

The internet has enabled people worldwide to connect, create, and distribute new works of art like never before in human history.

Google continues to be a key part of that growth and success by enabling legitimate distribution of all kinds of content. Google also takes the ongoing challenge of fighting online piracy seriously—investing significant resources in tools to report and manage copyrighted material and working with other industry leaders to set the standard for how tech companies fight piracy.



*A global 2018 study found the percent of internet users who engage in piracy has fallen dramatically, while spending on legal content has risen in nearly all countries and content categories.**

* Institute for Information Law, "Global Online Piracy Study," August 2018

Google's anti-piracy principles

Five principles guide Google employees, as well as our substantial investments of time, money, and computing power, in fighting piracy:

Be efficient, effective, and scalable

Google strives to implement anti-piracy solutions that work at scale.

In 2010 Google began investing in streamlining the copyright removal process on Search, and is now able to process millions of removal requests every week. Content ID, YouTube's content matching system, has also enabled rightsholders to automatically claim hundreds of millions of videos that include their copyrighted material.

Follow the money

Rogue sites that specialize in online piracy are commercial ventures, which means that one effective way to combat them is to cut off their money supply.

Google is committed to ejecting rogue sites from our advertising and payment services, and we continue to establish best practices across the industry.

Create more and better legitimate alternatives

The best way to battle piracy is to offer consumers legitimate alternatives that are better and more convenient.

Google also supports the larger ecosystem by providing the cloud infrastructure that other legitimate services depend on to deliver fast, reliable streaming to their customers.

Provide transparency

Google is committed to providing transparency.

In our Transparency Report, Google discloses the number of removal requests it receives from copyright owners and governments in order to inform ongoing discussions about content regulation. Find out more online at transparencyreport.google.com

Guard against abuse

Fabricated copyright infringement allegations can be used as a pretext for censorship and can hinder competition.

Google is committed to detecting and rejecting bogus infringement allegations, such as removals for political or abusive reasons, even as it battles online piracy.

Find out more
g.co/fightingpiracy

Our impact

Actions we've taken

882 million URLs evaluated

Content owners notified us about 882 million URLs in 2017 alone. Google removed more than 95% of these webpages, meaning we pushed back on around 54 million removal requests that were incomplete, mistaken, or abusive.

10 million+ ads rejected

In 2017, Google disapproved more than 10 million ads that we suspected of copyright infringement or that linked to sites we believed were infringing. Since 2012, Google has terminated over 13,000 AdSense accounts and ejected more than 100,000 sites from our AdSense program for violations of our policy on copyrighted material.

800+ million videos claimed

Over 800 million videos have been claimed by rightsholders using Content ID. In 2017, over 98% of copyright claims on YouTube were made through Content ID, and rightsholders choose to monetize 90% of all Content ID claims, opening up a multitude of new revenue streams for themselves.

Scope of our efforts

\$100 million+ invested in building Content ID by Google, including staffing and computing resources

9,000+ partners using Content ID to manage and monetize their copyrighted works

These partners include major network broadcasters, movie studios, music publishers, and record labels.

80 million+ active reference files in our Content ID database

Revenue for partners

\$6 billion+ paid to the music industry in YouTube advertising revenue

\$3 billion+ paid to rightsholders who have monetized use of their content in other videos on YouTube through Content ID

\$1.8 billion+ paid to the music industry from October 2017 to September 2018 in YouTube advertising revenue alone

How Google fights piracy