



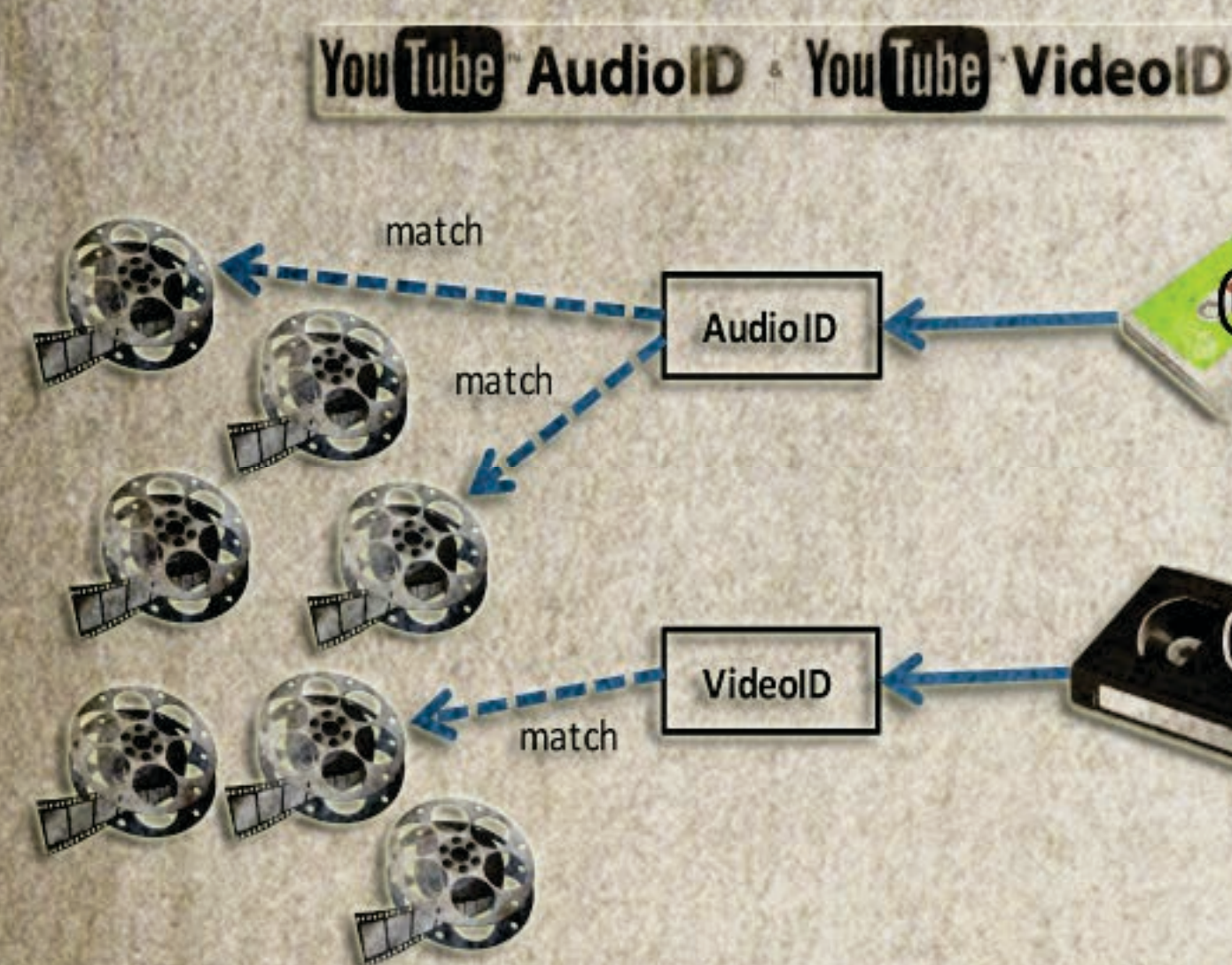
Copyright Management of User Generated Content

Interactive Modelling of Licenses based on the Copyright Ontology

72 hours of video are uploaded to YouTube every minute!

Owners can register their content in YouTube to generate audio or video identifiers that can be then used to detect UGC where that particular song or piece of video has been reused. In the case of YouTube this services are called AudioID and VideoID.

For the UGC content matched by an AudioID or VideoID, YouTube offers to content owners three options:



Problem

However, all the potential of this new revenue stream is at risk if copyright subtleties are not managed appropriately. For instance, if the same song is owned by different rights holders depending on the territory or it is just owned as part of a compilation and not for streaming.

In this situation, it might be the case that more than one person claims to be the rights holder for the same piece of content. And the problem is that till the dispute about ownership is not solved, no one is going to be able to monetise.



Proposed Solution



What is required is a scalable decision support system capable of integrating digital rights languages, like DDEX or ODRL together with contracts or policies, like talent contracts or business policies.

MediaMixer semantic technologies provide a common and expressive framework where all these copyright information sources can be represented together. Moreover, as they allow working at the higher level of expressions intended meaning, and contextualised by an ontology for the copyright domain, it is possible to automate more sophisticated decision support mechanism.

The Copyright Ontology goes beyond an access control language and models the core concepts in the copyright domain, starting from the different rights that compose Copyright, from Economic Rights like Reproduction Right to related rights like Performers Rights and also including Moral Rights.

