

Web, media giants seek silver bullet for protecting copyrights online

A group of heavy-hitting media and Internet players have hammered out a plan to thwart the uploading and Web publication of copyrighted material, particularly video clips.

By [Fred J. Aun](#) 22 Oct 2007

Key to the plan's effectiveness is technology that will determine if content being posted to Web sites, such as MySpace and Veoh, is copyright protected.

The companies - CBS, Dailymotion, Fox Entertainment, Microsoft, MySpace, NBC Universal, Veoh Networks, Viacom and Walt Disney - joined to express support for the "set of collaborative principles".

Missing from the mix was Google, the owner of YouTube, and Time Warner. Viacom is suing Google over the appearance of copyrighted material on YouTube.

Read the full article [here](#).