

To: "David Eun" <deun@google.com>
 From: "Bhanu Narasimhan" <bhanun@google.com>
 Cc:
 Bcc:
 Received Date: 2006-06-28 17:13:09 CST
 Subject: Re: Illegal Uploads

Hi Dave,

We catch around 10% of all online user uploaded videos during review. Of these approximately 90% is disapproved due to copyright violation, and the rest due to policy (porn, violence, etc.) We discuss these stats weekly in the ops team meeting so I am enclosing our slides from this week - see slides 3-9 for review and takedown stats.

Please let me know if you would like more information or if you need this data summarized differently. Also, the raw data is in our filer and is updated weekly so if you would like to get access to this, do let me know.

To be honest, I don't have insight into youtube stats but I believe they proactively review videos based on #playbacks in the last Xmins (if a video is getting very popular) and takedown if the video has porn or other bad content. I am not sure they do anything about copyright other than take these down when they get a dmca. I can try to ask around and find out more.

Thanks,
 Bhanu

On 6/28/06, David Eun <deun@google.com> wrote:

>
 > Bhanu,
 >
 > In the swirl of discussions around copyright enforcement policies, can you
 > tell me how many illegal videos we "catch" every week on average and what
 > types/kinds/categories they fall into?
 >
 > How do they correspond to the stuff that gets uploaded to YouTube?
 >
 > Your info and insight would be appreciated!
 >
 > Dave
 >
 > --
 > David Eun
 > NY: 212-589-8070
 > MV: 650-253-1993
 >

Attachments:

Video Meeting 06-26-06.ppt

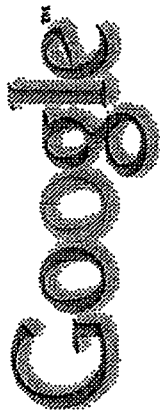
DATE: 5-6-09 EXHIBIT# 6
 DEPONENT: Schmidt, A
 CASE: Viacom, et al., v. YouTube, et al., The Football
 Association Premier League, et al., v. YouTube, et al.,
 Case Nos. 07-CV-2203 and 07-CV-3582

A. Ignacio Howard, CSR, RPR, CCRR, CLR, No. 9830

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Expert - Advertising

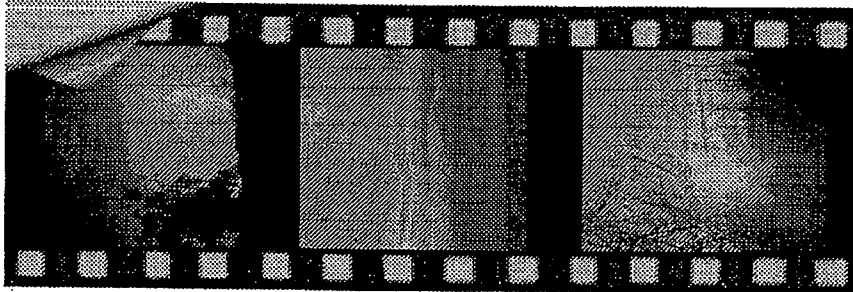
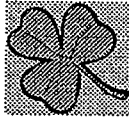
00001-00794737



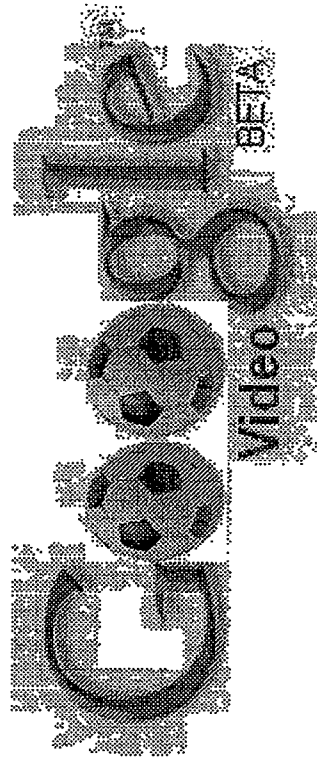
Google Video Team Meeting

Agenda for 6/26/06

- Updates
- Welcome, Dublin Team!
- Video Reviews - Amy
- Take Downs & DMCA – Katrina & Stephanie
- Emails – Sarah
- Frankie – CBG meeting
- Harappa Meeting – cancelled!
- Boo Boos, and Warm Fuzzies
- Our Google Video *STAR(s)*
- Special Topics
 - T-shirts / jerseys
- Two Truths & a Lie - Sarah



Video Review Statistics

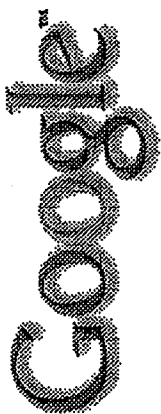


June 17th - 23rd, 2006
Google Search

Search recent TV programs online.



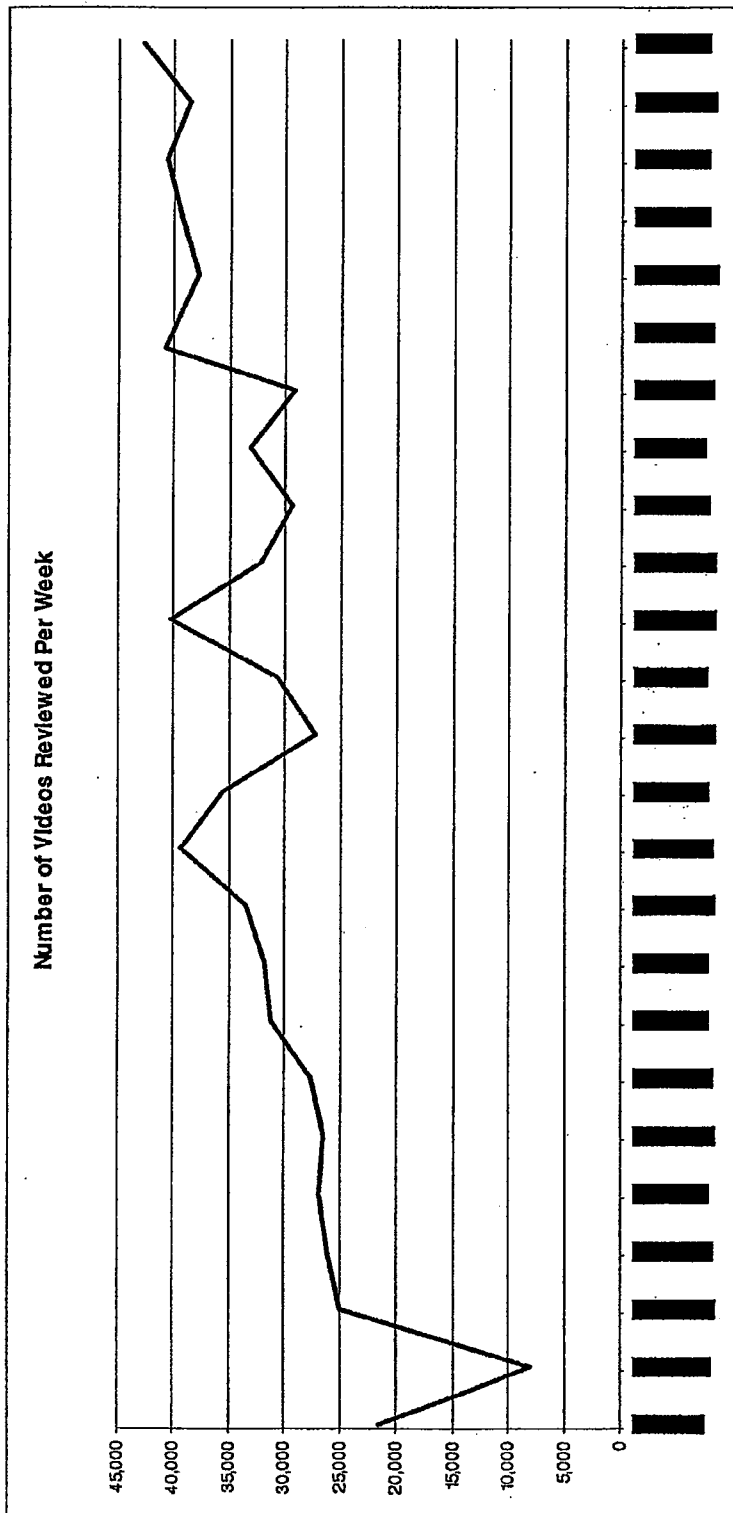
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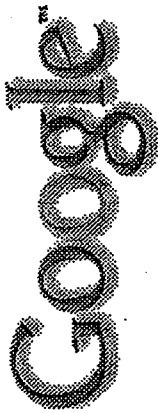
Google Video Team

Total Videos Reviewed: 42,679!

- That's 4,187 more than last week



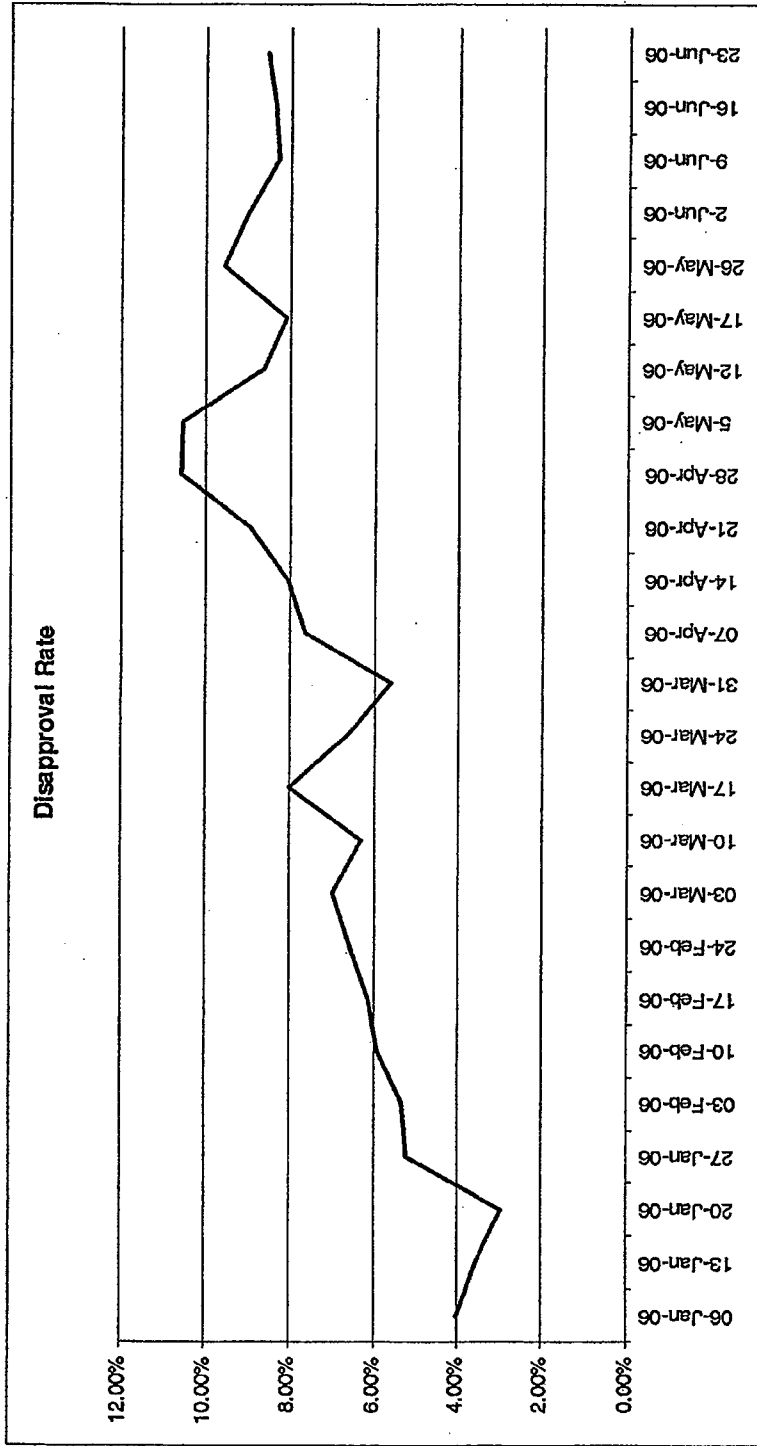
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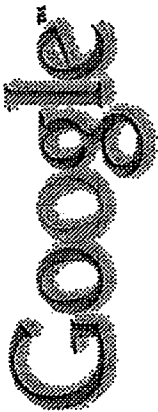
Google Video Team

Total Disapprovals: 3,640

- That's 424 more than last week, and 8.5% of total reviews
- That means we approved 39,039 videos this week!



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Google Video Team

Disapproval Reasons

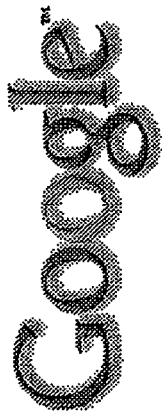
# Disapproved		Reason	% of total Disapproved	
Last week	This week		Last week	This week
1532	1955	TV General	47.6%	53.7%
755	722	TV Sports	23.5%	19.8%
377	396	Music	11.7%	10.9%
197	218	Film	6.1%	6.0%
297	285	Porn/Nudity	9.2%	7.8%
22	27	Bad Quality	0.7%	0.7%
4	4	Obscenity	0.1%	0.1%
29	28	Violence	0.9%	0.8%
3	5	Drug Use	0.1%	0.1%
4	2	Illegal Content	0.1%	0.1%

90.4% total Copyright violations

9.6% total Policy violations

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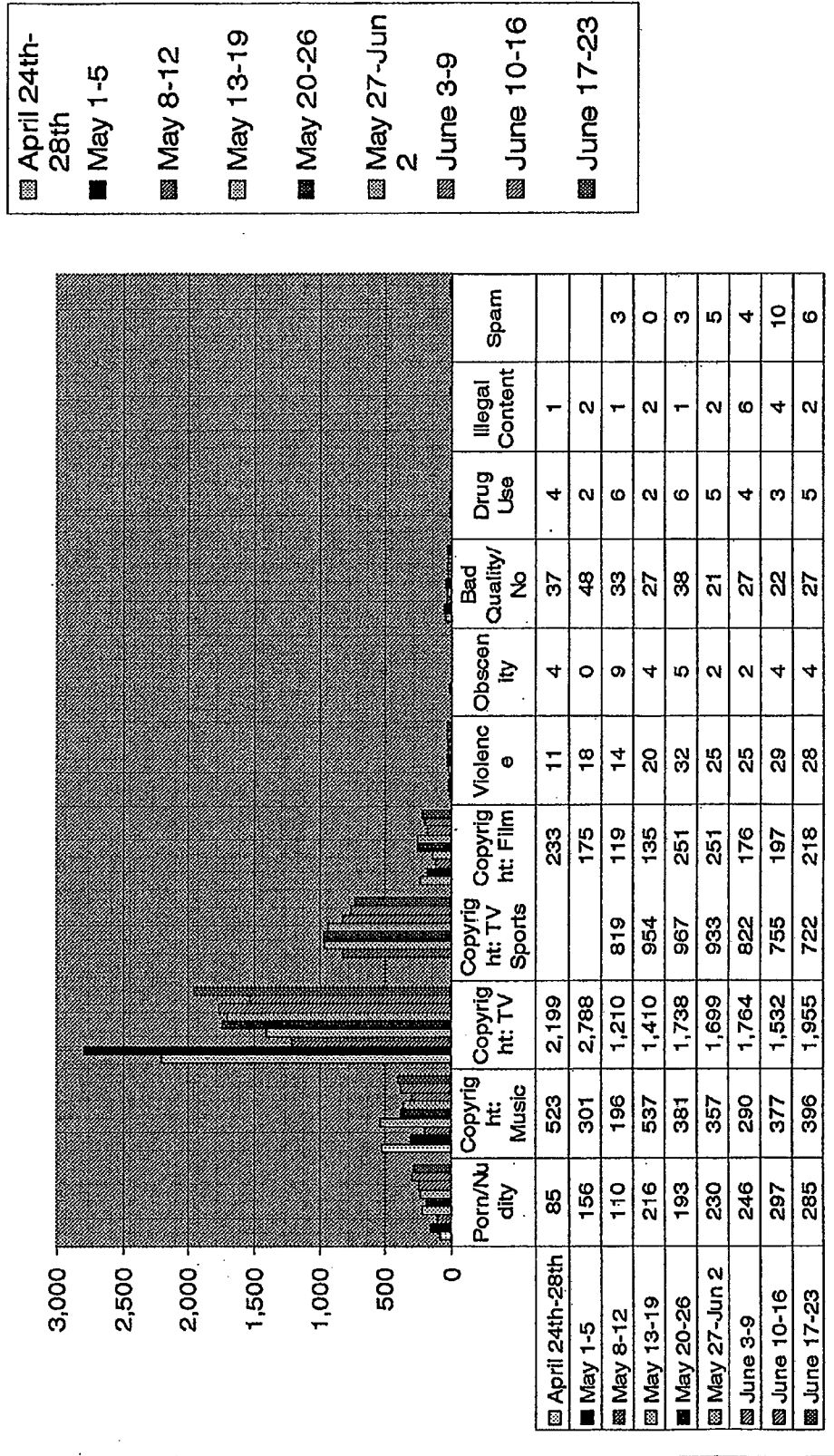


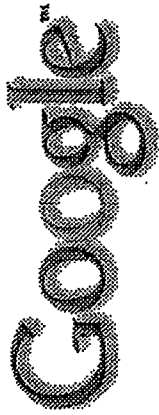


Google Video Team

Disapproval Trends

Disapproval Reasons





DMCA & Takedown Updates by Katrina & Steph

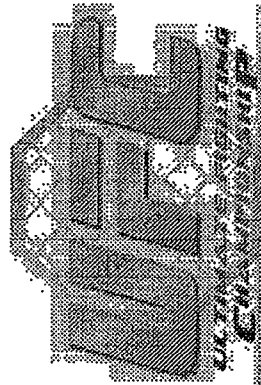
• DMCA:

- 9 total complaints with 110 takedowns

• Notable DMCA:

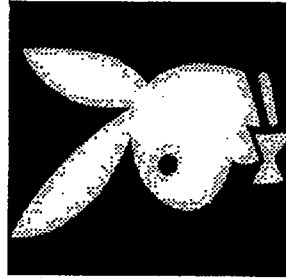
UFC:

More fighting clips

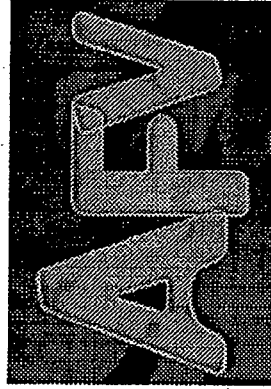


Playboy:

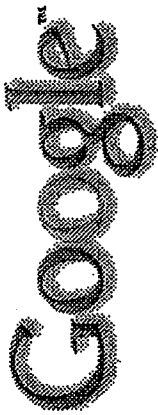
Grateful Dead & Byrds at
Playboy Mansion



Hollywood Licensing:
AFV content

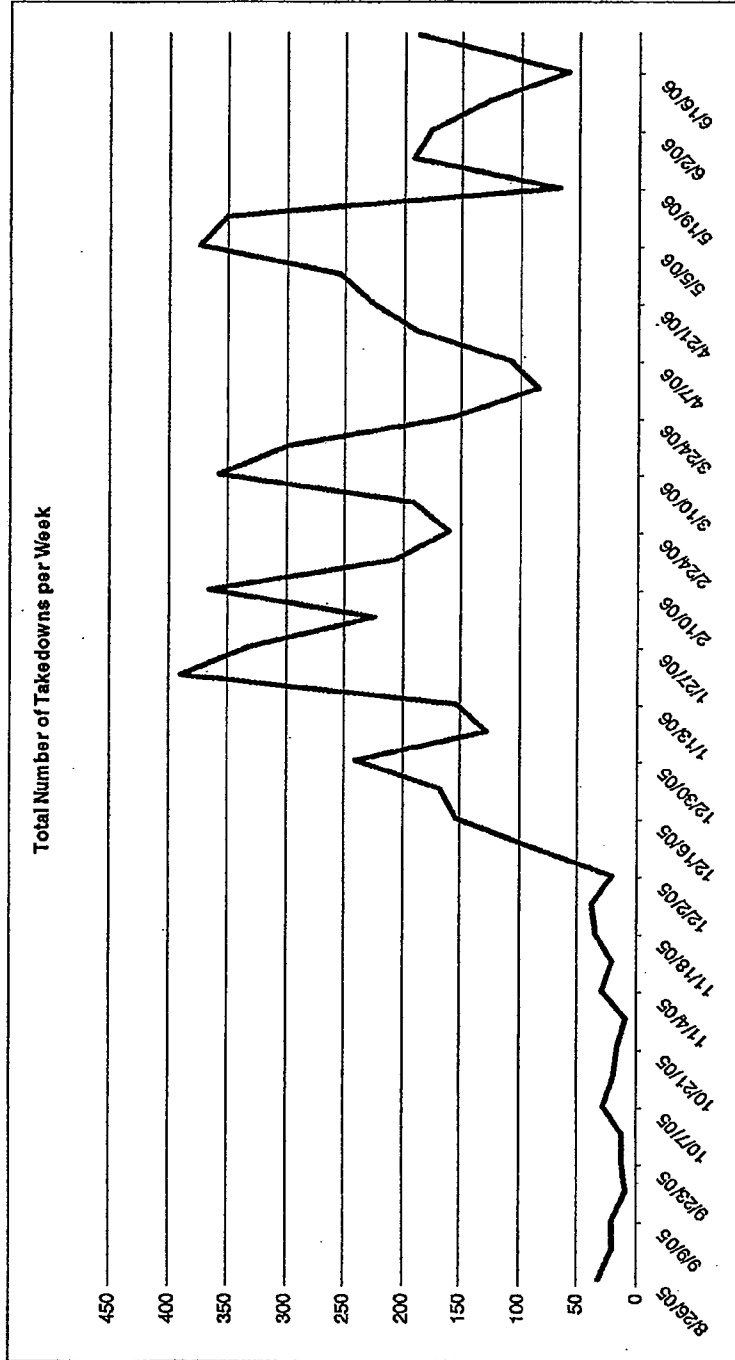


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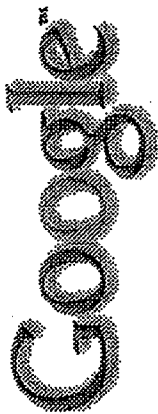


Takedowns...

- Total Takedowns including DMCA's: 186, increase from 60 last week
- Total Takedowns from Sparrow: 61, increase from 51 last week

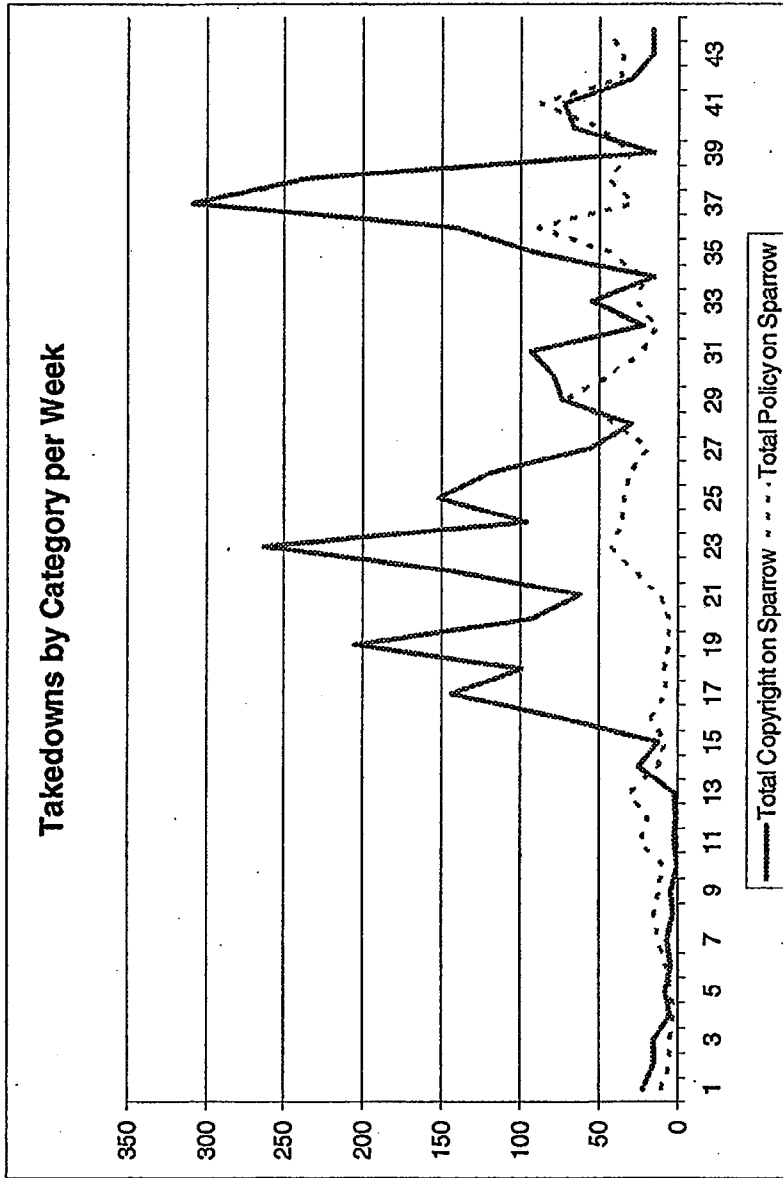


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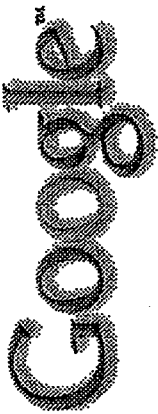


Takedowns...

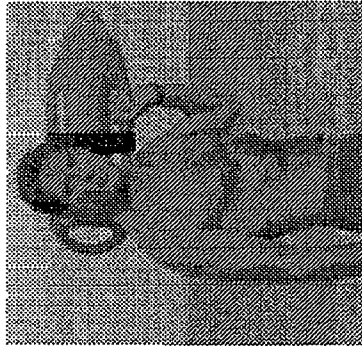
- Copyright on sparrow: 16, equal to 16 from last week
- Policy on sparrow: 45, increase from 35 last week
- Porn: 22, Violence: 17, Video Quality: 2, Drugs: 1, Obscenity: 1, Hate/Anti: 1, Illegal: 1



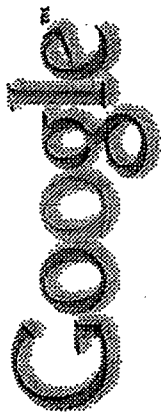
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Notable Takedowns



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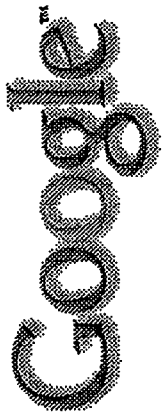
Email Updates

June 17th – June 23rd

- emails Received: 681 (633 last week)
 - emails Sent: 512 (442 last week)
- Average: 102 emails a day

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VIDEO

33% emails Uploader

23 - Uploader Tech: Transcoding Failed, Goglemail Upload Issues

13 - Uploader Tech: Reload Technical Difficulties, Error Security Settings

25% emails Playback

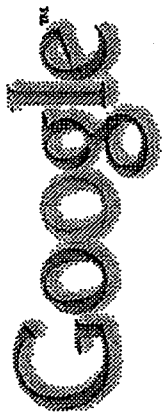
20 - GVP: Connection Error, Audio Issue

13 - GVP: Access Purchased Video, Proxy and Password Auth. Issues

25% emails Policy – DMCA/Tools Auto Email

40 - responses for Videos Removed for Policy, URL, Copyright Violations





CBG

8% emails Video Buyer Questions

8 - refunds: Multiple Purchase (3), Technical Difficulties (4), Refund General (1)

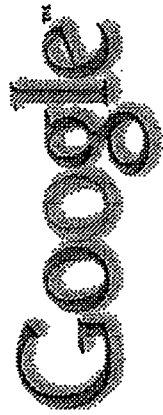
16 - Can't See IP, Online Requirement, Can I Charge?

One - offs

5 - Video One-offs

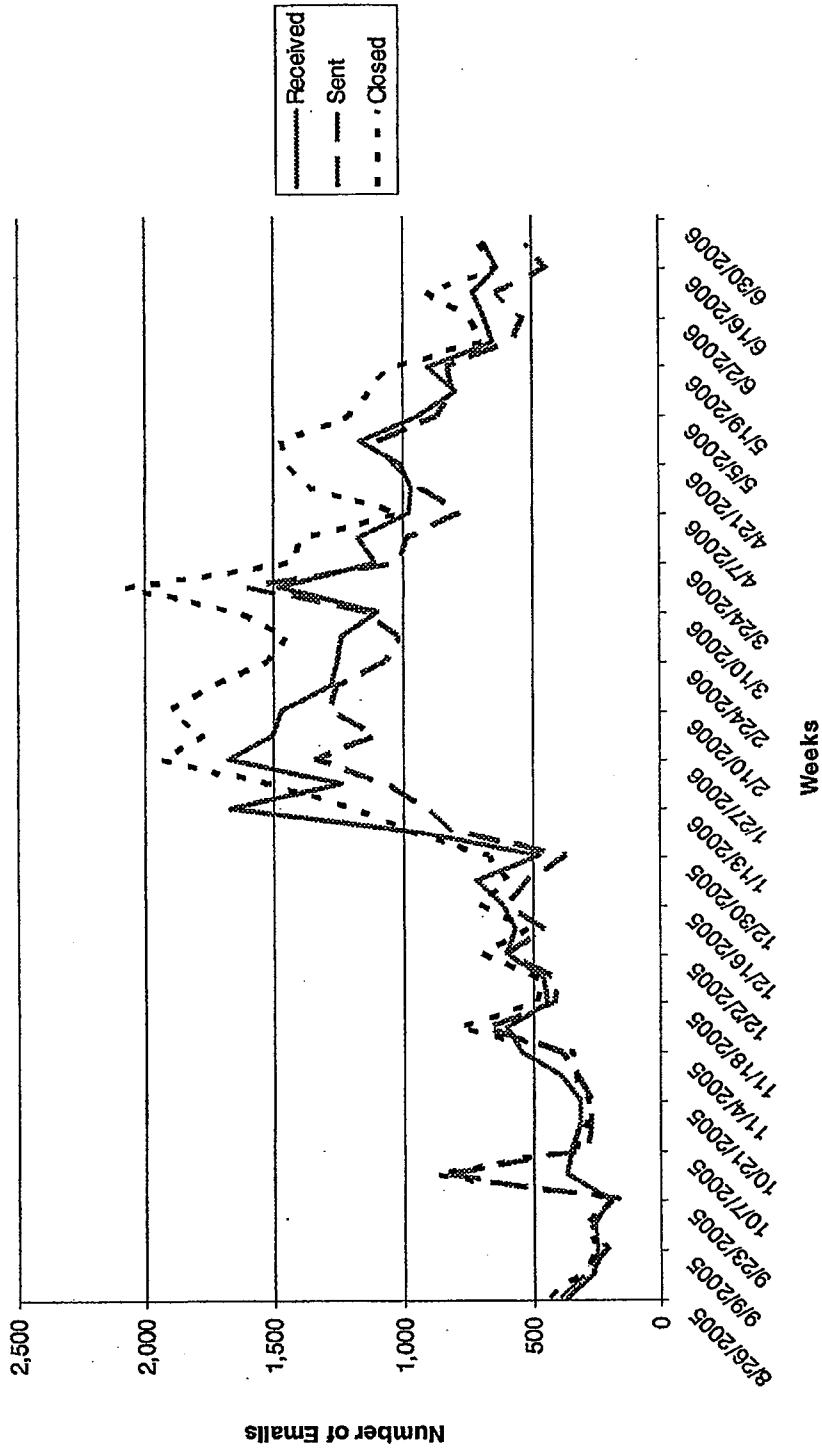
- User asked about using Video API





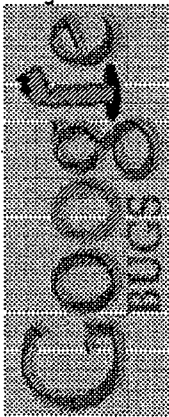
\\filer\shares\GoogleVideoOperations\Ops Stats

Google Video Emails per Week



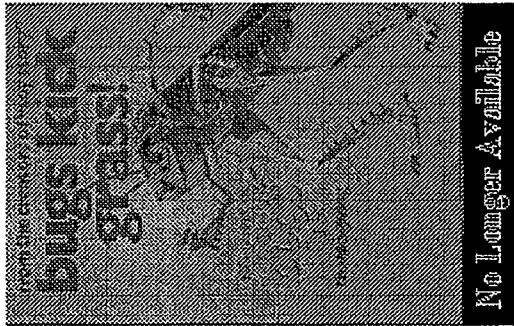
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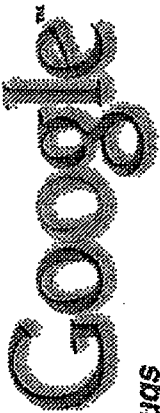


UPLOADER

- 513399 - Bad Response from server: expected 200 OK; got HTTP/1.1 403 Forbidden (Occurs with Mac OS)
- 101770 - Gmail login/Googlermail Upload Issue
- 192667 - Upload fails > 1GB
- 198113 - Uploading Multiple Files at once
 - * Niko created new version of Windows Uploader, under review
- Videos Stuck: 1. Transcoding in Progress (corrupted videos in Neptune) 2. Web based uploads — link not working (not enough bandwidth)



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CBG Meeting Notes

Bugs

- 511269 Cancelled order cannot be repurchased
Nothing new to report

CBG Updates

- the CBG launch is planned for late next week (6/29)
In preparation, CBG is going through all of their CRs to make sure they reference the external name "Google Checkout"

- Escalating Bugs to CBG

CBG created a new queue for bugs. If we are routing a ticket related to a bug, we should now route to CBG Bug Reports (ROUTE HERE) - (24 hrs)

Types of bugs related tickets we may route:

Pending orders needing a status check

Bug in UI when trying to place an order

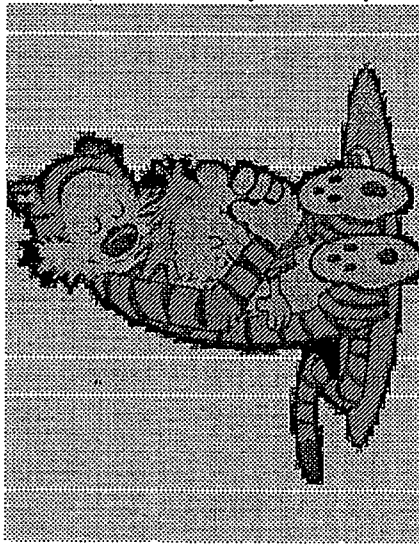
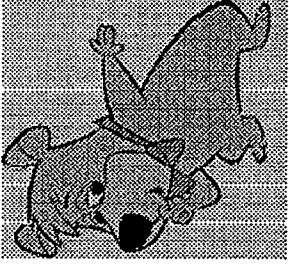
Bug in account (i.e. Seeing garbled data on receipt page)

Google™

Google Video Team

BOO BOO!

Share your "Boo-Boo" moment!



Warm fuzzy responses

Hi, Google Video is just one of those services you can't get enough of, I think of it as an online video sharing community, watching other videos and uploading your own.

Thank you so much for the support a prompt reply. Outstanding service!

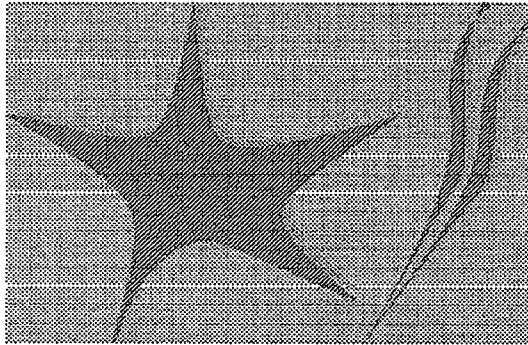
Superb service! I just stumbled across the "embed HTML" feature in sending a video. This is a great feature that, unfortunately, is easily overlooked. It really added FLAIR to my blog and web pages.

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Gold Stars!



Who helped you out this week?



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Google Video T-shirt



Soccer Jerseys?

[http://www.soccer.com/WCatProductPage.process?Merchant_Id=1&Section_Id=1265
&pcount=&Product_Id=159547](http://www.soccer.com/WCatProductPage.process?Merchant_Id=1&Section_Id=1265&pcount=&Product_Id=159547)

<http://www.wholesale-patches.com/gallery.htm>

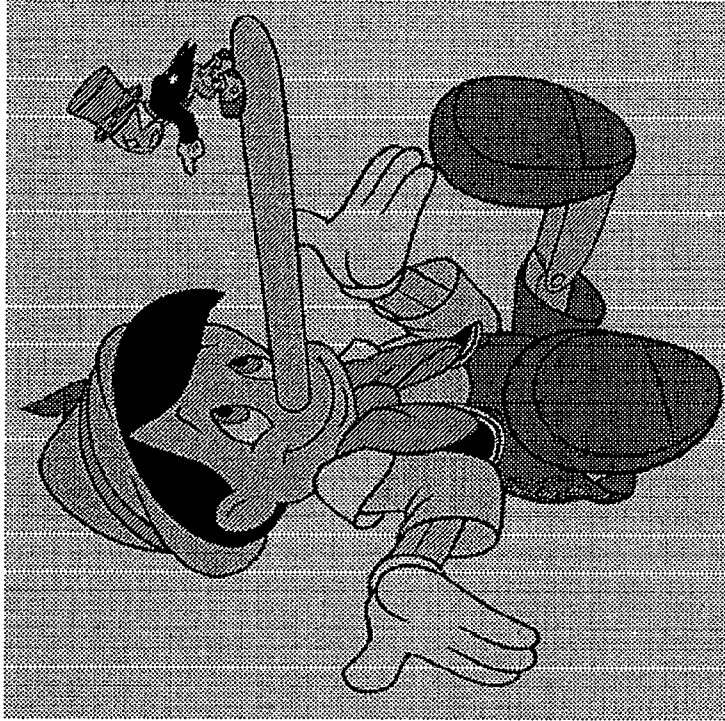
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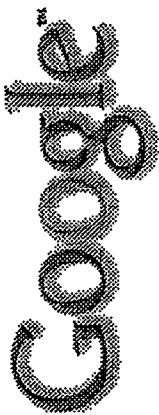
Two Truths & A Lie

Sarah



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Next Week's Meeting



- Meeting Leader?
- Harappa Team Meeting?
- Two Truths & A Lie?

