

YOUTUBE COPYRIGHT GUIDE

www.ritualnetwork.com

Copyright can be quite a complicated matter and can also cause a lot of issues if it is not managed properly or you do something that infringes someone's copyright. We have created this guide to help you get a better understanding of copyright and how it should be managed on YouTube. Whether you are a new YouTuber or someone who has one million subscribers, this guide will help you to understand how copyright works on YouTube!

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Introduction.

This guide has been created following the YouTube copyright centre. It is the ultimate guide for helping you to understand how copyright works on YouTube.

Ritual Network aims to provide YouTubers with access to all knowledge that we have in hope that we can help you grow on YouTube and maximise your full potential.

Copyright is one of the most important things you have to be conscious about on YouTube. Whether it is protecting the content that you created or ensuring that you stay out of trouble, this guide will help you understand how it all works.

If at any point you have any questions, then please feel free to contact us.

What is Copyright?

Copyright helps you protect any original work that you do once it is physically expressed. The owner has the exclusive right to use the work in certain, specific ways. Copyright helps you protect the rights to your content and ensures that other people are not stealing it.

There are many different types of work that can be copyrighted;

- **Audiovisual works**, such as TV programmes, films and online videos
- **Sound recordings and musical compositions**
- **Written works**, such as lectures, articles, books and musical compositions
- **Visual works**, such as paintings, posters and advertisements
- **Video games and computer software**
- **Dramatic works**, such as plays and musicals

Ideas, facts and processes are not subject to copyright. In order to be eligible for copyright protection, a work must be both *creative* and *fixed* in a tangible medium. Names and titles are not, by themselves, subject to copyright

What is Copyright?

So now you are probably wondering what you can and can't upload to YouTube, so we'll try and explain it for you. In some circumstances, it is possible to use a copyright-protected work without infringing the owner's copyright. Different countries have different rules about when it's okay to use material without the copyright owner's permission. For example, in the United States, works of commentary, criticism, research, teaching, or news reporting might be considered fair use. Some other countries have a similar idea called **fair dealing** that may work differently.

Courts analyze potential fair uses according to the facts of each specific case. You'll probably want to get advice from an expert before uploading videos that contain copyright-protected material. You can contact us any time for advice.

In most cases, fair use is determined by how each of the three factors of fair use applies to a specific case.

1. **The purpose and character of the use, including whether such use is of commercial nature or is for non-profit educational purposes** - This basically means are you adding value to the original work? Are you adding new expression or meaning to the original, or is it just an identical copy?

What is Copyright?

2. **The nature of the copyrighted work?** Using material from primarily factual works is more likely to be fair than using purely fictional works.
3. **The amount of copyright material you use matters.** Borrowing small bits of material from an original work is more likely to be considered fair use than borrowing large portions. However, even a small taking may weigh against fair use in some situations, if it constitutes the “heart” of the work. So always make sure it is original work.

Always make sure that the content you are creating is original and has your own creativity expressed.

Fair use myths.

Myth #1: If I give credit to the copyright owner, my use is automatically fair use.

Myth #2: If I post a disclaimer on my video, my use is fair use.

Myth #3: “Entertainment” or “non-profit” uses are automatically fair use.

Myth #4: If I add any original material I created to someone else’s copyrighted work, my use is fair use. Even if you’ve added a little something of your own to someone else’s content, it may not be fair use - particularly if your creation fails to add new expression, meaning, or message to the original.

Copyright Strikes

If you get a copyright strike, it that means your video has been taken down from YouTube because a copyright owner send in a legal request asking YouTube to do so. When a copyright owner formally notifies YouTube that you don't have their permission to post their content, YouTube are required by law to take down your upload.

When you get a copyright strike on YouTube your account will be put into '**Bad Standing**' and you will lose access to certain features. If you receive three copyright strikes, your account will be terminated. All the videos uploaded to your account will be removed. Users with terminated accounts aren't able to create new accounts. Please take note that deleting a video with a strike will not resolve the strike.

There are three ways to resolve a copyright strike.

Wait for it to expire: A strike will expire in six months as long as you complete Copyright School and receive no additional copyright strikes during that time.

Get a retraction: If you are partnered with our network, contact us and we may be able to help you get any wrong copyright claims removed.

Submit a counter notification: If your video was mistakenly removed because it was misidentified as infringing, or qualifies as a potential fair use, you may wish to submit a counter notification.

Strikes are issued when our reviewers identify a violation of the Community Guidelines. When a strike is issued, an email is sent to the user and an alert will also appear the next time they sign in to YouTube in their [Channel Settings](#).

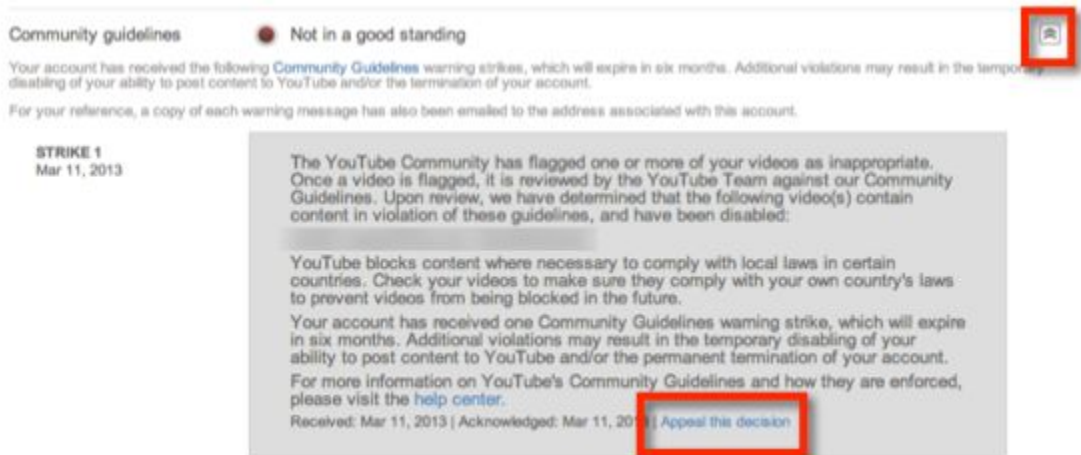
Our reviewers are highly trained, but are human and do sometimes make mistakes. If you feel that your video does not violate our Community Guidelines and was removed in error, you can appeal the strike within your account.

Please note: Deleting the video will not resolve the strike. If you delete your video, the strike will remain and you will not be able to appeal.

Appeal a strike

1. Visit your [Channel Settings](#)
2. Click the arrow next to the Community Guidelines section to show your strikes
3. Click the **Appeal this decision** link as shown below

Copyright Strikes



The screenshot shows a YouTube account status page. At the top, it says "Community guidelines" with a red dot and "Not in a good standing". Below this, there is a warning message: "Your account has received the following Community Guidelines warning strikes, which will expire in six months. Additional violations may result in the temporary disabling of your ability to post content to YouTube and/or the termination of your account." A red box highlights a small icon in the top right corner. Below the warning, it says "For your reference, a copy of each warning message has also been emailed to the address associated with this account." The main content is titled "STRIKE 1" dated "Mar 11, 2013". The text reads: "The YouTube Community has flagged one or more of your videos as inappropriate. Once a video is flagged, it is reviewed by the YouTube Team against our Community Guidelines. Upon review, we have determined that the following video(s) contain content in violation of these guidelines, and have been disabled: [redacted]". It then explains that YouTube blocks content where necessary to comply with local laws. The message states: "Your account has received one Community Guidelines warning strike, which will expire in six months. Additional violations may result in the temporary disabling of your ability to post content to YouTube and/or the permanent termination of your account. For more information on YouTube's Community Guidelines and how they are enforced, please visit the help center." At the bottom, it says "Received: Mar 11, 2013 | Acknowledged: Mar 11, 2013" and includes a red box around the link "Appeal this decision".

If Youtube finds that your video did not violate Community Guidelines, they will reinstate it and remove the strike from your account. In some instances, it is possible that we they remove the sanction from your account, but your video will remain down from the site. You will receive an email from YouTube informing you of the result of your appeal request. You may appeal each video strike only once.

Content ID

How Does It Work? Copyright owners can use a system called Content ID to easily identify and manage their content on YouTube. Videos uploaded to YouTube are scanned against a database of files that have been submitted to us by content owners. Copyright owners get to decide what happens when content in a video on YouTube matches a work they own. When this happens, the video gets a Content ID claim.

Copyright owners can choose different actions to take on material that matches theirs using the content ID system we provide via our partner dashboard.:

Mute audio that matches their music

Block a whole video from being viewed

Monetise the video by running ads against it

Track the videos viewership statistics

Content ID is only available to select YouTube authorized content owners, such as ourselves. We provide you the content ID solution directly from your partner dashboard to make it easy for you to protect and manage your content.

Homework

We are going to set you some fun homework to see how much you have learnt from the copyright guides. Everyone who completes the homework will be in with a chance of **winning** a free channel makeover from one of our professional designers.

- Find one example of a copyrighted video.

Also as an extra show us an example of one of your copyright free videos.

To **submit** your homework and be in with a chance of winning the channel makeover all you have to do is tweet your copyrighted video example to [@RitualNetwork](https://twitter.com/RitualNetwork) and use the hashtag [#RitualCopyrightGuide](https://twitter.com/RitualCopyrightGuide)

Good Luck!

Summary

This guide is to give you a better understand of how copyright works on YouTube. If you have any questions at all please feel free to tweet us @RitualNetwork or visit us on our website.

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