Article 17 CDSM
Stakeholder Dialogue

Andreas Kemerle (CEO) | December 16, 2019
AGENDA

1. Profile of fifthfreedom
2. Content-ID Systems
3. Insight program using identifiers
4. Conclusion & upcoming expenses
5. Questions
WHO WE ARE

Profile

• Founded in 2009
• Focusing on area of filehosting and streamhosting
• Our clients include well-known enterprises from the media, music, film and publishing industries along with industry associations and renowned law firms

WHAT WE DO

Skills

• We are specialist in the detection and elimination of infringements of copyrights
• We build technical solutions that can be customized to meet individual requirements
• We create court-proof documentations
• We offer consulting and training courses

HOW WE DO IT

Tools

• Own software solutions for search, identification, decrypting, reporting & analysis
• Metadata & media identifiers
• Notice & takedown
• Direct removal access
• Content-ID Systems
Content-ID Systems

BOOK – AUDIO – PICTURE – VIDEO

Advantages

- additional tool at hand
- finds product in complex systems
- it works tirelessly
- internal solution: potential to find all uses
- it works proactive and on the fly

Drawbacks

- optimised for primary mediatypes
- often requires reference files
- results need to be verified manually
- external solution: always limited in depth
- can be tricked and doesn’t work in various cases

... additional search routines...
Insight program
ALTERNATIVE CONCEPT

Rightholder send identifiers


Forwarding DOIs to the platform

Platform provides access to the corresponding results

We check the assets and match them with reference files

Decision
CONTENT ID & ALTERNATIVE CONCEPTS

Conclusion

• internal, integrated and external Content-ID Systems have their limitations
• other approaches and concepts are available
• solution need to suit the rightsholders need
• efforts are significant to get them working efficiently
• each platform and service has its own requirements
• you can not rely on fully automated systems because of their weaknesses

WHAT COMES NEXT?

Upcoming expenses

• costs for anti-piracy efforts remain
• Know-how needs to be built up or purchased
• technical interfaces have to be build
• requires additional man powers
• ...

The costs are usually paid by the copyright owner, publisher or distributor.
Questions
THANK YOU FOR YOUR INTEREST
Andreas Kemerle