



Section 512 Promotes A Thriving Internet Ecosystem

Section 512 of the Copyright Act, as enacted in The Digital Millennium Copyright Act (DMCA), built today's vibrant internet landscape for creators, businesses, and users. Section 512 creates safe harbors for responsible online platforms that limit liability for copyright infringement, which allows platforms to flourish with legal certainty and clarity.

Section 512 Helps The Entire Internet Community Succeed



Internet Users

- **Enjoyment:** Enables all the online services that people love—from music and video streaming to reaction GIFs.
- **Expression:** Fosters a culture where every user is also a creator.



Content Creators

- **Access:** Empowers small artists to reach global audiences.
- **Control:** Allows rights holders, who are best positioned to identify infringing content, to flag violations.
- **Creation:** Encourages collaboration between creators and internet platforms to enforce copyrights.



Internet Companies

- **Innovation:** Grants online platforms—both large and small—the leeway to innovate without enormous legal overhead.
- **Collaboration:** Incentivizes platforms to develop new technologies to exclude infringing material from their sites.

What Does The DMCA Mean For The Economy?

Without the safe harbor protections in the DMCA and other intermediary liability protections, the U.S. economy would shrink by approximately **\$75 billion annually** and would lose an estimated **425,000 jobs**.



How the DMCA Process Works

- 1 A copyright owner notifies a platform that an allegedly infringing work has been posted.
- 2 The platform notifies the user who posted the content and removes the post.
- 3 The user has the opportunity to send a counter notice if they believe they have a legal right to post that content.
- 4 If a user submits a valid counter notice to the platform, the post will be restored. If not, the post will remain unavailable.
- 5 If a copyright owner feels that the post was restored in error, they can ask a court to review the alleged infringement and render a decision.



Tech's Robust Efforts To Protect Copyright

- Developing tools to identify infringing content, including music, photos, and videos.
- Engaging with stakeholders to discuss emerging techniques used to identify and investigate infringement.
- Creating training programs to facilitate law enforcement investigations of illegal content.
- Promoting legal content and demoting infringing content in search results.
- Dedicating significant resources to address reports of alleged infringement.
- Partnering with the National Intellectual Property Rights Coordination Center.

About Internet Association

Internet Association represents over 40 of the world's leading internet companies. IA's mission is to foster innovation, promote economic growth, and empower people through the free and open internet. For more information, visit www.internetassociation.org