

# **Audible Magic Corporation Presentation**

European Commission Stakeholders Dialogue

16 December 2019

# Agenda

- Introduction
- Identification Services Current Practices
- Comments on Technical Issues
- Technical Red Herrings
- How Tech Industry Can Help



# Audible Magic



- Vance Ikezoye, Co-founder/CEO
- Mike Edwards, VP and GM Europe
  
- Technology company
- Founded in 1999
- Providing copyright identification solutions to OCSSPs for over a decade

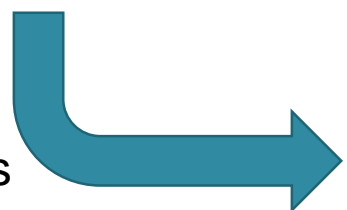


# Business Roles and Policies



Platform (OCSSP)

Uses and pays  
for services

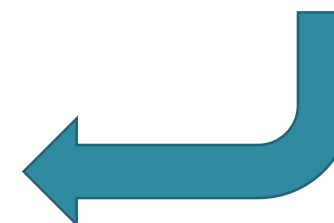


Audible Magic



Rightsholder

Registers  
works



# Identification Technology



- Measures perceptual characteristics of the copyrighted content
- Music and film/video content
- Differentiate between versions
- Continual need to invest and improve
- Provides customers peace of mind from patent infringement litigation

# Works Registration

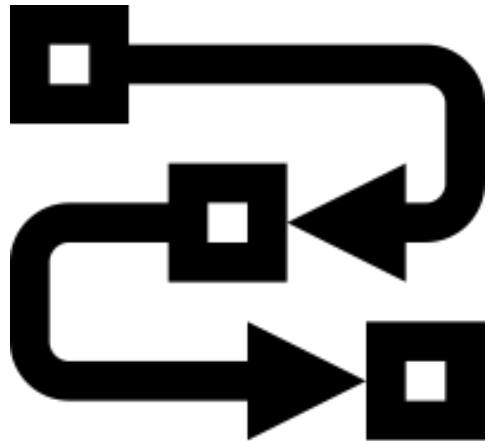


Rightsholder

- Over 140,000 rightsholders
- Over 140 countries
- Range of rightsholders
- No restriction on participation
- 300,000 new works per month
- Simple registration process
- Free registration



# Registration Process



- 2-page agreement
- Provide
  - Digital, physical media or fingerprint
  - Basic information
  - Business rule
- Information provides basis for notification to the platform with a match
- 3<sup>rd</sup> party service providers available

# Platform Use of Identification



Platform (OCSSP)

- Simple piece of software
- Implementation quick and easy
- Data used for identification is sent via internet
- No information about consumer used or transmitted
- Response in seconds



# Current Market Practices

- Technology optimized for each platform
- General match duration specifications
  - 20 seconds for long form
  - 5-10 seconds for short form
- Volume
  - Over 3.3 billion requests per month
  - Over 8,000 requests per second
- “Stay Down” services not broadly implemented
- Range and diversity of platforms

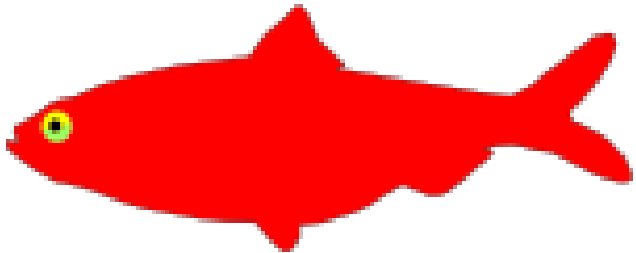


# Technical Issues Raised by Article 17



- False Positives and Over-Blocking
- Copyright Exceptions
- High Industry Standards
- Complexity of Licensing and Administration

# “Red Herrings”



- Cost of Service
- Difficulty of Implementation
- Technology Maturity

# Future Directions



- Goal: Enable a frictionless and flourishing environment that supports the licensing and use of copyrighted content
- Areas of contribution
  - Content licensing
  - Administration and reporting

# Thank You

