Independent Creators and Freebooting

Intro

In November of 2015 Facebook announced that they receive roughly 8 billion video views per day. While that is a quite an accomplishment such a number is practically impossible to achieve. *Kurzgesagt*, or better known as *In a Nutshell* creates a video essay titled “How Facebook is Stealing Billions of Views” to explain how Facebook is able to reach such a milestone thru stolen content and false analytics. *In a Nutshell* is a small design studio based out of Munich, Germany that are known for creating distinct designs, animations, interactive software, and music to inform an audience about the fields of education, science, and commerce. They have worked for clients such as Microsoft, Autodesk, and Audi. They describe themselves as “a small team of like-minded people who want to make science look beautiful. Because it is beautiful.”. In 2013 they launched a YouTube channel to publish personal projects revolving around information and science. As of March 2016 that channel is a prominent YouTube channel with hundreds of millions of views and over 2 million subscribers. The video *How Facebook is Stealing Billions of Views,* was created to persuade, inform, and provide an outlet to convince an audience that Facebook’s statistics are false and about the troubles independent creators face when their content is stolen and reposted without consent, or freebooted and how big sites such as Facebook are doing very little to help.

* Add more term definitions and go into more detail about the troubles
* Clearer thesis?

Body

Facebook boasts about its views but the retention of the viewers is so low that it shouldn’t technically be called a view. Facebook counts a view after 3 seconds and with videos autoplaying as you scroll through your timeline if you scroll slow enough you count as a view, even if the video is muted, compared to videos on a site such as YouTube the user retention is drastically low. On top of that Facebook prefers to show videos from its own player rather than videos from other sources such as YouTube. Facebook tries to keep users on the site for as long as possible to view advertisements so they can make money off of ad revenue. It seems like Facebook has done very little to combat stolen videos. People are constantly uploading content without the permission of the creator or even citing the creator. Some of these people end up creating a large fanbase off this stolen content, sometimes even bigger than the original creator itself. It’s very difficult to even find your stolen content in the first place without it being informed by someone. It’s pretty much luck whether or not you are able to find the stolen content. Unlike sites like YouTube who have safeguards to protect content from being stolen Facebook has no such safeguards and it is a difficult process to claim your content. When a stolen work is found Facebook has a very long process to claim that work as your own and takes a few days to process. By the time the work is processed the content is usually old news and has gained most of the attention that it will ever receive. So by the time something is taken down, it’s too late for it to make an affect and the people who stole the content just get a slap on the wrist allowing them to steal whatever they please with little repercussion. This can become detrimental to some creators who live off their work and could affect someone’s income or a viral piece could be the exposure needed to make or break a career.

* Smarter Everyday, In a Nutshell, etc on the effects of stealing
* More first hand accounts
* Perspective of the freebooter
* Audience perspective and if they really care
* It’s honestly impossible to combat, it’s everywhere and will continue to spread and it’s impossible to know all the accounts of people taking it
* More on monetization
* More about how it affects me personally?
* Clearer claims?

Conclusion

* Summarization and how it’s actually impossible to defeat but still possible to fight against individual cases
* If not acted upon it can create more of a mess for creators trying to get their stuff out and the plagiarism that affects it