PEX

Pex Discovery

FAQ

What is Discovery?

Discovery is the premier audio and video copyright search engine created by Pex. Using the most advanced audio and video identification technology, Discovery finds the most uses of copyrighted content across various content-sharing platforms. Discovery is accessed via a dashboard (drm.pex.com) and customers can add assets to track via the dashboard or API for bulk additions.

How does Discovery work?

Discovery scans digital platforms (YouTube, Facebook, Instagram, etc.), indexes publicly available information, and creates digital fingerprints of published audio or video content. When you provide an asset (such as an audio or video file) to Discovery, it is compared against Pex's database of over 23 billion pieces of content. Discovery regularly scans platforms for new information, and then data is updated for any tracked assets.

What platforms are being searched?

Pex occasionally makes changes to the platforms it tracks in order to keep up with customer demand. The platform list below is as-of 10/09/23. Please reach out to your Pex representative for the most current platform list.

1. YouTube (including shorts)
2. Facebook
3. Instagram
4. TikTok
5. Twitter
6. Apple podcasts
7. Audiomack
8. Audius
9. Dailymotion
10. Giphy
11. Imgur
12. Lemon8
13. Likee
14. Mixcloud
15. Mymixtapez
16. Reddit
17. Spotify podcasts
18. SoundCloud
19. Streamable
20. Tenor
21. Triller
22. Twitch clips
23. Vimeo

How can I use Discovery data?

You can use this data for your internal needs, or repackage it to increase your revenue. Discovery data can help you:

- Find new artists or fans to collaborate with
- See the impact of your content and how others use it
- Potentially monetize copies on certain sites
- Strengthen and inform marketing initiatives
- Find your content in order to request takedowns if needed

What are historical copies?

Historical copies are reuses of your audio or video assets on the platforms that we track These historical copies are surfaced through a lookback. A lookback checks for copies that may have been created during the gap in time between the asset being uploaded to a platform, and when it began tracking with Discovery. This means if a copy of your asset was uploaded to a content-sharing platform before you began tracking the asset, the copy will still be identified.

Discovery UI

Settings

How do I add someone to my team?

You can add users to your account by going to your "Settings" page and navigating to the "Team" tab. There you will find a section called "Add New Users" and a user signup link. Copy the link and share it with the individual you would like to join your org. Once they've signed up, you'll need to head to the "Users and Permissions" section to grant them the access you desire.

How do I edit permissions for my team members?

To edit your team member permissions, go to your "Settings" page and find the "Team" tab. Within the "Users and Permissions" tab you can edit the permissions granted to each user individually or copy permissions from one user to apply to another.

Where do I fill in the copyright ownership details so I can submit a takedown from Pex?

To fill in the copyright ownership details, navigate to your "Settings" page and then to the "Rights Management" tab. There you'll find a section called "Copyright ownership details" where you can fill out the information required to submit a DMCA takedown to a platform.

When does the backlog run for accounts that have the "auto-backlog" feature flag enabled?

For accounts that have the "auto-backlog" feature flag enabled, the backlog runs daily at 8PM PT / 11PM ET.

How do I add an asset?

You can add an asset by going to the CMS page and finding the blue "Add Asset" button in the upper right corner. You can upload assets manually via the dashboard using either media files or public URLs from platforms Pex tracks. You can also add assets via API if needed. Please let your Pex representative know if you'd like to send assets via API.

Can I add an asset to multiple collections?

Yes - Once uploaded you can add that asset to as many collections as you like. You can add the asset to additional collections by navigating to an asset detail page and clicking the blue "Add to Collection" button OR by copying the asset to another collection from a collection of which it is already assigned.

What type of files can I upload?

You can upload any format of audio or video media (we use FFmpeg to interpret them. Full list of formats they support can be found here. You can also add assets via URL.

What does "tracking" mean?

Tracking is Pex's term for when we are actively looking for new copies. If an asset is not tracking, new copies will not be returned for your asset.

How do I know if an asset is tracking?

You can see if an asset is tracking by finding it in your CMS, there you'll see a tracking column with a green or red dot. Green indicates tracking while red indicates an asset is not being tracked.

If I stop tracking an asset, do I lose all of my historical copies?

No, you will not lose all historical copies. You will, however, stop seeing any new copies for that asset. Should you resume tracking an asset, you may have a gap in your copies and the associated data corresponding to the period of time where it was not being tracked.

Do the reference IDs I apply at upload end up in my export from the copies page?

Reference IDs can be included in your export from the copies page. When you choose to export, you can select a variety of fields to be included in that .csv, including Reference ID.

Rights management

How do I process a copy?

You can label a copy by clicking on the copy row or by clicking the "+" icon at the end of the copy row. This will open the match detail window. In the match detail window, you can select any of the labels in the right-side column to apply to the copy. You can select labels by clicking on the name of the label you wish to apply or by using the keyboard shortcut indicated by the letter in the grey box next to the label. You can apply more than one label to a copy.

How do I use the claimed filter?

To use the claimed filter, go to your Rights Management page and find the "Claimed" filter on the left. A module will appear that prompts you to select to filter according to all claimants or a list of claimants you have specified. You can specify claimants by searching for a Content Owner ID, a display name, or an email address associated with Content Owner ID.

Once you've selected the claimants you'd like to filter by, you can select whether you'd like to filter to view copies claimed by these claimants only or have those copies excluded. Once you've selected "Show Only" or "Exclude" you can then apply the filter to your copies feed using the blue "Apply" button.

How do I save a filter?

You can save a filter by clicking the blue "Save Filter" button at the bottom of the Filter list on the Rights Management page. Upon clicking the button, you will be prompted to name your filter. Once named, you can click Save in the bottom right corner of the window to finalize your saved filter. You can then find and manage your saved filters from the white bar at the top of the copies feed on the Rights Management page.

What is "Processed status"?

Processed status refers to the label or action taken on a copy. Examples of these designations include Whitelisted, Fair Use, and Takedown Issued. Within the Rights Management page, you are able to filter by these labels and actions to view previously processed copies or remove them from your copies feed.

How do you define the match types?

Pex categorizes matches into seven different match types.

- **Exact Match:** An exact match is 1:1 match of your asset.
- **Full Match:** A full match is a copy that contains 100% of your asset's content but also contains additional content. E.g. Your asset is 1:30 minutes. A full match copy is returned that runs 5:00 min in length and contains all 1:30 minutes of your asset and 3:30 minutes of other content.
- **Partial Match:** A partial match occurs when 100% of the copy matches your asset but does not contain the entirety of your asset. E.g. Your asset is 5:00 minutes. A copy returned is 3:00 minutes in length and all of that 3:00 minutes comes from your asset.
- **Snippet:** A Snippet is a match that occurs when part of your asset appears as part of a video. E.g. Your video is 3:00 minutes long. A copy is returned with a 5:00 min duration and two of those minutes match your content.
- **Snippet 30:** Snippet 30 refers to a Snippet in which the matched content is 30 seconds or less in duration.
- **Snippet 10:** Snippet 10 refers to a Snippet in which the matched content is 10 seconds or less in duration.
- **Snippet 5:** Snippet 5 refers to a Snippet in which the matched content is 5 seconds or less in duration.

What is an excluded segment?

An excluded segment is a portion of an asset for which you've identified as not wanting to return copies. If you exclude a portion of your asset, no copies matching to that portion of content will be shown in your copies feed. If a copy matches part of the included content and part of the excluded content, only the included portion will be shown in your feed.

What fields are in the CSV?

The CSV export can be customized to contain any or all of the fields below:

Asset:

- Asset ID
- Title
- Duration
- Reference ID
- ISRC
- Collection ID
- Whitelist ID
- ContentID Asset ID
- View Count
- Engagement Count
- URL
- Platform
- Upload Date
- ISRC

Copy:
- Title
- Duration
- Platform
- User ID
- User name
- Real name
- User URL
- Url + YouTube Video ID
- Upload Date
- View count
- Engagement count
- Taken Down
- Takedown message
- User verified
- Action Status
- Processed Status
- RM Case ID

Match:
- Match ID

- Match category
- Length of match
- Copy duration (% of length)
- Asset duration (% of length)
- Matching copy segments
- Matching asset segments

When uploading an asset to Discovery, what is the minimum asset length needed to generate a fingerprint?

To generate a fingerprint in Discovery from a media file or link and receive adequate results, 10 seconds of audio or video are needed.

What is Priority Sort? How does it work?

Priority Sort is part of the Updater component. When we receive a metadata update for a UGC, we calculate when the next update is going to be based on the difference from the previous update. Therefore, viral videos are updated more frequently, and videos that don't see much growth anymore are updated less frequently. Priority sort is exposed in the Discovery UI when sorting by the Rank field of the search results.

What is the "date match" sort?

The date match sort sorts by the date the ugc copy and asset matched. It is not accessible in the UI outside the sorting feature.

Common errors

"Historical data for this asset may be missing"

⊘ Historical data for this Asset may be missing   More info

Why the error occurs:

1. Some assets were not downloaded/fingerprinted correctly.

This happens most often with assets submitted via links from platforms. The easiest way to recognize this issue is by looking at the Duration of the Asset in the Discovery dashboard (see screenshot below). If it reads 00:00, the asset most likely didn't process.

How to resolve:
- Delete an asset and submit the link again. If the duration shows the length of the asset, it's been processed correctly.
- Upload a media file of the asset. In this case, we're avoiding the platform blocks and fingerprinting the media directly. ***This is a preferred method.***
- If one only has a YouTube link, then an online "YouTube to media file downloader" can be used to obtain a media file.
- If all fails, reach out to your Pex representative
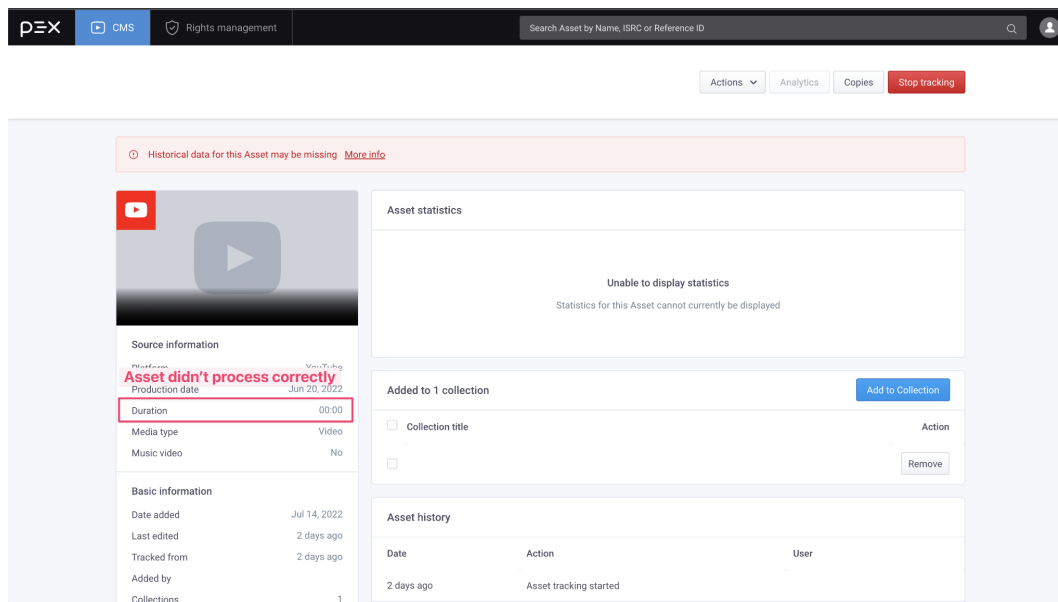
2. The asset was downloaded and fingerprinted (you should be able to see the duration of the asset), but no historical data is available.
This means that we have the fingerprint but for whatever reason haven't compared it to the database yet. Generally, we run the comparison every 24 hours at 11 pm ET. Because multiple assets are being compared to the database simultaneously, we can't guarantee exactly when results will be available.

To confirm this is an error:
- Confirm that auto-backlog is enabled for the organization
- Confirm that duration of the asset is not 0:00
- Confirm that tracking on this asset was started before 11 pm EST the day before.

However, if you're not seeing copies/historical data for assets within 2-3 days of the upload, please reach out to your Pex representative. As long as the asset is processed correctly, Pex can manually run backlogs for those assets.

Why is Discovery data sometimes different from what is on the platform?

Pex does not partner with platforms or use their APIs to provide Discovery data. To ensure we are not overloading platforms with our crawlers, and to keep our costs low for customers, we do not continuously check for updated view counts on copies. Because of this, there may be some discrepancies in view counts, which are constantly changing.

Every month, your tracked assets will be checked for additional copies and associated data including views. However, in the interim, you may see a difference between the view count on the platform, and the view count from Discovery. For Discovery plans that offer real-time updates, please reach out to your Pex representative.