

# Copyrights

Media Literacy

# Think about it...

When was the last time you...

...downloaded a song to a personal device (phone, computer, tablet, etc.)

...streamed a video using Kodi or a jailbroken Firestick?

...saved a picture from Google Images to use for an assignment?

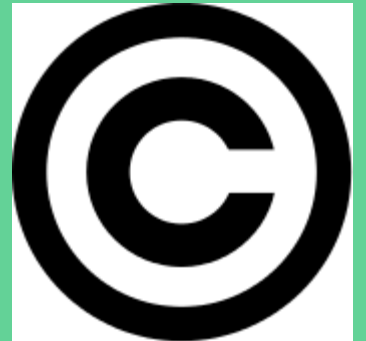
...reposted someone's video, picture, or writing without asking them?

# What is copyright?

**Copyright**: a legal right that grants the creator of original work exclusive rights to use, copy, and distribute.

- This is only used for expressed idea/thought, not for the underlying concept

Copyrights only are for a limited time; all copyrights expire eventually. The amount of time depends on the material (i.e. book vs. movie)



# What is copyright?

Exclusive rights include:

- **Reproduction** - deciding who may make a copy your work
- **Distribution** - deciding who may sell your work
- **Derivative Works** - deciding who may make new work based on yours (spin-offs, sequels)
- **Public Display** - deciding where your work is displayed in public
- **Public Performance** - controls the performance of your work (i.e. what clubs can play your song)

# Copyright Lifetime:

## Music Copyright Laws (after 1978):

One author

Life of the author + 70  
years

Multiple Authors

Life of the last living author +  
70 years

Unknown authors

95 years after publication

# Music Copyright

Fun fact: music copyright is the most **illegally used** copyright in the world!

There is roughly 480,000 individual court charges per year! About \$635M a year!

- Most of these lawsuits come from illegal use on YouTube, Instagram, and other streaming sites.

So how do we **legally** use music?

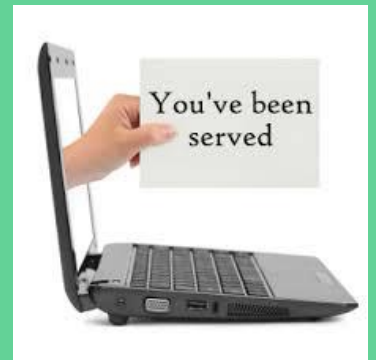
# I'll see you in court!

**Big question:** Are they really going to sue? How much can they sue me for?

**Answer:** When you are sued, the plaintiff has to demonstrate the actual monetary damages (money lost because of you).

## Examples:

Youtuber Michelle Phan (7.5M followers) is sued by record labels in 2014 for using copyrighted music in 50 different makeup videos. They priced each video at \$150,000. In other words, **\$7.5 million**)



# Fair-use Law

Fair-use laws were designed to allow people to use copyrighted material in their work without infringement

How am I protected under Fair-Use?

1. If you take only part (less than 30 seconds) it's not illegal
2. If you use part of a movie (less than 10%) it's not illegal
3. If you change the video/clip in a huge way, it's not illegal
4. If you create something for personal/class/non-public it (usually) isn't illegal
  - a. The catch: you cannot make money off it, or post it publically.





# Where can I get music or videos for my montage?

**For music:** You can *try* sites from this [article](#), but just a warning: this is **illegal** and many sites are no longer working!

- If you visit [KlickAud](#) you can download songs from SoundCloud

**For videos:** check these sites below for free clips you can download (remember, technically pulling from YouTube is illegal but for this project it's fine)

1. [Pexel Video](#)
2. [Videvo](#)
3. [Pixabay](#)

Or try itunes, there are some royalty free options!



# Do some research!

Spend some time looking into how copyright laws have affected people or companies. Find a person or company who has faced legal action for their use of copyrighted materials.

**Then make a google slide that includes the follow information:**

Name the person or company.

What copyrighted material did they use and for what purpose?

What were the repercussions of using that copyrighted material?

tru<sup>TV</sup>



**ADAM RUINS EVERYTHING**

Pick one of the criticisms

Do you agree or disagree with the criticism?

What is a possible solution to this problem?