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)

Audible Magic

Rightsholder

Uses and pays for services

Registers works

Confidential
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

• 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

• 3rd party service providers available
Platform Use of Identification

- 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

Platform (OCSSP)
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