



# Takedown Tightrope: Google's Notice and Takedown Experience

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Fordham IP Law Conference  
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# The Sky Is Rising

The Sky Is Rising  
But there is work  
to be done

# Google's Antipiracy Principles

Create More and Better Legitimate Alternatives

Follow the Money

Be Efficient, Effective, and Scalable

Guard Against Abuse

Provide Transparency

# Google's Antipiracy Principles

Be Efficient, Effective, and Scalable

# Takedowns at Google Scale

We do lots of different kinds of takedowns

From a lot of different kinds of submitters

And we get a *lot* of them

## Overview

[Owners](#)

[Reporting organizations](#)

[Specified domains](#)

[Requests](#)

[FAQ](#)

[Download data](#)

[Visible changes](#)

Search



Google regularly receives requests from [copyright owners](#) and [reporting organizations](#) that represent them to remove search results that link to material that allegedly infringes copyrights. Each request names specific URLs to be removed, and we list the domain portions of URLs requested to be removed under [specified domains](#).

## URLs requested to be removed from Search per week



This data consists of the copyright removal notices received for Search since 2011, with **some omissions**

[What's not included?](#)

## Copyright removal requests received for Search in the past month

**81,937,064** URLs Requested to be Removed

**72,345** Specified domains

**6,923** Copyright Owners

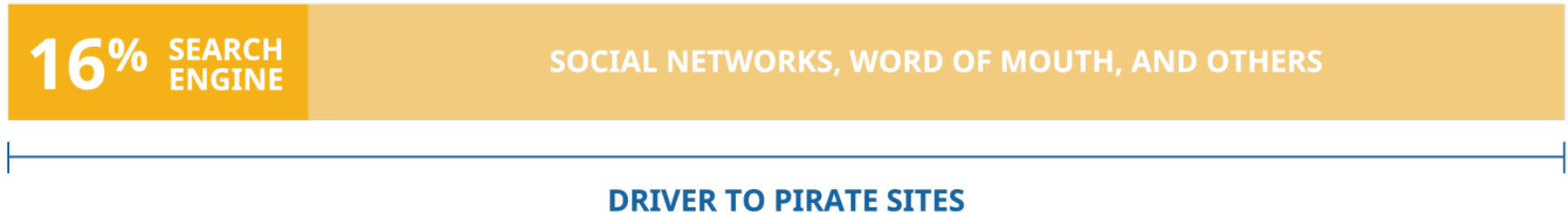
**3,241** Reporting Organizations

# Search and Piracy: The Reality

Search is not a major driver of traffic to pirate sites.

Search can't eradicate pirate sites.

Volume of 'piracy-related' queries is dwarfed by broader queries.







All Videos Images News Shopping More Search tools

About 24,200,000 results (0.65 seconds)

### Interstellar (2014) - IMDb

[www.imdb.com/title/tt0811669/](http://www.imdb.com/title/tt0811669/) - Internet Movie Database

★★★★★ Rating: 8.6/10 - 870,617 votes

Interstellar -- Watch a featurette on the cast of Interstellar. Photos. Jessica Chastain at event of Interstellar (2014) Still of Matthew McConaughey in Interstellar ...  
Full Cast & Crew • Trivia • Mackenzie Foy • Cast

### Interstellar (film) - Wikipedia, the free encyclopedia

[https://en.wikipedia.org/wiki/Interstellar\\_\(film\)](https://en.wikipedia.org/wiki/Interstellar_(film)) - Wikipedia

Interstellar is a 2014 epic science fiction film directed by Christopher Nolan and starring Matthew McConaughey, Anne Hathaway, Jessica Chastain, and ...  
Tesseract • Christopher Nolan • Five-dimensional space • Mackenzie Foy

### INTERSTELLAR - Official Movie Site

[www.interstellarmovie.net/](http://www.interstellarmovie.net/)

Official site for the movie Interstellar. Watch the teaser trailer here. Only At Cinemas.

### Interstellar Movie - Official Trailer 3 - YouTube



<https://www.youtube.com/watch?v=0vxOhd4qlnA>

Oct 1, 2014 - Uploaded by Interstellar Movie

The latest trailer from Christopher Nolan's INTERSTELLAR. In theaters & IMAX November 7th. [http ...](http://www.interstellarmovie.net/)

### Interstellar (2014) - Rotten Tomatoes

[www.rottentomatoes.com/m/interstellar\\_2014/](http://www.rottentomatoes.com/m/interstellar_2014/) - Rotten Tomatoes

★★★★★ Rating: 71% - 297 votes

Interstellar represents more of the thrilling, thought-provoking, and visually resplendent filmmaking moviegoers have come to expect from writer-director ...

### Jonathan Nolan's Ending to INTERSTELLAR Made A Lot ...

[nerdist.com/jonathan-nolans-ending-to-interstellar-m...](http://nerdist.com/jonathan-nolans-ending-to-interstellar-m...) - The Nerdist Podcast  
Mar 19, 2015 - Speaking to a theater full of curious physicists, engineers, and students, Jonathan Nolan quietly let slip that his original ending to Interstellar ...

### 15 maddening 'Interstellar' plot holes | EW.com

[www.ew.com/article/2014/.../interstellar-plot-holes](http://www.ew.com/article/2014/.../interstellar-plot-holes) - Entertainment Weekly



## Interstellar

PG-13 2014 · Mystery/Science fiction film · 2h 49m

[Play trailer on YouTube](#)

8.6/10

IMDb

71%

Rotten Tomatoes

74%

Metacritic

In Earth's future, a global crop blight and second Dust Bowl are slowly rendering the planet uninhabitable. Professor Brand (Michael Caine), a brilliant NASA physicist, is working on plans to save mankind by transporting Earth's population to a new home via a wormhole. But first, Brand must send for... [More](#)

**Release date:** November 7, 2014 (USA)

**Director:** Christopher Nolan

**Box office:** 675.1 million USD

**Budget:** 165 million USD

**Awards:** Academy Award for Best Visual Effects, [More](#)

### Available on

Hulu Subscription

YouTube From \$12.99

## Search ranking and autocomplete terms.

Sites with high numbers of removal notices are **demoted** in search results

Terms closely associated with piracy are **removed** from Autocomplete and Related Search.

# Follow the Money

URLs banned from search results are also blacklisted from using Google's ad products to display ads.

We continue to proactively review publishers' accounts and terminate those who are violating our policies relating to copyright infringement.

# Guard Against Abuse

Google spends its own resources to clean up after sloppy or malicious submitters.

We received thousands of notices for pages with “Coffee” in the URL

We received a request to rescind 667,000 URLs from a major submitter after they discovered an error in their script that found and reported infringements.

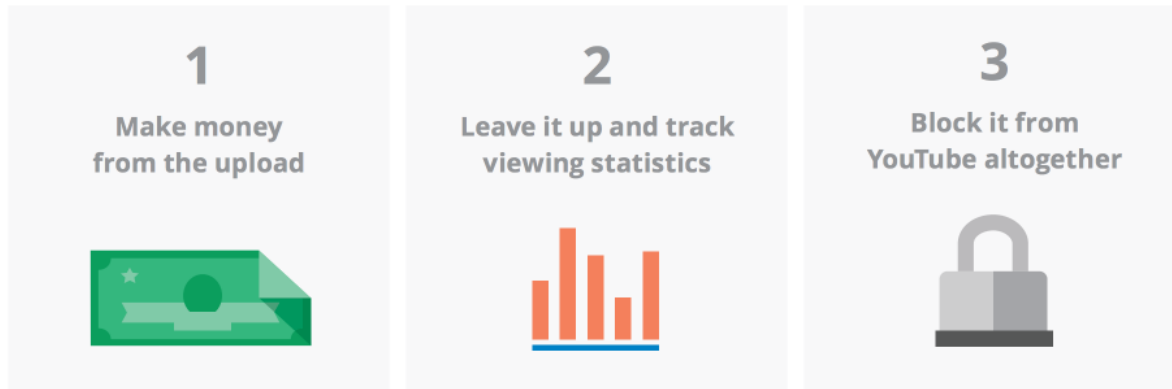
We have uncovered what appear to be scam reputation-management companies that backdate blog entries.

**You** **Tube**

# Content ID

Content ID scans **every upload** to YouTube.

Rightsholders have three options if a match is found



The **majority** of rightsholders choose to monetize.



Thank you!

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