



KERRY MUZZEY

Independent Composer & Music Publisher



Origins

- Got my music onto iTunes in 2006 under “Soundtracks” – downloads exploded.
- Started getting license requests for things like GLEE, So You Think You Can Dance, short films, documentaries, etc.
- Editors, directors, writers, music supervisors & producers were finding me on iTunes. This led me to search my name on YouTube one day and....

YouTube & Content ID

- Based on results that turned up from a name search of “Kerry Muzzey” on YouTube I thought I might find about 50 vids & expected Content ID to match that estimation. The results I actually got were far different:
 - First hour: 200 videos
 - 8 hours later: 1000 videos
 - Next morning: 2000 videos
 - End of that week: 10,000 videos
 - End of that month: 20,000 videos
- Now, 6.5 years later, I’m between 100k-120k videos in my Content ID (I loosely keep track: YT does not have a way to show me the total number of claims that have passed through my dashboard). About 900 of those are licensed.

But I've never heard of you. You're not famous. How did this happen?

- Videographers were using torrents & pirate download sites
- Also using iTunes/Amazon downloads and editing with those mp3's
- Corporate clients of those videographers assumed that music was licensed but never asked for proof of that. Result: corporations were blindsided by my claims.

A Very Broken DMCA: YouTube, False Counter-notifications & DMCA Abuse

- I don't use Content ID to monetize, I use it to police.
- I issue takedowns on all unlicensed uses.
- Currently: 110,000 videos in the dashboard & a total of 97M views of vids that used my music in them: those views occurred *before* Content ID found them.
- Often the uploader will file a false counter-notification to reinstate the taken-down material. If I don't show YouTube evidence within 10 days that I have obtained a court order against reinstating that material, they reinstate it and it goes back to being co-monetized between YouTube and the uploader. **This is the biggest problem I face aside from the original unlicensed use in the first place.**

Some examples of unlicensed uses I've found in Content ID

- 2 Luxury hotel chains in the EU/Middle East/Asia + 1 of the largest hotel brands in the world (based in the US)
- 3 Luxury car commercials (same brand)
- 3 commercials by one of the largest food brands in the world
- 1 of the top 10 largest companies in the world (American company)
- China's 5 largest TV networks
- Land Rover Spain (never replied to my claim)
- Chevrolet Brazil (never replied to my claim)
- Citibank Mexico (never replied to my claim)
- 3 political ads (TV & web) based in the US + several fundraising ads for various religions + several anti-choice groups
- Series of 5 luxury tourism commercials in the US that ran on cable in the US for 3 years
- Approx.. 6000 individual unlicensed music uses in TV programs in Germany, Italy, France, Netherlands, Spain, Switzerland & Austria