

YouTube Best Practices

Copyright guidance for recorded conferences and webinars

Most of the content Icon distributes on YouTube consists of recordings of live conferences, talks and webinar sessions. Here are a few suggestions on how to be 'copyright aware' when producing and sharing these types of videos.

1. Ask in advance!

Whether you're recording an in-person event or a Zoom webinar, it is best to communicate your intention of recording the event in advance, both to the speaker and to the participating audience; be clear about where you want to distribute the video (e.g. the Icon YouTube channel) and who will be able to access it (whether the video will be publicly accessible or restricted only to those with the link).

When recording webinars, it is best to select 'speaker view'.

2. What may the recording include?

Pretty much anything.

Speakers can make use of any visual aid they require, as long as they credit the original source. Video and audio extracts, photographs, screenshots all qualify for 'fair use' as long as they demonstrate a point.

"As stated under section 30 of the **Copyright, Design and Patents Act 1998**, the defence of fair dealing comes into play when material that has been made available to the public is used for the purpose of non-commercial research or study; criticism or review; or for reporting current events." (<https://www.journalism.co.uk/news/copyright-tips-to-remember-when-producing-online-videos/s2/a672577/>)

Don't worry about accidents (e.g. someone's phone going off with a James Bond theme ringtone). That qualifies as 'incidental inclusion'.

3. After the session ends: Who owns the material?

Icon does. But so does the person giving the presentation.

The speaker will own the copyright to *the presentation itself* and all of its contents.

Icon will own *the video recording*. Therefore, the video can indeed be posted on YouTube as long as the speaker gives permission.

4. Can the video be monetised?

Most likely no, unless Icon makes a business deal with the speaker. As the speaker owns the rights to their presentation, they must be involved in the decision-making process.

Since most of the video content Icon produces is educational and speakers are not remunerated, it is unlikely that monetising recorded conferences is something worth focusing on.

5. Sources & Further reading

Here are a few articles relating to UK copyright law and some guidelines other UK-based organisations follow when recording and distributing conferences:

<https://ico.org.uk/about-the-ico/news-and-events/news-and-blogs/2020/04/video-conferencing-what-to-watch-out-for/>

<https://www.rcog.org.uk/en/courses-exams-events/speakers-and-chairs/copyright-faqs/>

<https://www.journalism.co.uk/news/copyright-tips-to-remember-when-producing-online-videos/s2/a672577/>

<https://www.bucksfwi.org.uk/uploads/1/6/6/8/16682302/recording-guidance-final.pdf>