**YouTube vs. Content Creators**

YouTube does not help its content creators, the people who made the site what it is today.

Content ID is an automated system that searches for copyrighted material that has been submitted by rights holders and issues copyright strikes against channels. However, YouTube does not verify any copyright strikes.

They simply give channels strikes with no information or any notification. The system is there to defend YouTube against lawsuits, but at the expense of content creators.

Content ID has been causing issues for content creators on YouTube since its implementation, mostly in regards to fair use violations. In an article for Electronic Frontier Foundation, Amul Kalia said “The problems with Content ID have always been in the news over the years, but lately have become more common, even comically so.”

**Un-fair Use**

Many videos are being taken down and losing their monetization, which many of these creators rely on, because of copyright strikes. This is affecting various content creators on YouTube on a large scale. A few examples of these are the Nostalgia Critic’s and I Hate Everything’s channels who were given strikes for using footage of movies they were reviewing.

According to Stanford University, “Most fair use analysis falls into two categories: (1) commentary and criticism, or (2) parody.”

By definition, the videos by these channels fall under fair use. However, YouTube allows for these videos to be taken down and those who make the claims will suffer no penalty for false claims. The channel, however, will still lose its privileges.

**Contact YouTube Support**

Now, this wouldn’t be an issue if YouTube offered better support that what it currently does. Various channels, such as Your Movie Sucks and A Dose of Buckley, have made videos on this situation regarding fair use and explaining in detail about the process they go through.

The only help they receive are automated emails and the ability to issue a counterclaim; with no way other means of contacting YouTube. If you opt to issue a counterclaim, you must do it in 250 characters or less and the rights holder can now legally sue you. Channels can only counter three claims at a time and if all three are not resolved, the channel will be deleted, meanwhile their videos cannot be monetized.

In 2013, YouTube issued a statement, which people assumed would be notification of them doing something to rectify the Content ID issue, instead YouTube defended the program and that was all.

As a response to YouTube’s statement made that year, in an article for Kotaku.com, Stephen Totillo said “You won't see an apology here. You won't see a change in policy. You'll see support for the Content ID system that's been more broadly unleashed on the reviews, features, Let's Plays and other video pieces created by YouTubers and watched by millions of gamers.”

**Community to the Rescue**

Until something is established to defend creators they can only fight back against these claims as best they can. Thankfully, their fan bases and the YouTube community are very active and vocal can push to help the channels.

However, these are channels with a big enough following to be helped, the smaller channels or those who just starting up will have virtually no defense. Especially against these giant and powerful corporations who file these copyright claims.

YouTube issued another response in 2015, stating they will help certain channels with false claims, however, this would only apply to big name channels and those situated in the U.S, leaving the little channels to fend for themselves.

Right now, the community and the creators are doing as much as they can to fight against the Content ID system and the website that has turned its back against them. As for some reason, the system has been issuing these strikes much more frequently as of late.

Sooner or later, another website will come along, one that actively defends its user base and YouTube will simply be forgotten.

**Works Cited**

Kalia, Amul. “Congrats on the 10-Year Anniversary YouTube, Now Please Fix Content ID.” Electronic Frontier Foundation. 2015. Web. 11 Feb. 2016.

Perez, Sarah. “YouTube Says It Will Offer Legal Protection Of Up To $1 Million For Select Video Creators Facing DMCA Takedowns.” TechCrunch. Web. 11 Feb. 2016.

Stim, Rich. “What Is Fair Use?” Stanford Copyright and Fair Use Center What Is Fair Use Comments. 2013. Web. 11 Feb. 2016.

Totillo, Stephen. “Here’s YouTube’s Reply To Angry YouTubers About This Content ID Mess.” Kotaku. Web. 11 Feb. 2016.