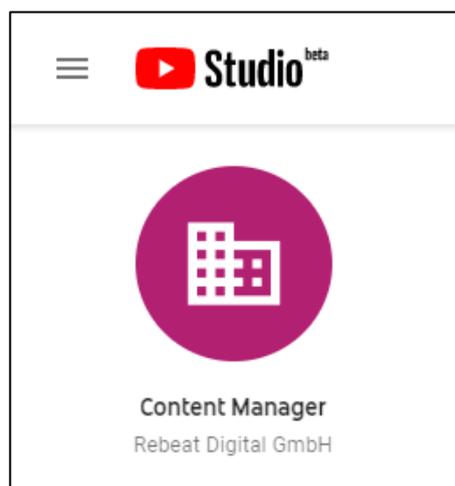


# YouTube Content ID Manual

Rebeat is an official YouTube partner and has access to the YouTube Content Management System (CMS). With this, we give you the possibility to monetize and protect your videos on the YouTube platform.

Our YouTube service is integrated into our MES software – there will be no extra costs for using it. For this service only the usual 15% Rebeat fee will be deducted from your YouTube revenue in the final accounting.



## How does YouTube Content ID work?

When you upload a product to our software, you have the option to send it to YouTube Content ID. For this, you should check the box that says “YouTube Content ID” in the distribution matrix of our software and apply it for the countries of your choosing (1).

As soon as the product has been delivered to Content ID, a reference file (also known as “digital fingerprint”) will be created for each one of the tracks of your product. These reference files will then be used by Content ID to find similarities and matches between them and the content uploaded by other users.

Thus, if your whole song or even just a part of it will be used by other people in their videos, matches will be found and a claim will be placed on the uploader’s video which has used your content. With this claim it is possible to monetize the foreign content.

### 1. Activate YouTube Content ID in MES

The image shows a screenshot of the MES software interface. The title bar reads 'AUSTRIA - REBEAT'. Below it is a table with the following columns: Shop, Streaming, Download, Pricecode, Release, and an empty column. The rows are: SoundRepublica, Spotify, Supraphon, TDCPlay, Tidal, TikTok / Resso, Traxsource, YouTube Content ID (highlighted in red), and YouTubeMusic. The 'Streaming' and 'Download' columns have checkboxes, and the 'Pricecode' column has the value 'Automatic'. The 'Release' column has the date '06.05.2019'. Below the table, there are two buttons: 'Copy to all countries on the continent' and 'Copy to all countries in this column'. At the bottom, there are two lines of text: 'No distribution with this distributor in the selected country' and 'No distribution in the selected country'.

Shop	Streaming	Download	Pricecode	Release	
SoundRepublica	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Automatic	06.05.2019	
Spotify	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Automatic	06.05.2019	
Supraphon	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Automatic	06.05.2019	
TDCPlay	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Automatic	06.05.2019	
Tidal	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Automatic	06.05.2019	
TikTok / Resso	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Automatic	06.05.2019	
Traxsource	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Automatic	06.05.2019	
YouTube Content ID	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Automatic	06.05.2019	
YouTubeMusic	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Automatic	06.05.2019	

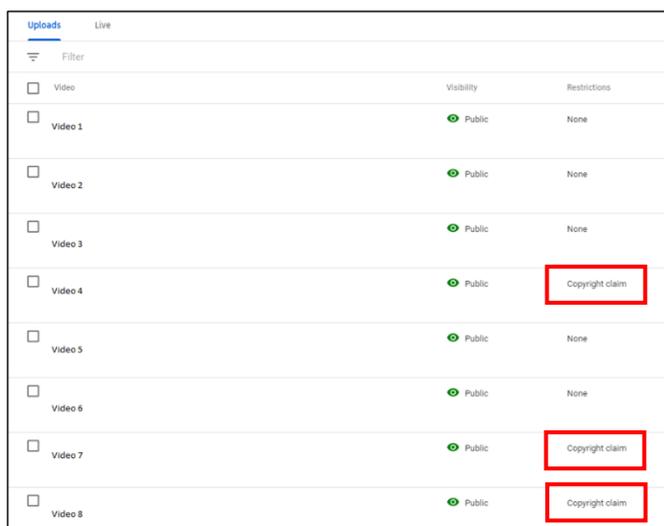
With the help of Content ID we can also claim any of your content manually. That means that if the system has overlooked some video content that matches with yours, we can claim it as well. Normally we monetize the claimed videos automatically in order to get the advertisement revenue from the third parties' videos, but it is also possible to block these videos or just to track their Analytics on YouTube.

If you are the owner of a YouTube channel, it can happen that your video content gets claimed by us. This is because we are using your references which are stored in our system with Content ID. In this case you are likely to get an e-mail from YouTube, which says that your content cannot be monetized anymore. There is no reason to panic, though, because the monetization of your videos is just being done by us.

When you click on the video manager in your YouTube Studio (click on "videos" in the left bar), you will not only get a detailed overview of your videos and their properties, but you can also see whether they have been claimed by someone.

Taking a look at the row "restrictions" will let you see notifications if one or more of your videos have been claimed, saying "Copyright claim" (2).

## 2. Claims in YouTube Video Manager



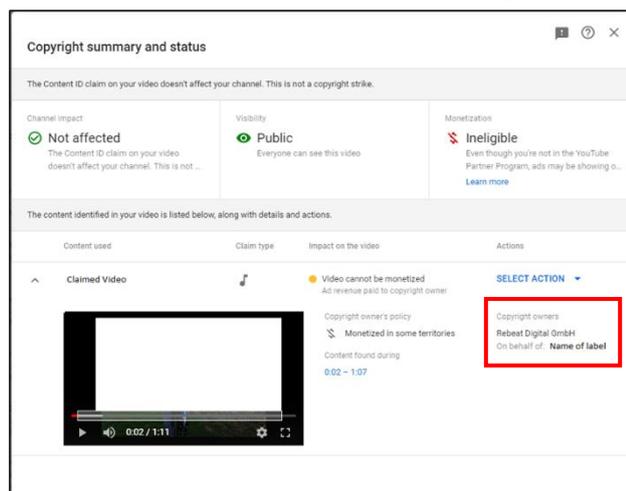
Uploads	Live	
Filter	Visibility	Restrictions
<input type="checkbox"/> Video 1	Public	None
<input type="checkbox"/> Video 2	Public	None
<input type="checkbox"/> Video 3	Public	None
<input type="checkbox"/> Video 4	Public	Copyright claim
<input type="checkbox"/> Video 5	Public	None
<input type="checkbox"/> Video 6	Public	None
<input type="checkbox"/> Video 7	Public	Copyright claim
<input type="checkbox"/> Video 8	Public	Copyright claim

Once you are hovering your mouse over the text notification, you will get the option to click on “see details” and a new window will be opened titled “Copyright summary and status” (3).

Here you will find information on the specific party that has caused the claim and if it has negatively affected your channel. The latter would only happen if a so-called “copyright strike” had been issued on your video and your video got blocked because of it.

Even though claims can block videos, this does not mean that your video has gotten a copyright strike.

### 3. Claim details in YouTube Video Manager



You can find more info on copyright strikes under this link:

<https://support.google.com/youtube/answer/2814000?hl=en>

In the window of picture 3 you can see who is the copyright claimant and on whose behalf the claim has been made. Under “SELECT ACTION” you can either choose to alter the affected segment of your video (which in the case of a whole song would be rather unfavorable) or you can issue a dispute to the claimant. Thus, if you have uploaded a song with our software and issue a dispute, we will get a notification in our YouTube CMS that needs to be solved.

Since we are taking care of the monetization of your videos for your, we would ask you to not make a dispute. Just in certain cases a dispute should be made, e.g. if an affiliated channel uploaded your content with your permission but wants to monetize it itself.

For further information you can contact us per e-mail at [contact@rebeat.com](mailto:contact@rebeat.com).