



# 7th EUROPEAN

INTELLECTUAL PROPERTY FORUM

27th & 28th, April 2023 | Berlin, Germany

**NH Collection Berlin Friedrichstrasse**



**Short Format Videos**

**Positive Entertainment Content**

**Global Distribution**

**High-volume production**



WHO WE ARE

# Largest Independent Digital Studio

**1.5B**

Social Media  
Subscribers &  
Followers

**+150B**

Views YTD

**1000+**

Proprietary  
channels / pages

**21**

languages

**500+**

Videos per  
month



5-Minute  
Crafts



Polar



La La  
Life



Baby  
Zoo



Slick Slime  
Sam



Teen-Z



Bright  
Side

...AND MANY MORE BRANDS!

# The Challenge of IP Protection

**High volume of videos**

**Each video has a low production value**

**Each video contains segregation of rights**

**Globally not economically viable to  
register the IP**

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**How do you establish ownership and  
control for these assests?**



Data Sovereignty  
GDPR &  
IP Protection

# Insights on Data Ownership from Social Media's IP Management Technology

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**7<sup>th</sup> EU IP Forum - Berlin - April 2023**

# **What is Data Sovereignty?**

Users can decide on how their data should be used.

## **Why does it matter?**

Value (currency, “data is the new oil” – Clive Humby)

Privacy and security (e.g. GDPR)

Increase exchange of data

# Data exchange in the era of AI

AI is influencing all industries

## Pending Cases:

Matthew Butterick v Microsoft, GitHub, and OpenAI  
called GitHub Copilot

“software piracy on an unprecedented scale.” ?

Getty Images v Stability AI

“unlawfully copied and processed millions of images protected by copyright”

**What all these have in common?**



Image created by ©Anonymous A.I.  
Artist feat TSP Legal Department

# How many people use social media?

## 4.8 B

Social Media Platform	Number of Users
<u>Facebook</u>	2.95 billion
<u>Youtube</u>	2.56 billion
<u>Whatsapp</u>	2 billion
<u>Instagram</u>	2.5 billion
<u>WeChat</u>	1.26 billion
<u>Tik Tok</u>	1.2 billion



# Meta (Facebook) Rights Manager

Rights Manager is a **video, audio and image-matching tool** that Meta developed **for rights holders of all sizes** — from individual creators to media publishers, sports leagues, music labels and others — to identify and manage their content on **Facebook and Instagram, including Live videos**.

Rights Manager to help content owners protect their rights and manage their content **at scale**.

Creator Studio

Create Post

Home

Content Library

Insights

Inbox+

Monetization

Rights Manager

Overview

Matching Images

Disputes

Reference Library

Settings

Creative Tools

Pages

Jasper's Market

Rights Manager > Reference Library









All Images

Conflicts

Resolutions

Filters

Search

Reference File	Status	Current Matches	Lifetime Matches	Date Added
<div><input type="checkbox"/></div> <div></div> <div>IMG G33883 At Home Hair Coloring</div>	<div>Active</div> <div>No Issues</div>	0	0 -% Last 7 days	Yesterday 4:31 AM
<div><input type="checkbox"/></div> <div></div> <div>IMG B33632 At Home Day Spa</div>	<div>Active</div> <div>No Issues</div>	0	0 -% Last 7 days	Yesterday 4:30 AM
<div><input type="checkbox"/></div> <div></div> <div>IMG G33221 Bold Makeup</div>	<div>Active</div> <div>No Issues</div>	0	0 -% Last 7 days	Yesterday 4:30 AM
<div><input type="checkbox"/></div> <div></div> <div>IMG G33992 Favorite Toners</div>	<div>Active</div> <div>No Issues</div>	0	0 -% Last 7 days	Yesterday 4:30 AM
<div><input type="checkbox"/></div> <div></div> <div>IMG B33338 Lipstick Colors</div>	<div>Active</div> <div>No Issues</div>	0	0 -% Last 7 days	Yesterday 4:30 AM
<div><input type="checkbox"/></div> <div></div> <div>IMG B33448 Morning Routine</div>	<div>Active</div> <div>No Issues</div>	0	0 -% Last 7 days	Yesterday 4:30 AM
<div><input type="checkbox"/></div> <div></div> <div>IMG B33881 Nail Polish</div>	<div>Active</div> <div>No Issues</div>	0	0 -% Last 7 days	Yesterday 4:30 AM
<div><input type="checkbox"/></div> <div></div> <div>IMG G33853 Pink Blush</div>	<div>Active</div> <div>No Issues</div>	0	0 -% Last 7 days	Yesterday 4:30 AM

# Meta - R.M. Reference Library

# Match rule: DO NOT DELETE: Block our content (overlap 1 min)



Rule name

DO NOT DELETE: Block our content (overlap 1 min)



+ Add action

Rule ID

2259644417630005

Files

305

## Summary

As you add actions to this match rule, they'll appear here. Once you're finished, select **Save** and apply your new match rule in the Reference Library.

If you want to add an action or change the action order later, just re-enter this match rule and select **Add Action** or **Edit Order**.

### Block

- Overlap > 1:00 minute(s)
- Video only
- Privacy: Any
- Publisher: Any



## Block

Prevent people from viewing or discovering your matching videos. This prohibits people from sharing your matched content across Facebook.



Overlap

Greater than ▼

1:00

mins ▼



Content type



Privacy

Public

Limited

Publisher

Pages

Profiles

Apply this action

Worldwide ▼

Choose territories

# Meta - R.M. Match Rule

Conflict details

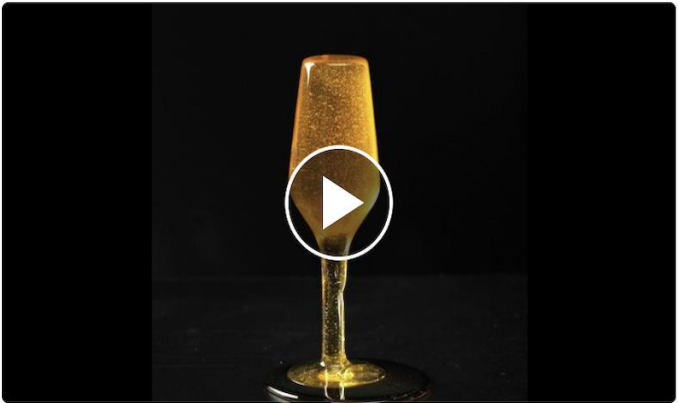


✔ Conflict resolved

Aug 7, 2022 at 5:27 PM

All conflicting territories or segments were removed from the other owner's reference file. No further action is needed.

Claimer	AdMe
Claimer ID	309669250171
Claimer's file	<div><div></div><div>4 Everyday Things We Didn't Know We Didn't Know</div></div> <div><div>Date Added</div><div>Oct 26, 2016</div></div>
Conflict ID	4908282195881686



0%

0%

Weird but nice things to help you unwind

Total matches	Views
2.8K	0
Copyright ID	2390022411323217
Date added	May 1, 2019
Last updated	Feb 24, 2022
Video length	4:30

Close

Meta - R.M.  
Conflicts

## Reference File Details



Overview Settings Permissions History **Insights**

**Protection** Performance Audience

Last 7 Days

Facebook



**2.8k**  
Total Actions



**948**  
Review



**1604**  
Monitor



**347**  
Block



**12**  
Takedown

### Matching Images Detected

The number of matching images detected for this reference file.

**2.8K Matching Images Detected**



Meta - R.M.  
Insights



# Insights

Can IP infringement inform on social events?

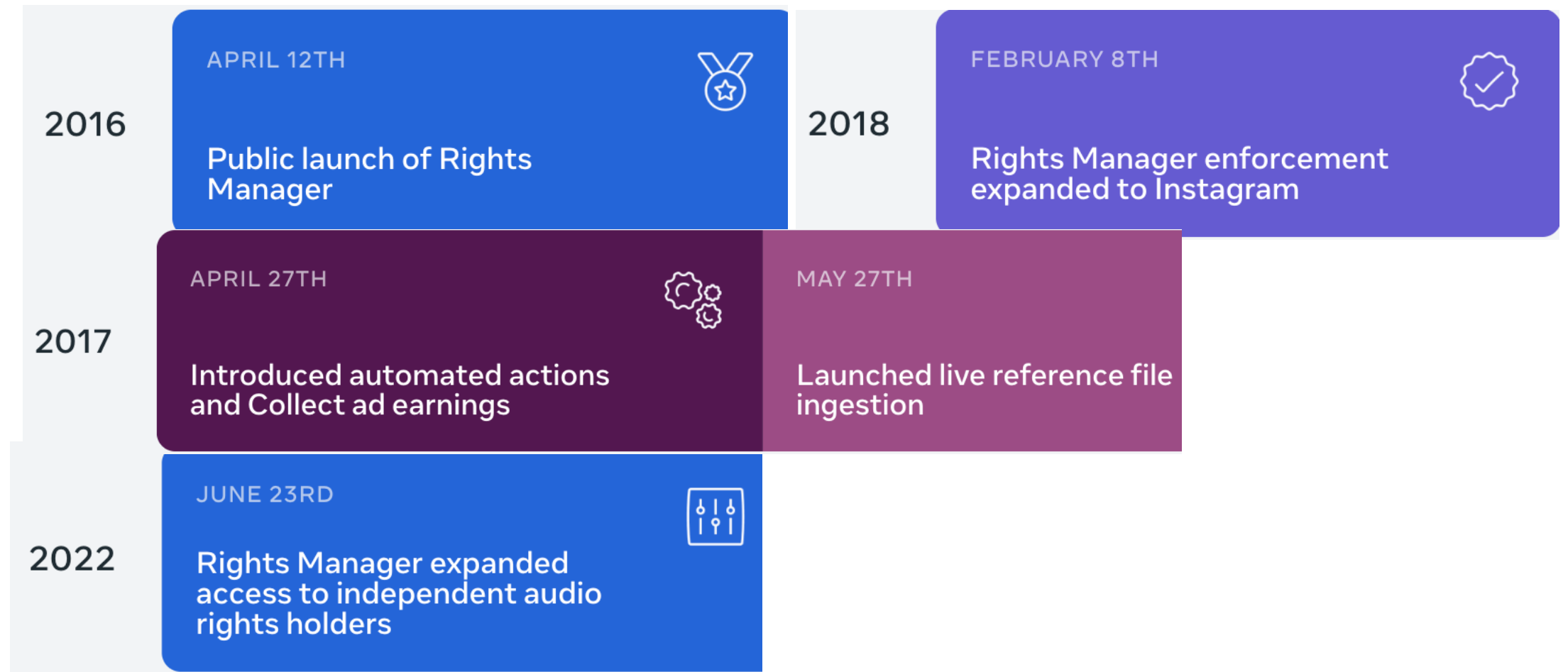


Can IP infringement inform on trends?

Foot made of Soap  
550M+ views on YT



# The journey of FB Rights Manager



# Is FB Rights Manager the only IP management tool?

amazon



Alibaba.com

Many other DRM providers

# **Data Sovereignty can be achieved!**

It will be a journey (same as with other developments)

Legal concepts can be implemented in technology at scale

It is our responsibility to drive change