram below outlines how to turn a video into a reference file from Content ID if the video has been previously uploaded AND claimed. By selecting "Claim all matching videos" and adding a match policy, the previously uploaded video will generate a reference file and turn on Content ID Matching.

**Step 1:** Navigate to the "Claims" tab. Locate the video to turn on for Content ID. (**Note:** the video must have been claimed already). Click on the video title.

**Step 2:** Select "Claim all Matching Videos"

**Step 3:** Select a match policy from the dropdown and Save.

**Note:** If the partner does not have worldwide rights, they may need to adjust their asset ownership. Always ensure that ownership is correct (see slide 30-32 for instructions)

The screenshot shows the YouTube Content ID interface for a video titled "Copy of Elephant" (published by Brad's place). The video is currently set to "Worldwide" and has an "Applied Policy" of "BLOCK IF" with 255 territories. The "Owner Policy" is set to "Custom Policy" and "MONETIZE". A red box labeled "1" highlights the "Claim all matching videos" checkbox under the Owner Policy. A red box labeled "2" highlights the "Claim all matching videos" checkbox and the confirmation text under the Applied Policy. A red box labeled "3" highlights the "Save" button and the "Monetize in all countries" dropdown menu under the Applied Policy. The interface also shows a "Release" button and a "LIFETIME 0" indicator.

**Copy of Elephant - published**  
by Brad's place • uploaded Feb 5, 2014 12:27:27 PM (3 weeks ago)

ACTIVE Release

audiovisual upload 255 territories \$ 1 territory LIFETIME 0

Policy History Details Other Claims (0)

View: Worldwide

**Applied Policy**  
BLOCK IF  
255 territories  
Brazil, Germany, Japan, Mexico, United States  
OTHERWISE MONETIZE

**Owner Policy: Custom Policy**  
MONETIZE

Claim all matching videos

Claim all matching videos  
To make this video a reference file and claim all videos on YouTube with matching content ID, please confirm: You have watched the entire video and You have a good faith belief that you own or control the entirety of the video.

Save Cancel

Claim all matching videos  
 To make this video a reference file and claim all videos on YouTube with matching content ID, please confirm: You have watched the entire video and You have a good faith belief that you own or control the entirety of the video.  
Monetize in all countries  
**Your policy: Monetize in all countries**  
MONETIZE

**Copy of Elephant**

Web Custom ID jxAGRqm-tgg

Title Copy of Elephant

Description

Custom ID jxAGRqm-tgg

Notes

## 2.3 Turning YouTube videos into References

The diagram below breaks down how to use the bulk options in Video Manager to turn videos into reference files **in bulk**. This can be a helpful tool especially when adding a new channel with previously existing videos into a Content Owner or enabling content for matching after receiving access to Content ID functionality. Follow the steps outlined below and to the right to successfully enable content for matching in bulk.

- Step 1:** Select the videos to update. This can be done using one of the many filters in Video Manager (channel, not claimed, etc), providing video IDs, or using advanced search operators. Use the checkboxes to select the desired videos
- Step 2:** From the “actions” dropdown, select “Advanced”
- Step 3:** Select “Content ID matching”
- Step 4:** Select “enable” to enable content for matching. Once selected, the partner will be asked to select the desired match policy.

The diagram illustrates the process of enabling content for matching in bulk through four sequential screenshots of the YouTube Video Manager interface:

- Step 1:** Selecting videos to update. The interface shows a list of uploads with checkboxes next to them.
- Step 2:** From the “actions” dropdown, selecting “Advanced”. The “Advanced” option is highlighted in the dropdown menu.
- Step 3:** Selecting “Content ID matching”. The “Content ID matching” option is selected in the “Add actions” dropdown menu.
- Step 4:** Selecting “enable” to enable content for matching. The “Enable” radio button is selected, and the “Match policy” dropdown is set to “Monetize in all countries”.

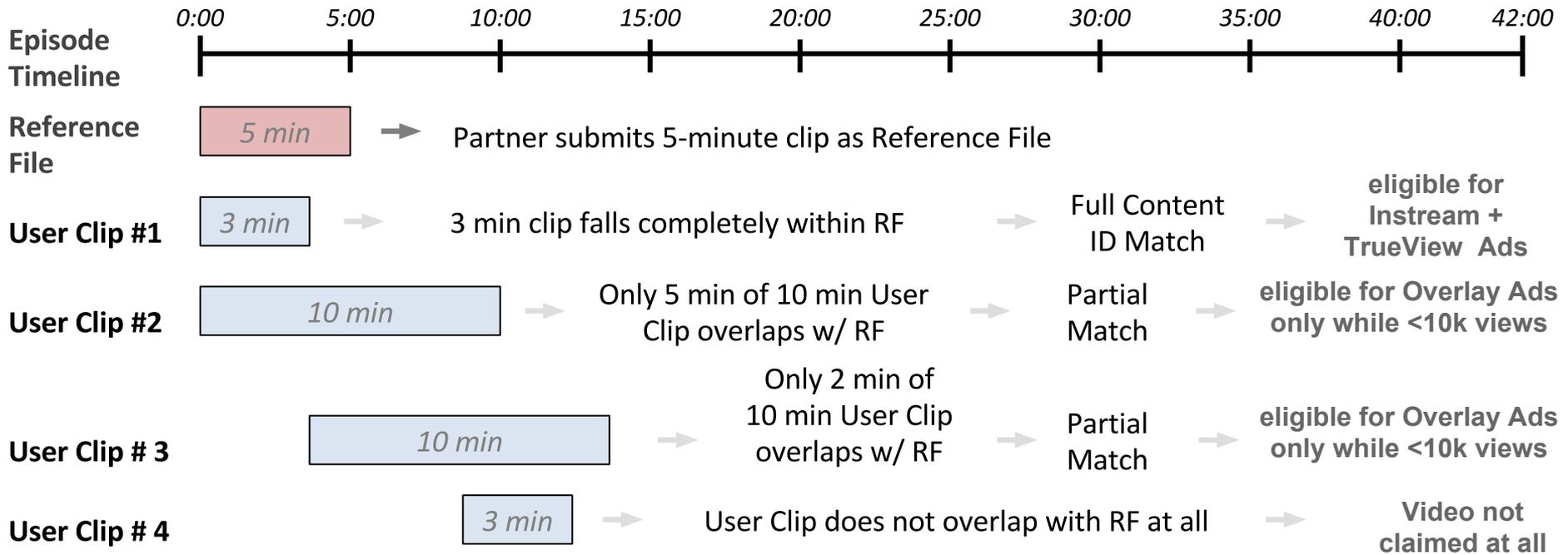
# 2.4 Choosing the right Reference Files

YouTube encourages partners to use full length files as a reference material instead of clips to earn maximum revenues and catch the most matches. Full length references can also aid in monetization, as user uploaded content is only eligible for TrueView and Instream ads if the video is an 80% match or has >10k views (otherwise the video will only be eligible for overlay ads).

See below for what happens when a partner uses a 5-minute clip as a reference file for a long form piece of content.

Remember that even if a partner doesn't want their entire long form content (TV or Movie) to be viewable to the public on YouTube, they can still use it as a reference file only to catch the most matches.

Example episode of 42 min long-form TV show



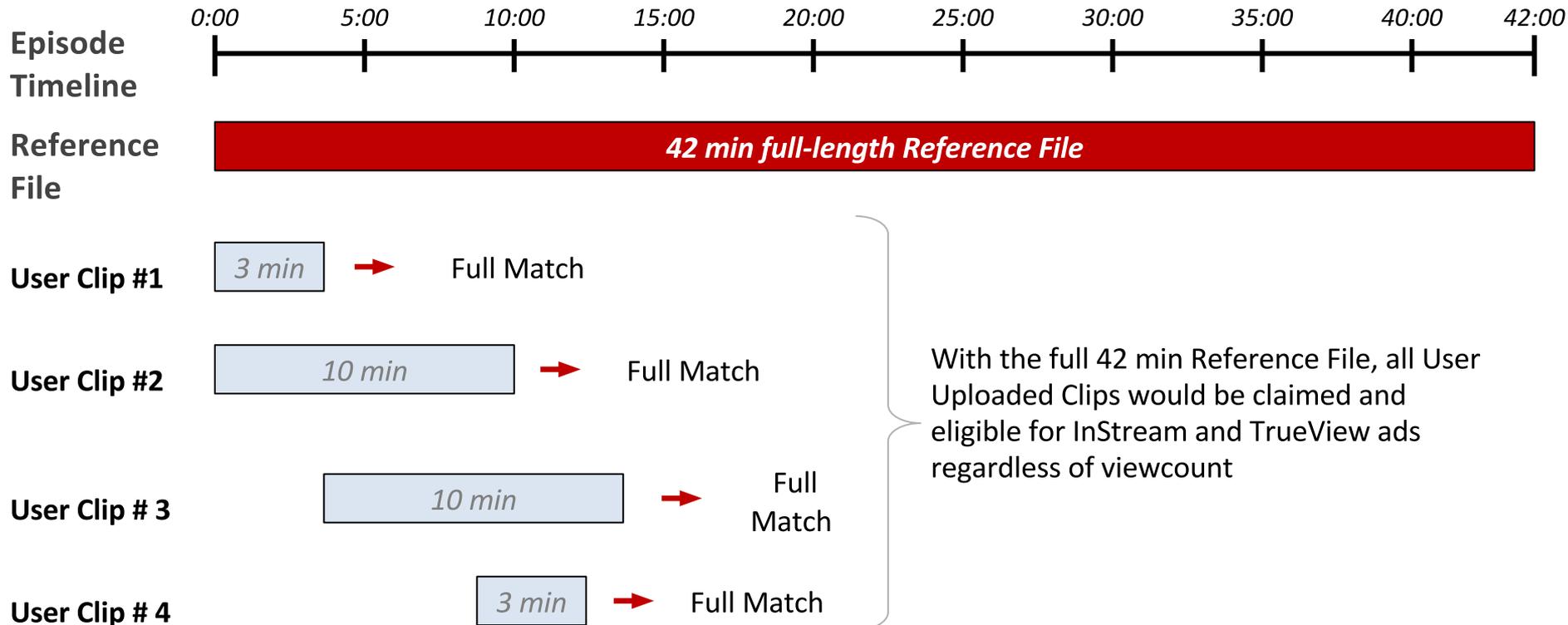
## 2.4 Choosing the right Reference Files

See below for what happens when a partner uses full content as a reference file and not just clips from the content.

With the full 42 min Reference File, all User Uploaded Clips will have a high quality match and will be eligible for InStream and TrueView ads, regardless of view count.

Even if the partner doesn't want the entire long form content (TV or Movie) to be viewable to the public on YouTube, it can still be used to catch matches. This may not be a good strategy if the content includes a lot of non-exclusive licensed clips. Partners should speak with their partner manager about this method, as it is important that partners possess rights to the underlying content and that ads or other non-exclusive material is not included.

Example episode of 42 min long-form TV show



# 2.5 Advanced Delivery Options

## Batch Delivery

YouTube supports automated delivery of media and metadata to a **Batch Uploader dropbox**. Bulk delivery has the benefit of providing partners the ability to deliver large quantities of content scalably and efficiently. However, as indicated below, batch processing can be slower than the single upload process (which is optimized for speedy delivery of a single video).

Throughout this process, YouTube upholds strict standards to maintain rights of content owners and the security of their files. Partners can speak to their partner manager for more info about security during delivery and storage.



### Single Upload

- "one by one", a few at a time
- synchronous way of delivering content

### Tools & Methods

Web (manual), API (automated)

### Use cases

*"Timing is Everything"*



### Batch Delivery

- "package" dump job (to dropbox)
- processing system (status in CMS)

### Tools & Methods

CMS uploader / SFTP/ Aspera / Spreadsheets / XML (semi to fully automated)

### Use cases

*"Drop and Forget"*

## Reference-only Delivery

With XML and CMS Uploader/SFTP/Aspera, partners can deliver a file that generates a fingerprint but not a YouTube video.

Partners will need to speak with their account manager to learn what's required and if they are eligible.

NOTE: Files as low as **240p resolution**, even in **black/white**, can be effective, secure references for Content ID matching.

## 2.4 Advanced Delivery Options: Batch

The table below provides some more information on the different batch delivery options alluded to on the previous slide:

Tool	Supports	Pros	Cons
<a href="#">XML (Sample Feeds)</a>	<ul style="list-style-type: none"><li>- Vertical specific all use cases</li><li>- Upload and Update</li></ul>	<ul style="list-style-type: none"><li>- Once configured, can be automatically generated</li><li>- Flexible, supports every possible metadata field and possible option</li></ul>	<ul style="list-style-type: none"><li>- Requires technical expertise</li><li>- Not suitable for manual editing</li><li>- Flexibility makes it hard to validate, more room for errors</li></ul>
<a href="#">Spreadsheets Templates</a>	<ul style="list-style-type: none"><li>- Vertical specific core use cases</li><li>- Upload only, no metadata update</li></ul>	<ul style="list-style-type: none"><li>- Limited technical expertise required, works with .xls / .csv</li><li>- Templates framework limits room for errors</li><li>- Additional validation layer</li></ul>	<ul style="list-style-type: none"><li>- Status reports currently still in XML</li><li>- Doesn't support some advanced metadata use cases (SR/comp link)</li><li>- Currently supports update through metadata only</li></ul>
<b>CMS Uploader Music Wizard</b>	Sound Recording	<ul style="list-style-type: none"><li>- Limited technical expertise</li></ul>	<ul style="list-style-type: none"><li>- Manual, can't be automated</li><li>- Doesn't support all Metadata</li></ul>

See [here](#) for more information about delivery options.

## 2.5 Material Inappropriate for Content ID

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Sometimes a partner might need to disable material for matching if the underlying material is deemed to be inappropriate for Content ID matching. Some material may not be appropriate for technical reasons. For example, static images like the broadcast “color bars” can cause improper matches.

Another reason could be rights-related. When partners enable content for Content ID matching, we generate claims against user-uploaded content that match portions of the reference material they provide. This means that for any content enabled for Content ID, a partner must have exclusive rights to all of the underlying material.

Examples of problematic content types may include but is not limited to:

- Public domain footage, recordings, or compositions
- Footage embedded in content to which is not owned exclusively by the partner (e.g., short clips used under fair use principles)
- Non-exclusively licensed content (e.g., royalty free music available for licensing, promotional materials licensed to multiple parties)
- Music and/or video comprised predominantly of non-exclusive loops, samples, graphics, and other materials licensed as part of content creation software
- Third party content (e.g, gameplay, software visuals)

In addition, some types of content are highly likely to generate erroneous claims, because they are indistinct from other similar works. These include without limitation:

- Karaoke sound recordings
- “Sound-alike” or “replay” sound recordings
- Sound effects
- Recordings, remasters, and remixes of public domain content
- Low complexity sound recordings, including some minimalist or ambient electronic music

For more information, please see the article here: <https://support.google.com/youtube/answer/2605065>

## 2.6 Deactivating Reference Files

As mentioned on the previous page, sometimes partners may need to disable content for matching. In these cases, it is possible to deactivate References in Content ID.

Note that deleting reference files (deleting the video the reference was created from) will deactivate the reference in *most* cases. Only with certain delivery methods will references remain if the original video is deleted.

Partners can navigate to the Asset Page for the file that they would like to deactivate (Content ID>Asset>search for file). On the Asset Page select the “References” tab (#1), then select “Deactivate Reference” (#2). Partners will be prompted whether they would like to release all claims or leave previous claims intact (#3).

We will cover how to bulk deactivate reference files on page 20.

The screenshot displays the YouTube Content ID interface. At the top, the asset is titled "Movie on 10 9 13 at 9 38 AM" with a "Web" icon and "Added: Oct 9, 2013 3:50:10 PM". On the right, there are two buttons: "6 Claims" and "2 Daily Views". Below this, there are three tabs: "METADATA", "OWNERSHIP & POLICY", and "REFERENCES". The "REFERENCES" tab is selected and highlighted with a red box and a red circle containing the number "1".

Under the "REFERENCES" tab, there is a table with the following data:

METADATA	OWNERSHIP & POLICY	REFERENCES
Asset ID: A314917801784655 Custom ID: WDhoQH4mesQ	Natalia Media, Inc. Route for review then monetize	Active: 1 Non Active: 0

Below the table, there is a "References" section. It shows a video player for "BOJ00fPHwck" with a duration of "00:44" and a play button. The video is from "Provider: Natalia Media, Inc." and "Video Id: WDhoQH4mesQ". The video is labeled "Audio Visual" and "Active". There are "5 claims" and a "Deactivate Reference" button highlighted with a red box and a red circle containing the number "2".

Below the video player, there is an "Excluded Segments" section with the text "No excluded segments found." and a "Deactivate Reference" button highlighted with a red box and a red circle containing the number "3".

At the bottom, there is a confirmation dialog box with a checked "Release all claims" option and "Deactivate" and "Cancel" buttons. A red box and a red circle containing the number "3" highlight this dialog box. A text box below the dialog box contains the text: "It is also possible to create exclusions to prevent matches against segments of a reference. Those exclusions can be added, removed, or modified here."

## 2.6 Deactivating Reference Files in Bulk

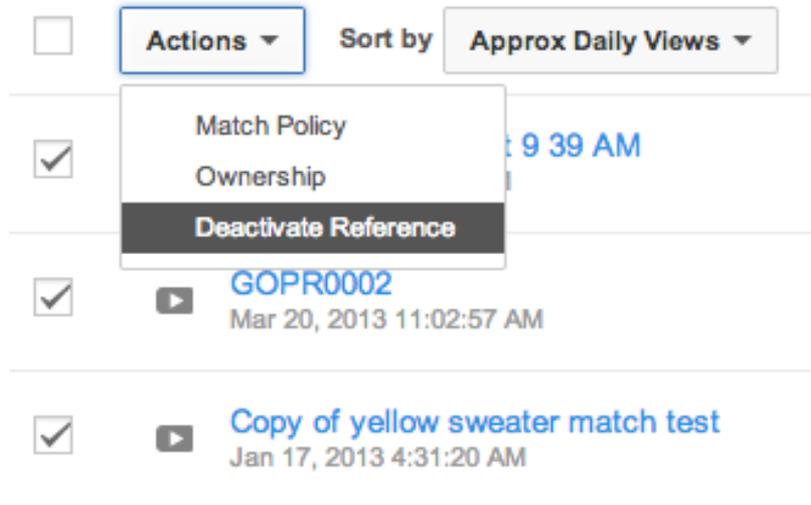
Sometimes a partner may need to deactivate a large number of reference files. It's possible to **bulk** deactivate references in the Assets tab of Content ID.

Partners should navigate to the Asset tab and select the assets they want to stop using as reference files. This can be done by filtering and selecting the desired assets, or by providing the relevant asset or other IDs, as discussed previously on page 17.

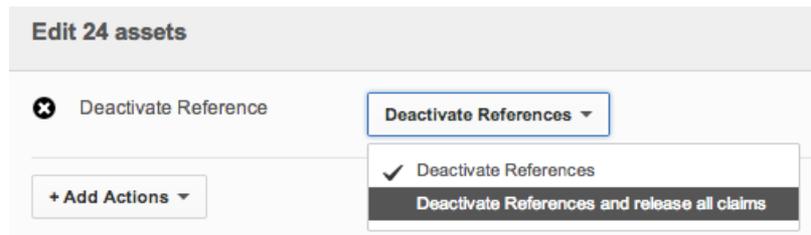
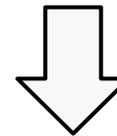
Once the right files have been selected, select the “Deactivate Reference” option under the “Actions” dropdown.

The next screen will offer a confirmation of the assets to be updated, as well as the option to deactivate the references or deactivate references and release all claims. In most cases, partners should choose the latter option.

If a partner no longer owns the content in question, they may also wish to release claims on partner uploaded content and remove asset ownership (Section 3). Partners should consult their partner manager for questions.



The screenshot shows a table of assets with checkboxes in the first column. The 'Actions' dropdown menu is open, showing options: 'Match Policy', 'Ownership', and 'Deactivate Reference' (which is highlighted). The table lists two assets: 'GOPR0002' (Mar 20, 2013 11:02:57 AM) and 'Copy of yellow sweater match test' (Jan 17, 2013 4:31:20 AM).



The screenshot shows the 'Edit 24 assets' confirmation screen. It features a 'Deactivate Reference' button with a red 'x' icon. A dropdown menu is open, showing options: 'Deactivate References' (checked) and 'Deactivate References and release all claims' (highlighted). There is also an '+ Add Actions' button.

## 2.7 Reference File Wrap Up

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### Key Concepts

- Key Concepts: Reference File, Match Policy, Claim
- How Reference Files work
- How to upload Reference Files
- How to turn a video on for Content ID matching
- How to deactivate Reference Files

### Best Practices

- Deliver full length reference files for long form content.
- Use bulk tools to save time and effort.
- If partners have the capacity for advanced delivery methods, it can streamline your efforts.
- Exclude non-exclusive segments from references

### Action Items

- Deliver Reference Files to YouTube.
- Deactivate Reference Files when you want to turn off matching.

# Assets

---

In this section, you will learn about **Assets** and how to manage them. An Asset connects all the pieces of information about a video in one place. Partners can manage assets in Content ID and update the information about videos on the asset page: policy, ownership, metadata and view the claims or reference file associated with the asset.

This section will also give you more insight into the concepts behind assets. The asset system is important especially for music content, where the song composition and recording are assets, but not always videos. By the end of this section you should understand the concept of an asset, key terms, and how to manage your assets.

---

## Key Vocabulary for this section:

**Reference File:** A reference file is a video or audio asset for which a partner owns exclusive internet rights and that is provided to YouTube for inclusion in YouTube's Content Identification program. YouTube uses reference files to automatically create claims when YouTube users upload videos that match that content.

**Asset:** An entity representing a piece of intellectual property on YouTube (could be a TV episode, an audio track, a movie, a composition, etc). One asset can contain multiple reference files and can include other assets. (See Section 3 to learn more)

**Claim:** A claim indicates that the partner owns a piece of content (either partner provided or user-uploaded) by linking a video to a partner's asset. YouTube will then apply the partner-provided policy to it (monetize, track, or block).

**Match Policy:** The rule applied to other users' uploaded videos that match a reference file. When a match occurs, the match policy is applied to the user upload and defines how YouTube should use that video. (See Section 4 to learn more)

**Ownership** - The countries where the partner owns content.. YouTube uses ownership data provided to determine where to apply the [policy](#) set for that content.

**Asset Metadata** - Information provided to YouTube that describes the asset. This set of metadata is at the asset level and is different from your video metadata.

**Asset Type** - This tells YouTube what type of content an asset holds. Options are: music composition, music video, sound recording, movie, television episode, trailer, or web video.

**TrueView Ad** - A TrueView ad is a YouTube pre-roll ad format, where the user has the option to skip the ad.

---

# Section 3: Assets

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3.2	Managing Assets	31
3.3	Asset Example	39
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3.5	Asset wrap up	45

# 3.1 What is an Asset?

Assets are the foundation of YouTube's Content ID System. An asset is a piece of intellectual property, such as a sound recording or a television episode. Assets are not videos; they are **containers** for metadata, ownership information, claims, policies and reference files - all related to a particular piece of content.

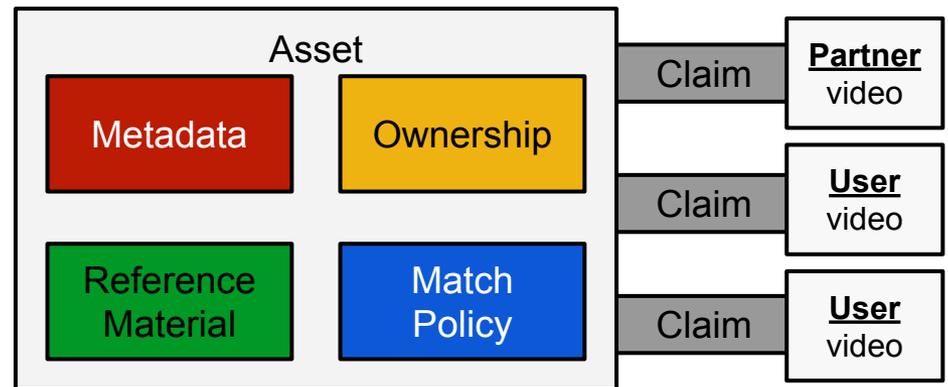
As mentioned, assets have a variety of properties. Asset **metadata** contains a range of information describing the asset, including the title, provider, unique asset ID, date added, and asset **type**. Asset types can be compositions, music videos, sound recordings, movies, television episodes, trailers, or web videos. Selecting the correct asset type is important - partners should contact their account manager with questions about which asset type to use.

Assets also contain **ownership information**. By default, most assets assume that a partner has worldwide rights to the asset. However, multiple parties can share ownership of a single asset in *different* territories. Claims and policies will then be applied in accordance with the ownership of the two partners and the territories in which they own the content.

An asset may also contain **reference content**, as well as the corresponding **match policy**.

**Claims** created based on that reference/match policy will also be tied back to the asset, including any partner uploaded claims.

Lastly, assets can also contain other **related assets** (not pictured). These are distinct pieces of intellectual property which may have separate owners, policies, and territories than the asset they are embedded in. See the next page for an example of what these sections look like in Content ID.



# 3.1 What is an Asset?

## Movie on 10 9 13 at 9 38 AM

Web

Added: Oct 9, 2013 3:50:10 PM

**Related Assets:** An asset embedded within another asset. For example, a composition embedded within a sound recording

6  
Claims

2  
Daily Views

### METADATA

Asset ID: A314917801784655  
Custom ID: WDhoQH4mesQ

### OWNERSHIP & POLICY

Natalia Media, Inc.  
Route for review then monetize

### REFERENCES

Active: 1  
Non Active: 0

### RELATED

Embeds: 1, Embedded in: 2

**Claims:** Partner uploaded and UGC claims tied back to the asset

Natalia Media, Inc.: YT User - nataliamedia (active) ▼

Title	Notes
Movie on 10 9 13 at 9 38 AM	

**Metadata:** Information associated with the asset type. The information varies depending on the asset type

Asset ID: A314917801784655  
Custom ID: WDhoQH4mesQ  
Provider: Natalia Media, Inc.  
User: user - nataliamedia  
Added: Oct 9, 2013 3:50:10 PM

BOJ00PHwvck  
Oct 9, 2013 3:50:17 PM  
Provider: Natalia Media, Inc.  
Video ID: WDhoQH4mesQ  
Audio Visual  
Active  
Excluded 0%  
5 claims  
Deactivate Reference

**Reference:** The reference material used for matching user uploaded videos

Ownership

Filter: Worldwide ▼ View: Applied Ownership ▼

**Ownership:** Territories where partners own an asset. Multiple partners can own an asset in different territories

Natalia Media, Inc.  
Active ownership in 256 territories:  
United States, Brazil, Japan, Mexico, United Kingdom (+251 more)

Match Policy

**Your policy:** Route for review then monetize

**Match Policy:** Policy applied to UGC which matches the reference

**Effective policy**  
Your policy will be applied without modifications.

\*Note: information is displayed only one tab at a time (eg: Metadata, Ownership & Policy, etc). See slide 30 for more details on interacting with assets.

# 3.1 What is an Asset?

As mentioned, assets can be classified into different **types**. Different asset types have different metadata fields - for example, sound recordings include a field for ISRC, while other asset types do not. However, other assets may include other fields that sound recordings do not - for example, a television show will have season and episode, but no field for ISRC.

	Sound Recording	Represents an audio recording. Includes metadata like ISRC, artist, and album. Usually embeds a composition, may be embedded in a music video.
	Composition	Represents a musical composition. Includes metadata like ISWC and writers. Is the only asset type that may have multiple owners per territory.
	Music Video	Represents an official music video for a song. Embeds a sound recording. Includes metadata like Video ISRC, song, and artists.
	Art Track	Represents a video of an official master recording with an accompanying image(s). Should not be used to claim any UGC (should not be a reference).
	Movie	Represents a feature film. Includes metadata like ISAN/EIDR and directors.
	TV episode	Represents an episode from a television show. Includes metadata like season and episode number.
	Web	Represents any other kind of audiovisual work, including YouTube original video or other type of video content not covered by the other asset types.

For music, asset types, metadata, and embed relationships are essential for monetizing and payment. Please see the relevant sections of the [Music Label](#) or [Music Publisher](#) Guide or reach out to a YouTube partner manager for more information.

## 3.2 Managing Assets

Partners can view their assets by going to the Assets tab under Content ID. From there, they can see the asset title, type, and number of claims for both their assets and all assets on YouTube.

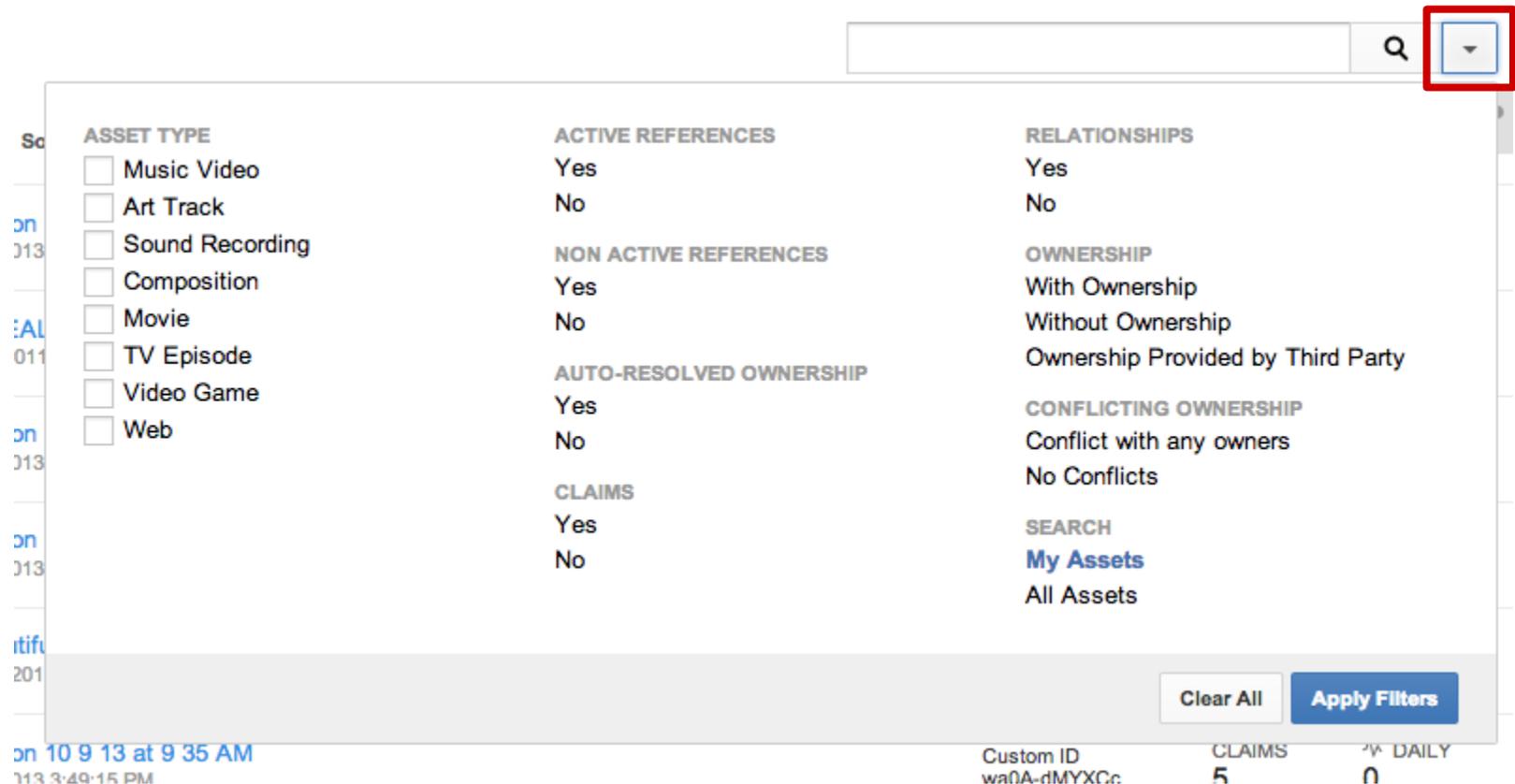
Partners can also use filters to limit the list to assets that meet certain criteria (see next slide).

The screenshot shows the YouTube Content ID interface for 'Natalia Media, Inc.'. The left sidebar contains navigation options: VIDEO MANAGER, CHANNELS, CONTENT ID (selected), To Dos (2 Disputed Claims), Assets (selected), Bulk update status, Claims, Manual claiming, Policies, Campaigns, and Whitelist. Below these are CONTENT OWNER and a Send feedback button. The main area displays a table of assets with columns for Actions, Sort by (Number of Claims), Custom ID, CLAIMS, and DAILY. The table lists seven assets, including 'Movie on 10 9 13 at 9 38 AM' and 'The REAL match policy cascade test'.

Actions	Sort by	Number of Claims	1 - 25 of 191
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 3.2 Managing Assets

Partners can filter their assets by a number of criteria, including asset type, reference status, auto-resolved ownership, assets with claims, ownership, conflicting ownership (all or by conflicting partner), and other options.



The screenshot shows a search bar at the top right with a dropdown arrow highlighted by a red box. Below it is a filter menu with the following sections:

- ASSET TYPE**
  - Music Video
  - Art Track
  - Sound Recording
  - Composition
  - Movie
  - TV Episode
  - Video Game
  - Web
- ACTIVE REFERENCES**
  - Yes
  - No
- NON ACTIVE REFERENCES**
  - Yes
  - No
- AUTO-RESOLVED OWNERSHIP**
  - Yes
  - No
- CLAIMS**
  - Yes
  - No
- RELATIONSHIPS**
  - Yes
  - No
- OWNERSHIP**
  - With Ownership
  - Without Ownership
  - Ownership Provided by Third Party
- CONFLICTING OWNERSHIP**
  - Conflict with any owners
  - No Conflicts
- SEARCH**
  - [My Assets](#)
  - [All Assets](#)

At the bottom of the filter menu are two buttons: "Clear All" and "Apply Filters".

Below the filter menu, there is a table with the following columns and data:

Custom ID	CLAIMS	% DAILY
wa0A-rMYXCc	5	0

On the left side of the screenshot, there is a vertical list of items with timestamps and labels, including "on 10 9 13 at 9 35 AM" and "113 3:49:15 PM".

## 3.2 Managing Assets

Clicking on a specific asset provides details on metadata, ownership, rights policies, related (embedded) assets, and reference material. When opening an asset, the view defaults to the **metadata** tab (shown below).

### Movie on 10 9 13 at 9 39 AM

 Web

Added: Oct 9, 2013 3:51:50 PM

Click here to go to a list of all claims on the asset

4  
Claims

10  
Daily Views

#### METADATA

Asset ID: A113006530336739  
Custom ID: oip2qfuzXj4

#### OWNERSHIP & POLICY

Natalia Media, Inc.  
monetize only

#### REFERENCES

Active: 1  
Non Active: 0

Hover over this section to show the "pencil" icon and edit asset metadata



Natalia Media, Inc.: YT User - nataliamedia (active) ▾

**Title** Movie on 10 9 13 at 9 39 AM

#### Notes

**Description**

**Asset ID** A113006530336739

**Custom ID** oip2qfuzXj4

**Type** Web

**Provider** Natalia Media, Inc.

**Source** YT User - nataliamedia

**Added** Oct 9, 2013 3:51:50 PM

## 3.2 Managing Assets

The **ownership & policy** tab displays territorial asset ownership for any partners listed as owners on the asset. It also displays the partners' provided match policy. Hovering over either of the sections will allow the partner to make edits.

### Movie on 10 9 13 at 9 39 AM

Web

Added: Oct 9, 2013 3:51:50 PM

4  
Claims

10  
Daily Views

#### METADATA

Asset ID: A113006530336739  
Custom ID: oip2qfuzXj4

#### OWNERSHIP & POLICY

Natalia Media, Inc.  
monetize only

#### REFERENCES

Active: 1  
Non Active: 0

partner's selected policy. Below is the effective policy, which takes into account any other partner's policies and ownership

Owned by: **current asset ownership. Other partners with ownership on the asset will be listed here as well**

Filter:

View: Applied Ownership ▾

#### Match Policy

**Your policy:** monetize only  
§ MONETIZE

#### Natalia Media, Inc.

Active ownership in 256 territories:

United States, Brazil, Japan, Mexico, United Kingdom [\(+251 more\)](#)

#### Effective policy

Your policy will be applied without modifications.

## 3.2 Managing Assets

The screenshot below shows a partner editing both asset ownership and their match policy.

**Movie on 10 9 13 at 9 39 AM**

Web

Added: Oct 9, 2013 3:51:50 PM

4 Claims      10 Daily Views

METADATA	OWNERSHIP & POLICY	REFERENCES
Asset ID: A113006530336739 Custom ID: oip2qfuzXj4	Natalia Media, Inc. monetize only	Active: 1 Non Active: 0

### Ownership

Natalia Media, Inc. represents and warrants that the ownership information it submits below is true.

**Natalia Media, Inc.**

owns this asset in ▾

Worldwide ✕

add or remove territories of ownership

Save Cancel

### Match Policy

monet

Choose from existing policies or create new saved policy. Policy will be updated across all matched UGC claims or all UGC claims (including manual claims)

Create custom policy

- Block in all countries
- Block in all countries (co
- Block in all countries (copy)
- Block in all countries (copy) (copy)
- Block in Australia

Cancel

## 3.2 Managing Assets

The **reference** tab allows the partner to view information about the reference, reference status, source, and take actions like adding exclusions or deactivating a reference.

### Movie on 10 9 13 at 9 39 AM

Web

Added: Oct 9, 2013 3:51:50 PM

4 Claims  
10 Daily Views

#### METADATA

Asset ID: A113006530336739  
Custom ID: oip2qfuzXj4

#### OWNERSHIP & POLICY

Natalia Media, Inc.  
monetize only

#### REFERENCES

Active: 1  
Non Active: 0

#### References

click here to expand the reference player

reference provider and source

status: active indicates the reference is actively being used to match UGC

1 of 1 < >

00:45  
KHsmGdllawc  
Oct 9, 2013 3:51:57 PM  
Provider: Natalia Media, Inc.  
Video Id: oip2qfuzXj4

Audio Visual

Active

Excluded  
0%

3 claims

view all matched and claimed UGC on the reference (does not include manual claims or partner's own uploads)

#### Excluded Segments

No excluded segments were

it is also possible to create exclusions to prevent matches against segments of a reference. those exclusions can be added, removed, or modified here.

## 3.2 Managing Assets

---

It is important to understand asset **ownership** and keep it up to date. Ownership impacts the territorial application of the **usage & match policies** of the video. Most significantly, policies will only be applied in the countries in which a partner owns the relevant asset.

For example, if a partner applies a monetize worldwide policy to a video, but only has ownership of the asset in the United States, ads will only be shown in the US (the video will be available without ads in all other countries).

For partner provided content, this can be especially tricky. Partners can choose to **"block outside ownership"** any content they upload which they wish to make unavailable outside of the territories they own. For instance, say a partner only owns content in the United States and wishes to monetize it. Their asset ownership would indicate US-only, their usage policy would be monetize, and they would choose to "block outside ownership." This will set the video live with ads in the US and make it invisible elsewhere. This is sometimes called geo-fencing. See the next page for an explanation of how to do this.

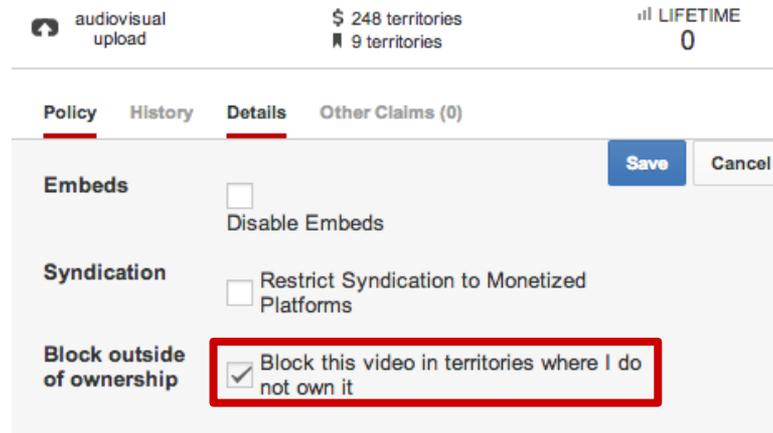
Multiple partners can also have ownership on a single asset, as long as their assertions of ownership don't overlap in any of the countries. For more information on asset ownership conflicts, see section 10.2 on "To Do's."

Because ownership affects where content is displayed, and goes into conflict if another partner claims ownership in the same territory, it's important to update ownership when it changes, like if a partner licenses the content to someone else for one or more territories.

See the next page (pg 39) for examples of how to edit ownership and block the partner's videos outside ownership.

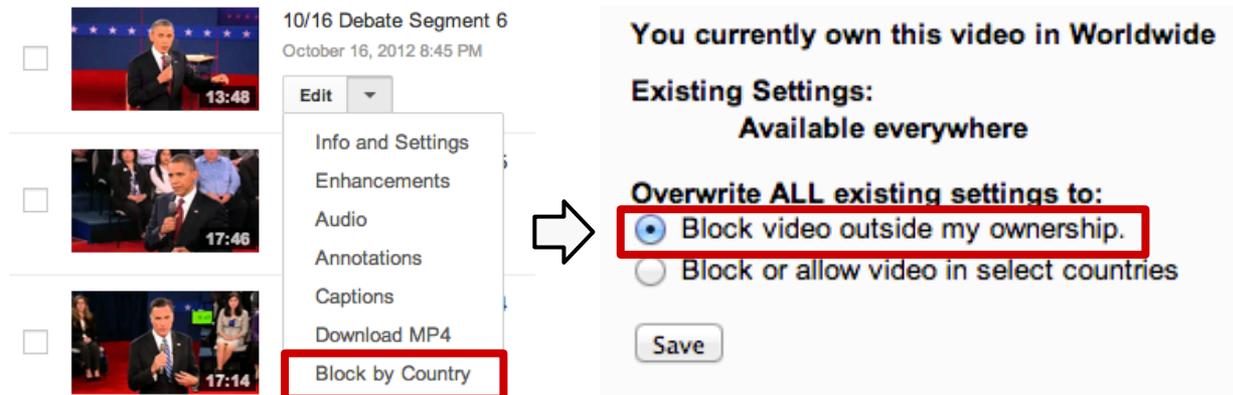
## 3.2 Managing Assets

Blocking video outside areas of ownership from the **Claim details page**. Remember that this is only available for partner uploaded content and will make that video unavailable in territories where the partner does not own the underlying asset, regardless of the policy the partner has selected.



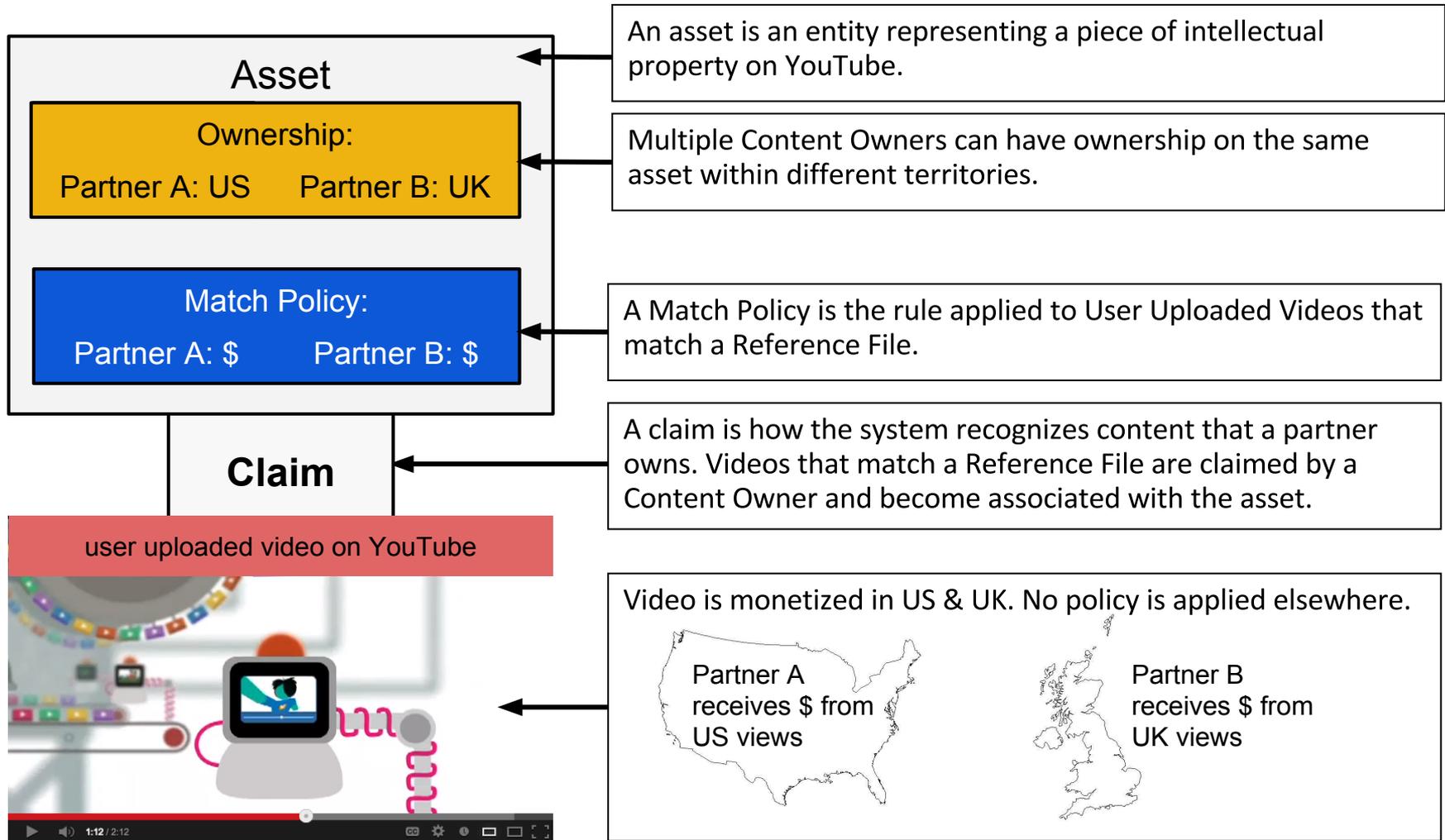
The screenshot shows the 'Details' tab of a claim for an audiovisual upload. At the top, it indicates '248 territories' and '9 territories' with a 'LIFETIME 0' counter. The 'Details' section includes three options: 'Disable Embeds' (unchecked), 'Restrict Syndication to Monetized Platforms' (unchecked), and 'Block this video in territories where I do not own it' (checked). The 'Block outside of ownership' option is highlighted with a red box. 'Save' and 'Cancel' buttons are visible at the top right.

Blocking video outside areas of ownership from the **Video Manager** (only for partner uploaded content):

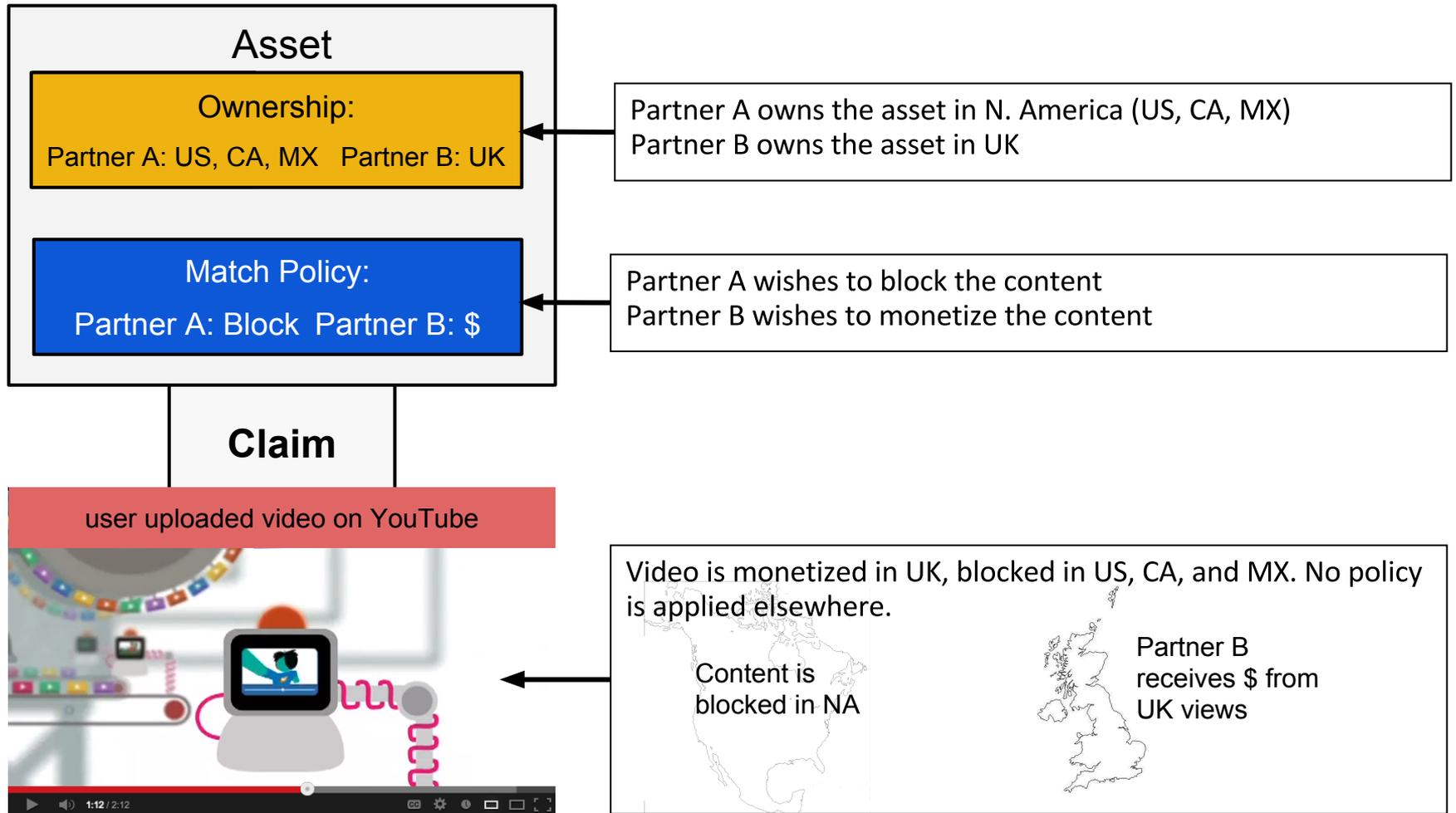


The screenshot shows the Video Manager interface with a list of videos. The 'Block by Country' option is highlighted with a red box. An arrow points to the settings dialog for this option, which shows 'Existing Settings: Available everywhere' and 'Overwrite ALL existing settings to:' with 'Block video outside my ownership.' selected and highlighted with a red box. A 'Save' button is at the bottom.

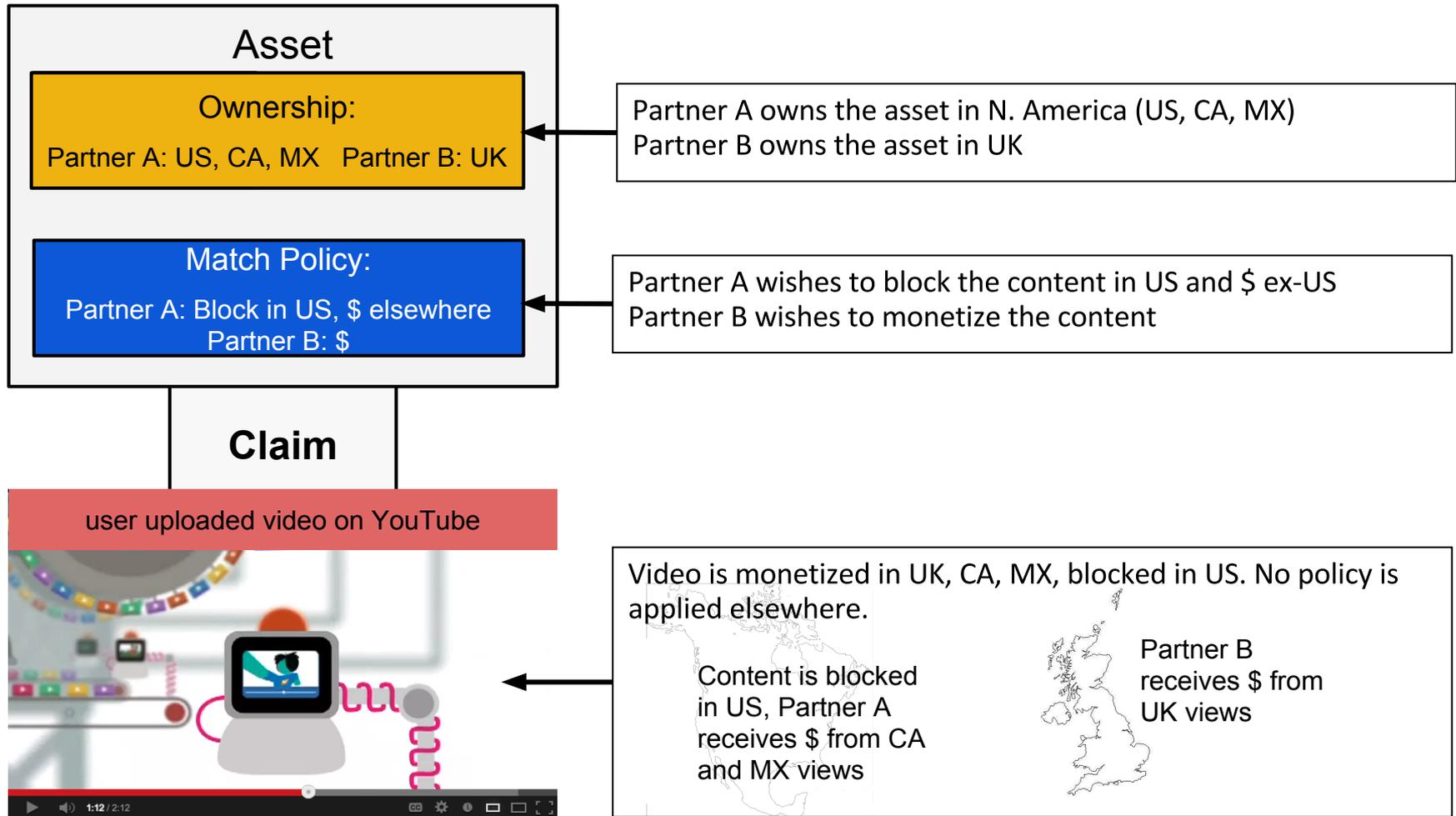
# 3.3 Asset Example



# 3.3 Asset Example



# 3.3 Asset Example



## 3.4 Asset Merging

---

It is also important to note that in some cases, two assets can **merge** into one asset incorporating both partners' ownership and policies. Asset merging is important in that it helps YouTube reduce the number of duplicate assets in the system, which helps ensure that policies and ownership are applied as appropriate.

In order for assets to be eligible for automated merging, several conditions need to be true:

1. The assets must be the same **type** (except for web assets) - eg: a sound recording will only merge with another sound recording, a movie will only merge with another movie. Web assets are exceptions to this rule and can merge with other asset types.
2. The two assets must be **reference-only** or contain **no reference** material. Cases where the reference is also a YouTube video will not merge automatically.

Once **both** of those conditions are met, ONE of the following is required in order to trigger the merge:

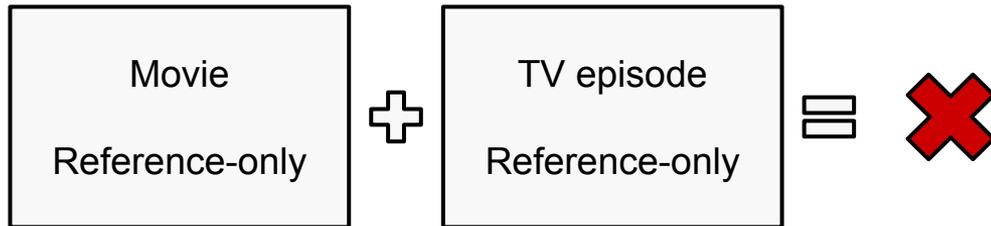
1. References are **exact matches** ( $\pm 10$  seconds)
2. Unique identifiers match (eg: assets have identical ISRCs)

Note also that assets used for transactional (eg: movies available for rent on YouTube/Google Play) will not merge.

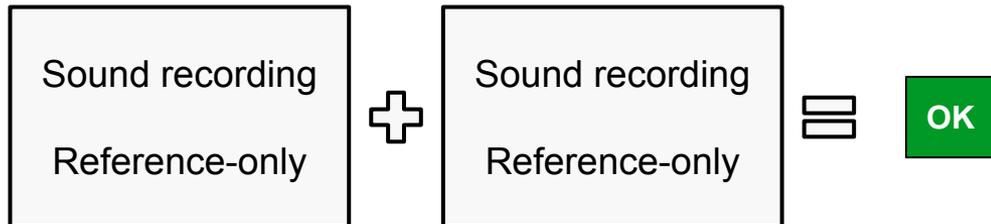
The following page contains examples of instances where assets will or will not merge.



## 3.4 Asset Merging

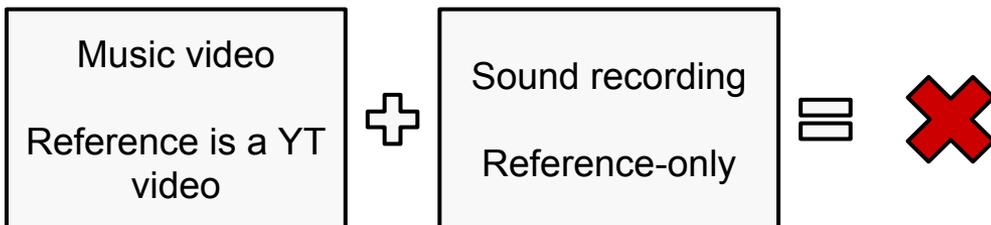


Assets will not merge because assets have different types (regardless of whether references are exact matches or unique identifiers match)



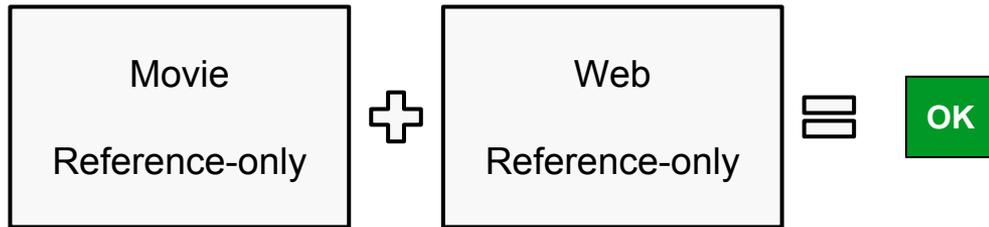
Assets will merge IF:

1. references are identical  $\pm 10$  sec
- OR
2. ISRCs match



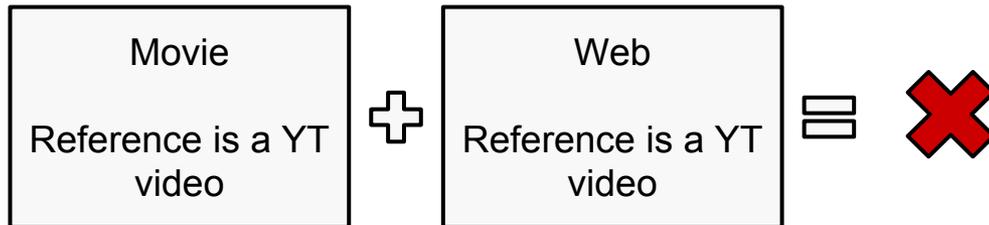
Assets will not merge because assets have different types AND one reference is a YouTube video

## 3.4 Asset Merging

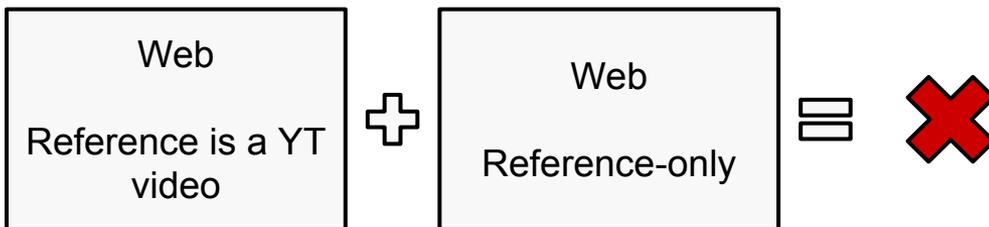


Assets will merge IF:

1. references are identical  $\pm 10$  sec  
OR
  2. unique identifiers match
- Asset type in this case is ignored because one asset is type = web



Assets will not merge because references are YouTube videos



Assets will not merge because one reference is a YouTube video

## 3.5 Assets Wrap Up

### Key Concepts

- Key Concepts: Definition of an Asset
- Components of an asset: Ownership, Metadata, Claims, Reference, Match Policy, Embedded Assets
- How to add/alter asset ownership
- How to change match policies

### Best Practices

- Keep asset ownership accurate and up to date: maintain clear lines of ownership, resolve any ownership conflict promptly, and update ownership if it changes.
- Label assets thoroughly and clearly with accurate, descriptive metadata.
- Use filters when browsing through the list of assets on the Asset Tab to identify certain types or assets with certain characteristics.

### Action Items

- No need to separately create assets - they are created when a partner delivers content and claims it. Simply provide the proper asset type and relevant metadata when claiming content.
- Keep asset information up to date as necessary.

# Policies

---

In order to use Content ID, partners need to give YouTube 3 things: #1) video files (Reference Files) as outlined in Section 2. #2) the policy they would like YouTube to enforce. #3) territorial ownership.

In this section you will learn about **Policies** and how to manage them. Policies are key to the Content ID process as they define what partners would like to do with their content and matched content on YouTube. There are two types of Policies: Usage and Match. In order for the Content ID system to work properly, partners need to set precise and accurate policies. Policies are set on a territory basis by country and support geo-blocking.

This section will cover the basics about policies: setting them up in Content ID, how to edit them, and some complicated policy examples

It's important for partners to know the rights they have before setting policies. Please read this entire section: setting policies correctly is very important. Incorrectly set policies create headaches for both content owners and users, including PR issues. Improperly claiming content for which a partner doesn't own sufficient rights is something we take very seriously, and could result in disabling Content ID functionality for the account or termination of the partnership.

---

## Key Vocabulary for this section:

**UGC** - User Generated Content: this is online content that is user created like YouTube Videos, or social media posts. In the context of Content ID we use this to describe user or fan uploads.

**Partner Uploaded** - This means the content that partners upload.

**Autoclaim Policy** - Another word for match policy. This means the policy that will automatically claim matches.

**Video Manager** - Youtube's Video Manager allows users and partners to manage their videos on youtube.com. Learn about using the Video Manager [here](#) in the help center.

**Bulk Update** - Content Manager's [bulk update tool](#) lets partners update policies and settings for multiple videos at once. For a complete list of those policies and settings, please refer to the [Understanding bulk updating tools](#) article.

# Section 4: Policies

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Section	Topic	Page
4.1	Usage and Match Policies	48
4.2	Key Difference between Policies and Ownership	50
4.3	Managing Policies in Content ID	51
4.4	Creating Custom Policies	52
4.5	Usage Policy Examples	54
4.6	Match Policy Examples	56
4.7	Policy Wrap Up	61

# 4.1 Usage Policy

**Usage policy** defines how YouTube will use a partner's claimed content. A partner will set the usage policy on all their own content that **they upload**. Sometimes we might refer to this content as Partner Uploaded content.

A usage policy must be applied to partner content, even if a partner doesn't want to turn on Content ID for that video.

There are three actions to choose from for usage policy: Monetize, Track or Block.

Note that policies will only be applied in territories where a partner owns the underlying asset. In instances where a partner does not own a video in certain territories, they should make use of the "block outside ownership" feature (see page 30-32).

Policy	Result
Monetize 	<ul style="list-style-type: none"><li>• Allows video to be viewable on YouTube and tracks viewership.</li><li>• Places ads (in the formats the partner determines) against content.</li></ul>
Track 	<ul style="list-style-type: none"><li>• Allows video to be viewable on YouTube and tracks viewership, but does not serve ads against it.</li></ul>
Block 	<ul style="list-style-type: none"><li>• Blocks the content from being viewable on YouTube.</li><li>• Partners can use this to prevent their content from being viewable on YouTube (but still be used for matching), however we recommend making videos private as an easier method to accomplish this.</li><li>• If a partner doesn't control rights to a piece of content outside of certain territories, they can choose "block outside ownership" from the claim details page to keep the content from being viewable outside of the territorial ownership on the asset (see page 30-32 for more details), as opposed to using the usage policy to block the content..</li></ul>

# 4.1 Match Policy

**Match policy** is the rule applied to other users' uploaded videos that match a reference file. When a match occurs, the match policy is applied to the user upload and defines how YouTube should use that video.

When YouTube finds a match, the match policy will define the usage of that matched video, becoming the applied policy on the matched video.

However, usage and match policies are **not interchangeable**, so partners should be careful setting them. A match policy should only define what a partner wants to do in countries where they **exclusively** own the rights to control the content on YouTube. Do not define **anything** for places that the partner does not own the content.

There are three actions to choose for the match policy: Monetize, Track or Block.

Policy	Result
Monetize 	<ul style="list-style-type: none"><li>• Allows the user uploads to be viewable on YouTube and tracks viewership.</li><li>• Places ads (in the formats a partner allows) against user uploads that match the content in the reference file.</li></ul>
Track 	<ul style="list-style-type: none"><li>• Allows the user uploads to be viewable on YouTube and tracks viewership, but does not serve ads against it.</li></ul>
Block 	<ul style="list-style-type: none"><li>• Blocks user uploaded videos that match a partner's content from being hosted (i.e. viewable) on YouTube.</li><li>• Note: This is not a takedown and will not issue a strike to the user, but prevents the content from being live on site.</li></ul>

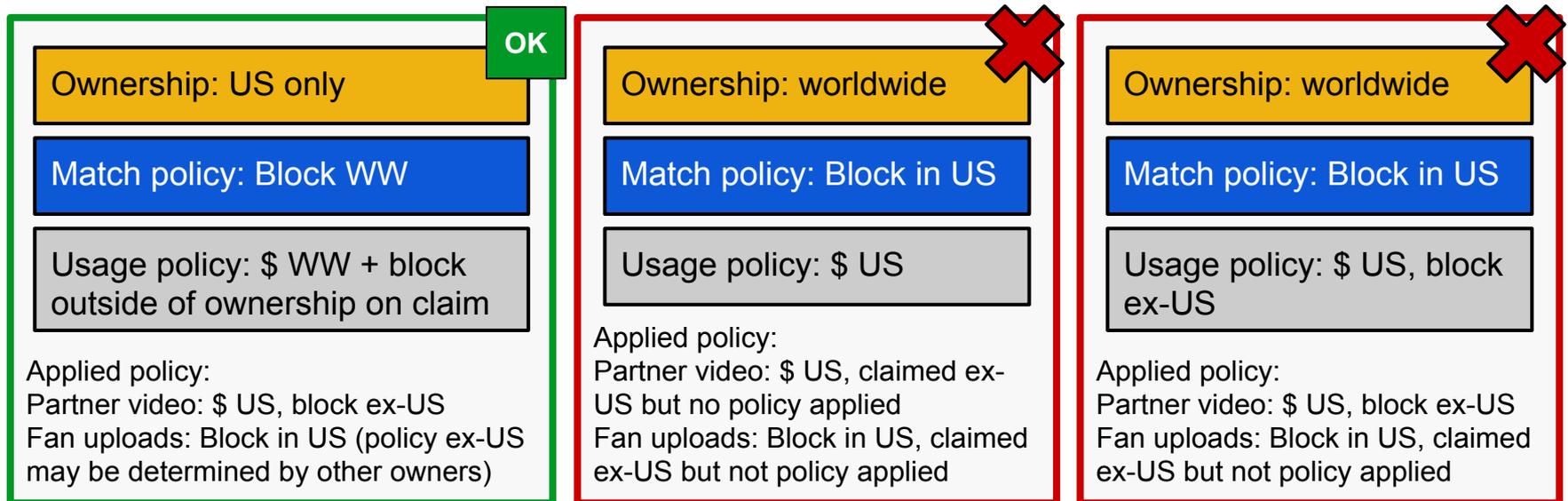
## 4.2 Key Differences between Policies and Ownership

Policies and ownership are not interchangeable, though both can be configured to deal with territories.

One key difference is in how to deal with territories where a partner doesn't have rights. Partners should keep asset ownership data accurate (see pg 31), as this will gate the application of the policies applied. Partners should make use of **block outside ownership** (pg 32), otherwise that partner's uploaded content may be inadvertently available in territories where the partner does not have rights for the content. Additionally, if a partner's ownership is incorrectly set to worldwide instead of the territories they do own, the partner may be claiming fan uploads in territories they do not control (even if no policy is applied)

See below for an example where policies and ownership policies are not interchangeable:

*A partner owns rights to a piece of content in the US, but does not have rights to make it available outside of the US.*



## 4.3 Managing Policies in Content ID

The YouTube Content ID system comes with 3 policies to start:

- Monetize in all countries
- Track in all countries
- Block in all countries.

Once a custom policy is saved, it will appear in a drop down menu whenever a partner claims content via the video manager or the bulk update tool. It's important to properly name policies so that they can be applied correctly.

These policies may not be appropriate for a partner's content; partners should create any necessary custom policies before applying policies to their content. This can be done in the "Policies" section of Content ID.

Default policies will be selected by default when content is claimed

<input type="checkbox"/>	New policy	Actions ▾	Sort by	Number of Claims		1 - 17 of 17	<	>
<input type="checkbox"/>	<a href="#">Monetize in all countries</a> last updated Jul 27, 2011 1:59:56 PM			DEFAULT MATCH	DEFAULT USAGE	CLAIMS 223		ASSETS 19
<input type="checkbox"/>	<a href="#">Route for review then monetize</a> last updated Oct 10, 2013 8:53:53 AM				Match time criteria	CLAIMS 33		ASSETS 10
<input type="checkbox"/>	<a href="#">Track in all countries</a> last updated Jul 27, 2011 1:59:56 PM					CLAIMS 27		ASSETS 8
<input type="checkbox"/>	<a href="#">monetize everywhere, block in australia</a> last updated Nov 14, 2011 10:18:05 AM					CLAIMS 26		ASSETS 20

## 4.4 Creating Custom Policies

When creating a new policy in the policies section of Content ID, the UI will allow for a wide range of customization options. Note that a number of options shown here are relevant only for match policies (user video match amount, etc).

The screenshot shows the 'Create Policy' dialog in the YouTube Content ID interface. It includes a 'Policy Name' field, a 'Description' field, and a 'Block' dropdown menu. The main area is titled 'If the following conditions are met:' and contains a list of conditions: 'User video match amount is greater than 5 Minutes (mm:ss)', '+ Add condition', 'User video match amount is smaller than 5 Minutes (mm:ss)', and 'Viewer location is United States'. A '+ Additional rule' button is at the bottom left. On the right, a 'Preview' panel shows 'BLOCK IF Video match > 5:00' and '\$ MONETIZE IF 1 territory United States Video match < 5:00'. A 'Policy looks OK.' message and 'Cancel'/'Save' buttons are at the bottom right. Red callout boxes provide the following annotations:

- provide a descriptive name for the policy, as this is what will appear when selecting policies
- select desired policy
- provide conditions that determine when the desired policy should be invoked
- add additional conditions
- create additional rules by selecting the desired policy
- view preview of the policy here

# 4.4 Creating Custom Policies: Advanced Match Policies

When constructing advanced match policies, there are four basic options to control the policy application. Note that proportion of match and length of match are both options within “user video match amount” and “reference match amount.”

## Territory (Location of the Viewer)

- **Definition:** A territory is a country as per ISO standards. YouTube uses this based on where the viewer of the matched content is located. (e.g. “Monetize in the US; Block everywhere else”)
- **Default setting** is worldwide
- **Note:** setting a policy based on location of the viewer is not the same as setting asset ownership

## Proportion Match

- **Definition:** How much of the user video matches the partner's content or how much of the partner's reference matches the user video.
- **Default setting** is any percentage match above YouTube’s minimum thresholds.
- **Note:** % of reference and % of user video can often be very different (eg: 90% of 3:00 or 90% of 2:00:00). Partners should be sure to use the correct setting.

## Video or Audio Match (Type of content that matches my asset)

- **Definition:** matches the video portion of the reference file, the audio portion or both.
- **Default setting** is audiovisual AND visual matches.
- **Note:** setting to only “video” will *prevent* audiovisual matches. Additionally, most non-music partners are not enabled for audio-only matches, regardless of policy setting.

## Length of Match

- **Definition:** The length of the match in minutes and seconds.
- **Default setting** is any length match greater than YouTube’s minimum thresholds.
- **Note:** unlike proportion match, length of match is the same regardless of using amount of user video or amount of reference (eg: a 3:00 min match between a 3:00 min video and 2:00:00 reference).

# 4.5 Usage Policy Example #1: Different Territories

## Different usage policies in different territories

*Use Case: "I want to monetize my video in the US, block it in Australia, make it available for free in Japan, but don't own it anywhere else. What does my usage policy look like?"*

The partner should set three rules - one to run ads in the US, one to block in Australia, and one to track in Japan. Lastly, the partner should set their asset ownership to US, Australia and Japan only, then make use of the "block outside ownership" feature (page 30-32). Note that this policy can also be used as a match policy for the same situation.

The screenshot displays three usage policy rules in a list view. Each rule is a horizontal card with a dropdown menu on the left, a condition field, and action icons on the right. The first rule is labeled 'Monetize' and has the condition 'Viewer location is United States'. The second rule is labeled 'Block' and has the condition 'Viewer location is Australia'. The third rule is labeled 'Track' and has the condition 'Viewer location is Japan'. Three large black arrows point from the text labels on the right to the 'United States', 'Australia', and 'Japan' values in the condition fields.

- Monetize** - If the following conditions are met: Viewer location is United States. Monetize in the United States
- Block** - If the following conditions are met: Viewer location is Australia. Block in Australia
- Track** - If the following conditions are met: Viewer location is Japan. Track in Japan

## 4.5 Usage Policy Example #2: Matching Only

---

### Creating Reference Files for Content ID use ONLY

*Use Case: "I am uploading a reference file to claim user-uploaded matches, but I don't want anybody to be able to view the file I upload. What does the reference's usage policy look like?"*

To keep a reference file hidden, partners can accomplish this by setting the video to "private." Partners can also apply a usage policy of block in addition to or in lieu of marking the video private, though it is generally recommended to mark private instead of blocking.

Reference only deliveries can also be made via XML or CSV, see slide 18 for more details.



Select files to upload

Or drag and drop video files

Privacy settings:

Public

Public

Unlisted

**Private**

Scheduled

# 4.6 Match Policy Example #1: Allow Fan Uploaded clips

## Different rules for different lengths of matches

*Use Case: "How do I run ads on fan-uploaded clips (< 5 min), but block any longer clips?"*

The partner will need to create two rules – one to block content greater than 5 minutes and one to monetize content less than 5 minutes.

The screenshot displays two policy rules in a configuration interface. The top rule is titled 'Block' and is triggered 'If the following conditions are met:'. It contains a single condition: 'User video match amount is greater than 5:00 Minutes (mm:ss)'. An arrow points from the text 'Block long uploads' to the '5:00' value in this condition. The bottom rule is titled 'Monetize' and is also triggered 'If the following conditions are met:'. It contains a single condition: 'User video match amount is smaller than 5:00 Minutes (mm:ss)'. An arrow points from the text 'Monetize short clips' to the '5:00' value in this condition. Both rules include a '+ Add condition' button and icons for copying and deleting the rule.

## 4.6 Match Policy Example #2: Public Domain

---

### Public Domain Reference Files

*Use Case: "How do I claim the public domain content in my video?"*

**Don't.** Using reference files to claim content for which a partner does not own exclusive rights violates our terms and conditions. If the reference material partially consists of non-exclusive content (including content in the public domain), the partner must set policies in a way that prevents improper claims.

Non-exclusive content may include, but is not limited to:

- Public domain footage, recordings, or compositions (references that embed this content, such as remastered public domain recordings, may also cause improper claims and should generally be avoided)
- Footage embedded in content to which the partner doesn't own exclusive rights (e.g., short clips used under fair use principles)
- Non-exclusively licensed content (e.g., royalty free music available for licensing, promotional materials licensed to multiple parties such as movie trailers)
- Third Party Content (e.g., gameplay, software visuals)
- Other "generic" material which may result in bad claims (e.g., white noise, waves crashing, or applause)

Improperly claiming content without sufficient rights is something we take very seriously, and could result in penalties including disabling Content ID functionality or termination of partnership. [More here.](#)

Note that in most of the cases listed above, it is fine for a partner to upload and claim their own video. However, the material should not be enabled for Content ID matching.

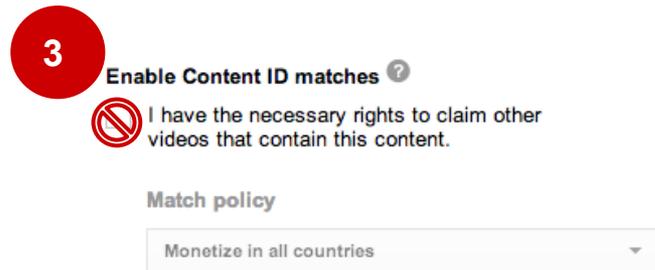
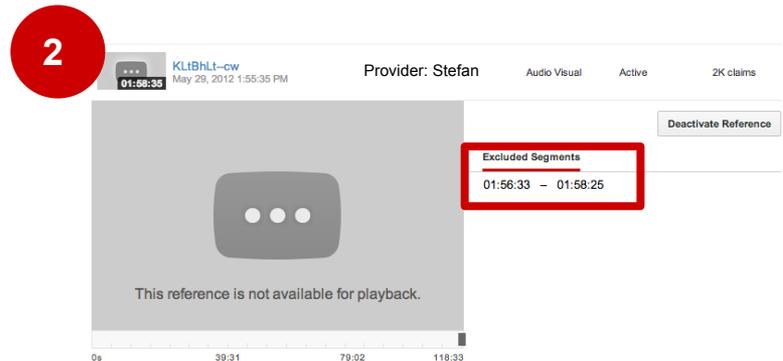
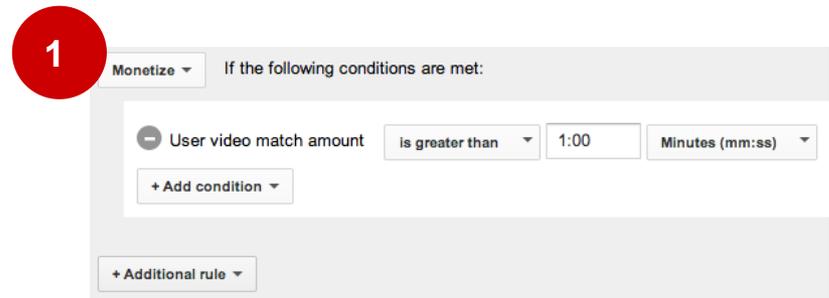
## 4.6 Match Policy Example #3: Non-exclusive clips

### Reference Files with Embedded Clips

*Use Case: “How do I make a reference file from a film or TV show (talk show or documentary) containing non-exclusive clips?” (example: a partner wants to upload an episode of a talk show featuring a clip from a movie or a documentary which uses B-roll from the public domain)*

The key is to make sure claims are not based solely on content the partner does not have exclusive rights for. Here are a few strategies to take to make sure this doesn't happen:

1. Use custom match policies to only claim clips that match a longer portion of the reference file than the non-exclusive clips
2. Add exclusions to the reference. This tells Content ID to not match on the designated sections. For more on exclusions, see page 36
3. Do not enable content for matching



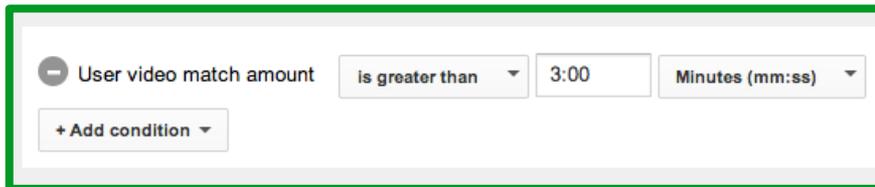
## 4.6 Match Policy Example #4: Dubbed content

### Dubbed Content

*Use Case: "I want to make sure my reference file also catches dubbed content in other territories, but only want to claim user videos with >3 minute matches."*

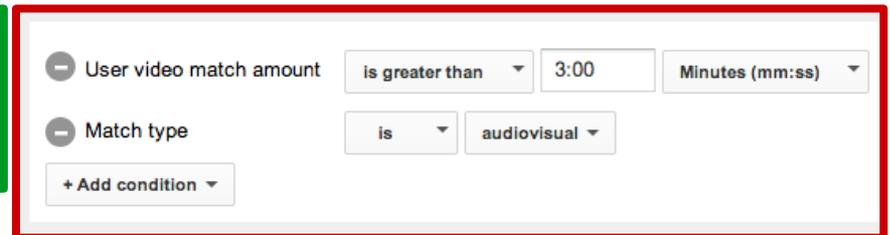
Generally speaking, partners do not need to modify policies to claim dubbed versions of their audiovisual content, as by default our policies encompass both video and audiovisual matches. Should a partner wish to treat dubbed content differently (apply different match thresholds or policies), they can create two rules, one for "audiovisual" matches and one for "visual" matches.

OK

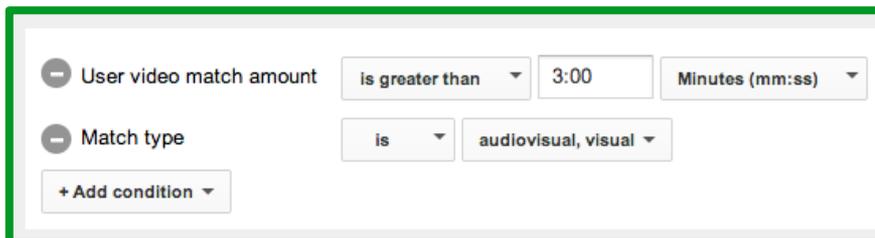


Policy configuration for the "OK" scenario, highlighted with a green border. It consists of a single condition: "User video match amount" is greater than 3:00 (Minutes (mm:ss)).

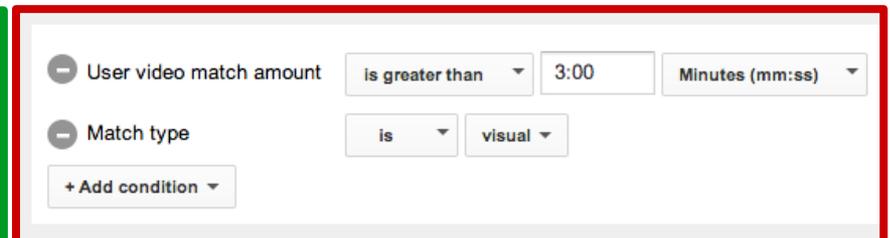
NO



Policy configuration for the "NO" scenario, highlighted with a red border. It consists of two conditions: "User video match amount" is greater than 3:00 (Minutes (mm:ss)) and "Match type" is audiovisual.



Policy configuration for the "OK" scenario, highlighted with a green border. It consists of two conditions: "User video match amount" is greater than 3:00 (Minutes (mm:ss)) and "Match type" is audiovisual, visual.



Policy configuration for the "NO" scenario, highlighted with a red border. It consists of two conditions: "User video match amount" is greater than 3:00 (Minutes (mm:ss)) and "Match type" is visual.

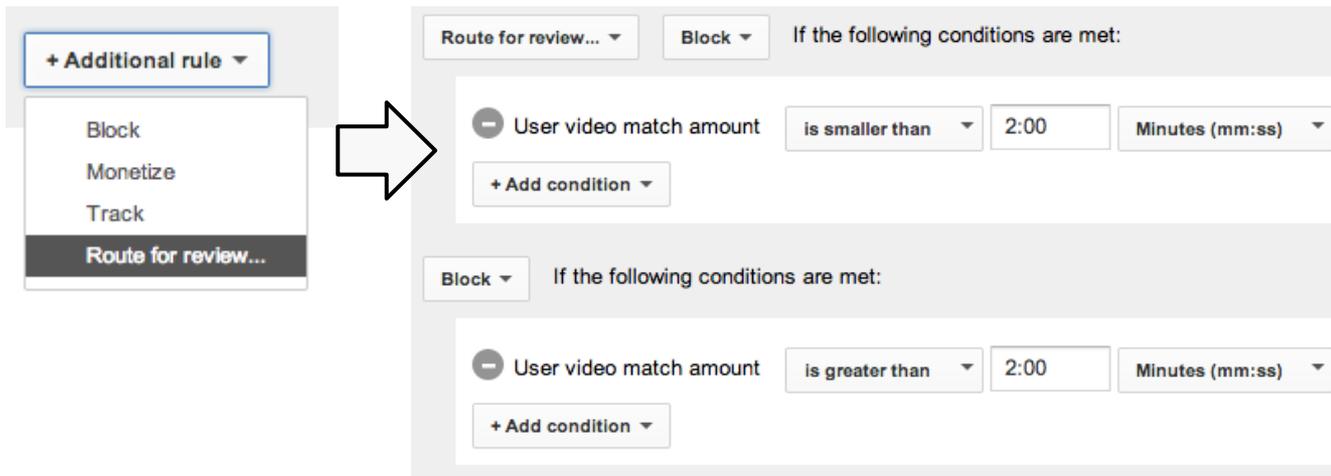
## 4.6 Match Policy Example #5: Manual Review

### *Manual Review*

*Use Case: "How and when would I use 'Route for review'?"*

When a partner checks the 'Route for review' box in the policy editor, every claim covered by that rule will appear in the to-do list for review. Partners should only check this box if they plan on manually reviewing every claim generated by this rule. Potential claims expire if not reviewed within 30 days and cannot be reopened.

A good time to use this tool is when the reference file contains a clip of licensed content (see Policy Example #3). This would allow the partner to confirm that any claims include their content and are not based solely on content they do not own exclusively. It can also be used as a complement to a longer match rule (see below).



# 4.7 Policy Wrap Up

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## Key Concepts

- Key Concepts: UGC, Match Policy, Usage Policy, etc
- How Policies work
- The difference between Usage and Match Policy
- How to create Custom Policies
- How to create Custom Policies with Advanced Settings

## Best Practices

- Understand how to manifest rights for a piece of content in policies and ownership.
- Read this section completely before creating policies.
- Create custom policies in Content ID, including any of the cases described previously in this section (non-exclusive, dubbed content, etc).
- Accurately and clearly name usage and match policies.

## Action Items

- Create custom policies in Content ID.
- Apply proper policies to content (See create reference files in Section 2.3, 2.4)

# Claims

---

In this section, you will learn about **Claims**: how to claim your content, and how best to manage your claims. Claims are a key component to Content ID, and they represent the implication of the system on individual videos.

This section will cover the basics about claims: what they are, how to claim your content, how to claim user content, and how to edit, alter, and release claims.

---

## Key Vocabulary for this section:

**Claim:** A claim indicates that the partner owns a piece of content (either partner provided or user-uploaded) by linking a video to a partner's asset. YouTube will then apply the partner-provided policy to it (monetize, track, or block).

**Usage policy:** The rule applied to the partner's own uploaded video.

**UGC:** User Generated Content: this is online content that is user created like YouTube Videos, or social media posts. In the context of Content ID we use this to describe user or fan uploads.

**Match policy:** The rule applied to other user's uploaded videos that match a reference file. When a match occurs, the match policy is applied to the user upload and defines how YouTube should use that video.

### Claim source:

- **Partner Uploaded** - This means the content that partners upload.
- **User Uploaded** - This means the content that users upload.

### Claim status:

- **Active:** An **active claim** means that the policy is currently being applied (eg: the video is being blocked, monetized, etc).
- **Inactive:** An **inactive claim** means that the policy is no longer being applied (eg: the video is no longer being blocked, monetized, etc).
- **Pending:** A **pending claim** means that the policy is not currently being applied, but is awaiting some action before becoming active.
  - **Disputed:** User Uploaded claims which have been contested by the uploader
  - **Potential:** automated claims which do not meet the system limitations for automatic claiming, for example short or low quality matches.  
Also includes **manual review claims** routed for review by a partner-defined custom match policy

**Claim type:** indicates the type of content being claimed: **audio**, **visual**, or **audiovisual**.

**Claim origin:** indicates how the claim was generated: **audio match**, **melody match**, **video match**, **search**, **upload by owner**, etc.

---

# Section 5: Claims

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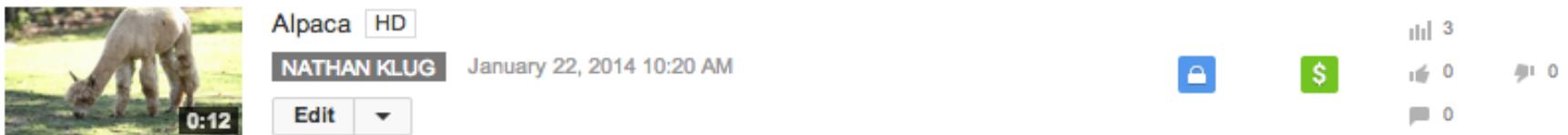
Section	Topic	Page
5.1	What is a Claim	64
5.2	Claiming Partner Content	66
5.3	Managing Claims	69
5.4	Claiming User Content	72
5.5	Multi-claim scenarios	75
5.6	Claims Wrap Up	78

# 5.1 What is a claim?

A **claim** is created when a **policy** is applied to a **video**. It is an assertion of ownership of the content in question which ties that video back to a partner's **asset** where that ownership is reflected.

Broadly speaking, there are two **sources** of claims: **Partner Uploaded** content and **User Uploaded** content:

- **Partner Uploaded** (also referred to as Rights Owner Uploaded or Provider Content) is content that is delivered into the partner's channel and claimed by the partner. Partners claim and select a **usage policy** for content they deliver upon upload or afterwards through the YouTube interface or via XML/other delivery systems. **Claiming a video enables monetization options, Content ID matching, reporting, and more.**
- **User Uploaded** (also referred to as User Generated or UGC) are claims on videos uploaded by users on third party channels which contain content that the partner owns (as determined by a Content ID match or a **manual claim\***). Content ID, when it recognizes a user video that matches a partner's reference material, will **claim** that video and apply whichever **match policy** has been set for the relevant **asset**.



\*manual claims will be covered in section 6 (slide 70)

NOTE: A claim is an assertion of ownership. Abusive or fraudulent claims may result in penalties including legal liability and termination of partnership.

# 5.1 What is a claim?

The claim **status** indicates whether the policy being applied to a video is **active**, **inactive**, or **pending**

## CLAIM STATUS

- Active
- Potential
- Disputed
- Appealed
- Takedown
- Inactive

**Active** means that the policy is currently being applied (eg: the video is being blocked, monetized, etc).

**Inactive** means that the policy is no longer being applied.

Potential/disputed/appealed are all types of pending claims. **Pending** means that the policy is not currently being applied, but is awaiting some action (typically by the partner)

Claim **origin** indicates how the claim was created: **audio match**, **melody match**, **video match**, **upload by owner**, etc

## ORIGIN

- Manual Claim
- File Match
- Video Match
- Audio Swap
- CVP Search
- GameID Match
- Audio Match
- Melody Match
- Upload
- Batch

## CLAIM TYPE

- Visual
- Audio
- Audio Visual

Claim **type** indicates the type of content being claimed: **audio**, **visual**, or **audiovisual**

## HAS MULTIPLE ACTIVE CLAIMS

- Yes
- No

## PARTNER UPLOADED

- Yes
- No

## CLAIM DATE

From

To

## VIDEO UPLOAD DATE

From

To

## MATCH DURATION

Greater than ▾

- ~1 minute
- ~5 minutes
- ~10 minutes
- ~30 minutes
- ~60 minutes

## LIFETIME VIEWS

From

To

## 5.2 Claiming Partner Content

Partners can **claim** their own content and set the desired **usage policy** upon upload via the YouTube.com upload interface or through a variety of other delivery methods (XML, SFTP, etc). If a partner has selected a default usage policy, YouTube will automatically apply that policy once settings are saved in this interface.

**1**

Basic info **Monetization** Advanced settings

Usage policy

Monetize in all countries

Enable Content ID matches ?

I have the necessary rights to claim other videos that contain this content.

Ad Formats

- Overlay in-video ads ?
- TrueView in-stream ads ?
- Standard in-stream ads ?
- This video contains a paid product placement ?

Display ads are shown by default. ?

Once the usage policy is selected, the partner can also enable content for Content ID matching (create a reference file) and set the appropriate match policy:

**2**

Basic info **Monetization** Advanced settings

Usage policy

Monetize in all countries

Enable Content ID matches ?

I have the necessary rights to claim other videos that contain this content.

Match policy

- natalia test policy
- Monetize in all countries
- Block in all countries
- monetize everywhere, block in australia (copy)
- Block in Japan
- Route for review then monetize
- test
- Track in all countries
- monetize only
- Monetize Auto-Claim/Match Policy

## 5.2 Claiming Partner Content

If partners wish to claim large quantities of content or update video settings *en masse*, they can use the bulk actions in Video Manager feature to select, claim, and alter settings for large sets of content.



With the bulk tools in Video Manager, partners can update **videos** by a variety of different criteria.

1. Channel filter: allows for easy access to videos from a selected linked channel. Default view is “all channels” which contains all videos uploaded to linked channels.
2. View: allows for several predetermined filters, including video privacy (public/private/unlisted), and claim state (claimed, unclaimed, paid).
3. Search operators: advanced search options for filtering the list of videos. Click the “?” in the search box for a complete list of supported operators.

Partners can also provide lists of video IDs to select a specific list of videos to update, as well as more generic search terms that match a videos title, tags, description, or related metadata.

Note that bulk updating videos is available *only* for partner-provided videos. Bulk actions in Video Manager cannot be used to bulk claim or update settings for user uploaded videos (though partners can modify policies and claim settings on user uploads by updating the underlying assets or claims).

## 5.2 Claiming Partner Content

Once a partner has applied the desired filters, they can select all or pick and choose from the resulting videos using the checkboxes on the left of each video.

The screenshot displays the YouTube Partner Center interface. At the top, there is a navigation bar with a checked checkbox, an 'Actions' dropdown, a 'Channel filter' set to 'nataliamedia', and a 'View' dropdown set to 'Newest'. A yellow banner indicates that all 30 videos on the page are selected, with a link to 'Select all your videos'. Below this, a video entry is shown with a checked checkbox, a thumbnail, the title 'Webcam video from March 14, 2014 2:39 PM', and an 'Edit' dropdown. To the right of the video are icons for monetization, a checkmark, a dollar sign, and engagement metrics (likes, comments, shares). A red callout box points to the checkbox with the text 'select desired videos'. Another red callout box points to the 'Actions' dropdown with the text 'use actions dropdown'. The 'Actions' dropdown is open, showing a list of options: Privacy (Public, Unlisted, Private), License (Standard license, Creative Commons), Delete, and Advanced. The 'Advanced' option is highlighted with a red box. A red arrow points from the 'Advanced' option to a second 'Add actions' dropdown, which is also open and shows a list of advanced options: Ad formats, Age restriction, Caption certification, Category, Comments, Description, Embedding, License, Location, Privacy, Recording date, Syndication, Tags, Title, Usage policy (highlighted with a red box), User ratings, and Video statistics privacy. A red arrow points from the 'Usage policy' option to a 'Usage policy' dropdown menu set to 'Monetize in all countries'. A red box highlights the 'Submit' button at the bottom right of the interface.

select desired videos

use actions dropdown

All 30 videos on this page are selected. [Select all your videos.](#)

Webcam video from March 14, 2014 2:39 PM

March 14, 2014 2:39 PM

Edit

Usage policy: Monetize in all countries

Submit

The "Actions" dropdown provides a list of basic and advanced bulk update options. In this example, the partner wishes to claim a set of videos. They choose "usage policy" from the advanced section. At this point, they are prompted to select the desired policy and confirm the update by clicking "submit."

Note that if the partner wishes to also enable the videos for matching, they should follow the instructions on page 14-17.

# 5.3 Managing Claims

Once a partner has claimed content, they can view the claims in Content ID under the Claims tab.

From this page partners can view all claims and associated properties, search (#1) or filter (by clicking the dropdown next to the search box, " #2) to narrow the subset of claims, and export the resulting lists to a CSV (at the bottom of the page, not pictured).

Clicking the link will allow partners to view the claim detail page for that particular claim (covered on the next page).

The screenshot shows a table of claims with the following columns and callouts:

- Search Box (#1):** A search input field at the top right.
- Filter Dropdown (#2):** A dropdown menu next to the search box.
- video thumbnail and title:** A callout pointing to the first row's thumbnail and title.
- asset link / title:** A callout pointing to the second row's asset link.
- claim status:** A callout pointing to the 'ACTIVE' status of the second row.
- match information (if applicable):** A callout pointing to the 'DISPUTED' status of the fourth row.
- applied policy + number of territories for that policy:** A callout pointing to the policy details on the right side of the table.

checkbox	video thumbnail and title	asset link / title	claim status	applied policy + number of territories for that policy
<input type="checkbox"/>	Movie on 10 9 13 at 9 36 AM by Natalia Fisher	Movie on 10 9 13 at 9 36 AM	ACTIVE Oct 10, 2013	\$ 247
<input type="checkbox"/>	what? by safarihainet	A Beautiful River		
<input type="checkbox"/>	Movie on 10 9 13 at 9 38 AM by Natalia Fisher	Movie on 10 9 13 at 9 38 AM	ACTIVE Oct 10, 2013	\$ 247 9 territories 78 lifetime
<input type="checkbox"/>	Movie on 10 9 13 at 9 37 AM by Natalia Fisher	Movie on 10 9 13 at 9 37 AM	DISPUTED Expires in 15 days	\$ 256 9 territories 64 lifetime
<input type="checkbox"/>	Movie on 10 9 13 at 9 26 AM by Natalia Fisher	Movie on 10 9 13 at 9 26 AM		\$ 247 9 territories 56 lifetime

## 5.3 Managing Claims

Here is a claim page for a partner uploaded video. Viewing an individual claim provides details about the claim, links to other core aspects of Content ID (asset and reference), and allows partners to edit claim details, usage policy, or release the claim.

**what?**  
by safarihalnet • uploaded Jul 5, 2013 10:43:06 AM (8 months ago)

**ACTIVE** **Release** **Takedown**

audiovisual manual claim 256 territories LIFETIME 80

**video**

**claim information**  
(policy, history, details)

**asset**

**Policy** History Details Other Claims (0)

View: Worldwide

Applied Poli TRACK

Own TRACK

Claim all matching videos

A Beautiful River

Web Custom ID 34QZGh5nOfM

Title A Be

Description

Custom ID 34QZGh5nOfM

Notes

# 5.3 Managing Claims

The claim information page contains sections for policy, history, details, and other claims.

The policy section displays the partner's policy as well as the policy that is currently being applied. Partners can edit the owner policy by mousing over and clicking the pencil icon.

Policy History Details Other Claims (0)

View: Worldwide

### Applied Policy

TRACK

Owner Policy: Custom Policy

TRACK

Claim all matching videos

The history section contains information about how and when a claim was made, as well as any subsequent events or changes to the claim's status.

Policy History Details Other Claims (0)

Jan 13, 2014 6:20:24 PM Natalia Media, Inc. - @google.com  
Claim created: Descriptive Search

The details section displays other information about the claim, including video and claim ID, claim settings like syndication, embed, and block outside ownership.

Policy History Details Other Claims (0)

**Embeds** Embeds enabled  
**Syndication** Everywhere: Make this video available on all platforms

### Ad formats

**Claim ID** VBIVonr80JY  
**Source** User Uploaded  
**Type** Audiovisual  
**Origin** Manual Claim  
**License** Standard

**Video ID** 2\_6JM3Pi1g4  
**Video Description**  
**Video Category** People & Blogs  
**Video Tags**

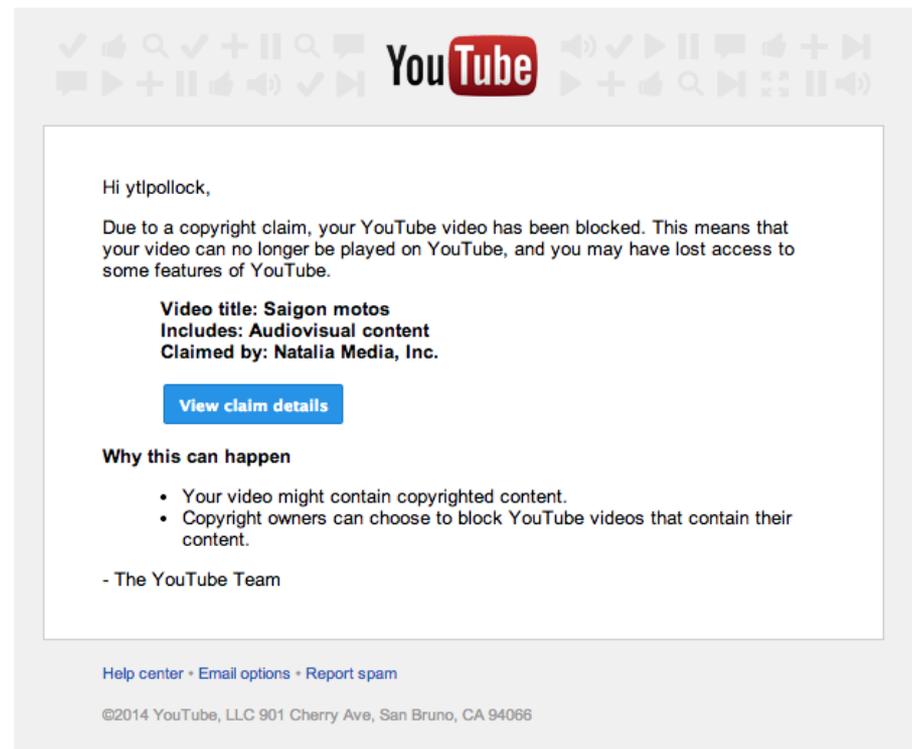
## 5.4 Claiming User Content

This section covers claiming user uploaded content (UGC).

User content is most typically claimed automatically through Content ID. To enable content for Content ID matching, please review section 2 on **references** and section 4 on **match policies**. When a user upload matches an active reference, the asset's match policy will be applied to the video and the video will be claimed by the partner.

When a user video is matched and claimed by a partner, the user is notified in their account (via Video Manager, below). They may also receive an email in situations where the video is blocked in at least one territory or platform or if they were previously monetizing the video in question. These notifications include information about the partner claiming the content, the video being claimed, the policy being applied (monetize, track, and block) and the territories where the policy is applied (worldwide, US only, etc).

Users also have the option to **dispute** the claim, which will be covered in more detail in section 7.5 (slides 89-90).

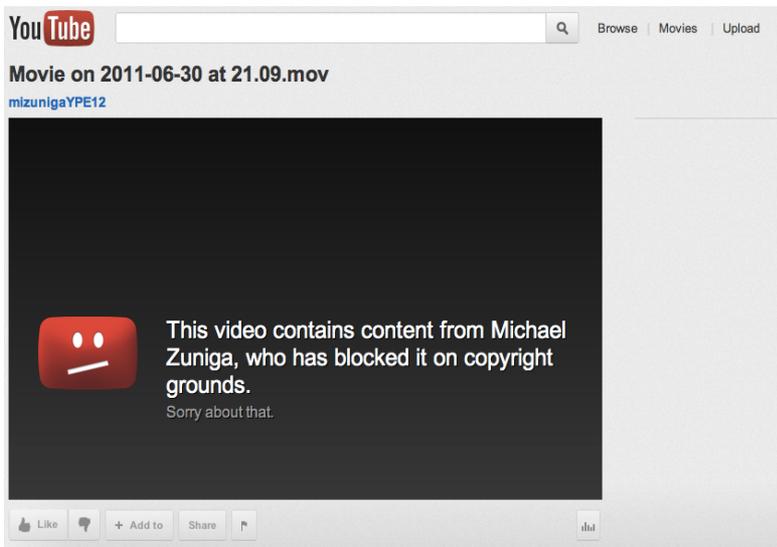
A screenshot of a notification email from YouTube. At the top is the YouTube logo and a row of navigation icons. The main body of the email contains the following text: "Hi ytlpollock," followed by "Due to a copyright claim, your YouTube video has been blocked. This means that your video can no longer be played on YouTube, and you may have lost access to some features of YouTube." Below this is a bolded section: "Video title: Saigon motos", "Includes: Audiovisual content", and "Claimed by: Natalia Media, Inc." There is a blue button labeled "View claim details". Underneath is a section titled "Why this can happen" with two bullet points: "Your video might contain copyrighted content." and "Copyright owners can choose to block YouTube videos that contain their content." At the bottom of the email body is the signature "- The YouTube Team". At the very bottom of the email is a footer with links for "Help center", "Email options", and "Report spam", and a copyright notice: "©2014 YouTube, LLC 901 Cherry Ave, San Bruno, CA 94066".

## 5.4 Claiming User Content

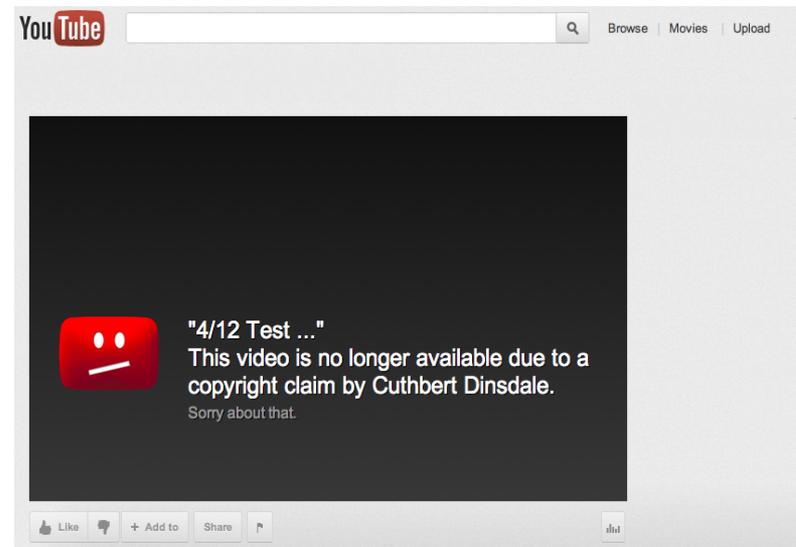
Content ID claims which have a monetize or track policy applied do not impact the account status of uploaders. Additionally, the uploader does *not* receive a strike when their content is claimed by Content ID.

Content ID claims which apply a block policy in a large majority of countries and represent an audiovisual match of greater than 4 minutes may impact the account status of the uploader (including loss of access to certain features). However it is important to note that block claims do *not* issue copyright strikes. **Only takedowns issue copyright strikes to user channels. Takedowns must be created manually and are never automatically generated. Takedowns remove the video in question from the entire site, regardless of territorial ownership.**

**A takedown generates a sworn legal notification under the DMCA.**



User video **blocked by Content ID**



User video **removed by takedown claim**

# 5.4 Claiming User Content

From the Claims tab in Content ID, partners can filter by selecting “Partner Uploaded = No” to isolate claimed UGC. Clicking on a claim reveals the details about the claim, which looks similar to a partner uploaded claim (slide 65), but with a few differences.

Partners will see two videos on the right hand side. The top video is the user video that was matched, while the lower video is the partner provided reference content (note that in some cases, reference content may not be available and only the user video will be shown, eg: in the case of descriptive search claims).

Partners can also play back both videos at the match offset to review the portion that was matched. The matched portions are also highlighted in the section below each player.

playback user video and reference at match offset

The screenshot displays the 'Match' interface for a claim. At the top, it shows the video title 'Movie on 10 9 13 at 9 38 AM' and the uploader 'by miyakotypp080512'. A 'Play match' button is visible. A bar chart indicates '89% video' and '93% reference' with a 'TOTAL' duration of '00:41' and a 'LONGEST' segment of '00:41'. Below this are two video players. The top player is labeled 'user video' and shows a scene with a blue creature on a green lawn. The bottom player is labeled 'reference' and shows the same scene. A timeline at the bottom of each player shows a match from 11s to 22s. Below the reference player, a metadata table is shown:

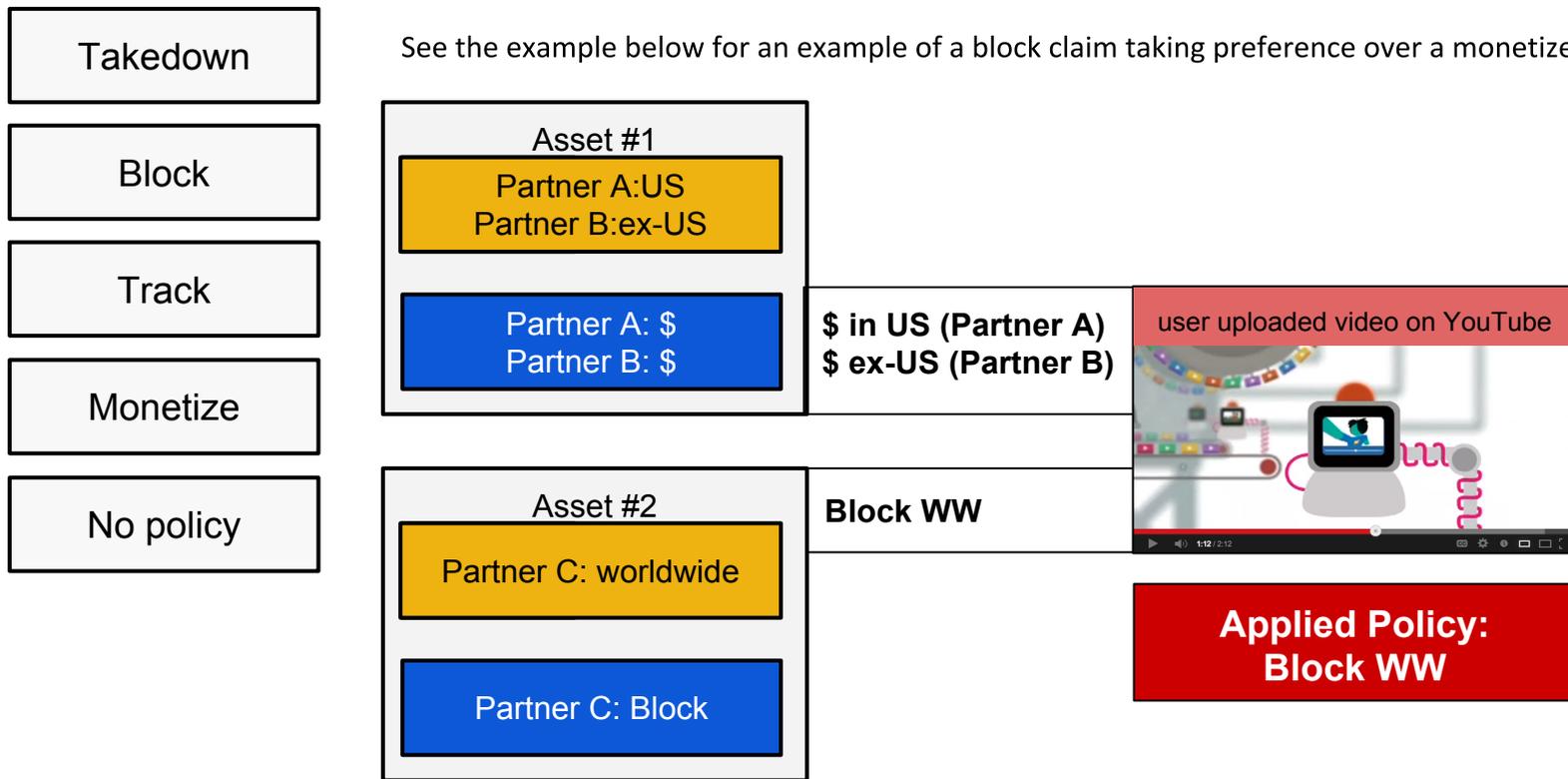
Reference ID	B0J00PHwxk
Title	Movie on 10 9 13 at 9 38 AM
Description	
Custom ID	WDhoQH4mesQ
Notes	

take actions on the claim: release, release & exclude, takedown

change policy on the claim. note that changing the policy here is only for this claim (not the match policy, which is on the asset)

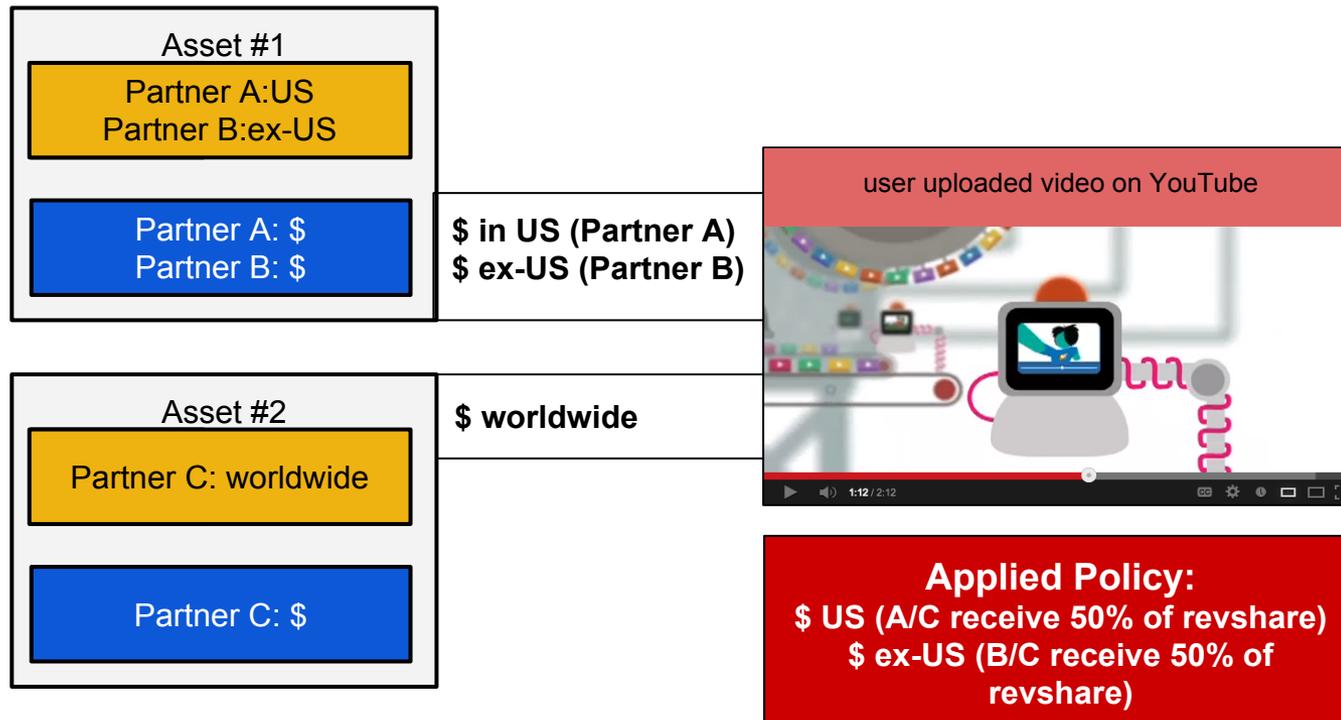
# 5.5 Multi-claim scenarios

There are also instances where user uploaded videos may receive multiple Content ID claims, for example instances where a user video contains mashups of content from multiple third party sources. In cases where this occurs, determining the applied policy can sometimes become more complex. Where policies between the multiple claims differ, YouTube prioritizes the most conservative policy according to the diagram below.



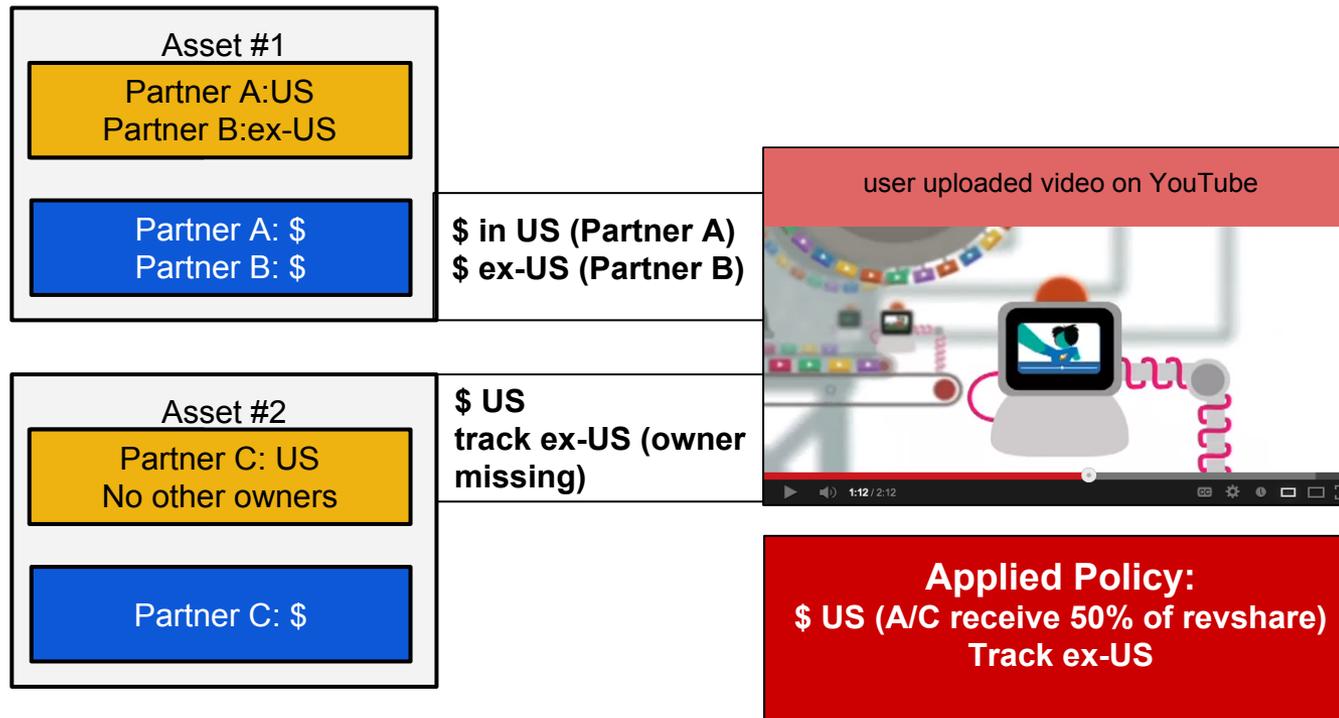
# 5.5 Multi-claim scenarios

In cases where all claims have a monetize policy, revenue is prorated by the number of claims:



## 5.5 Multi-claim scenarios

In cases where one asset is missing ownership, the policy outside the territories of ownership revert to “track (owner missing)” because there is no other partner to provide a policy. In the case outlined below, the lack of ownership on asset #2 trumps the monetization outside of the US from asset #1.



## 5.6 Claims Wrap Up

---

### Key Concepts

- Key Concepts: Definition of a Claim, Partner Uploaded Content, User Content (UGC), Match and Usage Policies,
- How to claim partner content
- How to edit claim settings for partner content
- How to claim user uploaded content

### Best Practices

- Upload and claim *all* content (to enable options for monetization, CID, reporting, etc)
- Use Bulk Update to make changes and claim previously provided content.
- Claim user content when appropriate and apply the desired policies.
- Partners should consult with their Account Manager if they have questions.

### Action Items

- Claim all uploaded content and set desired usage policies.
- Set match policies where appropriate to claim UGC.

# Manual Claiming

---

Some partners who have proven they have advanced working knowledge of the Content ID tools and demonstrated need may be given access to another way to claim UGC content. This is called Manual Claiming (also referred to as Descriptive Search). This is not an automatic tool. This tool allows partners to manually search for publicly available content on YouTube using the Content ID interface, watch the content to verify that they own it, and claim the content and set a usage policy and sometimes a match policy on the content (meaning, they can claim the content, and can in some cases use this material as a reference to match against new content).

This section will outline how to use Manual Claiming. Any employee within your company using this should be properly trained and understand best practices and how to use the tool appropriately.

This tool can be an effective complement to Content ID, but it's also important to understand the rights a partner has relative to a piece of content before they claim it. Improperly claiming content for which a partner does not own sufficient rights is something we take very seriously, and could result in disabling Content ID functionality for their account or termination of their partnership. In addition it can lead to PR, legal, and other issues.

---

## Key Vocabulary for this section:

**UGC** - User Generated Content: this is online content that is user created like YouTube Videos, or social media posts. In the context of Content ID we use this to describe user or fan uploads.

**Partner Uploaded** - This means the content that partners upload.

**Claim** - A claim indicates that the partner owns a piece of content (either partner provided or user-uploaded) by linking a video to a partner's asset. YouTube will then apply the partner-provided policy to it (monetize, track, or block).

**Asset** - An asset is a piece of intellectual property, such as a sound recording or a television episode. Assets are **containers** for metadata, ownership information, claims, policies and reference files - all related to a particular piece of content.

# Section 6: Manual Claiming

---

Section	Topic	Page
6.1	How to use Manual Claiming	80
6.2	Manual Claiming Wrap Up	91

# 6.1 How to use Manual claiming

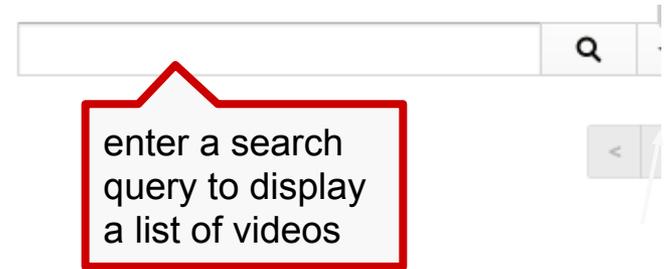
Go to the Manual claiming section under the Content ID tab. Note that not all partners have access to this feature, so some content owners may not see this option.

Once a partner has navigated to the tool, they should follow the instructions below (continued on following pages):

## Manual claiming

Sort by **Relevance** ▾

**Search to claim**



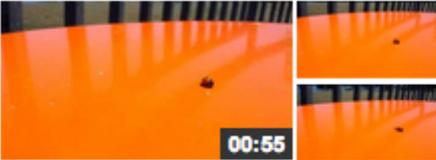
# 6.1 How to use Manual claiming

Manual claiming

Sort by **Relevance**

1 - 25 of 716

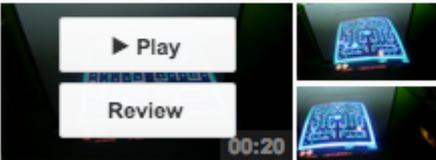
---

 **Ladybug on orange table**  
Stefan Vraspir • 2 months ago • 27 views  [Ladybug on orange t](#)  
A ladybug landed on a very orange table outside of Dynamo Donuts in San Francisco's Marina district.

---

 **Ladybug Multi Function Table Dust Vacuum Cleaner**  
shoujmobile • 1 year ago • 1,410 views

---

 **1981 - Lady Bug Cocktail Table - Universal Arcade Gameplay**  
Phexen74 • 2 years ago • 948 views  
Manufacturer: Universal Year: 1981 Type: Videogame Class: Wide Release Genre: Labyrinth/Maze  
Monitor: Orientation: Vertical Type: Raster: Standard Resolution CRT: Color Conversion Class:

---

 **Weird lady bug running its head into the table**  
Michael adams • 1 month ago • 12 views  
Sorry for that laugh... .... just sorry... Didn't mean for it to come out like that.... just..... I didn't know I was going to post it on youtube...

indicates video is already claimed against this asset (either by 3rd party or uploader)

# 6.1 How to use Manual claiming

Clicking on one of the videos will expand more details and claiming options.

The screenshot shows a video player interface for a video titled "Ladybug on orange table" by Stefan Vraspir. The video is currently at 0:00 / 0:55. The interface includes a "Play" button, a "Review" button, and a "Claim" button. A search bar labeled "Search asset" is visible, along with a "Claim" button. The "Existing Claims" section lists the video "Ladybug on orange table".

partners should watch the user video to determine if it contains any of the partner's content

search for an existing asset to claim the video against or to create a new asset

if the partner has made a recent manual claim, the previously used assets will be listed here for easy access when claiming

# 6.1 How to use Manual claiming

Searching for an asset will open up a new dialogue box to view and select the desired asset. Note that clicking on the asset title will open the asset in a new tab (#1). Clicking on the row for the asset (#2) will select that asset to claim against. If a partner does not already have an existing asset for this content, they can create a new asset (#3).

## Select asset to claim

The dialog box contains a search bar with the text 'asset' and a search icon. Below the search bar is a table of assets. The first row is highlighted with a red circle containing the number 1. The second row is highlighted with a red circle containing the number 2. The 'Create new asset' button is highlighted with a red circle containing the number 3.

Asset Title	Date	Custom ID	CLAIMS	Frequency
Movie on 10 9 13 at 9 22 AM	Oct 9, 2013 3:49:08 PM	KrcIbdK5Nzg	5	DAILY
seed 42 length 120 owner2 MV asset	Jun 11, 2013 2:47:51 PM		3	DAILY
Eiji in Singapore	May 23, 2013 5:26:45 PM	0aMtw2u1zaM	1	DAILY

Note: it is generally recommended to use existing assets whenever possible when doing manual claiming as opposed to creating new assets. This helps reduce asset duplication and related issues.

# 6.1 How to use Manual claiming

Once an asset has been selected or created, a partner can then select the claim type and policy.

The screenshot shows the YouTube manual claiming interface. A video player on the left shows a ladybug on an orange table. The interface includes a 'Claim' section with a 'Claim Type' dropdown set to 'Audio Visual' and a 'Policy' dropdown set to 'Monetize in all countries'. A callout box points to the 'Claim Type' dropdown, stating: "determines the whether the partner owns audio, visual, or audiovisual content". Below the video player, the video title 'Ladybug on orange table' and description 'A ladybug landed on a very orange table outside of D' are visible. A 'Claim' dropdown menu is open, showing options: 'Current match policy of claimed asset', 'Block in all countries', 'Block in all countries (co)', 'Block in all countries (copy)', 'Block in all countries (copy) (copy)', 'Block in Australia', and 'Block in Japan'. A callout box points to this menu, stating: "select saved policy, or use the match policy from the asset". At the bottom right, there are 'Clear' and 'Claim' buttons. A callout box points to the 'Claim' button, stating: "once the selections have been made, click claim".

# 6.1 How to use Manual claiming

Advanced options allow partners to order results (sort by dropdown) and filter videos (arrow next to the search box) by numerous different conditions.

NOTE: A claim is an assertion of legal ownership. Abusive or fraudulent claims may result in penalties including legal liability and termination of partnership.

### Manual claiming

Sort by **Relevance** ▾

- Date uploaded
- Lifetime Views
- ✓ Relevance
- Rating

**Ladybug on orange table**  
Stefan Vraspir • 2 months ago •  
A ladybug landed on a very orange

**VIDEO LENGTH**  
< ~4 minutes  
~4 - 20 minutes  
> ~20 minutes

**IS LIVESTREAM**  
Yes  
No

**UPLOAD DATE**  
From   
To

**CLAIM STATUS**  
Not claimed by Natalia Media, Inc.  
Claimed by Natalia Media, Inc.

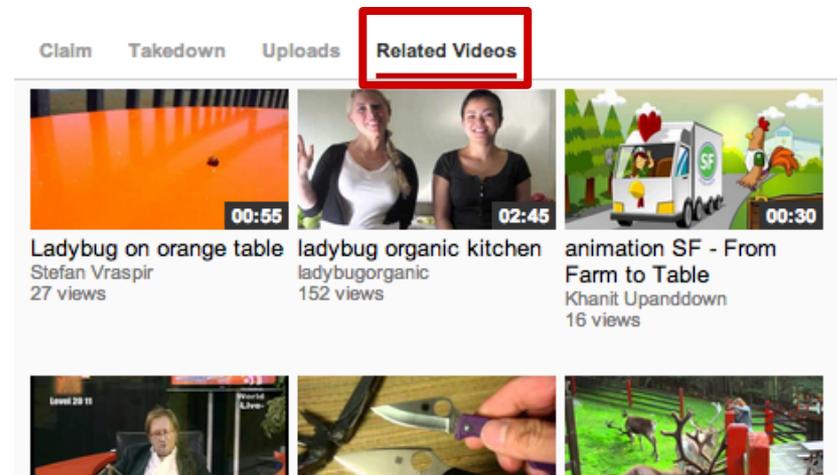
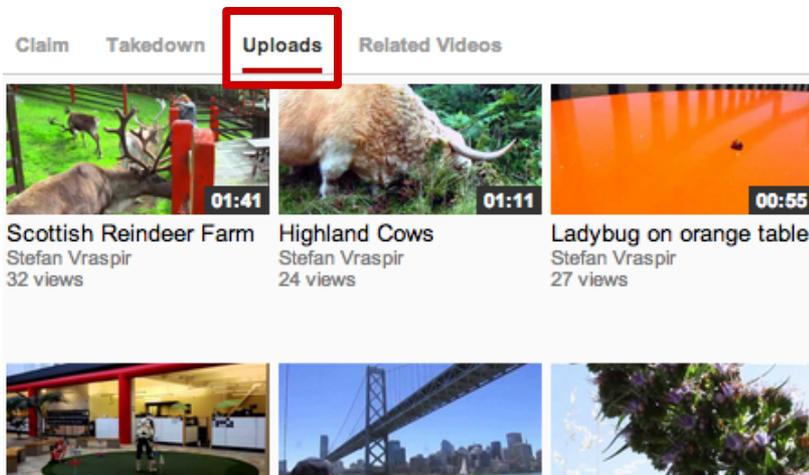
**IS REVIEWED**  
Yes  
No

**IS WHITELISTED**  
Yes  
No

# 6.1 How to use Manual claiming

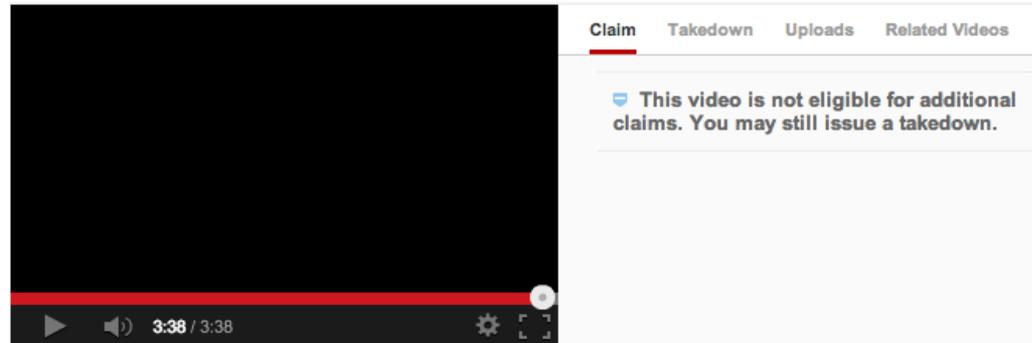
The Manual claiming interface also has several new features that make it easier to find additional videos that a partner may own.

The uploads tab (on the left) displays additional videos uploaded by that user. The related videos tab (on the right) displays the related/recommended videos displayed on the YouTube watch page for the video in question. Clicking on one of these videos will open up a new dialogue box for the partner to review and claim.



# 6.1 How to use Manual claiming

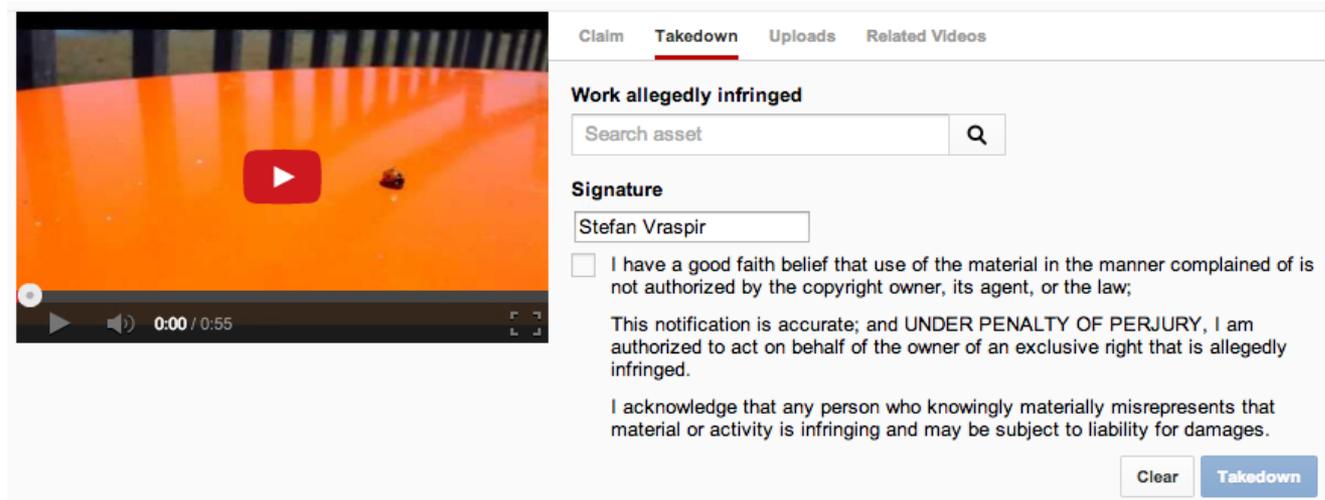
Certain content that is licensed to YouTube by the provider is not available for claiming by third parties. All public videos remain discoverable through search (including in the manual claiming interface), and are subject to the legal takedown process. Should a partner encounter a message like that displayed on the right and wish to claim the video in question, they should go through the takedown process in order to claim the video.



It is possible to issue takedowns through the manual claiming tool, either in cases described above or other instances where a partner wishes to issue a takedown. For more information on takedowns and the legal process, please see 73.

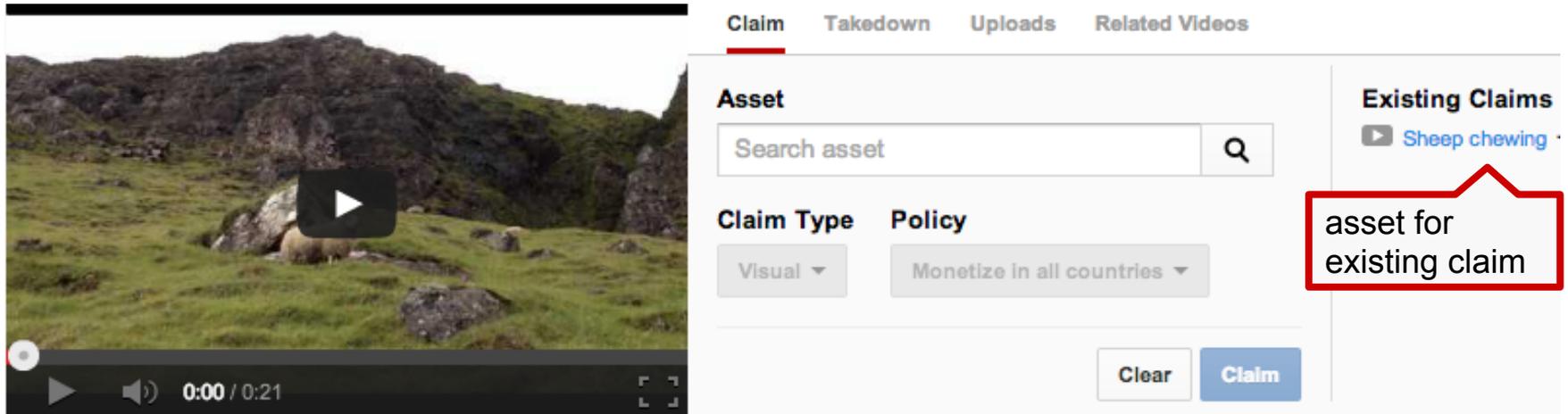
To issue a takedown, switch from the “claim” options to “takedown” and follow the instructions on the screen.

Remember that a takedown is a sworn legal statement.



# 6.1 How to use Manual claiming

Often, videos may have existing claims on them. These claims could be from other 3rd parties (for example, in the case that a user video contained clips from a popular movie set to a separate song), or they could be from the uploader. In these cases, it may be important for a partner to properly differentiate and take different actions depending on the situation. See below for details.



The screenshot shows the YouTube manual claiming interface. On the left is a video player with a play button and a progress bar at 0:00 / 0:21. On the right is the claiming panel with tabs for Claim, Takedown, Uploads, and Related Videos. The 'Claim' tab is active. It features a search bar for assets, a 'Claim Type' dropdown set to 'Visual', and a 'Policy' dropdown set to 'Monetize in all countries'. At the bottom are 'Clear' and 'Claim' buttons. An 'Existing Claims' section on the right shows a claim for 'Sheep chewing'. A red callout box points to this claim with the text 'asset for existing claim'.

IF asset is owned by **user** (uploader), partner should make a new claim on their own asset (existing or create new asset).

User-owned assets will have “source YT user - username,” and ownership from: username worldwide. Note that in some cases, partner owned assets may have these same attributes

IF asset is owned by **partner** (uploader or 3rd party),

AND existing asset is the same as the material owned by the partner, partner should add ownership. If partner already has an asset, they may need to merged or otherwise reconciled,

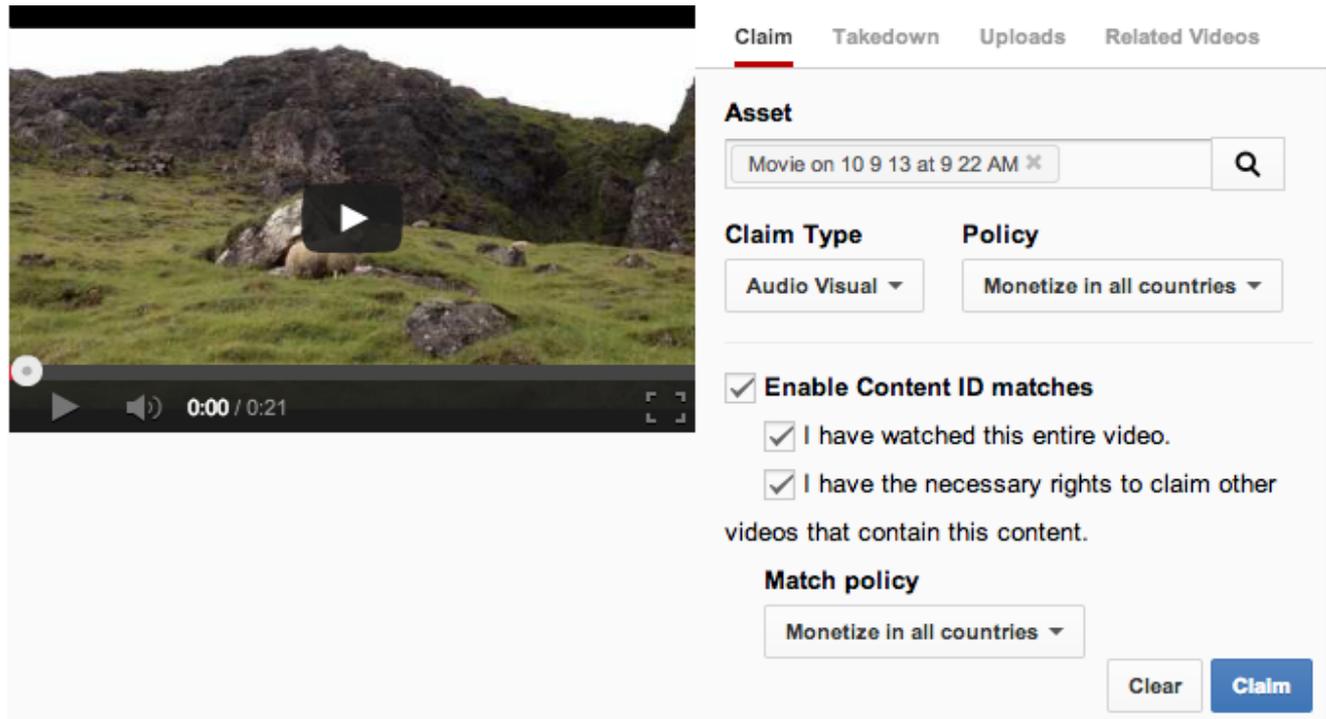
OTHERWISE partner should claim with their own asset.

# 6.1 How to use Manual claiming

A subset of partners with access to manual claiming may also see the option to “enable Content ID matches” within the manual claiming tool or on claimed user uploads.

This feature can sometimes cause partners to make inadvertent claims, and it is recommended that partners with access to this feature use it sparingly. Partners must own the entirety of the user video if they enable this feature, as any videos that match the user uploaded video will be claimed by Content ID.

It should also be noted that references created in this fashion are deemed “lower trust” than partner provided references. Accordingly, matches against these references will be routed to review until the reference is deemed trusted. If a partner never reviews those claims, they will expire and the reference will continue to be classified as “low trust” with subsequent claims routed for review in the potential claims queue.



Claim Takedown Uploads Related Videos

**Asset**

Movie on 10 9 13 at 9 22 AM 🔍

**Claim Type** Policy

Audio Visual Monetize in all countries

**Enable Content ID matches**

- I have watched this entire video.
- I have the necessary rights to claim other videos that contain this content.

**Match policy**

Monetize in all countries

Clear Claim

## 6.2 Manual Search Wrap Up

---

### Key Concepts

- Key Concepts: Definition of a Claim, Partner Uploaded Content, User Content (UGC)
- Who has access to Manual Search.
- How to use Manual Search.

### Best Practices

- Understand the rights a partner has to content before claiming it.
- Manually watch each video before claiming to ensure that it contains the content in question.
- Thoroughly train all employees using Manual Search.
- Partners should ask their Partner Manager if they have questions.

### Action Items

- Claim content via manual search as appropriate.

# To Do's

---

In the Content ID Tab, there is a list of To Do's at the top. Some common actions you will need to see there are:

- Reference overlaps
- Ownership conflicts
- Disputed & appealed claims
- Potential claims

It's important to take the actions indicated in the To Do list. Sometimes not taking action can result in losing claims, or revenue. The pages in this section discuss the different To Do's and the implications of a partner's actions. Again, it's important to understand rights ownership and for partners to always act within their rights when claiming content. Improperly claiming content for which partners do not own sufficient rights is something we take very seriously, and could result in disabling Content ID functionality or termination of partnership.

---

## Key Vocabulary for this section:

**Reference File:** A reference file is a video or audio asset for which a partner owns exclusive internet rights in at least one territory and that was provided to YouTube for inclusion in YouTube's Content Identification program. YouTube uses the reference files to automatically create claims when YouTube users upload videos that match the content.

**Asset** - An asset is a piece of intellectual property, such as a sound recording or a television episode. Assets are **containers** for metadata, ownership information, claims, policies and reference files - all related to a particular piece of content.

**Ownership** - The countries where a partner owns a piece of content. YouTube uses the ownership data that provided to determine where to apply the policy that is set for that content.

**Claim** - the application of a policy (monetize, track, block) to a video. An assertion of ownership of the content in question which ties to an asset.

**Takedown** - The policy applied to a video taken down under the DMCA process. Choosing "takedown" creates a sworn DMCA notification. It is a legal action and issues a copyright strike to the uploader. Partners can find out more at [www.youtube.com/t/copyright\\_center](http://www.youtube.com/t/copyright_center)

# Section 7: To Do's in Content ID

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7.3	Ownership conflicts	96
7.4	Potential Claims	98
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# 7.1 To Do's

---

The To Do's section of Content ID contains several types of actions. The most common notifications located here have to do with various types of **conflicts or pending claims**. Conflicts in Content ID can occur between partners at the **reference** or **asset** level, while there are several types of pending claims. We will cover each of these in more detail in the following sections.

**Reference overlaps** occur when multiple partners submit references to Content ID which match or overlap in parts. For reference file overlaps, the partner that uploaded their reference first will have priority over the conflicting segments, though any user uploads which match the second reference better than the first will still go to the second partner.

**Ownership conflicts** occur when assets contain assertions of ownership from multiple partners in the same territory. In these cases, since YouTube does not know who owns a piece of content in the conflicting territories nor which partner's policy to apply, no monetization policy is applied until the conflict is resolved.

Claim To Do's cover a range of pending claims, including **user disputed (and appealed)** **Content ID matches**, and a number of **potential claims**, including claims *routed for review* by the partner by match policy rule and *possible claims* requiring confirmation based on a short match length or low match score. All of these are **pending claims**, meaning that no policy is applied until they are confirmed. Additionally, *pending claims expire after 30 days*, and cannot be reopened once they become inactive. We will cover each of these in the coming sections, but for more information on claims in general, please see section 5.

## CONTENT ID

### To Dos

Reference overlaps	618
Ownership conflicts	46K
Embedded compositions	5K
Disputed Claims	7K
Appealed Claims	191
Potential Claims	2K

# 7.2 Reference Overlaps

A reference file can be in conflict with another partner's if **all or some** of the reference files have overlapping content. When a user video matches that ambiguous portion, YouTube needs to know who to give the claim to.

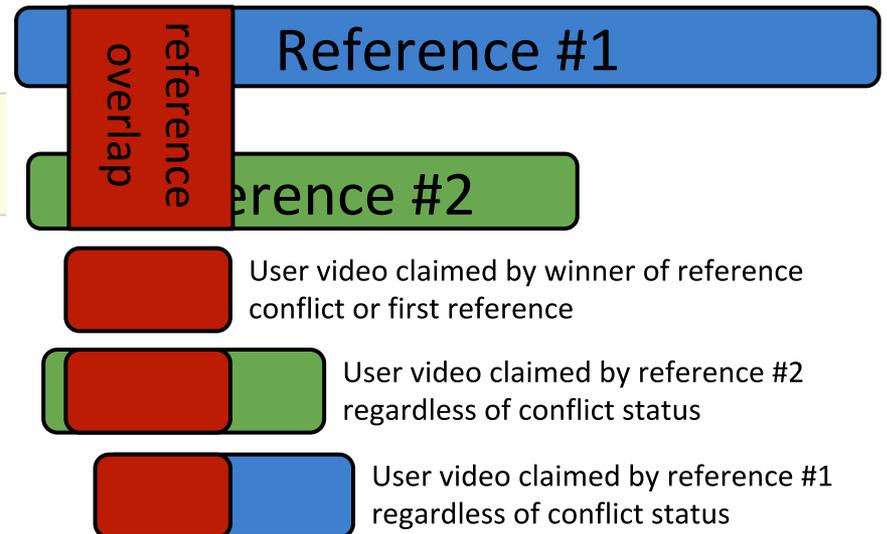
In the resolution process, partners are asked to manually review the conflict and select an action. If they do not take action within 30 days, they will lose the ability to dispute the conflict. This has **no impact** on any other matches **other than those that are entirely contained** within the conflicting portion. Reference file exclusions can be seen on the reference detail page in Content ID ("Edit Reference" from asset, slide 27).

- Select **Assert exclusive rights** to claim to own all rights and dispute the conflicting partners' priority. The other partner will receive a message and will need to respond to the overlap. The other party will have the option to uphold their ownership, exclude, or if it expires after 30 days it will be excluded from the reference and granted to the party that disputed.
- Select **Exclude overlaps** to recognize the other party's right to claims that are contained entirely within the overlapping portion. See example below for more info on the logic around exclusions:

Play match 85% of my reference TOTAL OVERLAP 00:23

**Overlapping segments will be excluded from your reference in 29 days if no action is taken.** Contact overlap providers

<b>Exclude overlap</b>	<b>Assert exclusive rights</b>
Matches that are significantly longer than the overlapping segments will still be claimed by partner's account	BroadbandTV NBA account Should claim within the overlapping segments because partner's account has exclusive rights on these segments.



# 7.3 Ownership Conflicts

If multiple Content Owners claim ownership in the same territory, there will be an ownership conflict. This will show in the To Dos in Content ID.

**Partners must resolve this conflict before either party will be able to monetize on any matches to this reference file.** Without clear ownership, an asset's monetize policy cannot be applied. Note that other policies can still be applied (block, track).

To resolve asset conflicts, partners must take one of two actions to reflect proper ownership:

- a) Remove their ownership (see section 8.3)
- b) Contact the other owner(s) to have them remove their ownership (see next page)

Note: these options and logic may be different for music partners in some cases.

## Ownership

Filter:

View:

### Partner 1

Conflicting ownership in 233 territories with Partner 2

Afghanistan, Åland Islands, Albania, Algeria, American Samoa, Andorra, Angola, Anguilla, Antarctica, Antigua and Barbuda, Argentina, Aruba, Australia, Austria, Bahamas, Bahrain, Bangladesh, Barbados, Belgium, Belize, Benin, Bermuda, Bhutan, Bolivia, Bosnia and Herzegovina, Botswana, Bouvet Island, Brazil, British Indian Ocean Territory, British Virgin Islands, Brunei, Bulgaria, Burkina Faso, Burundi, Cambodia, Cameroon, Canada, Cape Verde, Cayman Islands, Central African Republic, Chad, Chile, China, Christmas Island, Cocos [Keeling] Islands, Colombia, Comoros, Congo - Brazzaville, Congo [DRC], Cook Islands, Costa Rica, Côte d'Ivoire, Croatia, Cuba, Cyprus, Czech Republic, Denmark, Djibouti, Dominica

### Partner 2

Active ownership in 17 territories:

[Azerbaijan, Georgia, Japan, Kazakhstan, Russia \(+12 more\)](#)

Conflicting ownership in 233 territories with Partner 1

Afghanistan, Åland Islands, Albania, Algeria, American Samoa, Andorra, Angola, Anguilla, Antarctica, Antigua and Barbuda, Argentina, Aruba, Australia, Austria, Bahamas, Bahrain, Bangladesh, Barbados, Belgium, Belize, Benin, Bermuda, Bhutan, Bolivia, Bosnia and Herzegovina, Botswana, Bouvet Island, Brazil, British Indian Ocean Territory, British Virgin Islands, Brunei, Bulgaria, Burkina Faso, Burundi, Cambodia, Cameroon, Canada, Cape Verde, Cayman Islands, Central African Republic, Chad, Chile, China, Christmas Island, Cocos [Keeling] Islands, Colombia, Comoros, Congo - Brazzaville, Congo [DRC], Cook Islands, Costa Rica, Côte d'Ivoire, Croatia, Cuba, Cyprus, Czech Republic, Denmark, Djibouti, Dominica

# 7.3 Ownership Conflicts

Content ID enables quick partner-to-partner contact by email to facilitate ownership resolution via this form. Click contact this owner on the asset detail page to generate the form.

**Ownership**

Filter: Worldwide ▾ View: Applied Own

---

**Content ID Reference Check**  
Conflicting ownership in 1 territory with **Natalia Media, Inc.**

Contact owners Remove my ownership

Canada

**Natalia Media, Inc.**  
Active ownership in 249 territories:  
Everywhere except Canada ([See all territories](#))

Conflicting ownership in 1 territory with **Content ID Reference Check**

Canada

To:

From:

Subject:

Dear Human,

The following asset(s) contain conflicting ownership information between you and Content ID Reference Check in one or more territories. Please update your ownership on these assets on YouTube, or reply to this message if you believe this notification is in error.

swingsx3:  
[https://www.youtube.com/content\\_id#asset/d/a=A975960074122878&x=s](https://www.youtube.com/content_id#asset/d/a=A975960074122878&x=s)

Regards,  
Stefan

Send

# 7.4 Potential Claims

See **Section 4** for instructions on how to set up a policy to direct claims to manual review.

Potential claims **expire after 30 days**. If action is not taken before the 30-day mark, then the claim in question will expire and become inactive. See the next slide for more info about what action to choose.

Claims can be included in the potential claims queue for a variety of reasons, including partner policy (route for review conditions) or low trust claims. Partners should remember that no policy is enforced on the claim while the claim is pending.

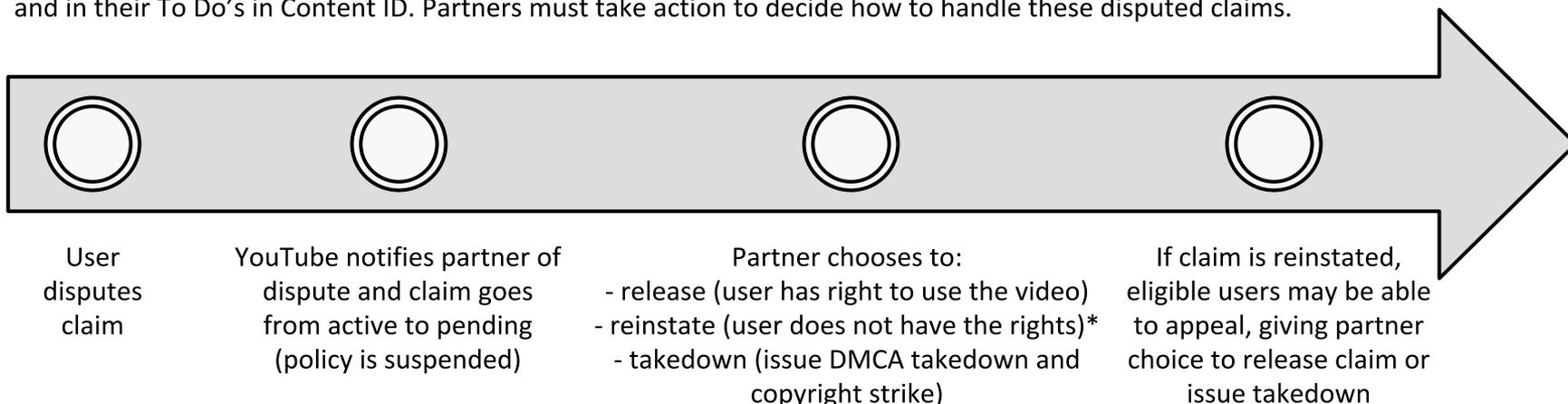
The screenshot shows a 'Potential Claims' interface. On the left, a sidebar lists 'To Dos' with counts: 'Reference overlaps' (51), 'Ownership conflicts' (51), and 'Potential Claims' (503). The main area displays a claim for 'CONTENT ID 08' by 'user', dated 'Mar 15, 2014 2:32:26 AM (4 days ago)'. The claim status is 'POTENTIAL' with 'Release' and 'Confirm' buttons. A 'Play match' button is visible. Performance metrics include '90% video', '92% reference', 'TOTAL 00:46', and 'LONGEST 00:46'. Match details show 'visual match' with '\$ 252 territories' and '4 territories'. A yellow banner at the bottom of the claim card states 'Expires in 25 days'. Two red callout boxes are present: one pointing to the 'Expires in 25 days' banner with the text 'claim expiration timeframe', and another pointing to the 'Release' and 'Confirm' buttons with the text 'review actions located here'.

# 7.4 Potential Claims

			 	 
<b>What happens?</b>	<p><b>Do not</b> make a claim on this piece of content.</p>	<p><b>Do</b> make a claim on this piece of content. Selected policy is applied.</p>	<p><b>Do not</b> make a claim on this piece of content.</p> <p>Creates an exclusion on the matching portion of the reference, preventing future claims on this segment.</p>	<p>Issue a DMCA takedown and issue a strike the user. See page 67 for more details on takedowns.</p>
<b>When to use it?</b>	<p>When choosing not to make a claim on the content.</p>	<p>The match is the partner's content.</p>	<p>Use the exclude feature to stop creating claims against the <i>just</i> the matching portion of the reference file.</p>	<p>Note that this is a legal action and will issue a copyright strike to the user.</p>

## 7.5 Disputed Claims

Users are given the opportunity to dispute claims made via Content ID. If that occurs, the partner will be notified via email and in their To Do's in Content ID. Partners must take action to decide how to handle these disputed claims.



\*If the policy was a global block policy and a user disputes, the only option is to release or takedown. Partners will not be able to reinstate.

Similarly, eligible users may be able to **appeal** reinstated monetize, track, and non-global block claims. In order to do this, the user must meet certain criteria: for example, their account must be in good copyright standing, they must be SMS verified, and they must provide additional information (including address and phone number). Upon **Appeal**, the partner will be required to either release the claim or issue a DMCA takedown notification.

If a partner chooses to issue a TAKEDOWN, please see [http://www.youtube.com/t/dmca\\_policy](http://www.youtube.com/t/dmca_policy) regarding our DMCA policies. Please note that under Section 512(f) any person who knowingly materially misrepresents that material or activity is infringing may be subject to liability for damages. **Don't make false claims!**

# 7.5 Disputed Claims

When a user disputes a claim, it will show up in the partner's To Do list as a disputed claim.

Disputed claims **expire after 30 days**. If action is not taken before the 30-day mark, then the claim in question will automatically release to the uploader. While in the dispute queue, no action will be taken on the claim: no monetization, no blocking, no tracking.

Partners must manually review these disputes and select one of the following actions: Release, Reinstate, Release and Exclude, or Takedown. See slide 88 for additional details on these options (note that "reinstate claim" for disputed claims is the equivalent of "confirm claim" for claims routed for manual review).

## To Dos

Disputed Claims

9

DISPUTED

Release

Reinstate

audiovisual match

\$ 256 territories

LIFETIME  
13

Expires in 28 days

Uploader uploader

Reason Approval from copyright holder is not required. It is fair use under copyright law.

Note WWE 2014

## 7.6 To Do's Wrap Up

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### Key Concepts

- Key Concepts: Reference overlaps, Ownership conflicts, Disputes, Potential claims.
- Actions that can be taken in response to different To Do actions.
- Timeline to take action on a To Do.

### Best Practices

- Know rights to the content in question.
- Set aside time each week to check and manage To Do's.
- Partners should ask their partner manager if they have questions.

### Action Items

- Check To Do's often.
- Take action promptly as required by any listed To Do's.

# Reporting

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YouTube offers multiple methods of reporting to its partners. Reporting is broken up into two categories:

- Downloadable Reports
- YouTube Analytics

This section will outline where partners can access this information and what information is available. *Remember that content must be claimed to be tallied in YouTube reporting.*

YouTube offers formal reporting in the form of its downloadable reports, and dynamic data via YouTube Analytics dashboard. We recommend that partners use these reports and dashboards to become familiar with their content and performance so that they can create the most informed strategy for their content.

---

## Key Vocabulary for this section:

**UGC** - User Generated Content: this is online content that is user created like YouTube Videos, or social media posts. In the context of Content ID we use this to describe user or fan uploads.

**Partner Uploaded** - This means the content that partners upload.

**Claim** - A claim indicates that the partner owns a piece of content (either partner provided or user-uploaded) by linking a video to a partner's asset. YouTube will then apply the partner-provided policy to it (monetize, track, or block).

# Section 8: Reporting

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8.3	Downloadable Reports	107
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# 8.1 Types of Reporting Available

## Downloadable Reports

Downloadable reports are in CSV or Excel form. They are available on the "Reports" tab.

It's important to keep in mind:

- Weekly reporting appears mid-way through the next week
- Monthly reporting appears within 10 days after the end of each month
- There is no customization of reporting
- Reporting on **Revenue** is only done on a monthly basis

## YouTube Analytics

YTA dashboard is available in under the "YouTube Analytics" Tab and also linked from the channel under "My Channel" and then "Analytics".

The analytics available in the channel will only show data for that channel. Partners can control if their linked channels can see revenue data for each respective channel.

Content Owner level analytics includes data from all claimed content, and has the ability to toggle between channels individually or view all channels at once.

Revenue in the dashboard is estimated, so partners should use the downloadable reports for accurate revenue reporting.

## VIDEO MANAGER

### Uploads

CHANNELS



CONTENT ID



ANALYTICS



REPORTS



CONTENT OWNER



Send feedback

# 8.2 YouTube Analytics

YouTube Analytics features a set of interactive reports that provide information about earnings, ad performance, viewership patterns, and user engagement. Partners can see the Analytics Tab at either the “Content Owner” level or within a channel.

Each report can be segmented in various ways to give added clarity to a partner's, channel's, or piece of content's performance on YouTube. YouTube Analytics has several features, with the ability to:

- See aggregated data for UGC and Partner videos.
- See data for all channels associated with a content owner in one easy place.
- Search for data at the content owner level, channel level, and video level (partner videos or UGC videos).

The screenshot shows the YouTube Analytics interface for a content owner named Natalia Media, Inc. On the left is a navigation sidebar with categories: CHANNELS, CONTENT ID, ANALYTICS (with 'Overview' selected), Earnings reports, Views reports, Engagement reports, and Live events. The main content area is titled 'Overview' and includes search filters for videos, locations, and a time range of 'Last 30 days'. Below the filters, the channel name 'Natalia Media, Inc.' is displayed with its creation date (Jul 27, 2011) and a 'CONTENT OWNER' badge. The 'Performance' section features three line charts: 'VIEWS' (4), 'ESTIMATED MINUTES WATCHED' (2), and 'TOTAL ESTIMATED EARNINGS' (\$0.00). The 'Engagement' section at the bottom shows five metrics: LIKES (0), DISLIKES (0), COMMENTS (0), SHARES (0), and FAVORITES ADDED (0).

## 8.3 Downloadable Reports

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**Monthly Performance Reports** are files that contain view counts and revenue information for claimed videos. Each report contains data for a one-month period. This report contains data on UGC claims as well as partner uploaded videos. They are available as CSV or raw data and may contain several tables.

**Weekly Performance Reports** are files that contain viewership information for claimed videos. A view represents a video playback of any duration. Each report contains data for a seven-day period. This report contains data on UGC claims as well as partner uploaded videos. They are available as CSV or raw data and may contain several tables.

## 8.3 Downloadable Reports

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**Video Reports** contain metadata and policy information for all of the content that *a partner has uploaded (uploaded to linked channels)* to YouTube. Video reports are in CSV (comma-separated values) format.

**The Claim Report** is a complete list of all active claims associated with a content owner and includes each claim's attributes and settings. Download this report to sort and filter claims by type, origin, applied policy, and more to better assess claiming effectiveness. This report contains data on UGC claims as well as partner uploaded videos.

**Reference File Reports** are CSV (comma-separated values) files that lists references that a partner uploaded to YouTube. The report contains one row for each reference that the partner has uploaded along with the associated Video ID (if any), number of claims, and asset metadata.

**Asset Reports:** Two reports are available in the Asset Reports section: the Asset Report and the Asset Conflict Report.

- **The Asset Report** provides a full download of all assets associated with a content owner and includes specific attributes per asset such as title, ID, ownership info, and more.
- **The Asset Conflict Report** details which assets are in conflict with assets owned by other content owners. Asset conflicts need to be resolved in order to pave the way for the successful application of the partner's desired policies. Use this report to get a better comprehensive view of where conflicts exist.

## 8.4 Reporting Wrap Up

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### Key Concepts

- Key Concepts: Downloadable Report, YouTube Analytics
- When to use which type of reporting
- How to access reporting

### Best Practices

- Check analytics often
- Use analytics to inform content strategy
- Partners should ask their Partner Manager if they have questions

### Action Items

- Download reports
- Check Analytics

# Section 9: Additional Resources for Partners

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If you aren't able to find the answer to your question or concern in this guide, we have the following resources available for you:

- [YouTube Help Center](#)
- Your Partner Manager
- Your Technical Account Manager
- Use the [online troubleshooter](#) to contact our online support team

# Section 10: Content ID Checklist for Partners

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- Have you signed a CHSA or SRAV deal that allows for Content ID monetization?
- Has your partner manager set you up on and given you access to Content ID?
- Have you reviewed the policy section (Section 4) of this guide and set up custom match policies?
- Have you uploaded content to YouTube and set the proper match policy?
- Are you using full length versions as your reference files for long content? (Section 2)
- Are you ensuring that your asset information is correct? (Ownership information, correct labels, and only creating one asset per video)
- Are you monitoring your To Do's in Content ID? (Section 7)
- Are you reviewing your performance in YT analytics and YT reports? (Section 8)
- Are you adapting your content strategy to take advantage of your fan engagement?