

EXHIBIT 27

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Amit Fulay

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Amit Fulay

Shared publicly - Sep 12, 2013

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Live Q&A for Hangouts On Air: interact with all your viewers

With Hangouts On Air, you can take a group video call and broadcast it to the world. And we've seen everything from concerts to political debates to online classes share their conversations 'On Air.' What's been missing, however, is a way to interact with your live audience (vs. only the people onscreen). Not any more.

Today we're introducing Live Q&A for Hangouts On Air — the first of many features to help you engage with your viewers. If you're hosting the broadcast, you'll now be able to:

- Solicit questions from up to a million concurrent viewers
- Select and answer questions live
- Timestamp the YouTube recording by marking questions as you answer them

If instead you're watching the Hangout On Air, you'll now be able to ask and vote on questions live, as well as replay the Q&A even after the broadcast is over.

We're rolling out Live Q&A over the next few days (fully on desktop, view-only on Android), so look for the new features the next time you start or watch a Hangout On Air. In the meantime, you can check out these examples to see how Live Q&A can enhance your broadcasts:

- Art and Inquiry by +MoMA Edu: <http://goo.gl/hLohOv>
- Live Car Talk by +Scotty Kilmer: <http://goo.gl/cMZtz4>
- Sony vs. Nikon by +Trey Ratcliff: <http://goo.gl/4xEFXW>

Keep the feedback coming, and keep those broadcasts going!

#googleplusupdate #HangoutsOnAir



Amit Fulay

10,212 people have them in circles



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With Hangouts On Air, you can take a group video call and broadcast it to the world. And we've seen everything from concerns to political debates to online classes share their conversations. On Air, what's been missing, however, is a way to interact with your live audience (vs. only the people onscreen). Not any more.

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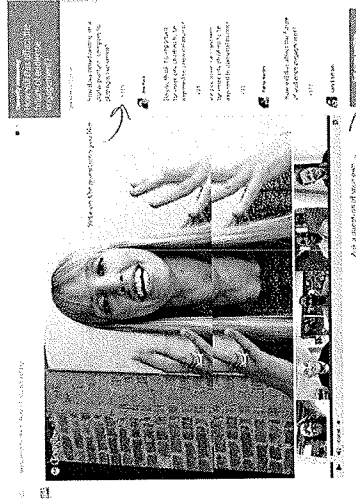
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#googleplusupdate #HangoutsOnAir



+ 300

73 comments

Ivano Forgiato Sep 12, 2013 +6
does this mean it is now available to anyone? -D

Dori Storbeck Sep 12, 2013 +5
Awesome update +Amit Fulay!!!

Ray Hitz Sep 12, 2013 +7
This is huge. Thanks for the heads up, +Amit Fulay!

MOMA Edu Sep 12, 2013
It was great testing out this tool +Amit Fulay! Thanks for featuring the #ArtInquiry HOA event. We loved using the tool & so did our participants.

Ricardo Blanco Sep 12, 2013
Awesome! Gracias

Translate

- Ivano Forgnone Sep 12, 2013 ⁺⁶
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- MonA Edu Sep 12, 2013
Ricardo Blanco Sep 12, 2013
Awesome! Gracias
Thank you!
- Matthew Gathett Sep 12, 2013
+Gina Dionne this should be very useful!
- Fraser Cain Sep 12, 2013 ⁺²
This is going to be great. I can't wait to use it.
- Michael Mason Sep 12, 2013
Do we know when it'll be rolled out for general use? :)
- Jaana Nyström Sep 12, 2013 ⁺⁴
PHIS +David Kutcher +Mike Downes testing today? :)
- Derek Ross Sep 12, 2013 ⁺⁷
Thanks +Amit Fulay. This is an amazing update. As a HOA broadcaster, this is something I've wanted since day one!
- David Kutcher Sep 12, 2013 ⁺²
+Jaana Nyström hopefully!
- Carol Dodsley Sep 12, 2013
Nyström do you know if you can use this with embedded hangouts on your website too?
- Jason Horejs Sep 12, 2013 ⁺⁷
Been waiting for this - new if you could add the ability for people to call in via webcam or telephone (without being guest in the hangout) you'd have a truly interactive product. Thank about it!
- Carol Dodsley Sep 12, 2013
Now that would be really cool +Jason Horejs :)
- Mike Downes Sep 12, 2013 ⁺⁷
+Carol Dodsley are like no, not that far along the track. Only works in the G+ stream
- Carol Dodsley Sep 12, 2013
Thanks +Mike Downes - I thought that may be the case, need to have a play with it when it is rolled out to me so I can see how to best utilise it and share the benefits with my clients :)
- Marilyn Ivey Sep 12, 2013
Thanks +Amit Fulay and to +Carol Dodsley for sharing this awesome update. This is a game changer that's making me rethink a project I was about to abandon. Thanks again.
- Ryan Lesage Sep 12, 2013
Hey +Major League Soccer Just an FYI for future on air hangouts!
- Andrew Hatchett Sep 12, 2013 ⁺²
Can all those questions be saved somehow automatically? I know I could copy/paste before closing the Hangout but that is a hassle I'd rather do without.
- Mike Downes Sep 12, 2013 ⁺⁷
+Andrew Hatchett they are saved to the Hangout. On Air forever too, so never lost
- Youssef Hachhouch Sep 12, 2013
Will there be moderation tools? I want to be able to fend off the inevitable trolls & spammers midst a potential crowd of 1 million.
- Ronnie Bincer Sep 12, 2013 ⁺⁷
+Amit Fulay fantastic stuff.
Does the YouTube Embed of the HOA show the Questions?
- Ronnie Bincer Sep 12, 2013
+Amit Fulay will this tool be automatically showing up in people's HOA interface or how do they get it otherwise?
- Ronnie Bincer Sep 12, 2013 ⁺⁷
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Ronnie Bincer Sep 12, 2013
+Andrew Hatchett The questions are not easily taken from within the tool and added to a post or elsewhere, maybe in the future, but not now as I understand it. That is a great feature request that some have already asked for as well.

David Arnold Sep 12, 2013
Great addition. Great job

Scott Sconcroft Sep 12, 2013 **+**
+Amit Fulay This is a great addition to HOAs, and I bet that in 6 months G+ers will have found uses for it beyond your wildest imagination today. Well, maybe not "wildest imagination," but you know what I mean. :)

addo okoe akwetej Sep 12, 2013
Dkay

Ahmed Mohammed Sep 12, 2013
Dk

Scott MacLeod Sep 12, 2013 **+**
Great to see that O&A for Hangouts on Air can reach now concurrently 1 million people plus more with new developments ahead... Great for World University and School, especially via-avis the Conference Method, http://worlduniversity.wikia.com/wiki/Conference_Method_of_Teaching_and_Learning... Check out the 2 example, such as - https://plus.google.com/101812019120943361990/posts/6Z40xns0dy...
Extremely excited to hear about this

Gloria Hagusa Sep 12, 2013
This does appear to be fun, but when does the public get to acknowledge a pay for people in the writing arts and other advancements in the arts to be paid or at the least to have doors open for either internship position or entry level positions in the field of writing?

James Fierce Sep 12, 2013 **+**
+Ronnie Bincer Did you ever get the answer to how to access the tool within an HOA? I don't see it...but perhaps b/c it hasn't been rolled out to everyone yet.

Joseph DeFazio Sep 12, 2013 **+**
This could be an alternative to all those webinar software or a cool video version of Reddit's "Ask."

Birthing Better With The Pink Kit Sep 12, 2013
I'm about to sound stupid, I can't find your how-to do Google Hang-outs. Where do I go look?

James Fierce Sep 12, 2013 **+**
+Birthing Better With The Pink Kit If you want to find out general info on hangouts check out **+Ronnie Bincer**. He has a ton of how-to hangout stuff in his posts.

Birthing Better With The Pink Kit Sep 12, 2013
Thanks James... I'm almost 70, Director of Trust and old dog learning new tricks here. Will take you up on this go find and seek. I'm on YouTube right now watching one thing. Have you used Hang-out yet?

James Fierce Sep 12, 2013 **+**
+Birthing Better With The Pink Kit Yes I'm actually starting up a weekly hangout in a couple of weeks. They are pretty easy to set up but there are definitely some quirks that take time to get used to.

Kurt Palmer Sep 12, 2013
+Karl Inger great news. Now if **+Google Enterprise** would allow hangouts to be recorded (directly) to YouTube or hangouts on air to be shared with a restricted audience, then it will be a great (corporate) training tool.

Daria Musk Sep 12, 2013 **+**
This is so exciting **+Amit Fulay**! Give yourself and the whole team hugs from me!! I can't wait to take song requests and think up tons of fun music applications for this :)

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Gil Melo [Sep 12, 2013](#) [↗](#)
 This will make life so much easier. Many times we get the questions on YouTube after the show is done.

Ronnie Bincer [Sep 12, 2013](#)
 +James Fierce no reply yet on when/for it shows up. I'm at a disadvantage there as I was part of the field test so I already had it before it went full public.

James Fierce [Sep 12, 2013](#) [↗](#)
 Hey +Ronnie Bincer I received it late this afternoon and happened across a HOA by +Chad LaFarge where he and others were giving it a test drive. Got to see the good the bad and the ugly...as related to the product :)

Ronnie Bincer [Sep 12, 2013](#)
 +James Fierce how did you receive it? was it just there in the left sidebar, or did you have to get it somehow?

James Fierce [Sep 13, 2013](#) [↗](#)
 It was in the left sidebar but I had to "activate" it before I could use it.
 +Ronnie Bincer.

PR Doctor [Sep 13, 2013](#) [↗](#)
 I'm hoping all those PR students who looked at me blankly in 2010, when I said they needed to get on board G+ are rethinking.

Nazla Hayat [Sep 13, 2013](#) [↗](#)
 this is very interesting. Would the live Q&A work with the multi-person chat?
 Business Hangouts [Sep 13, 2013](#) [↗](#)
 Great news! This is a big step forward. Kudos to the Hangouts team and to Google.

+Youssef Hachbouch with Q&A you can avoid spam. But if you want a more elaborated moderation tool, which can be turned on/off click out the +Business Hangouts app for Google Hangouts. +Joseph DeFazio. +Kurt Palmer for a more Enterprise-friendly Hangout try +Business Hangouts a great complement to Q&A.

Larschabby Kddi [Sep 15, 2013](#)
 Yay!!!

Blake Priddy [Sep 13, 2013](#)
 You can also remote computers now.

Iuis nuñez [Sep 14, 2013](#)
 Hello my friends

BBALLBREAKDOWN [Sep 15, 2013](#)
 Hi are the questions integrated on screens? Watching a recorded hangout from link above (on mobile) I see the question displayed below the video. Is that how it looks on desktop? What about on the YouTube video page? Can u have same functionality there?


Ronnie Bincer [Sep 15, 2013](#) [↗](#)
 +BBALLBREAKDOWN as this is the first rollout of the app it is not as advanced as it will be. The Screen shot shown above is how the Questions via Q&A app look to the viewers on Desktop browsers. And No, they are not part of the visible video when viewed on YouTube... see this post of mine for some of the details: Q&A App- Questions and Answers HOA- App Official Help Page (9/17/13) <http://goo.gl/BRYK3v4>


BBALLBREAKDOWN [Sep 15, 2013](#) [↗](#)
 +Ronnie Bincer thank you sir. I will digest this ASAP


Yusra Rasheed [Sep 15, 2013](#)
 Juuuu

Darryl Wattenberg [Sep 17, 2013](#)
 We played with this during last week's +GeoGearHeads and loved it! We need to get a better feel for it and will be doing that this week when we do a "Randomize" show (where we handle several little topics from many sources). Is there a way we can pre-populate those questions from other sources? Near as I could tell we just had to login from a different account once the Hangout On Air started and copy-and-paste those in there.


 **BBALLBREAKDOWN** Sep 18, 2013 [*](#)
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 **Yusra Rashad** Oct 16, 2013
Jana


 **DerryWattenberg** Sep 17, 2013
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 **Joe Portella** Oct 17, 2013
I think I miss my viewers watch on YouTube and comment in the live comment stream. Where do viewers go to be able to watch and comment? YouTube is a good distribution platform, and folks are used to going there - but it doesn't seem this integrates with it.


 **Kevin McNeese** Oct 18, 2013 [*](#)
So where do people enter questions during the live hangout?


 **Romnie Bincer** Oct 19, 2013 [*](#)
+Kevin McNeese green button down at the bottom right of this post's picture. Or come visit this overview and see some explainer pics we shared here: <http://goo.gl/OX-7f8y>


 **Kathy Shirer** Oct 24, 2013
How do you post pictures from your Albums?


 **Jeremy Johnson** Oct 6, 2013 [*](#)
+Romnie Bincer I hosted a Q&A session last night during our weekly broadcast, and couldn't figure out how to block a certain user who kept clogging up the Q&A window with offensive comments. I know I can delete questions (which I did), but I didn't see a feature to block the user or otherwise mark him as a spammer. (I did block him on my personal account but that didn't seem to affect the HOA.)


 **Romnie Bincer** Oct 6, 2013
+Jeremy Johnson you should have had a way to mark the QS from that user as "spam" via the O&A app. (I think)


 **Jeremy Johnson** Oct 7, 2013
+Romnie Bincer did not see that option, though I frantically clicked around in an attempt to find it during the broadcast. I did see you could filter questions marked as spam, but cannot find a way to actually mark the questions as such. Delete was my only option.


 **Romnie Bincer** Oct 11, 2013
+Amit Fulay don't we have a way to mark a question as spam while it is live?


 **Andrew Hatchett** Oct 7, 2013 [*](#)
+Jeremy Johnson For that type of user you don't want to block them or delete their messages: you want to delete the user themselves - at least I do!


 **Jeremy Johnson** Oct 7, 2013
+Andrew Hatchett How do you delete the user? Keep in mind, this is a public HOA and we're just talking about the folks who submit questions via the O&A app, not an actual participant in the broadcast.


 **Romnie Bincer** Oct 7, 2013
+Jeremy Johnson I think he was joking :)


 **Andrew Hatchett** Oct 7, 2013 [*](#)
+Romnie Bincer I was joking but there really SHOULD be a way to do it! :)

 **Claire Boyles** Oct 26, 2013
Having used the Q & A feature on a live hangout on an on Friday, I'm now trying to find where the questions are saved to. Any clues anyone?

 **Michael Mason** Oct 28, 2013
They're in the replay stream, on G+

 **Claire Boyles** Oct 28, 2013
+Michael Mason on the event page in G+ ? I can't see them!

 **Michael Mason** Oct 28, 2013 [*](#)
Click the play icon in the middle of the video and if Q&A was running it will pop up with the video and questions.

 **Claire Boyles** Oct 28, 2013 [*](#)
+Michael Mason Thanks Michael, I guess only Google knows why they'd want to hide it away inside the video... and not make it easily accessible..