FACEBOOK

Facebook Rights Manager

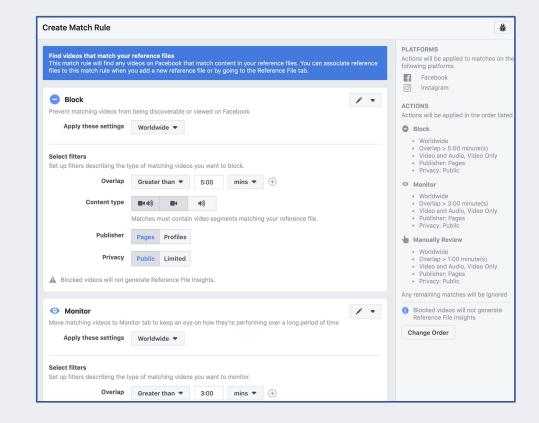
Confidential December 16, 2019

Rights Manager Overview

- Rights Manager is a copyright management tool that helps rights holders protect content at scale
- There are three steps to operating Rights Manager:
 - 1. Rights holders ingest their video/audio content
 - 2. Rights Manager matches user content and allows rights holders to take action on that content
 - 3. Users can dispute an action directly to a rights holder

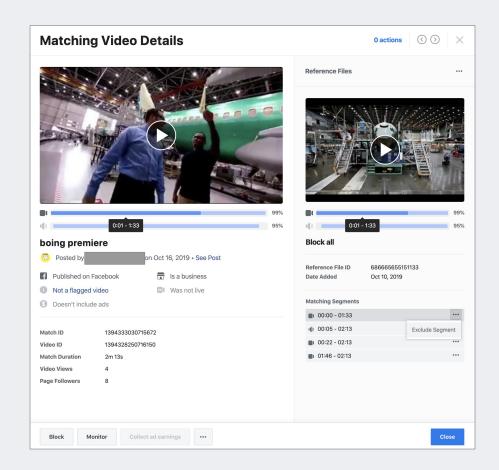
Uploading Content in Rights Manager

- Access to Rights Manager is subject to an application, and tailored to rights holders' needs
- Content can be uploaded into Rights Manager as "reference files"
- Once ingested, rights holders set custom "match rules" for their reference files



Rights Manager Matching

- Rights Manager scans Live and standard videos
- Matching is done by a number of sophisticated algorithms
- Rights Manager can catch many types of "manipulated" videos, but there are limits to its abilities



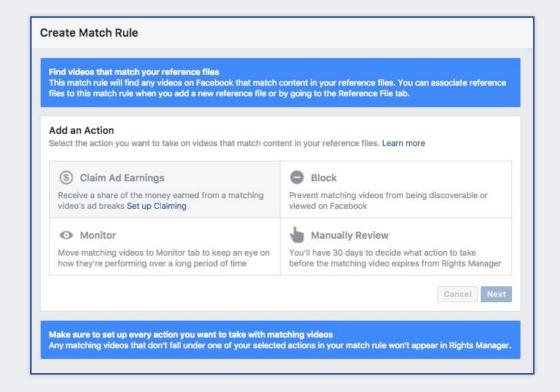
Actions Available in Rights Manager

Monitor /
Ownership Links

Claim Ad Earnings

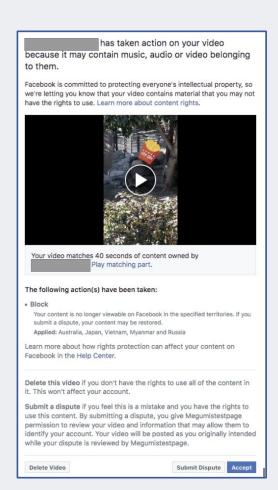
Manual Review

Block



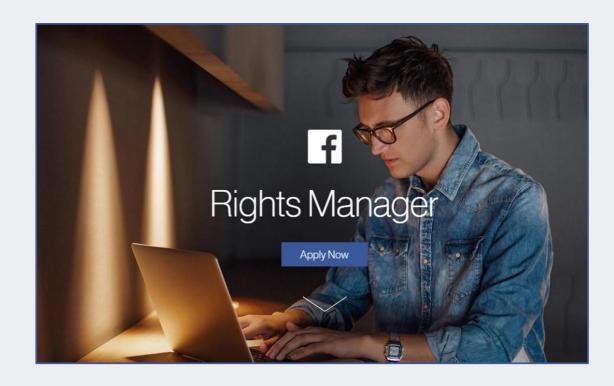
Rights Manager Disputes

- Users are notified of blocks, and can file disputes
- Rights Manager disputes allow rights holders and users to communicate within Facebook
- If the user and rights holder cannot come to a resolution, rights holders may file a manual report, which users may appeal



Operating Content Protection Systems

 Protecting IP rights, while ensuring legitimate uses of content are permitted, is one of our top priorities



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