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YouTube Eases the Way to More Revenue

The screenshot shows a YouTube video player for a wedding entrance dance. The video title is "JK Wedding Entrance Dance" and the song is "Forever" by Various Artists. The video has 109,943 ratings and 26,615,133 views. The player interface includes a search bar, navigation tabs (Home, Videos, Channels, Shows), and social media sharing options. To the right of the video player, there are several advertisements, including one for "Wedding dance lessons NYC" and another for "Videographer Price Quotes".

The video known as Jill and Kevin's Big Day, seen more than 26.6 million times, now is accompanied by ads and links to Amazon and iTunes where users can download the song "Forever."

By MIGUEL HELFT
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SAN FRANCISCO — [YouTube](#) appears to be mastering the art of turning video piracy into revenue for itself and its partners.

For years, the clips of television shows, music videos and other copyrighted content that users uploaded to YouTube without permission were a source of tension between [Google](#), which owns YouTube, and media companies, which owned the copyrights.

But since last year, a growing number of media companies have [stopped insisting](#) that YouTube take down those unauthorized clips. Instead, they are choosing to claim the videos as their own, and allowing YouTube to sell advertising when people watch them. The revenue is split between YouTube and the content owners.

YouTube says that the clips uploaded by fans without permission account for a third of the video streams on which the company displays advertising. That number could grow after a deal to be announced Wednesday that will make it easier for many media companies to upload new content into YouTube's reference library of copyrighted audio and video.

YouTube said it reached agreements with Harmonic, Telestream and Digital Rapids, three little-known companies whose software helps to convert video and audio content into the digital files that allow media companies to transmit shows on broadcast television, cable, the Internet and mobile phones.

By tapping directly into the systems of these companies, YouTube said it would be able to identify clips almost immediately after a program or live event. The system will also reduce the number of steps media companies must take to get their reference files, often called fingerprints, into YouTube's system.

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tune of Chris Brown's "Forever" was claimed by Mr. Brown's label, Jive Records.

The video, which has been seen more than 26.6 million times, now sports ads on its side and links to [Amazon](#) and iTunes where users can download "Forever." The song briefly climbed to the No. 3 and No. 4 most popular song on those two sites and the official "Forever" music video also had a spike in downloads.

Some music industry executives say they welcome the extra revenue that comes from such successes but add that it does not come close to making up for the overall decline in music sales.

YouTube said that 1,000 media companies, small and large, are using the Content ID system and about three-quarters of those choose to monetize clips. Among those using the system to block content is Viacom, which in 2007 filed a \$1 billion copyright infringement against YouTube.

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