

	<b>Narration/Sound</b>	<b>Image/Video</b>	<b>Text/Title</b>
:00	<ul style="list-style-type: none"> <li>- So Let's Play with Fair Use</li> </ul>	<ul style="list-style-type: none"> <li>- Opens with Brian sitting down in his chair, grabs a controller from the nightstand next to his chair, puts on his headphones and presses the power button on the controller</li> </ul>	
:30	<ul style="list-style-type: none"> <li>- So what is fair use? Fair use is defined as, according the current Copyright law is a defense for those who are using existing copyright work for there own purposes. So how does a "Lets Play" fall into fair use? Well lets first start off with how fair use is defined.</li> </ul>	<ul style="list-style-type: none"> <li>- The video of Brian shrinks down to the lower right hand corner as the intro video of Fallout 4 begins to load</li> <li>- Brian loads up his game as he begins to speak</li> <li>- Brian's arm goes off the screen and comes back in pulling a graphic across the screen</li> </ul>	<ul style="list-style-type: none"> <li>- Let's Play with Fair Use</li> </ul>
1:00	<ul style="list-style-type: none"> <li>- There are four defenses for fair use. The first is if the work is transformative, meaning how are you changing the work. With lets plays am I changing the work?</li> </ul>	<ul style="list-style-type: none"> <li>- Split screen of Brian explaining the four defenses and the ongoing lets</li> </ul>	<ul style="list-style-type: none"> <li>- Graphic explaining all four forms that fall under fair use</li> </ul>

		play of Fallout 4	
1:30	<ul style="list-style-type: none"> <li>- Well, I'm adding commentary over the game so is that enough to qualify for the defense?</li> <li>- Possibly but there's also the nature of the work. Why am I making this video. To show the game and spoil it? Am I reviewing it? That's where the third defense comes in.</li> <li>- The third factor in the fair use defense is the amount of the work I am using.</li> <li>- For example, famous Lets Player PewDiePie goes through his games all the way through. Is he breaking copyright?</li> </ul>	<ul style="list-style-type: none"> <li>- Cut in clips from PewdiePie and Markiplier</li> </ul>	
2:00	<ul style="list-style-type: none"> <li>- Well, I don't think he is, because based on what I've stated so far constitutes fair use in that they are in a sense commenting and critiquing the game, but the last one is the big reason Let's Players get a lot of heat for copyright infringement</li> </ul>	<ul style="list-style-type: none"> <li>- Video From Robot Alchemic Drive</li> </ul>	
2:30	<ul style="list-style-type: none"> <li>- Yep, the last factor in the Fair Use defense is whether the work affects the market value of the copyrighted work. Meaning, some game developers feel that Let's Players are taking money out of there pockets and putting it into the pocket of the Lets Player, because they are making money off the work.</li> </ul>	<ul style="list-style-type: none"> <li>- Video of Brian sitting in the chair looking at the camera</li> <li>- Cut to the graphic revealing the last defense in bold lettering</li> <li>- Back to Brian playing Fallout 4</li> </ul>	
3:00	<ul style="list-style-type: none"> <li>- in 2014 alone, PewDiePie</li> </ul>	<ul style="list-style-type: none"> <li>- Picture of</li> </ul>	<ul style="list-style-type: none"> <li>- 12,000,000</li> </ul>

	made over 12 million dollars in total for all his videos. 12 million, let me emphasise that number. 12...million...dollars.	Variety Article about PewDiePie	
3:30	<ul style="list-style-type: none"> <li>- If game developers didn't want Lets Player's to make money on thier videos they would be more harsh on guys like Pewdiepie and remove his conent. So why do they do that?</li> </ul>	<ul style="list-style-type: none"> <li>- back to Brian playing Fallout</li> </ul>	
4:00	<ul style="list-style-type: none"> <li>- Well, it's a double edged sword, some developers, especially small indie developers see Let's Players as a great source of marketing for the product they are developing and don't remove the content.</li> <li>- It's sort of a symbiotic relationship in some ways, game developers play the game, lets players play the game and show it to a wide audience and the audience goes out and buys the game.</li> </ul>	<ul style="list-style-type: none"> <li>- Montage of various lets players playing indie games</li> </ul>	
4:30	<ul style="list-style-type: none"> <li>- But that alone does not constitute fair use, what makes Let's Players fall under fair use is that they are transforming the work. Adding in the commentary by reactions, thoughts on the game, sort of explaining there day changes how it's viewed.</li> <li>- People don't go to watch them play the game, PewdiePie said it best in an interview he did on Stephen Colbert</li> </ul>	<ul style="list-style-type: none"> <li>- Cut to vidoe of PewDiePie interview on Colbert explaining why he does lets plays</li> </ul>	
5:00	<ul style="list-style-type: none"> <li>- People see Let's Plays in a different light and are enticed</li> </ul>		

	to buy the game. And in the end, everyone wins.		
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