

# Protecting Against Copyright Infringement on YouTube

## Background:

YouTube has become increasingly focused on preventing copyright infringements and protecting the rights of content creators.

At Carleton, we need to protect the integrity of our YouTube channel, especially since it takes just three copyright infringements for a channel to be shut down. All videos uploaded to Carleton's YouTube channel must comply with copyright requirements and any applicable licences.

If we upload a video that contains copyright-protected material - even just a five-second music clip - it could result in a content ID notice issued by one of the companies that own music, movies, TV shows, video games and other material.

It's up to copyright owners to decide whether or not someone can reuse their original material. In many cases, copyright owners allow that in exchange for putting ads on the YouTube videos. When this occurs, Carleton loses full control of the advertisements displayed and which platforms and countries can view the content.

For example, in some cases a copyright owner might choose to ban their content from being viewed on mobile devices. Or a record label might own the licensing rights to a song except in Canada.

Copyright owners can also choose to have their content removed from YouTube altogether – something that would give our channel an immediate copyright strike.

Therefore the risks outweigh the benefits of allowing content ID-flagged material on our channel.

## Our policy:

The Carleton University YouTube channel is overseen by the Department of University Communications. The department will not knowingly upload videos containing unlicensed content or content that doesn't belong to the university and is in violation of copyright.

However, there have been cases where we have been hit with content ID notices.

When a notice is issued, YouTube allows us to dispute the claim and prove that we have a licence. Many companies that licence audio and video content provide a document with details about how to validate the acquired licence on YouTube. Once this process has taken place, and the dispute is reviewed by YouTube, the video is removed from the content ID list and remains on our channel.

If DUC finds that a video has used content inappropriately, the video is taken down.

If you create a video with licenced music, the stipulations of the licence might still prevent the video from being viewed on certain platforms or countries. Each licence is different. Sometimes the music owner will allow free use of music as long as he/she is credited.

A Creative Commons (CC) licence is one of several public copyright licences that enable free distribution of an otherwise copyrighted work. A CC license is used when an author wants to give people the right to share, use and build upon a work.

Please do your homework to ensure your video is not contravening copyright legislation and complies with any licence requirements before it is placed on YouTube. Carleton's policy is that no content shall be uploaded unless it complies with copyright laws and any applicable licence restrictions.

### **Royalty free music:**

Here is a list of companies that offer royalty free music. Note the licence associated with any piece of music must be reviewed before being used.

**Incompetech** was created by composer Kevin MacLeod and has tons of music, categorized by genre and feel. On the site's FAQ, you'll see that the music is free to use for video soundtracks. A credit is requested.

<http://incompetech.com/m/c/royalty-free/>.

**ccMixer** is a community music site with music that falls under the Creative Commons licence. It lets you listen to music, sample music, create mashups and more. Some CC licences may require that you give credit to the source within your video. <http://ccmixter.org>.

**Public Domain 4U** contains older music without intellectual property rights attached, so it is in the public domain and can be used in any way. More modern material is also free to use with artist permission.

<http://www.publicdomain4u.com>.

**Musopen** also provides music with expired copyrights. You can browse music by composer, performer, instrument and more. <http://www.musopen.org>.

**Moby Gratis** provides some music by well-known artists for free download and use provided your video is non-commercial or non-profit. <http://www.mobygratis.com>.

**DanoSongs** offers Dan-o's original songs for free download via his website if you link to his site or credit him in your video. <http://www.danosongs.com>.

**BeatSuite** offers an expansive royalty free music library that is impressively diverse. No matter what project you are working on, they'll have the production music to fit it, in style and tone. <http://www.beatsuite.com>.

**AudioBlocks** offers access to more than 100,000 tracks for just \$99 US a year. The site provides a royalty-free licence and adds new sounds to their catalogue weekly. They also offer technical support via phone which is rare. <http://www.audioblocks.com>.

**Final Cut Pro X** has 1,300 royalty free sound effects that you can download through a free software update. <http://www.apple.com/ca/final-cut-pro>.

**SoundCloud** is a socially savvy network with a special section for tracks uploaded under a Creative Commons licence, so they are free to use them as long as you follow guidelines established by the artist. This is a good place to find tracks that don't sound like background music.

*For more information on Carleton's YouTube site and copyright issues, please contact Jesse Plunkett at [Jesse.Plunkett@carleton.ca](mailto:Jesse.Plunkett@carleton.ca) or ext. 1406. Jesse is the Web Administrator at the Department of University Communications.*