Banijay Rights

Content Protection
Specs and Standards

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What Is Content Protection?

Content Protection (CP) is the process of claiming user-generated content (UGC), taken from Banijay Rights (BR) shows, on social media video sharing platforms. YouTube, Meta and Instagram offer automated solutions to upload files, assign Content ID, and assert ownership and rights to the claimed materials. BR uses these to upload reference files and assert ownership over the automatically generated Content IDs. This claims and protects these files from pirated content.

UGC rights explained

BR defines the terms and conditions of CP rights for a given show within the format license agreements. YouTube, Facebook and Instagram then allow BR to attach tailored rights policies to the reference files for said show.

These policies instruct the platform to either monetise or block matching content. Policies can be tailored to specific and different territories. For example, a policy can be set to block UGC in one group of territories and monetise in others. Policies can also be set to block or monetise content above or below a pre-defined duration. Metadata is added to each reference file to allow for accurate reporting and pay-aways on any incremental revenue.

Important!

As soon as material is broadcasted, there is a risk that unauthorised third parties will actively upload our shows for their own commercial gain. If the files are not available before the show is broadcasted (e.g. if it is a live transmission), then the recordings must be provided as soon as possible.

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Automated Content Protection

To protect a show, screeners or source files or screens must be supplied to BR in advance of TX, more upload details will be provided accordingly. Full episodes (delivered as 1 complete file) are required to protect all the content that was broadcast. The reference files do not need to be transmission master quality, they can be compressed .mp4 files (aka screen quality).

File delivery

A member of the Content Operations (CO) team at BR will make contact to discuss source file or screener delivery. At this time, upload details will be provided. This will happen before the show goes on air (aka TX's). At this time, a delivery portal will be made available for delivery.

If no one from the CO team has reached out and the show is set to TX within a week, please make contact with the CP team (CPInfringements@banijayrights.com) asap. One of the team will be able to redirect you to the right person within Content Operations to arrange delivery.

File use

Files are used solely for CP purposes. The files are uploaded to the back end of YouTube and Meta, known as the CMS (Content Management System). These platforms will use their automated Content ID and software tool to scan UGC across their platform to find and identify matching materials.

BR must receive the files before TX dates so protection is enabled by the time they are broadcasted. This ensures UGC can be captured instantly. Our standard receipt period for files is usually 24 hours before the TX date to ensure we are ahead of the curve.

What files are needed?

To ensure BR and the social media platforms can catch all possible content on the platform e.g. full episodes, short clips, segments, compilations etc. We must have a full episode to upload. This will ensure everything from key moments to longform uploads can be scanned by YouTube/Meta's automatic scanning tool and make sure all UGC is being found.

Unlike files for broadcast, we don't need transmission masters since the uploaded file will live in the backend of YouTube away from public view, so a compressed .mp4 file is all we require for this sole purpose.
In terms of the specs for these files, the specs required as are as followed:

- H.264 codec / .mp4 container
- Approx. 5Mbps
- 1920x1080
- Stereo audio

Manual Content Protection

If you see any footage of your show online please flag it to the content protection team at CPinfringements@banijayrights.com. The team will manually take it down our side on your behalf.

However, please be advised that we cannot take down anything that falls under fair use. Fair use is when the video is reused for educational or entertainment purposes, such as a creator reacting and commenting on the content, or reconstructing the video as a meme for example. Every case of fair use is different so please flag to us if unsure and we can double check before taking down. Please also be advised we cannot take down things such as photos or stills of any kind, just video.

YouTube

YouTube relies mainly on automatic claims, but sometimes it may not pick up some ugc or the creator may have doctored the footage to avoid detection. In this case we would take it down.
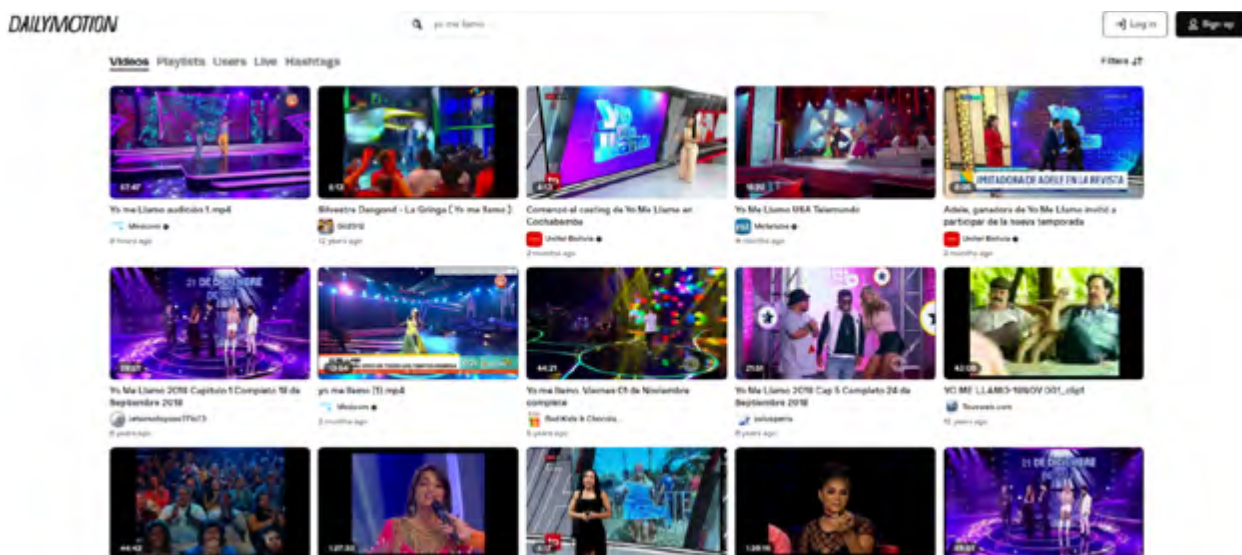
Any Takedowns we do is done via our CMS in the backend of YouTube

Dailymotion

Dailymotion is an incredibly popular site for unauthorised publishing of multiple Banijay titles.

Unlike YouTube and Facebook, Dailymotion does not have a CID matching system to automatically claim content.

Instead, the CP team must manually remove unauthorised publishing through direct emails to Dailymotion themselves.
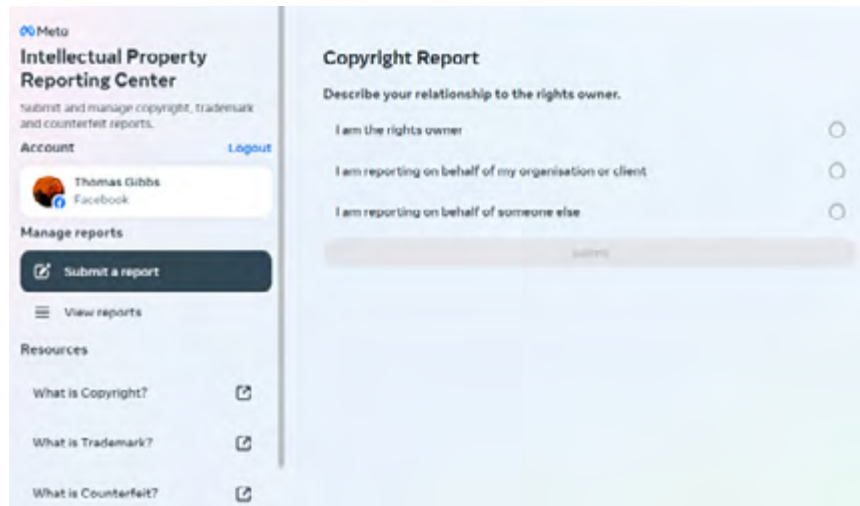
Facebook

Facebook is primarily predominantly with the use of CID matching.

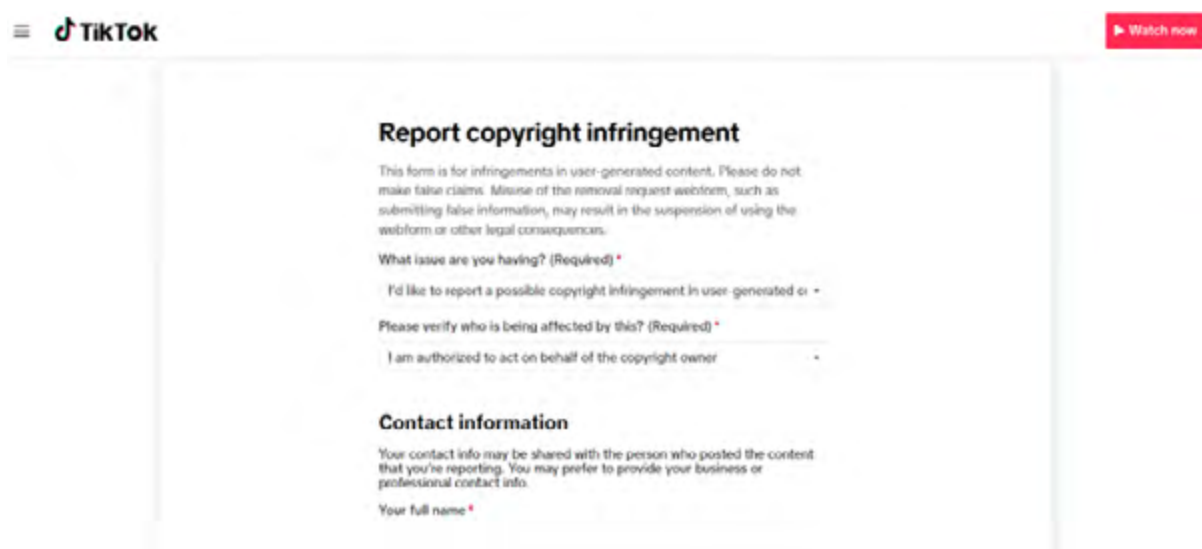However, this isn't always a reliable tool to tackle infringing content.

The CP team use Facebook's DMCA form/Copyright Report for removal of infringing content that has not been matched (https://www.facebook.com/help/ipreporting/report/copyright)

TikTok

TikTok's DMCA form/Copyright Takedown Notification is how we report content to TikTok for removal (https://www.tiktok.com/legal/report/Copyright)

Twitch

Takedowns via DMCA

FAQ's

Can I do anything if we find some unclaimed content?

Yes. Flag any content you find to the CP team. We can take it down for you.
To ensure swift action can be taken, please use the group email address provided (CPinfringements@banijayrights.com) and do not email the team individually. This email alias will contact all members of the team.

Do you know how long manual takedowns take to go through?

Yes. Takedowns vary from platform to platform and are not precise.

- **Twitch and Dailymotion:** Can take 4-24 hours.
- **YouTube:** Can take 10-60 minutes to verify a takedown.
- **Meta:** Can take 24 hours but can be up to 3 days. Especially if additional reports need to be submitted.
- **TikTok:** can take up to 24 hours but additional reports may need to be submitted.

Is there anything we must do if we have an official channel which we do not want to be automatically claimed?

Yes. BR needs to be provided with the list of channels/pages where official publishing is going to take place to allowlist/whitelist all relevant channels/pages. This will ensure that our reference files do not automatically claim your promotional content and/or official publishing.

Can we turn on Content ID instead of delivering full episodes to Banijay?

No. When publishing content to the official channel, please do not tick 'Turn on Content ID matching'. This will turn your official publishing into reference files which will start claiming content across YouTube and will affect content claiming revenue. If you have exclusive content claiming rights, make sure you are claiming only within the relevant territory(ies).

Are content protection rights different to social media and/or AVOD rights?

Yes. Please be advised that content claiming rights are different to social media and AVOD rights.

Does any content need to be removed from a reference file?

Yes. Content must NOT include ads or any content (e.g. music) that is not covered by BR Copyright

Are there any scenarios where protected content may still be seen on these platforms?

Yes. If you still see BR content has been published online by an unlicensed party, it could be due to one of the following reasons:

a. Reference files have not been provided, so the content is not protected.
b. The material is being claimed and monetised by BR, instead of blocked.
c. The automated systems provided by these social media sites are still yet to detect these files.
d. The automated Content ID system is not 100% confident that a visual match is occurring. A notification will have been sent to BR for manual review. This can take up to 30 days for the team to process.
e. The content is considered to be fair use and is exempt from copyright claiming
f. The platform where you find the content does not offer automated copyright protection (please flag this)

Specs and Standards: Live Content ID and Livestream Files

The following specs and standards cover Live Content ID (Live CID) and Livestream file delivery. This is relevant to shows that have a livestream element associated to them (e.g. Big Brother) and require Banijay Rights to support content protection.

Live CID is a YouTube only feature. It is a live feed streamed to the back end of YouTube with "Content ID" matching enabled. This allows YouTube to claim and block any visually matched unofficial livestream content in real time. Facebook and Instagram do not provide a similar feature.

Livestream file protection is a YouTube, Facebook, and Instagram feature. Much like full episode reference file delivery, any TX'ing show with a 24-hour live transmission element can have reference file of the live stream ingested. This enables full content protection capabilities.

Live CID (YouTube Only)

The Live Content ID (Live CID) feature on YouTube allows for a live feed to be privately streamed and automatically claims in real time for content protection. With this feature enabled unofficial livestreams are warned, slated, and taken down depending on a visual match from the private livestream.

This must be set up and actioned by someone at the production company who has direct access to the livestreams. The person or team setting this up will also need access to the official channel which would need to be under the main Banijay CMS (Endemol International BV Parent).

If the relevant digital contacts managing the Live CID feature on YouTube do not have access to the channel and are unable to gain access from production or broadcaster, please reach out to the Content Protection team (CPinfringements@banijayrights.com) for access. To gain access to the official YouTube channel, you will need an email address which is connected to a Gmail account.

How to get started

To start your live stream with Content ID matching:

1. Sign in to YouTube Studio and select CREATE > Go live.

2. Once you are in, click Right now to set up stream or later date to schedule streams. Then click, streaming software for the encoder option.

3. For the encoder, you will need to provide the Stream URL and Stream Key located in the bottom left-hand corner under Stream Settings.

4. To set up the live feed settings, go into Edit > Details and make the stream

private. Here you are also able to name the stream.

5.   To enable content ID and set the correct policy, go down to the Rights Management tab.

6.   Tick the box beneath 'Enable Content ID matching'.

7.   Select the policy for your live stream - select the block match policy (this will be pre-made with the following format [Title name] [Territory] [Season Number] ["LIVESTREAMS CID"]

8.   Enter details about your asset (please indicate the livestream date in the title) and Select Web as your asset type. Please ensure the ownership is set as Global to catch all unofficial livestreams.

9.   Save the settings and you can then start the feed to start streaming as shown below. To end the stream simply press End Stream or end the live feed.

10.   Streams under 8 hours will be archived in the CMS as their own reference files. If you would like to keep the streams archived, you will need to stop the feed under the 8-hour mark and restart, then repeat the process for as long as your stream runs. However, you are also able to leave the stream running if livestream files will be delivered to Banijay Rights post-transmission.

Important information!

The essential step to follow when actioning this feature is making sure you **do not include any third-party content** such as advertisements, videos, music and still images as the systems would catch the matching content (including potential rights holders' publishing) and issue a copyright strike – Three strikes issued means the whole channel is taken down. **Not strictly following this step would also result in YouTube revoking this feature for Banijay Rights**.

If third-party music is going to be present in the streams, it is best to fully mute the streams and leave the systems to pick up visual matches only. Removing audio will not negatively affect the system's efficiency to pick up and block the infringing matching content.

If any other YouTube channel needs to be allowlisted, we would need to know before this feature is put into action.

More information

YouTube's official guidelines on this can be found here:
https://support.google.com/youtube/answer/9896248?hl=en-GB

Livestream file delivery (Facebook, Instagram, and YouTube)

Much like full episode reference file delivery, any broadcasting show with a 24-hour live transmission element also requires reference files to be ingested of the said livestream feed. This allows Banijay Rights to enable full content protection capabilities on YouTube, Facebook and Instagram post-transmission.

Please note: Due to video size and length requirements set by Facebook. Licensees are required to cut livestream files into 2-hour segments when delivering.

File names should indicate that the file in question contains 24h **live stream footage** instead of full broadcast episode files, title and territory which the file refers to, **stream number and day**, date of broadcast, stream the footage relates to, and specific times. For example:

- BB-GERMANY-S2_LIVE STREAM_01_Day001_20220624_0000_0200.mp4
- BB-GERMANY-S2_LIVE STREAM_01_Day001_20220624_0200_0400.mp4
- BB-GERMANY-S2_LIVE STREAM_01_Day001_20220624_0400_0600.mp4
- BB-GERMANY-S2_LIVE STREAM_01_Day001_20220624_0600_0800.mp4
- BB-GERMANY-S2_LIVE STREAM_01_Day001_20220624_0800_1000.mp4
- BB-GERMANY-S2_LIVE STREAM_01_Day001_20220624_1000_1200.mp4
- BB-GERMANY-S2_LIVE STREAM_01_Day001_20220624_1200_1400.mp4
- BB-GERMANY-S2_LIVE STREAM_01_Day001_20220624_1400_1600.mp4
- BB-GERMANY-S2_LIVE STREAM_01_Day001_20220624_1600_1800.mp4
- BB-GERMANY-S2_LIVE STREAM_01_Day001_20220624_1800_2000.mp4
- BB-GERMANY-S2_LIVE STREAM_01_Day001_20220624_2000_2200.mp4
- BB-GERMANY-S2_LIVE STREAM_01_Day001_20220624_2200_0000.mp4

The livestream files will need to be uploaded to Banijay Rights portal provided which will automatically send livestream files to Facebook, Instagram and YouTube as reference files for automatic content claiming. Banijay Rights will reach out with the upload link for the portal via email correspondence prior to TX.

Files should be screeners   as these will only be used for content claiming purposes – Please find the specs below:

- H.264 codec / .mp4 container
- Approx. 5Mbps
- 1920x1080
- Stereo audio

FAQs

What are the benefits of YouTubes Live CID?

- Live CID automates the claiming process and allows for a constant protection of livestreams.

- It provides immediate content protection of live transmission shows and reduces the number of manual checks required.

- Without Live CID enabled, the Content Protection team at Banijay Rights must perform manual search tasks across all social media platforms, which can delay protection.

What are the requirements for Live CID?

- To qualify for the feature, Banijay Rights will need to hold worldwide claiming rights for the title and have the channel under our CMS (Endemol International BV Parent).

- If the channel is or will be under another Banijay or Endemol CMS instead, please let the Content Protection team know so we can request Live CID on that CMS.

Who will be managing the live feed for Live CID?

- The live feed is managed by the production company or broadcaster. This is because they have access to the live feed and official YouTube channel

Is archiving the Live CID feed on YouTube every 8 hours mandatory?

- Archiving the Live CID feed is useful for immediate protection while you are delivering the livestream files to our portal. However, provided livestream files are delivered to Banijay Rights, archiving is not essential and you can leave the feed running. If your live transmission is under 8 hours, it will be automatically archived into our YouTube CMS.

If there is third-party music or footage in the livestream for Live CID, what should we do?

- You must ensure that you are able to provide a clean feed. This means that if there is music present, you must fully mute the stream. If there is third-party footage, you will need to provide a feed which will not contain third-party footage. If you believe this will cause issues, please contact the Content Protection team (CPInfringements@banijayrights.com) to discuss further.

What is the notice period for confirming if there is a livestream and if Live CID will be used?

- This will be discussed at the contracting stage as Live CID and Livestream file delivery are contractually obliged (pending your format meets all the requirements for the feature). Please ensure that the launch of the show, the confirmation of a livestream, and whether Live CID will be used on YouTube are communicated to the Content Protection team a month in advance of the premiere TX date. YouTube will need ample time to set up the feature for us, which Banijay Rights requests once it is confirmed the feature will be used. It can then take up to 7 working days for the feature to be enabled.

What happens if the Live CID feature is requested by Banijay Rights from YouTube but is not used?

- YouTube can revoke the feature for Banijay Rights or highlight this as an issue when we next request the feature for other territories and formats. It is essential that you let us know once requested whether you will not be using the feature anymore so that we are able to cancel the request in time.

What is the MASV portal for livestream file delivery?

- The MASV portal allows for upload of your livestream files to automatically ingest into our Media Asset Management system (MAM) and then subsequently deliver automatically to our platforms once the upload has processed.

Do livestream files have to be segmented?

- Yes. Livestream files must be segmented into 2 hours or less because Meta guidelines state that file size must be less than 10gb or less than 4 hours. To regulate the file size and the number of files in, 2-hour segments are the standard but let us know if you require shorter file lengths.

Can third-party footage and music be in the livestream files?

- It is preferred these are edited out, but if this will cause delays then Banijay can exclude clashing third-party content within the YouTube and Meta CMS if there are any issues.

If we use Live CID and archive the feed, do we have to send livestream files?

- Yes. Although archived VOD assets of the live feed are useful, please ensure you are also delivering the livestream files to the MASV portal in time (latest 24 hours after transmission). This will allow for content protection across other platforms such as Facebook and Instagram.

If we do not use Live CID or are not obliged to according to the requirements but we have a livestream, do we have to send livestream files?

- Yes. Even if you do not have a channel under the Endemol International BV Parent CMS or hold the content claiming rights within the local territory, you will need to deliver livestream files to ensure that we are claiming across all the respective territories we hold rights in.

We have followed all instructions when using Live CID and are delivering files on time – why can we still see UGC available?

- Much like with episodic reference files, an asset can be delayed in finding all visual matches across platforms. This includes matches which lie in potential claims (Banijay Rights need to review the match), as well as disputes and appeals where Banijay Rights need to review and assert the claim). This can take up to 29 days to resolve.

- However, Banijay Rights recognise that taking down UGC is urgent, so please flag any unofficial publishing you see to the Content Protection team: CPinfringements@banijayrights.com.

- For platforms outside of YouTube, Facebook and Instagram which do not have an automated system or CMS, please flag these to the Content Protection team to review.

- In some cases, clips under 10 minutes of livestream content may be claimed and monetising for content claiming revenue in accordance with our policy guidelines, provided there are no clearances. If you would prefer the content is fully blocked or would like to discuss the policy, please reach out to the Content Protection team with the relevant Sales VP across.