

Sandy Zheng

Copyright Assignment

## Platform Analysis:

YouTube detects copyrighted content mainly through Content ID, an automated system that scans every upload against a database provided by the rightsholders. They also tend to use the Copyright Match Tool, which are to find reuploads and a manual DMCA webform for reporting.

If Content ID flags a video, then YouTube may block it, mute it, restrict it and also redirect monetization to the copyright owner. If a rightsholder files a DMCA removal request, the video is then taken down, and the uploader gets a copyright strike.

The appeals process would look like the creators disputing a Content ID claim, and the rightsholder must respond within 30 days. Then appeal if the claim is upheld. But, if the rightsholder escalates to a DMCA takedown, the creator may file a counter notification. And if successful, the video is reinstated and the strike is then removed.

Through the content ID, the rightsholders can monetize videos that use their copyrighted material. Revenue typically goes to the copyright owner, not the uploader, unless the the uploader wins a dispute qualified under fair use.

YouTube offers the Content ID licensing agreements for major rightsholders, which allows automated blocking, tracking, or monetization. And they also have the copyright match tool for creators to find unauthorized reuploads of their content.

## Fair Use Experiments

For this part of the experiment, I uploaded two versions of the same copyrighted performance ("Tate McRae – greedy (Acoustic Live Performance)"). One was a [short 7-second clip](#), and the other was a [longer 57-second clip](#). Both were uploaded without modification to test how YouTube's Content ID responds to raw copyrighted material of different lengths.

The shorter clip had immediate content ID match, and also copyrighted claimed. The Video stays up, but the monetization redirected, but no major restrictions. This was done within minutes of uploading.

The longer clip had immediate content ID match, a copyright warning on the video, and also an email notice. This video was blocked in 1 territory, but the video remains online – region blocked. The email was sent within 5 minutes of uploading the video.

Screenshot of successful uploads:



Sandy Zheng

@SandyZheng-o4w

2 videos

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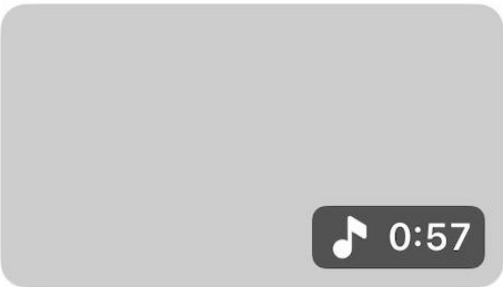
Tate McRae greedy live  
3 views · 6 minutes ago



Tate McRae greedy live  
1 view · 7 minutes ago

Warnings:

- Latest ▾
- Public
- Unlisted



Tate McRae greedy live  
No views · 37 seconds ago  
Copyright  
⚠️ 👍 0 💬 0



Video is blocked in some territories: Tate McRae greedy live



Inbox



YouTube 16:30

to me



Hi Sandy Zheng,

Copyrighted content has been detected in your video "**Tate McRae greedy live**". As a result, your video can no longer be monetized and has been blocked in 1 territory. The copyright owner may be either monetizing it, or receiving analytics about it in other territories. This is not a copyright strike and does not affect your channel.

## Content used

**Tate McRae - greedy (Acoustic Live Performance) - Tate McRae**

Updated  
December  
5, 2025

Content owners: SME

Content type: Audio video

Impact on video: Blocked in 1 territory. [View all](#)

## What you can do

← Reply

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Email Notice:

# AI-Generated Content Investigation

VEED

**AI Prompt:** Generate a music video in the style of taylor swift’s I can do it with a broken heart

**AI generated Output:**

Heartbreak to Healing Journey

Create Edit Record Earn \$50 200 Credits Done 0

Oh, here we go, a music video inspired by heartbreak.

53/500

Just when I thought I was ready to shine, life throws a curveball.

I've tried everything to capture that raw emotion—

from heartfelt lyrics to dreamy visuals.

But then I stumbled upon this idea, and I felt a spark.

Avatar lip-sync will be available after export.

Preview

00:00 / 00:28

Settings

Character Voice Only

Character

Marcus

Language

GB English (UK)

Voice

Axell (male)

Music

Arise (Tonal Fall) 5:39

Captions

Short

broken heart

Add description

Public

None

Dec 5, 2025

Published

4

0

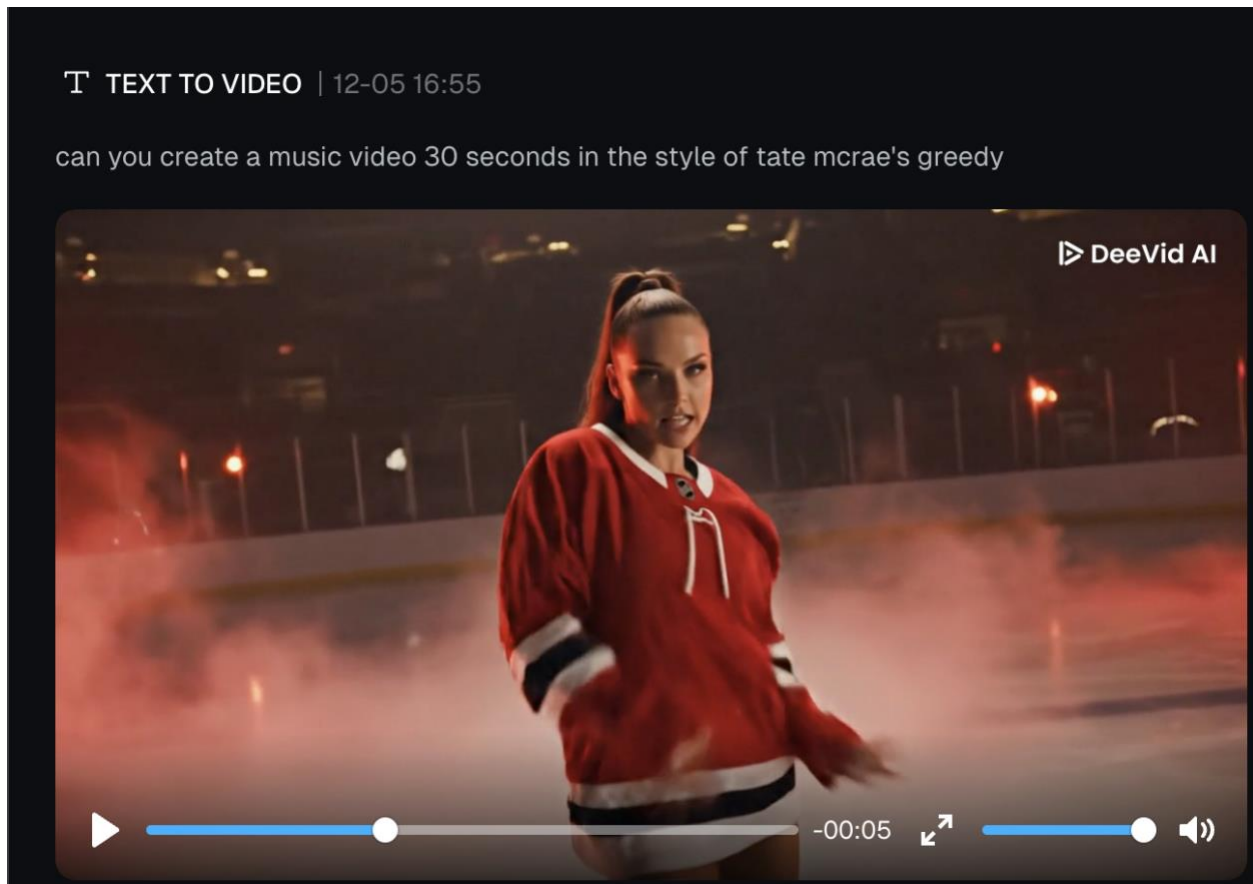
-



I uploaded this as a YouTube short, and no violations were found. There were no Content ID matches, since I am assuming music and visuals were AI generated.

## DeeVid AI

**AI Prompt:** can you create a music video 30 seconds in the style of tate mcrae's greedy

**AI generated output:**



<input type="checkbox"/> Video	Visibility	Restrictions	Date ↓	Views	Comments	Likes (vs. dislikes)
<input type="checkbox"/>  ai video greedy Add description	 Public	None	Dec 5, 2025 Published	0	0	-

I uploaded this on YouTube and even if the video has the AI watermark, nothing happened. There were no Content ID matches, since I am assuming music and visuals were AI generated.

For both of the AI tools I used, VEED and DeeVid allows users to own the output that was generated. Both services prohibit generating direct copyrighted material (exact songs, characters, or footage). They emphasize that AI outputs must be original and not copies of existing works.

The user that generated the videos would own the rights. AI companies do not claim ownership. Creators of training data do not gain rights over your outputs. In some legal systems, AI-generated work may not qualify for traditional copyright protection, but the services still assign usage rights to you.

YouTube allows AI-generated videos. AI content is treated like any other upload under Content ID. AI videos only get flagged if they contain copyrighted audio or video, not simply because they resemble a style. No flags occurred because both videos used original AI-generated sounds and visuals.

## Legal Analysis

### Short Clip (7 seconds)

#### 1. Purpose and character

- Purely reuploaded, not transformative → weighs against fair use.
- Non-commercial use helps slightly, but not enough.

#### 2. Nature of the work

- Highly creative music performance → weighs against fair use.

#### 3. Amount used

- Only 7 seconds, but it includes the "heart" of the performance (audio + visuals) → slightly against fair use.

#### 4. Effect on the market

- Very small impact due to short length and low visibility → slightly against or neutral.

Overall: Not transformative → unlikely fair use.

YouTube treated it exactly this way: allowed but claimed/monetized by SME.

## **Long Clip (57 seconds)**

### 1. Purpose and character

- Direct copy with no commentary or transformation → against fair use.

### 2. Nature of the work

- Creative musical performance → against fair use.

### 3. Amount used

- Nearly a full minute of the original work → strongly against fair use.

### 4. Effect on the market

- A much longer clip is more likely to substitute for the original → against fair use.

Overall: Even weaker fair-use argument than the short clip.

YouTube reinforced this by blocking it in one territory and applying a stricter Content ID claim.

## **Gap Analysis**

### 1. Legal Theory (copyright law)

Under copyright law, neither of my uploads would qualify as fair use because they were not transformed in any meaningful way. They were simple copies of a creative work with no added commentary or new purpose, which almost always fails the fair use test.

### 2. Platform Policy (YouTube)

YouTube explains that Content ID will automatically scan every upload and detect copyrighted audio or video. When this happens, the copyright owner can choose to block the video, mute it, or collect the ad revenue. A copyright strike only occurs if the copyright owner submits a formal DMCA takedown request.

### 3. Actual Enforcement (What happened)

Both of my uploads were detected immediately, which shows that Content ID is functioning the way YouTube describes. I did not receive any copyright strikes, which fits with their policy for Content ID claims. The longer clip received a stricter response because it was blocked in one region, while the shorter clip was simply claimed. YouTube did not evaluate whether my uploads could qualify as fair use because the system automatically enforced the copyright owner's preferences without considering the legal details.

## Appendix

Unedited shorter clip: <https://youtu.be/td3zRpy4VsQ>

Unedited longer clip: <https://youtu.be/S4TOnWmQKKc>

AI Video #1: <https://youtube.com/shorts/txqpe5ZjzwU?feature=share>

AI Video #2: [https://youtu.be/3uly2Q8U\\_lg](https://youtu.be/3uly2Q8U_lg)

Successful Uploads:



### Sandy Zheng

@SandyZheng-o4w

2 videos

Subscribe



Tate McRae greedy live  
3 views · 6 minutes ago



Tate McRae greedy live  
1 view · 7 minutes ago





Copyright Warning:

**Sandy Zheng**

@SandyZheng-o4w

2 videos

More about this channel ...more

Manage videos

Videos

Posts

Latest ▾

Public

Unlisted

Tate McRae greedy live

No views · 37 seconds ago

Copyright

0 0

Tate McRae greedy live

No views · 1 minute ago

0 0

## Email notices:

Video is blocked in some territories: Tate McRae greedy live

Inbox

YouTube

16:30

to me

YouTube

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Updated: December 5, 2025

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What you can do

Reply

Forward

not affect your channel.

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What you can do

- **Edit out the segment** by trimming, muting or replacing the copyrighted content with the YouTube video editor.
- **Submit a dispute to the content owner** if you have the rights to the content.
- **Reupload the video** if you can remove the copyrighted content with your own tools.

You may also choose to leave the video as is if you're fine with the restrictions.

VIEW ALL ACTIONS

Reply

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