

# How to **Protect Your Copyright** and **Earn Passive Revenue** on YouTube

## So what is Digital Copyright Management?

Digital Copyright Management (DCM), sometimes referred to as Digital Rights Management (DRM), is essentially a service that safeguards digital content ((e.g. any video or static content your brand owns the rights to) by controlling its access and distribution. It ensures creators and rights owners receive fair compensation for their work in the digital realm, striking a balance between protecting intellectual property and providing a positive user experience.

Brands who work with us typically use DCM to respect content creators' rights, foster creativity, and maintain a sustainable digital ecosystem, all while earning passive income and supporting fair use of their content.



## Why should **you** care?

If you're already producing and publishing content, or if you own intellectual property, DCM is most definitely something you should be looking into.

### You're missing out on easy monetisation opportunities!

Your pre-existing content could be making you some substantial passive revenue. We've paid out over \$100m in passive incremental royalties in the last three years to our partners by tracking down video content that's posted by other YouTubers and correctly re-directing revenue to the rightful content owners.

### You can easily protect your content and take control of your brand.

DCM ensures your content isn't being stolen and illegally used by other channels, impacting your brand reputation and quality, and taking away valuable engagement from your channels.

### You can gain valuable insights of your audience and their viewing behaviours!

Businesses who manage their copyright protection in-house, or who only run a handful of branded social channels, have very limited data pools from which to draw their insights. Whereas when working with a preferred YouTube partner like Little Dot Studios, you get access to a vast amount of data that helps spot social trends, enables efficient A/B testing, and grants you early access to new functionalities so you always can stay ahead of the game.

### By the numbers:

**150**

Global copyright management partners

**£3.4M+**

revenue from unauthorised YouTube uploads in 2023

**8.38K+**

Copyright claims made on unauthorised YouTube uploads in 2023

**2.69%**

Copyright claims made manually in 2023

### How do we do it?

Our experienced DCM team works closely with YouTube representatives and their proprietary rights management technology (Content ID), allowing us to claim ownership of IP uploaded by users, and giving rights holders more flexibility rather than simply having to take videos down.

The Content ID functionality in YouTube allows us to manage content on behalf of rights holders by either blocking it entirely from being viewed or placing adverts on it to generate extra revenue. This way, viewers can continue to engage with the content and brands can continue to build up strong fanbases.

### What sets us apart from other service providers?



#### 01: OUR EXPERIENCE

We have over 10 years of experience as pioneering industry leaders in the space with over 150 rights holders



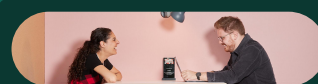
#### 02: OUR EXPERTISE

We have a dedicated team of content and YouTube experts with a proven track record of protecting copyright for the biggest brands in the world



#### 03: OUR STRATEGIC APPROACH

With mass amounts of data at our fingertips, we expertly advise our partners on how they can meet their KPIs by working in tandem with our other teams to align on data-backed strategies



#### 04: OUR YOUTUBE RELATIONSHIP

As a preferred YouTube partner, we have dedicated YouTube Partner Managers who give us access to claiming tools available only to selected partners, and who regularly keep us up to date with new features.

### A few of our happy clients:

LIONSGATE



GORDON RAMSAY



NBCUniversal

