

How to apply a CC licence on YouTube

In this document we describe the two licensing options provided by YouTube for content uploaded to its service, and suggest an additional third option for users wanting more flexibility for their content.

Option A – The Standard YouTube licence

This licence is ‘All Rights Reserved’, granting provisions for YouTube to display the content, and YouTube’s visitors to stream the content. This means that the content may be streamed from YouTube but specifically forbids downloading, adaptation, and redistribution, except where otherwise licensed.

When uploading your content to YouTube it will automatically use the Standard YouTube licence. You can check this by clicking on Advanced Settings and looking at the dropdown box ‘License and rights ownership’.

The screenshot shows the YouTube Creator Studio interface for a video titled "Board Game Jam OER -Cultured AI (AI for Art)". The video is currently in the "Advanced settings" tab. The "License and rights ownership" dropdown menu is set to "Standard YouTube License". Other visible settings include "Category" set to "Education", "Video location" set to "Board Game Jam OER -Cultured AI (AI for A)", and "Video language" set to "English (United Kingdom)". The video information panel on the right shows the channel as "Open Education Edinburgh", uploaded on February 26, 2016, with a duration of 2:34 and 45 views.



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Option B – The YouTube CC BY licence

The Creative Commons, [CC BY \(3.0 US\)](#) licence gives permission that, so long as the work is attributed, anyone may:

- **Share** — copy and redistribute the material in any medium or format
- **Adapt** — remix, transform, and build upon the material
- For any purpose, even commercially.

Along with opening up the content for wider use, this also makes the content accessible to every YouTube user for use in their own videos.

In the YouTube Video Editor, users can splice multiple CC BY clips together with their own videos. The video creator retains his copyright, and other users get to reuse that work subject to the terms of the license. Attribution is automatic under the CC BY license, meaning that any video you create using Creative Commons content will automatically show the source videos' titles underneath the video player.

In order to be eligible to mark your YouTube video with a Creative Commons licence it must consist entirely of content created by you or cleared under the CC BY licence. Some examples of such cleared content are:

- Your originally created content.
- Other videos marked with a CC BY licence.
- Videos in the [public domain](#).



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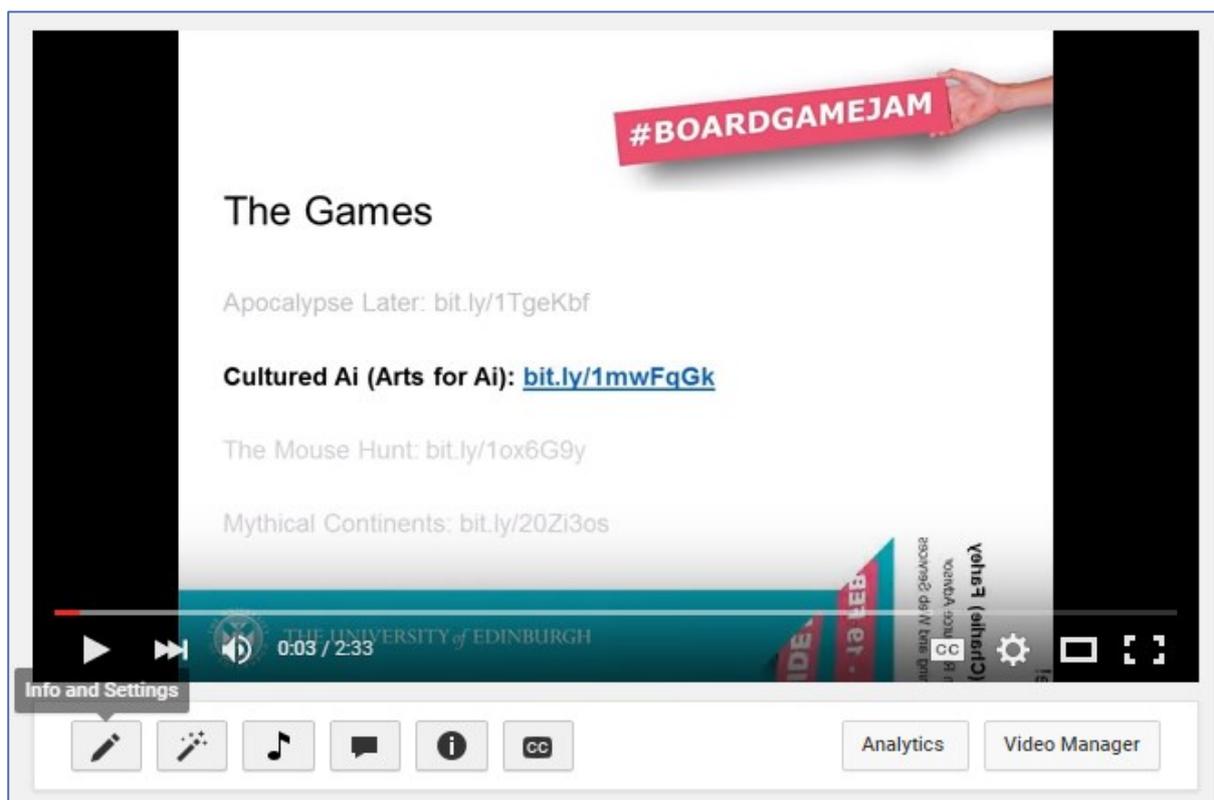
How to check/change the licence on your YouTube video

When uploading your content to YouTube it will automatically use the Standard YouTube licence. You can change this by clicking on Advanced Settings. Click on the dropdown box 'License and rights ownership' and select the 'Creative Commons – Attribution' option. This will then mark your content as CC BY.

OR

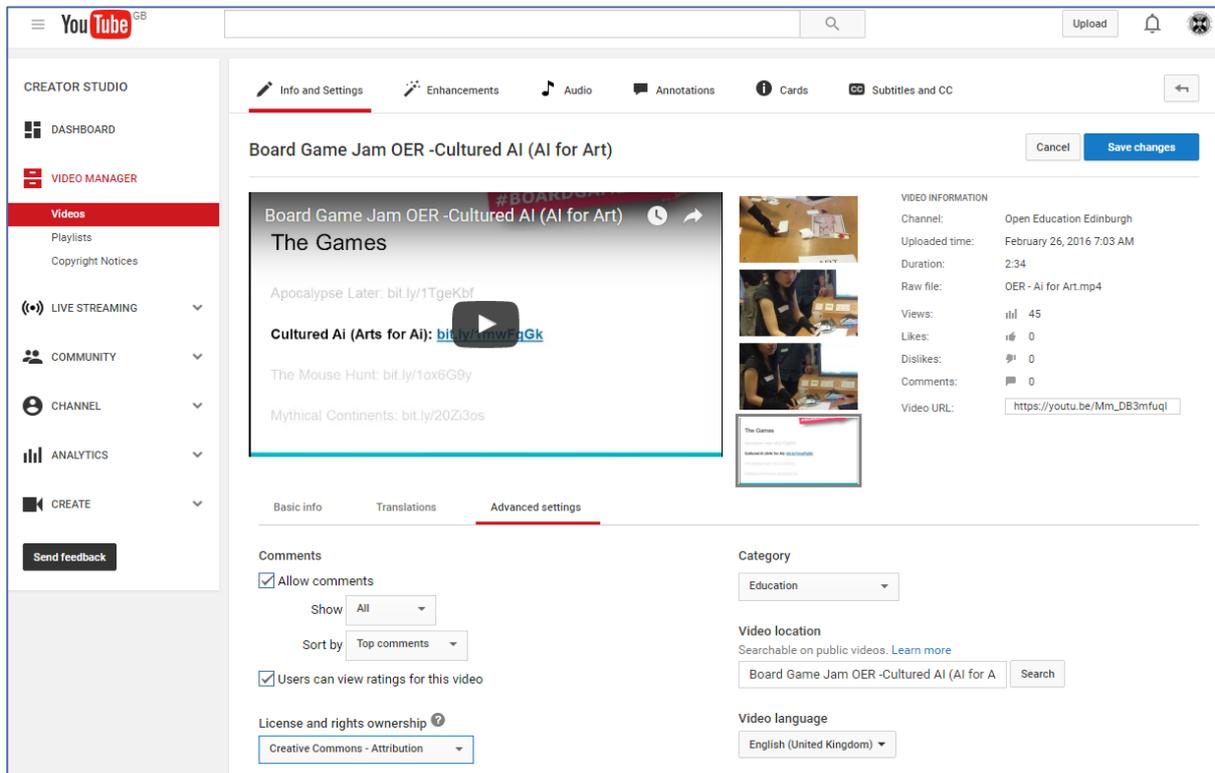
If you have content on YouTube that you would like to change from the Standard licence to the CC BY:

- Go to www.YouTube.com and make sure you are logged in.
- Go to the video you want to edit and click on the pencil icon for Info and Settings.



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- Click on the Advanced Settings tab.
- Click on the dropdown box 'License and rights ownership' and select the 'Creative Commons – Attribution' option.
- This will then mark your content as CC BY.



Option C – Note your preferred licence in the video description

Alternately text can be added to the description of your YouTube video stating additional licensing information you may want to provide.

For example, a number of the videos created for Edinburgh University MOOCs which are placed on YouTube have been notated with the CC BY-NC licence and include a link to the licence details.

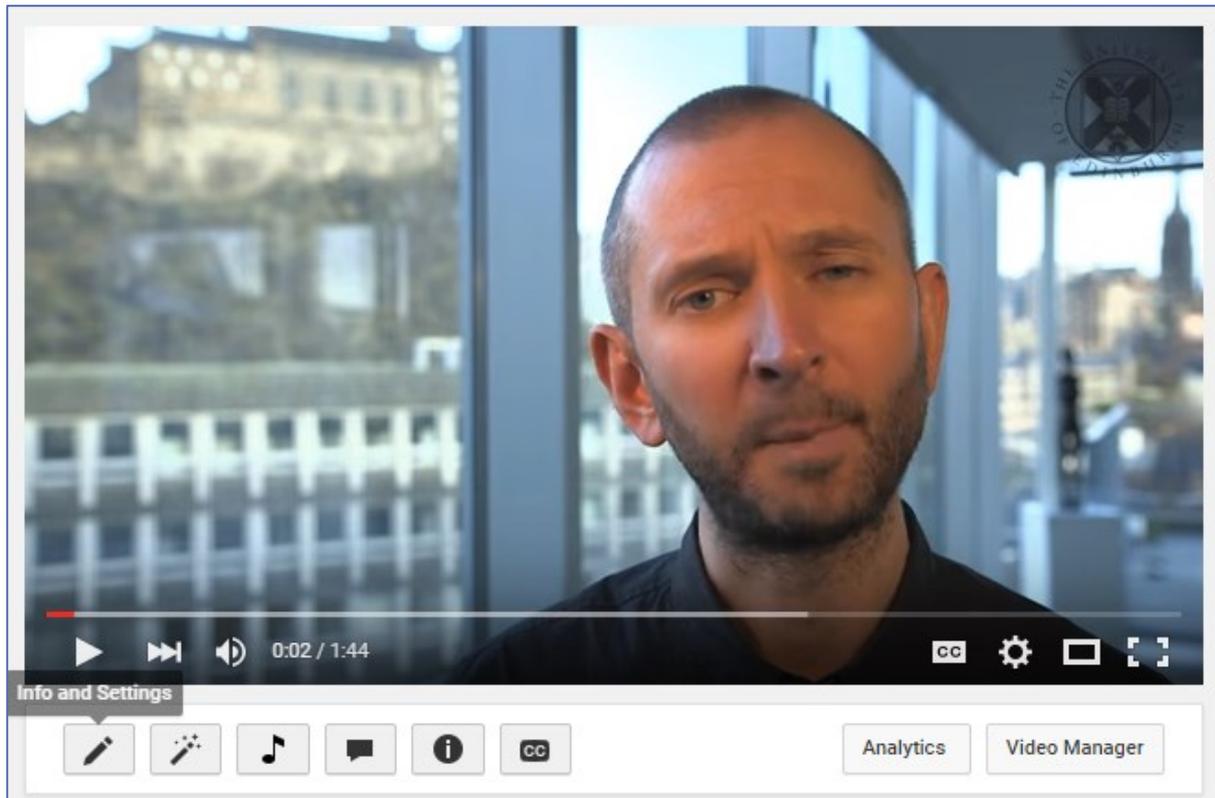
To do this yourself:

- Go to www.YouTube.com and make sure you are logged in.



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- Go to the video you want to edit and click on the pencil icon for Info and Settings.



The screen should already be open with the 'Basic Info' tab. There will be a box with the title of your video, and underneath this a box for additional description of your video.

- Click anywhere in the description box and enter the details of the CC licence you would like to apply to your video.

See the picture on the next page if you are unsure where this text will go.



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The CC licence used by the University of Edinburgh MOOC team in the case of our example video used in this guide is the Licence: CC-BY-NC
<http://creativecommons.org/licenses/by-nc-sa/3.0/>

The screenshot shows the YouTube video settings interface for a video titled "0.0. WARHOL - Introduction". At the top, there are tabs for "Info and Settings", "Enhancements", "Audio", "Annotations", "Cards", and "Subtitles and CC". The "Info and Settings" tab is selected. Below the tabs, the video title "0.0. WARHOL - Introduction" is displayed, along with "Cancel" and "Save changes" buttons. The main content area is divided into two sections: a video player and a "VIDEO INFORMATION" panel. The video player shows a man speaking, with a play button overlay. The "VIDEO INFORMATION" panel lists: Channel: Open Education Edinburgh; Uploaded time: March 26, 2014 6:02 PM; Duration: 1:45; Raw file: Warhol Promo Edit 04.mp4; Views: 1669; Likes: 3; Dislikes: 1; Comments: 0; Video URL: https://youtu.be/iR90UD11Uus. Below the video player is a "Custom thumbnail" button with a note "Maximum file size is 2 MB.". At the bottom, there are tabs for "Basic info", "Translations", and "Advanced settings". The "Basic info" tab is active, showing the video title in a text box, a "Public" privacy dropdown, a description text box containing "The University of Edinburgh's 'Warhol' (WARHOL) open online course. Dr Glyn Davis, Edinburgh College of Art, University of Edinburgh. Licence: CC-BY-NC, http://creativecommons.org/licenses/by-nc-sa/3.0/", a "Public" privacy dropdown, an "Add a message to your video" text box, "Also share on" options for Google+, Facebook, and Twitter, and a "2 playlists" button.

The description underneath your YouTube video should now look something like this:



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The screenshot shows a YouTube video player interface. At the top left is the YouTube logo with 'GB' next to it. The video thumbnail features a man, Dr Glyn Davis, with the text 'Dr Glyn Davis Chancellor's Fellow & Reader' overlaid. Below the video player are icons for editing, music, comments, and a Creative Commons license icon. To the right are buttons for 'Analytics' and 'Video Manager'. The video title is '0.0. WARHOL - Introduction' and the channel is 'Open Education Edinburgh' with a 'Channel settings' button. The video has 1,669 views. Below the video are icons for 'Add to', 'Share', and 'More', along with like and dislike counts (3 likes, 1 dislike). The description states the video was published on Mar 26, 2014, and is part of 'The University of Edinburgh's "Warhol" (WARHOL) open online course.' It lists Dr Glyn Davis as the presenter from the Edinburgh College of Art, University of Edinburgh. The license is CC-BY-NC, with a link to the Creative Commons website. The category is 'Education' and the license is 'Standard YouTube License'.

If you require this document in an alternative format, such as large print or a coloured background, please contact by email (Stephanie.Farley@ed.ac.uk) or phone (0131 650 8487 or 0131 651 5680).



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