

Analysis of Copyrighted Videos on YouTube.com

By Vidmeter.com

Research by Bri Holt, Heidi R. Lynn, and Michael Sowers

1. Abstract

This report analyzes the number and viewership of videos uploaded and subsequently removed from YouTube.com at the request of major English-language copyright holders in the previous three months. The purpose of this report is to provide a fact-based representation of the popularity of unauthorized copyrighted videos on YouTube as well as the relative popularity of each copyright owner's videos. This report is not designed to provide any exact numbers which can be extrapolated across YouTube's entire network, but rather to provide general estimates and case studies for the topics covered.

This report does not account for any copyrighted videos that have not been removed by YouTube; nor does this report attempt to make any legal evaluations, presumptions, or assertions.

2. About Vidmeter

Vidmeter.com is the leading online video viewership metrics service, tracking and ranking videos across 11 major video sharing networks.

3. Methodology

The videos listed in this report were gathered between December 9, 2006, and March 22, 2007. Four times per day, Vidmeter's servers automatically retrieve the list of most watched videos on YouTube for the day, week, month, and all time. The resulting list represents a large portion of the most viewed videos on YouTube for all time.

Data for each video – including the number of views, the name, and the copyright holder – is collected from each video's YouTube URL, which Vidmeter's servers update between 4 and 8 times daily.

A video listed in this report as "copyrighted" is one which YouTube has removed from its former URL and replaced with a message stating that a given copyright owner has requested their removal. This report uses the owner cited on that page as the copyright owner. However, because YouTube sometimes lists the same copyright

owner differently in different notices, Vidmeter's analysts have grouped together videos owned by identical, similarly-named, or subsidiary copyright holders for the purpose of this report. For example, we have grouped videos cited as owned by "Viacom International, Inc." and videos owned by "MTV Networks/Viacom" into one category called "Viacom."

Once YouTube removes a copyrighted video from its prior URL, that webpage no longer shows the number of views received, which makes it impossible to determine the exact number of views received before removal. For this report, Vidmeter has attributed the last successfully retrieved view count as the total views received. The last successful view count for any video would have been taken no more than six hours before removal and therefore provides a very close approximation to the total views received.

4. Analysis of Copyrighted Videos

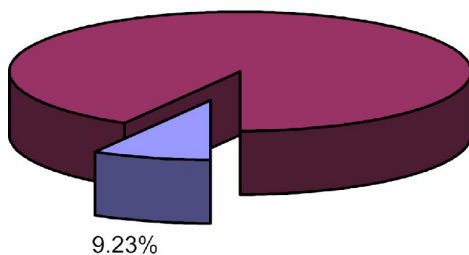
Our sample consists of 6,725 YouTube videos which have received a total of 1,586,573,131 views.

Of these videos, YouTube has removed 621 or 9.23% of sampled videos due to reported copyright violations.

These removed videos received a combined total of 94,187,203 views or 5.93% of all sampled views.

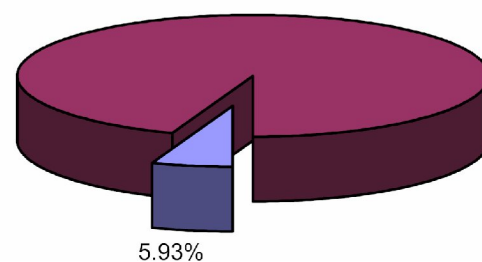
Percentage of Videos
Removed

www.vidmeter.com



Percentage of Views to
Removed Videos

www.vidmeter.com

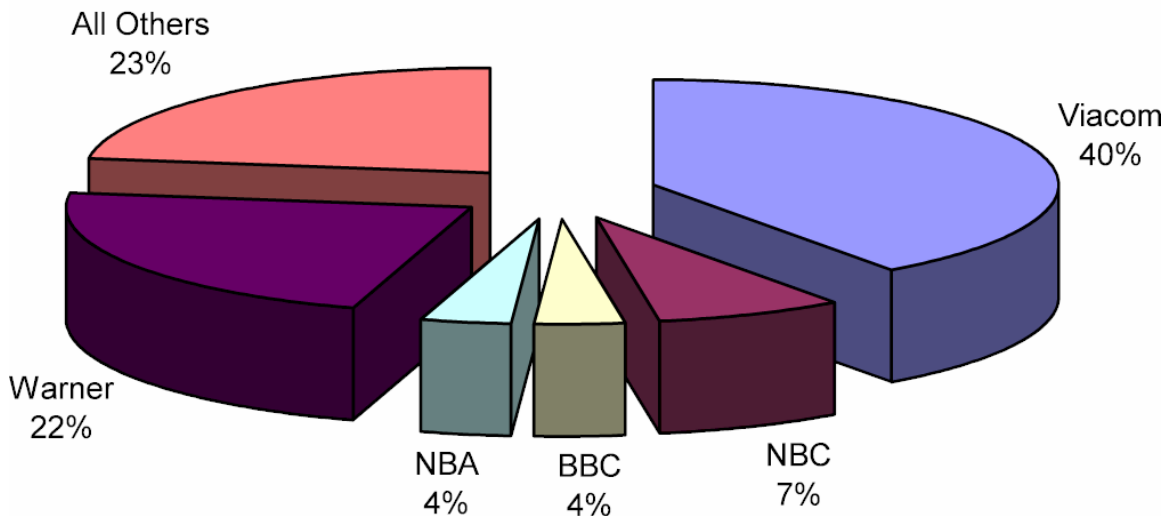


Below is the breakdown of videos and views per content owner:

Copyright Owner	# Videos Removed	Percentage of All Videos	Removed Video Views	Percentage of All Views
Viacom	72	1.07%	37,680,437	2.37%
Time Warner	93	1.38%	21,078,947	1.33%
(Other)	236	3.51%	14758156	0.93%
NBC	80	1.19%	6,950,287	0.44%
BBC	12	0.18%	3,516,931	0.22%
NBA	48	0.71%	3,389,499	0.21%
Sony	14	0.21%	2504416	0.16%
NFL	15	0.22%	1331400	0.08%
RIAA	5	0.07%	929,642	0.06%
Disney	7	0.10%	795,640	0.05%
AMPAS	22	0.33%	791263	0.05%
News Corp	17	0.25%	460,585	0.03%
TOTAL	621	9.23%	94,187,203	5.93%

Percentage of Removed Video Views by Owner

www.vidmeter.com



5. Content of Copyrighted Videos

5a. Viacom

The five most-viewed videos removed at Viacom's request were:

Video Name	Views	Removed	Owner Cited
Panic! At The Disco - I Write Sins Not...	6,869,218	Feb 3, 2007	Viacom International, Inc.
hips don't lie	6,800,747	Feb 3, 2007	Viacom International, Inc.
Sean Paul - Tempature (breakout)	3,568,129	Feb 3, 2007	Viacom International, Inc.
Afternoon Delight	3,215,394	Feb 3, 2007	Viacom International, Inc.
Akon Ft Snoop Dogg- I Wanna Love You	2,772,017	Feb 3, 2007	Viacom International, Inc.

All five of these as well as the majority of Viacom-owned videos are music videos. Other notable videos include Comedy Central clips such as the Daily Show, the Colbert Report, and South Park.

A large number of Viacom videos were removed February 3-5, 2007.

Vidmeter created the copyright owner group "Viacom" from owners cited on YouTube as the following:

1. Viacom International Inc.
2. Viacom International, Inc.
3. Viacom International
4. Viacom
5. VIACOM
6. CBS Broadcasting, Inc
7. MTV Networks/Viacom

5b. Time Warner

The five most-viewed videos removed at Time Warner's request were:

Video Name	Views	Removed	Owner Cited
mana - labios compartidos	6,690,702	Mar 2, 2007	Warner Music Latina
Crazy	4,372,883	Feb 8, 2007	Warner Music Group
the black parade	1,541,564	Feb 12, 2007	Warner Music Group
The O.C. Season 4 - The Earth Girls Are Eas...	319,109	Feb 12, 2007	Warner Bros. Entertainment Inc.
The O.C. Season 4 - The Groundhog Day...	278,033	Feb 12, 2007	Warner Bros. Entertainment Inc.

Like Viacom, the top videos removed at Time Warner's request were music videos. The notable exception is that Time Warner requested the removal of at least 20 clips of the show, The OC which Warner Brothers Television produces for Fox. Other shows which Time Warner has requested to remove include: One Tree Hill, Gilmore Girls, and Smallville.

Most Time Warner clips were removed February 12-28, 2007.

Vidmeter created the copyright owner group "Time Warner" from owners cited on YouTube as the following:

1. Warner Music Latina
2. Warner Music Group
3. Warner Bros. Entertainment Inc.
4. Warner Bros. Entertainment, Inc.
5. Warner Bros.
6. New Line Cinema
7. Turner Broadcasting

5c. (Other)

The other category includes all videos removed by smaller media companies, non-English companies, or by companies cited by YouTube as "a third party." Some notable removals in this category include:

1. Microsoft requested the removal of a Halo 3 video.
2. x17online.com requested the removal of several Brittany Spears paparazzi videos.

3. Carlos Mencia requested the removal of several videos in a series claiming that he stole jokes from Joe Rogan.

4. Mars, Inc. requested the removal of that two videos documenting the response of NFL players to a Snickers Superbowl commercial.

5d. NBC

The five most-viewed videos removed at Time Warner's request were:

Video Name	Views	Removed	Owner Cited
dick in a box (better quality)	2,333,489	Jan 16, 2007	NBC Universal
Dick in a Box	1,007,092	Jan 16, 2007	NBC Universal
Dick in a box	765,489	Jan 16, 2007	NBC Universal
Jake G. "And I Am Telling you..."	598,248	Jan 23, 2007	NBC Universal
Dick In A Box	557,963	Jan 23, 2007	NBC Universal

A large portion of NBC videos are clips from Saturday Night Live, in particular many were of one Christmas music video entitled Dick in a Box, starring Justin Timberlake and Andy Samberg. NBC has also requested the removal of clips featuring Conan O'Brien, Jay Leno, and Heroes.

Many NBC clips were removed earlier than Viacom's or Warner's, from January 16-23, 2007.

Vidmeter created the copyright owner group "NBC" from owners cited on YouTube as the following:

1. NBC Universal
2. Universal Music Publishing Group
3. Universal Music Group

5e. BBC

All 12 clips removed for the BBC are of their popular automotive show Top Gear. The 5 most popular were:

Video Name	Views	Removed	Owner Cited
Top Gear GM Highwire	2,638,736	Feb 8, 2007	British Broadcasting Corporation
Top Gear Gets Attacked by Rednecks	491,439	Feb 14, 2007	British Broadcasting Corporation
Gear S09E04 [6]	106,236	Mar 2, 2007	British Broadcasting Corporation
Top Gear In America	58,591	Feb 13, 2007	British Broadcasting Corporation
TopGear Lambo LP640	45,219	Mar 1, 2007	British Broadcasting Corporation

The removal dates for clips range from January 29 to March 2, 2007.

The BBC is consistently cited on YouTube as "British Broadcasting Corporation."

5f. National Basketball Association (NBA)

The five most-viewed videos taken down at the request of the NBA were:

Video Name	Views	Removed	Owner Cited
2007 NBA Dunk Contest	518,278	Feb 20, 2007	National Basketball Association
Shaun Livingston Busts His Knee Out	366,056	Mar 1, 2007	National Basketball Association
Dwight Howard Sticker Dunk - 2007 Slam...	331,936	Mar 1, 2007	National Basketball Association
2007 NBA Dunk Contest (EDITED...	286,627	Mar 1, 2007	National Basketball Association
Shaun Livingston injuring his knee	279,729	Mar 1, 2007	National Basketball Association

The majority of NBA videos removed are composed of Shaun Livingston injuring his knee, a dance off, or a slam dunk competition.

A large number of NBA clips were removed on February 20, 2007 and on March 1, 2007.

Vidmeter created the copyright owner group "NBA" from owners cited on YouTube as the following:

1. National Basketball Association
2. NBA Properties, Inc.

5g. Sony

The five most-viewed videos taken down at the request of Sony were:

Video Name	Views	Removed	Owner Cited
Christina Aguilera - Candyman (Music Video)	826,866	Mar 20, 2007	RCA Records
AVRIL LAVIGNE - GIRLFRIEND MTV...	597,217	Mar 20, 2007	RCA Records
ZootFly Ghostbusters	388,923	Jan 22, 2007	Sony Pictures Entertainment
ZootFly Ghostbusters Ecto2 chase	189,043	Jan 22, 2007	Sony Pictures Entertainment
ZootFly Ecto2	146,569	Jan 22, 2007	Sony Pictures Entertainment

The videos entitled "ZootFly" featured clips from a Slovenian company developing a game based on the Ghostbusters movie released in 1984 by Columbia Pictures, a Sony subsidiary. Sony also requested the takedown of clips from Casino Royal and Ghost Rider.

Sony videos were taken down from January 22 to March 20, 2007.

Vidmeter created the copyright owner group "Sony" from owners cited on YouTube as the following:

1. RCA Records
2. Sony Pictures Entertainment
3. Sony BMG Music Entertainment
4. Sony BMG

5h. National Football League (NFL)

The five most-viewed videos taken down at the request of the NFL were:

Video Name	Views	Removed	Owner Cited
Welcome to the post season rookie!	341,882	Jan 17, 2007	National Football League
Brian Moorman gets "jacked up"	326,688	Feb 13, 2007	National Football League
Reggie Bush Hit Hard	196,774	Jan 17, 2007	National Football League
Brown's Hit on Reggie Bush (07 Playoffs)	156,221	Jan 17, 2007	National Football League
Pro Bowl Hit	68,902	Feb 13, 2007	National Football League

Other videos removed at the request of the NFL feature similar clips from football games, largely featuring injuries or hard tackles.

NFL videos were removed between January 17 and February 13, 2007.

The NFL is consistently cited on YouTube as "National Football League."

5i. Recording Industry Association of America (RIAA)

The RIAA requested the removal of 5 videos:

Video Name	Views	Removed	Owner Cited
Avril Lavigne - Girlfriend	653,712	Feb 26, 2007	RIAA
Perez NNB	180,501	Mar 9, 2007	Recording Industry Association of America, Inc.
Avril Lavigne - Girlfriend	47,446	Feb 26, 2007	RIAA
Carrie Underwood - 2007 Clive Davis Pre...	27,626	Feb 13, 2007	RIAA
Avril Lavigne - Girlfriend	20,357	Feb 26, 2007	RIAA

Vidmeter created the copyright owner group "RIAA" from owners cited on YouTube as the following:

1. RIAA
2. Recording Industry Association of America, Inc.

5j. Disney

The five most-viewed videos taken down at the request of Disney were:

Video Name	Views	Removed	Owner Cited
USC Cheerleader extreme wedgie	430,352	Jan 22, 2007	ESPN
USC Cheerleader Butt Flash	261,215	Jan 22, 2007	ESPN
Hilary Duff - With Love (World Premiere)	43,426	Feb 9, 2007	Hollywood Records
lost clip SuperMoviesDownload.com	19,304	Feb 18, 2007	The Walt Disney Company
Grey's Anatomy 3x17 SOME KIND OF MIRACLE (5/5)	14,839	Feb 26, 2007	The Walt Disney Company

Disney also removed two additional videos: a segment of Scrubs and a segment of Lost.

Disney videos were removed between January 22, 2007, and March 5, 2007.

Vidmeter created the copyright owner group "Disney" from owners cited on YouTube as the following:

1. ESPN
2. Hollywood Records
3. The Walt Disney Company

5k. Academy of Motion Picture Arts and Sciences (AMPAS)

The five most-viewed videos taken down at the request of the AMPAS were:

Video Name	Views	Removed	Owner Cited
Oscar Comedy Musical	206,713	Feb 27, 2007	Academy of Motion Picture Arts and Sciences
Jennifer Hudson and Beyonce perform Dreamgirls at oscars	87,433	Feb 27, 2007	Academy of Motion Picture Arts and Sciences
Will Ferrell sings at the Oscars - Very Funny!!	68,781	Mar 1, 2007	Academy of Motion Picture Arts and Sciences
Ellen DeGeneres 79th Oscars Academy Awards 2007	57,365	Feb 27, 2007	Academy of Motion Picture Arts and Sciences
Meryl Streep's "Such a good actress" Oscars 2007	43,041	Feb 27, 2007	Academy of Motion Picture Arts and Sciences

Other videos removed at the request of AMPAS featured similar 2007 Oscar clips.

AMPAS videos were removed February 27 (only 2 days after the Oscars) and March 1, 2007.

The AMPAS is consistently cited on YouTube as "Academy of Motion Picture Arts and Sciences."

5l. News Corp

The five most-viewed videos taken down at the request of the News Corp were:

Video Name	Views	Removed	Owner Cited
DinoDaDon1	97,305	Feb 26, 2007	Twentieth Century Fox
DinoDaDon2	65,326	Feb 26, 2007	Twentieth Century Fox
DinoDaDon5	62,083	Feb 1, 2007	Twentieth Century Fox
DinoDaDon3	56,125	Feb 1, 2007	Twentieth Century Fox
DinoDaDon4	53,413	Feb 1, 2007	Twentieth Century Fox

Other than DinoDaDon, News Corp also requested the removal of several Family Guy clips as well as Fiesta Bowl clips.

News Corp clips were removed between January 18 and March 5, 2007.

Vidmeter created the copyright owner group "News Corp" from owners cited on YouTube as the following:

1. Twentieth Century Fox
2. 20th Century Fox

6. Observations and Conclusions

6.1. Summary of Data

From the research performed, we have concluded that unauthorized copyright videos make up a relatively small portion of YouTube's most popular videos and an even smaller portion of views to YouTube's most popular videos. While the study did find a fair number of blatantly pirated full-length clips from television shows and movies, the bulk of views to removed videos consisted of music videos and short clips from comedy sketches and unique sporting events.

It should be noted that the reason blatantly pirated full-length clips are not relatively popular may be that such videos are more diligently removed and thus do not have enough time to accumulate a critical amount of views. If this were the case, it may be argued that there is a demand for such content on YouTube, but it would still remain true that, in its current state, such content counts for only a very small fraction of YouTube's popular video views.

6.2. Copyright Overlap

Many times during this study we found cases where copyright ownership for a video overlapped between two or more of the aforementioned media companies. For example, several clips from the show The OC were removed. This show airs on Fox (a News Corp company) but is produced by Time Warner. Because YouTube cites Time Warner as the copyright owner that requested the removal of these clips, we

attributed the resulting views to Time Warner, but they could arguably be attributed to News Corp instead.

In the case of the music video Girlfriend by Avril Lavigne, 3 separate organizations – Viacom, Sony, and the RIAA – requested the removal of 3 different instances of that video. To explain why this happened, we can presume that the RIAA most likely requested a video removed as part of its general effort to prevent music piracy, Sony most likely requested a video removed because Avril is signed to their record label, and Viacom most likely requested the removal of a video because it was recorded from an airing on one of their subsidiary networks such as MTV or VH1.

6.3. Copyright Owner Control

In many cases, copyright owners have requested the removal of videos from other when uploaded by other YouTube users when the copyright owners themselves have uploaded identical videos to their own accounts. Take for example NBC's Dick in a Box. NBC requested that YouTube remove no less than 19 instances of Dick in a Box as uploaded by other users, while NBC itself uploaded and shows the same video in its account.

7. COPYRIGHT

7.1. Use of this Report

This report is copyright 2007 by Vidmeter Incorporated. Information, graphs, and charts from this report may be republished with attribution given to "Vidmeter.com" and a prominent link to www.vidmeter.com (if published on a website).