

16 October 2007

By: Bogdan Popa, Security and Search Engines Editor



[YouTube Finally Launches Copyright Protection Tool!](#)

It's Video Identification Beta

This is pretty major news for all YouTubers out there because your favorite online video sharing service finally launched its long-awaited copyright protection tool today. YouTube Video Identification is supposed to represent that revolutionary technology used by the copyright holders to discover their content illegally published on YouTube and take it down as soon as possible. "It will help copyright holders identify their works on YouTube, and choose what they want done with their videos: whether to block, promote, or even-if a copyright holder chooses to license their content to appear on the site-monetize their videos," David King, YouTube Product Manager, tried to explain the goal of the technology. In case you read the news, you should know that Google talked about this solution in the past but named it 'Claim Your Content'. Well, today's feature is entitled Video Identification but has exactly this goal: to 'Claim Your Content'. In the past, Google had a lot of problems, most of them being caused by the copyright infringement clips published on YouTube. The case between YouTube and Viacom is famous because MTV's owner demanded no less than \$1 billion in damages. And this after it previously required the removal of 100,000 clips from the page which represents a pretty considerable amount of YouTube vids. But now, Google's video sharing service seems to be prepared to fight against copyright infringement using this revolutionary tool. "We have worked with Google to develop one-of-a-kind technology that can recognize videos based on a variety of factors. As its Beta status indicates, our Video Identification is brand-new, cutting-edge stuff, so we will be constantly refining and improving it. Early tests with content companies have shown very promising results. As we scale and refine our system, YouTube Video Identification will be available to all kinds of copyright holders all over the world, whether they want their content to appear on YouTube or not," it is mentioned on the main page of the technology. Certainly, Google will continue working on this product and we'll surely see new updates for it soon. Since it's a beta, Video Identification might have glitches but don't be too harsh with it, it's only the beginning of the fight against copyright infringement.