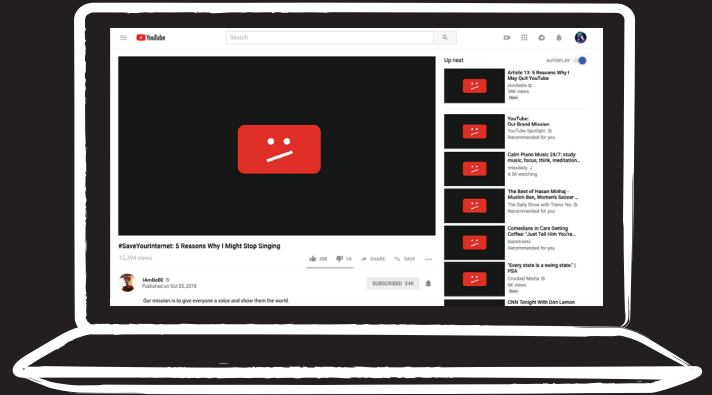


# 6 Myths About Article 13



## Myth 1:

**Article 13 will protect small creators and artists while ensuring they are paid fairly for their work.**

**FACT:** Rightsholders should be protected from piracy and compensated fairly for their work, but the current Parliament proposal of Article 13 unintentionally harms the small creators, artists and businesses it intends to protect by forcing sites like YouTube to block most user uploads. YouTube pays the majority of revenue generated on its platform to creators and artists of all sizes. Over the last 12 months, YouTube paid **over €800 million** to content owners in the EU. And, over the years, YouTube has paid the music industry **over €5 billion**. The majority of revenue earned from EU viewers could disappear if Article 13 imposes direct liability on platforms before notice of potential copyright infringement, because this would create uncapped financial liability that could force us to block most of YouTube's content in Europe.

## Myth 2:

**Article 13 is already law in the EU.**

**FACT:** Right now, Article 13, as part of the European Union Directive on Copyright in the Digital Single Market, is being finalized in the EU's trilogue negotiations. This process could be concluded by the end of the year, and EU member states may have up to two years to make the directive into national law.

## Myth 3:

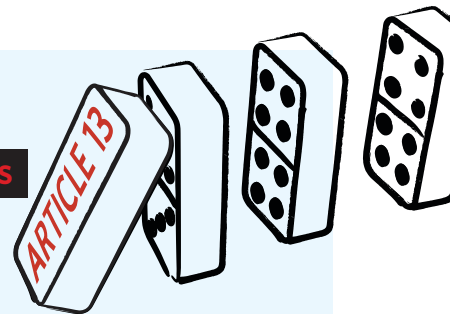
**YouTube is against Article 13 and there is no room for compromise.**

**FACT:** We support the premise of Article 13 to pay rightsholders fairly, but this legislation must be written carefully. Working with industry and lawmakers, we can find a solution within Article 13 in which rightsholders have the responsibility to identify their copyrighted material and platforms work to make sure rightsholders can control and earn revenue from identified content. This solution would require technology companies to provide tools that make it easy for rightsholders to control the use of their content and requires rightsholders to work with technology companies to identify the content they own. Platforms that follow these rules, and help rightsholders identify their content, shouldn't be held directly liable for copyright infringement for every potentially copyrighted work in every single piece of content that a user uploads.

**ARTICLE 13 COULD PUT**

**HUNDREDS OF THOUSANDS**

**OF EU JOBS AT RISK.**



**Article 13 as written threatens to shut down the ability of millions of people to upload content to platforms like YouTube, including those of European creators, businesses, artists and the people that they employ.**

#### Myth 4:

### The digital advertising model is destroying the creative industry.

**FACT:** Ads and subscription businesses are growing and that revenue is accelerating, fueling the fastest growth for the music industry in 20 years. In the last 12 months, YouTube paid the music industry **over €1.5 billion** generated from ad revenue alone. This twin-engine revenue machine provides two sources of income to creators and artists. Ad-supported content also helps drive consumption and promotion for global music moments, like Despacito, in countries where people may not be able to afford a monthly subscription service.

#### Myth 5:

### Managing rights today on big platforms is an impossible case of whack-a-mole, making it too difficult for record labels to withdraw their works.

**FACT:** Technology like YouTube's Content ID not only helps rightsholders manage their copyrighted works automatically and at scale, but it can make them money too. **Over 98%** of copyright management on YouTube takes place through Content ID. In fact, to date, Content ID has paid rightsholders **over €2.5 billion** for third party uses of their content. However, Content ID only works if rightsholders use it and make it clear what belongs to them.

#### Myth 6:

### YouTube already has the technology needed to comply with Article 13.

**FACT:** YouTube's Content ID automates rightsholders ability to manage their copyrighted content at scale on YouTube. But it only works if rightsholders use the tool, make it clear what belongs to them. Under the current proposal, Article 13 would make YouTube liable for every potential copyright violation, even without being on notice. It's similar to holding a bookstore owner responsible if one of the books on its shelves contains plagiarized work. Even rightsholders don't always know who owns what, and at YouTube's scale--**400 hours** of video are uploaded every minute--this is an impossible expectation to meet. It should be clear in the directive that collaboration between rightsholders and platforms is essential, and that collaboration will better serve the underlying purpose of Article 13.

[1] [https://en.wikipedia.org/wiki/Formal\\_Triologue\\_meeting](https://en.wikipedia.org/wiki/Formal_Triologue_meeting)

[2] <https://www.bloomberg.com/news/articles/2018-03-22/music-industry-sees-fastest-growth-since-hootie-was-hot>

# Unintended Consequences

