



Scribd

Publish Yourself Online

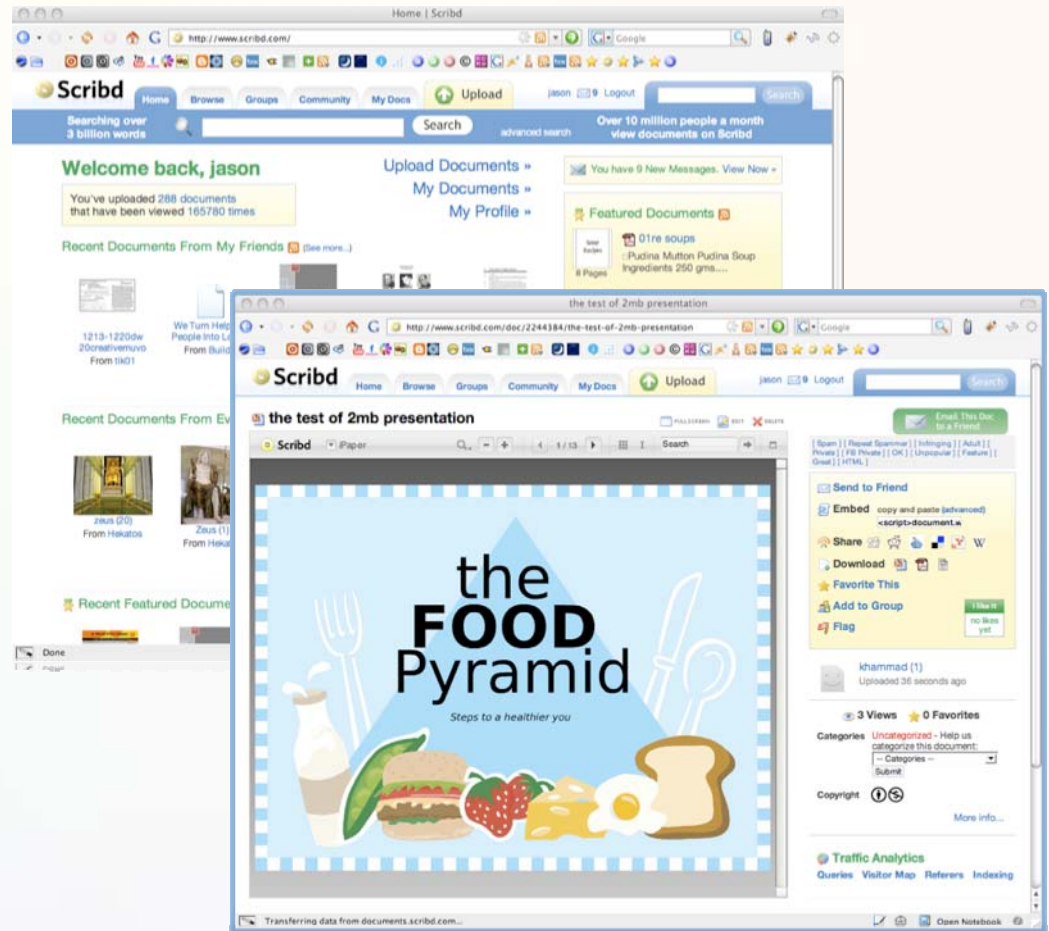
Scribd

We offer tools and services that enable any person or company to publish richly formatted documents in any website for free.

- Described by TechCrunch as “YouTube for Documents”
- Founded in August 2006
- Launched in March 2007
- 2 million user-submitted documents
- 500,000 registered users

Products and Services

Scribd.com
Self-publishing
community and
document
library



Products and Services



- Scribd API
- QuickSwitch automatic conversion system
- Google AdSense integration
- Text Matching System (TMS) copyright protection service
- Qualified Publisher Program
- Qualified Educator Program

Products and Services

iPaper

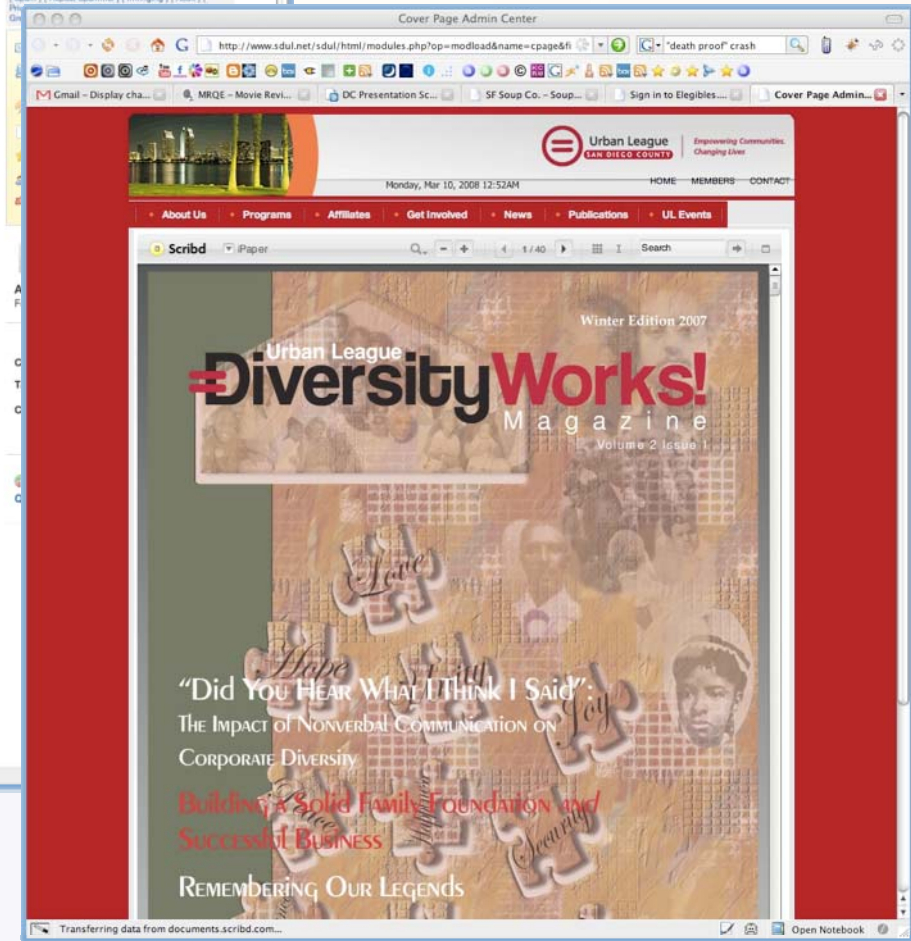
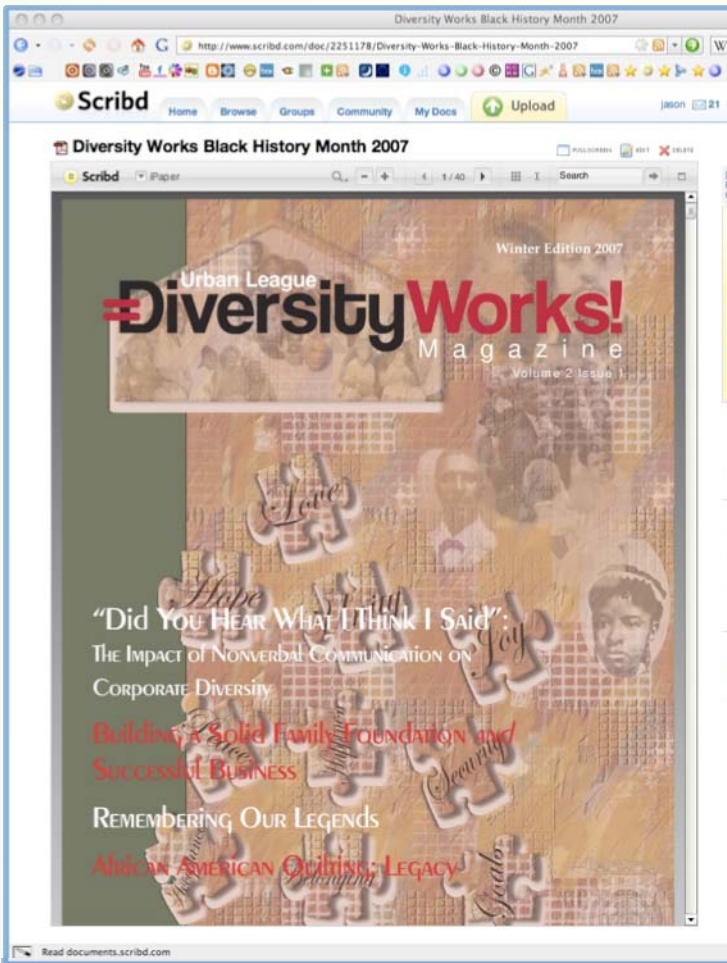
Feature-rich,
embeddable
document viewer



iPaper

- Supported formats:
 - Adobe PDF
 - Microsoft Word (.doc)
 - Microsoft Excel (.xls)
 - Microsoft PowerPoint (.ppt)
 - OpenOffice / StarOffice
 - Text
 - PostScript

iPaper



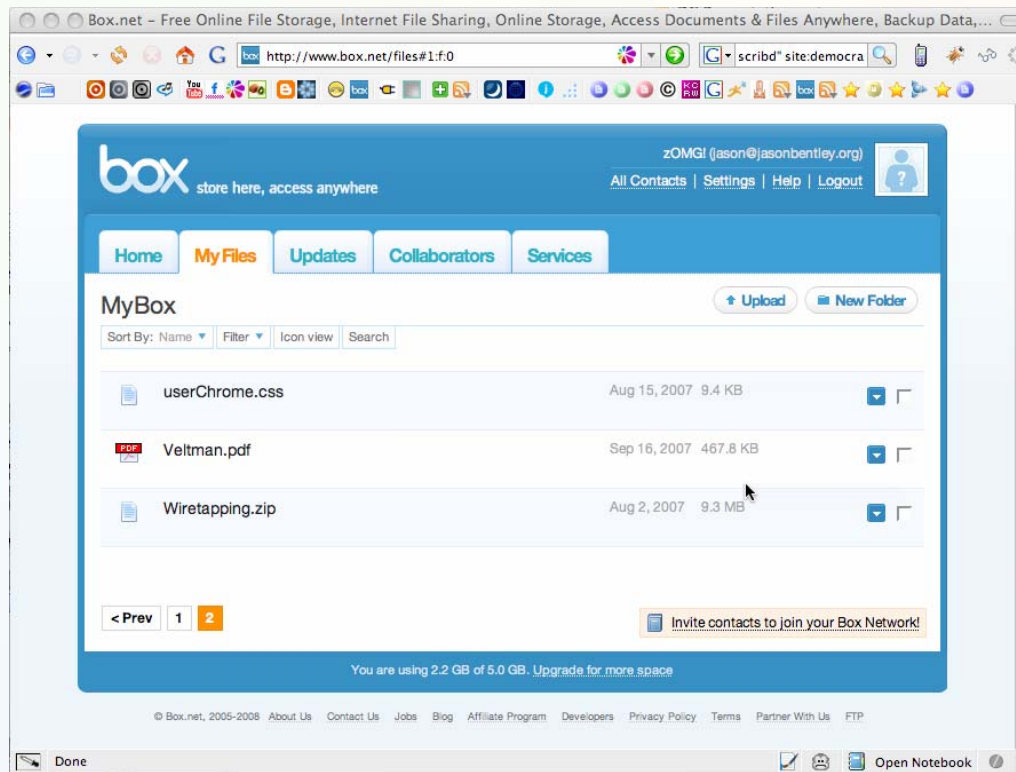
iPaper

The image displays a browser window with three overlapping pages. The background page is a TechCrunch article titled "Ziff Davis Media Takes A Dip In The Deadpool" by Erick Schonfeld. The middle page is a Democratic Party blog post titled "Democratic Party Files Complaint Against McCain for Ignoring FEC Law" by Michael Link, dated February 25, 2008. The foreground page is a Scribd document viewer showing a letter from the Democratic National Committee to Senator McCain, dated February 25, 2008. The letter discusses a complaint regarding McCain's alleged violation of the Federal Election Commission (FEC) laws concerning campaign finance reporting. The Scribd interface includes a search bar, navigation controls, and a status bar at the bottom indicating "Transferring data from documents.scribd.com...".



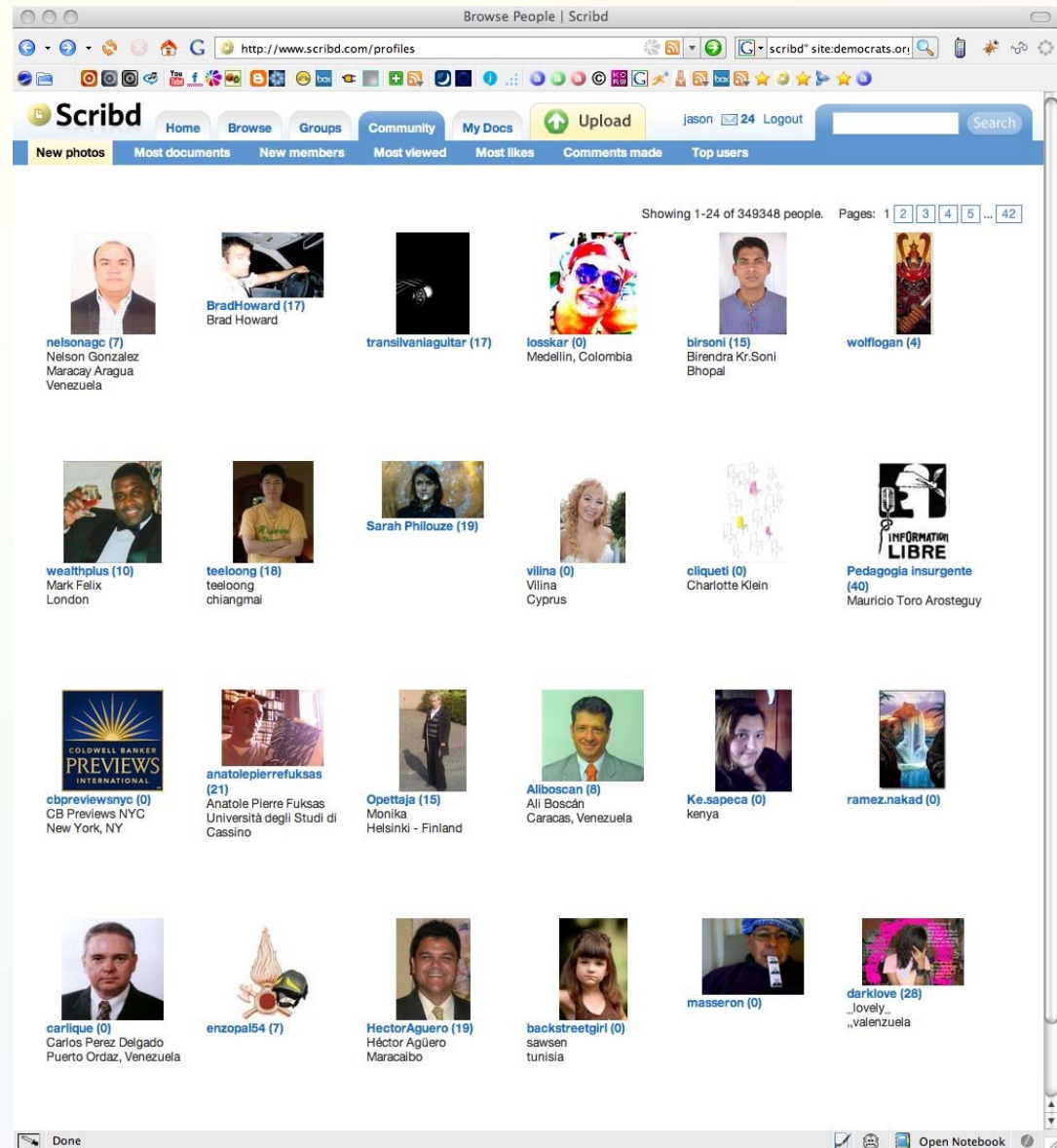
iPaper Integration

- Integrate documents into your website with the Scribd API and QuickSwitch



Scribd Community

- 500,000+ active users
- 230+ Countries
- Amateurs
- Students
- Professionals
- Educators
- Bloggers
- Researchers
- Artists
- Musicians
- Businesses



Community Abuse

- Affiliate Marketing
- Spam
- Black Hat SEO
- Pornography
- Copyright Infringement

Copyright Infringement

- Anticipated from day one
- Developed clear policy prior to launch
- Persistent issue on the Internet
- Problem for any website made of user-generated content including Flickr, LiveJournal, and YouTube
- In US, copyright infringement falls under Digital Millennium Copyright Act (DMCA)

DMCA

- Enacted in 1998
- Reason why sites like Scribd and YouTube can exist at all
- Section 512 defines “safe harbors” from copyright litigation
- Section 512(c): safe harbor for “information residing on systems or networks at direction of users.”

DMCA

- Scribd follows DMCA takedown policy
- Was sufficient initially
- As site grew, infringements became more frequent
- Felt rampant infringement could damage future business
- Opportunity to innovate

Scribd Text Matching System

- Full-text or representative chapters added to TMS by content provider
- Documents removed from Scribd via DMCA automatically added to TMS
- TMS creates semantic map from content
- Stored off-line from public content
- New documents compared against TMS maps
- Matching uploads are rejected
- Monitors Scribd.com and API content

Scribd Text Matching System

- Over 5,000 infringing documents caught
- 50-80 hits per day
- 25 different languages
- 200+ editions of “Harry Potter”
- 150+ documents owned by CoS
- 100+ “Dummies” books
- Texts by over 200+ bestselling authors

Scribd TMS Hurdles

- No translation capability
- Participation from content creators
 - Original requirement was to upload full text, received lots of pushback
 - Revised upload requirement to 3 chapters
- False positives
 - System learns as it goes
 - Initially 65% of hits were false, now less than 20%
 - The more text uploaded, the better

Scribd TMS Benefits

- Number of DMCA requests down

Scribd TMS Future

- More participation from commercial publishers
- Working with writers unions to broker enrollment in TMS for members
- More prominent role in commercial offerings
- License to iPaper-enabled websites
- License to other websites