Rights Manager Overview

• Rights Manager is a copyright management tool that helps rights holders protect content at scale

• There are three steps to operating Rights Manager:
  1. Rights holders ingest their video/audio content
  2. Rights Manager matches user content and allows rights holders to take action on that content
  3. Users can dispute an action directly to a rights holder
Uploading Content in Rights Manager

- Access to Rights Manager is subject to an application, and tailored to rights holders’ needs
- Content can be uploaded into Rights Manager as “reference files”
- Once ingested, rights holders set custom “match rules” for their reference files
Rights Manager Matching

• Rights Manager scans Live and standard videos

• Matching is done by a number of sophisticated algorithms

• Rights Manager can catch many types of “manipulated” videos, but there are limits to its abilities
Actions Available in Rights Manager

- Monitor / Ownership Links
- Claim Ad Earnings
- Manual Review
- Block

Create Match Rule

Find videos that match your reference files
This match rule will find any videos on Facebook that match content in your reference files. You can associate reference files to this match rule when you add a new reference file or by going to the Reference File tab.

Add an Action
Select the action you want to take on videos that匹配 content in your reference files. Learn more

- Claim Ad Earnings
  Receive a share of the money earned from a matching video’s ad breaks. Set up Claiming

- Block
  Prevent matching videos from being discoverable or viewed on Facebook

- Monitor
  Move matching videos to Monitor tab to keep an eye on how they’re performing over a long period of time

- Manually Review
  You’ll have 30 days to decide what action to take before the matching video expires from Rights Manager

Make sure to set up every action you want to take with matching videos
Any matching videos that don’t fall under one of your selected actions in your match rule won’t appear in Rights Manager.
Rights Manager Disputes

• Users are notified of blocks, and can file disputes

• Rights Manager disputes allow rights holders and users to communicate within Facebook

• If the user and rights holder cannot come to a resolution, rights holders may file a manual report, which users may appeal
Operating Content Protection Systems

- Protecting IP rights, while ensuring legitimate uses of content are permitted, is one of our top priorities