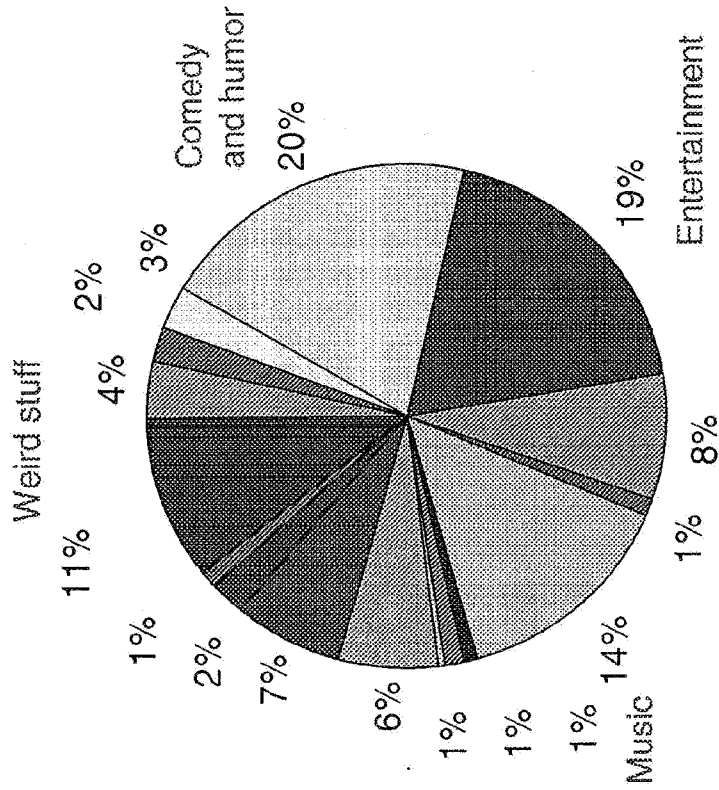
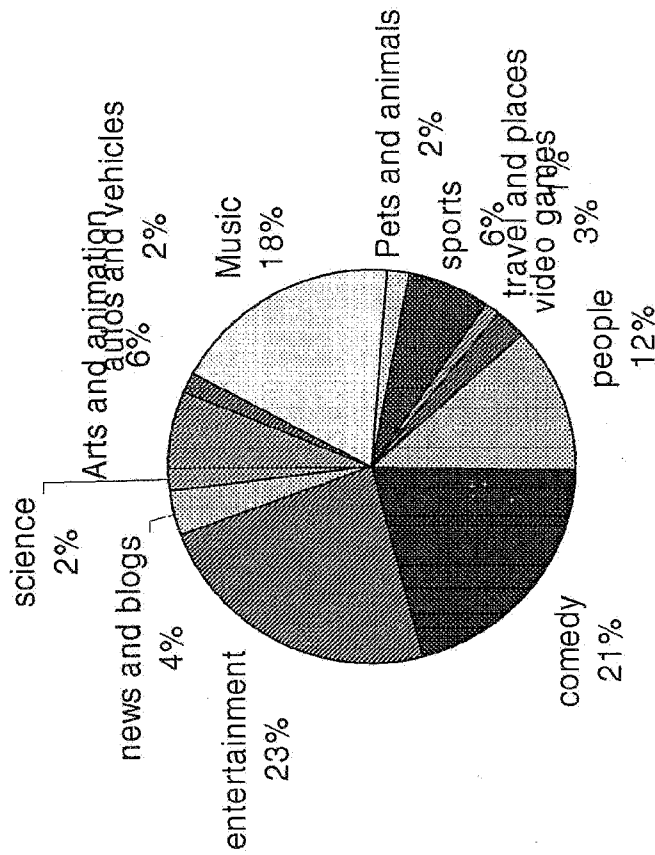


# Youtube and Myspace videos by genre

## Myspace Video 5.1.06



## Youtube



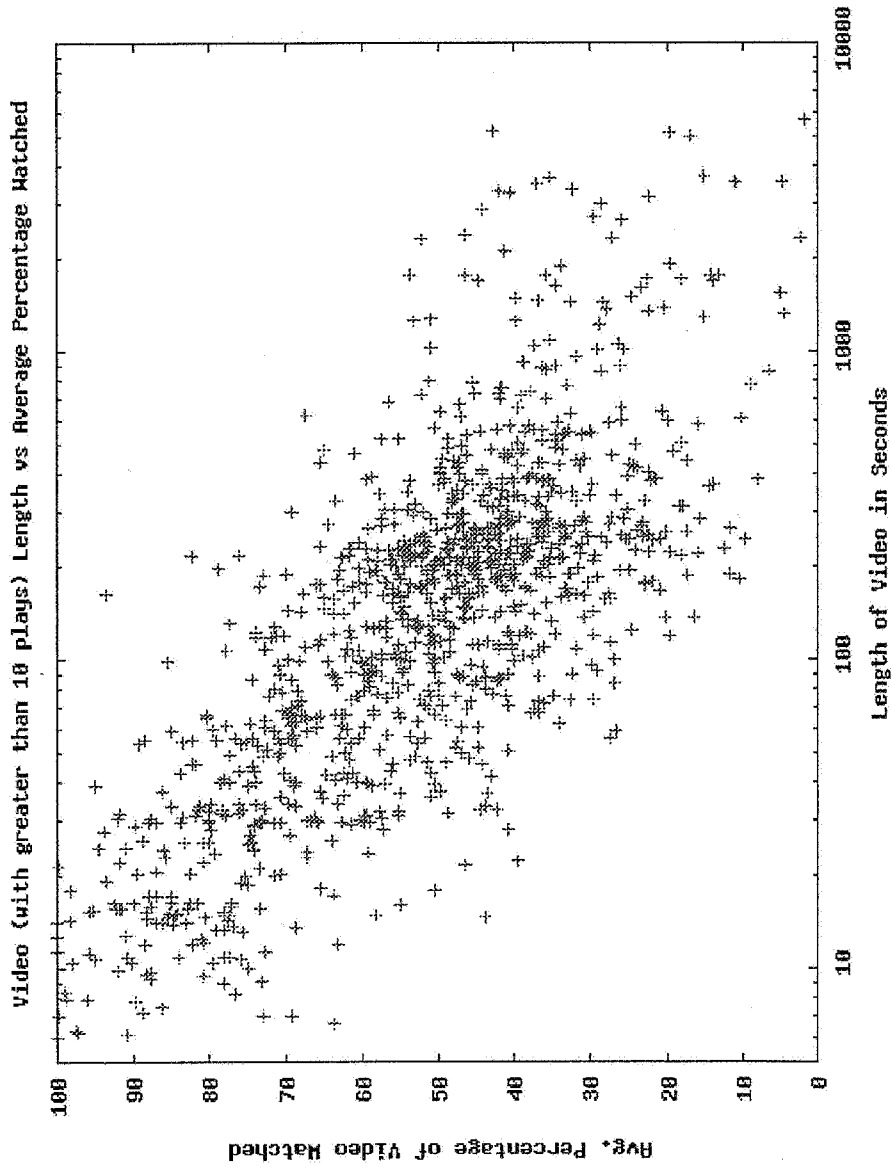
## Youtube Director program

- Logo co-branding, company URL, and company description on all of your video pages
- Ability to upload videos longer than 10 minutes
- Customizable name & value fields for each of your videos (ex: "Price: \$4.25" or "Show Time: 9 pm PST")
- Ability to attach a per-video URL to each of your videos



Google

# Viewing habits on Google Video



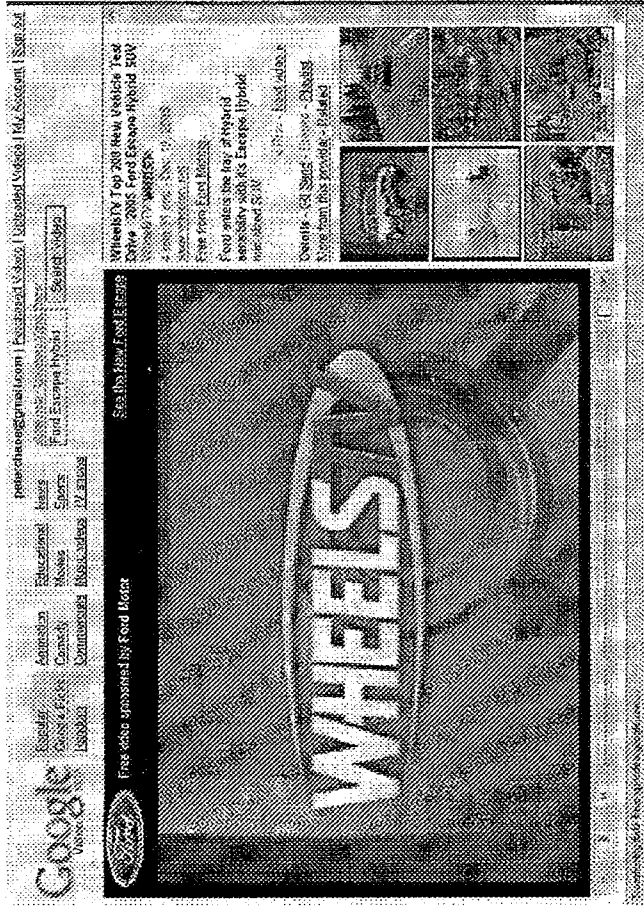
Possible implications of this data:

- Don't do postroll ads
- Most premium content (TV/movies) isn't well suited to online viewing
- Focus on short form content



# Ads tests

- Test 1: Sponsored Video
- Make paid content free with ads
- Ad unit includes post roll video
- One advertiser per content provider





## Mountain View Eng team (Jeremy Doig is lead)

fun - drm, f18n, videoshare  
bbiggs - videoshare, contentDB, instant live  
marwood - core API, rss crawl  
chandler - quality, eval, mustang, librarian  
slacy - streaming, replication, transcoding  
lzheng - streaming, replication, onebox, srt signal test  
menglu - streaming  
faust - filter architecture in normalizer pipeline, ocr, contentDB  
thien - transcoding pipeline migration to normalizer, transcoding improvements (file formats)  
**byl (mobile) - encoding quality improvement (pipeline mods), avc improvement, quality signal**  
tvv - web crawl, stats db, log analysis for signal extraction  
klh - machine requests/mdb, subtitle/captioning support  
ozgur - front-end features  
neiffred - signal extraction (user access patterns), serverside playlists, scoring  
**ijoslin (pso) - partner front-end**  
niko - upload server  
ronvered - webOfTrust implementation, contentDB migration  
**jyagnik (research) - signals (correlation with imagesearch)**  
ah (intern) - drm partnership if it happens

Google

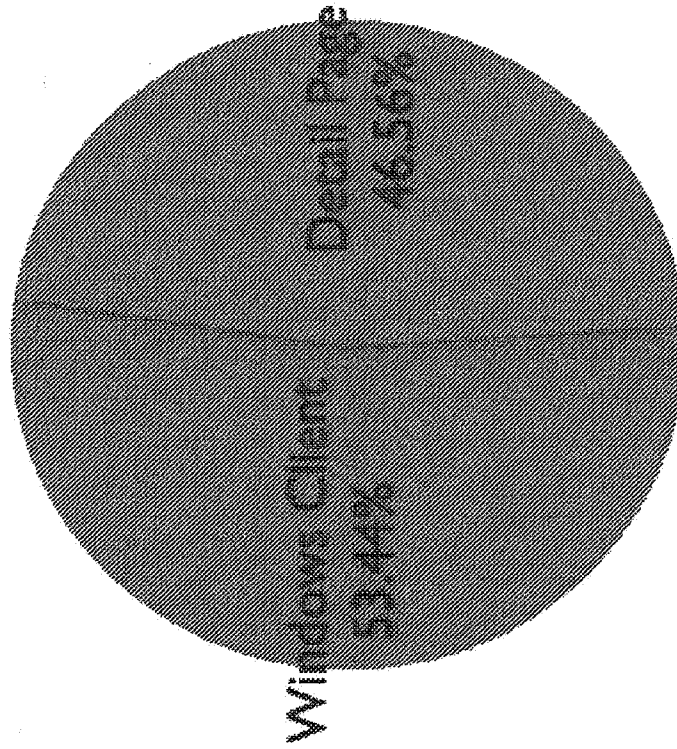
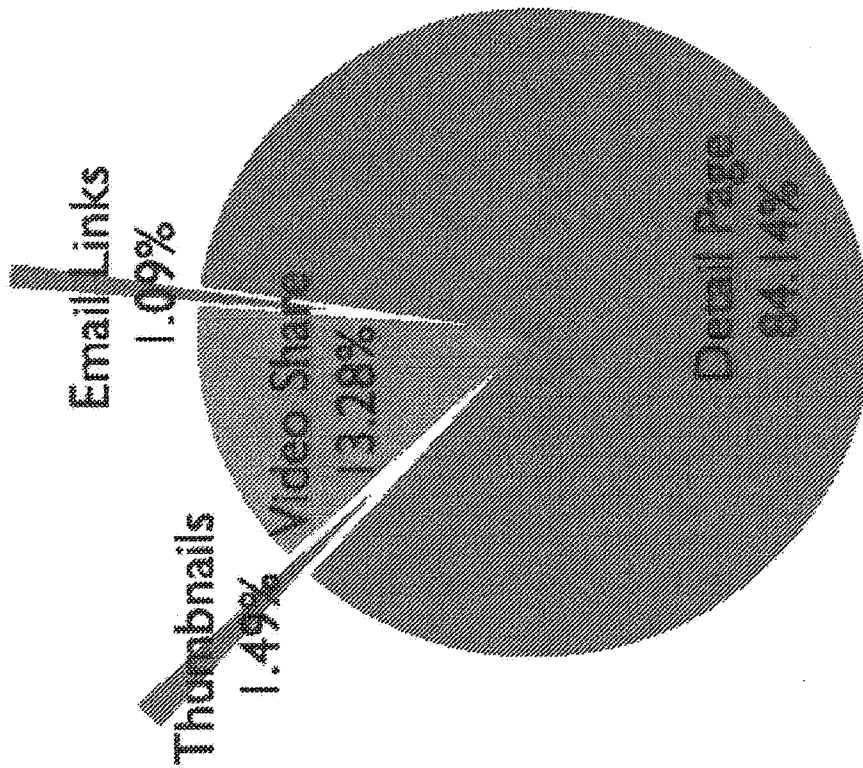
## Kirkland engineering team (Rod Chavez is lead)

- nicklee - tech lead, ops tools, ads sponsored videos
- brunson - dup detection, general fe (menus, outbound rss, etc)
- katerina - review tool, i18n, general fe
- nolan - review tool, general fe <----- joined team start of Q2
- edwardcu - tech lead, client player (win), general fe (upload ui, etc)
- agove - client player (win), general fe (upload ui, top-100, etc)
- mikeyu - client player (win/mac), general fe (bypass, homepage, etc)

Google

# Source of Plays/Downloads

(6/13/2008)



**Plays**  
7.1M Total

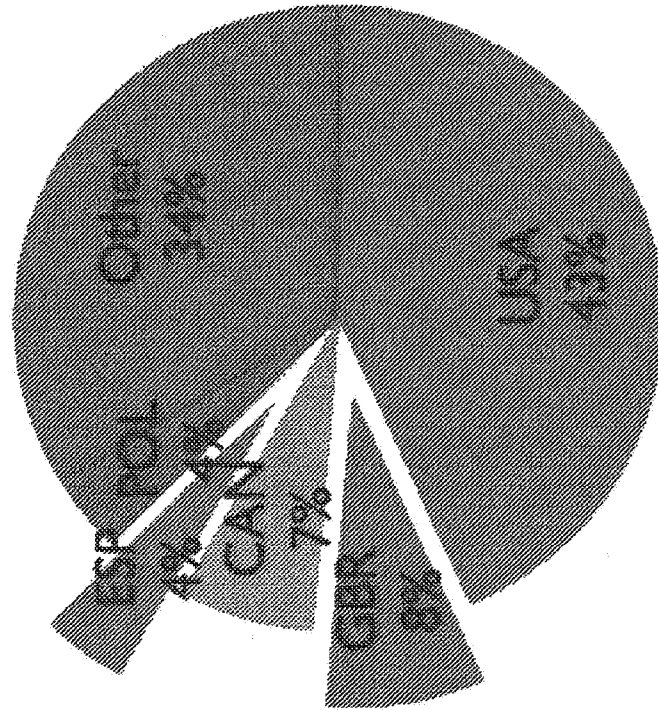
**Downloads**  
156K Total



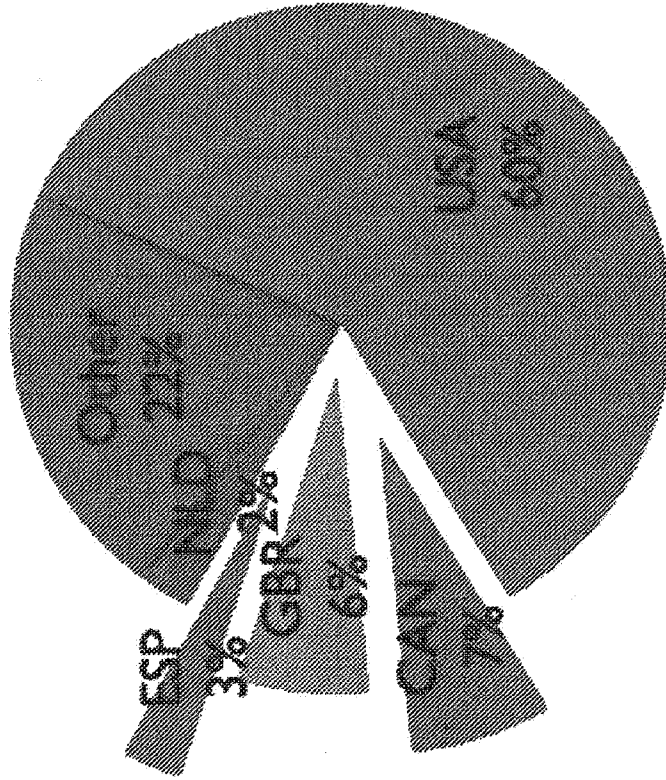


# Country

(Last 90 days)



Plays  
482M Total



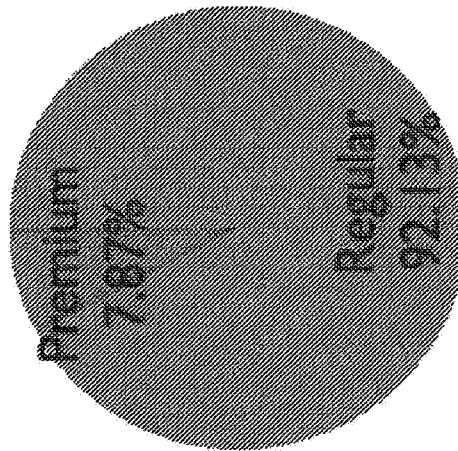
Uploads  
13M MB Total



# Premium and Regular

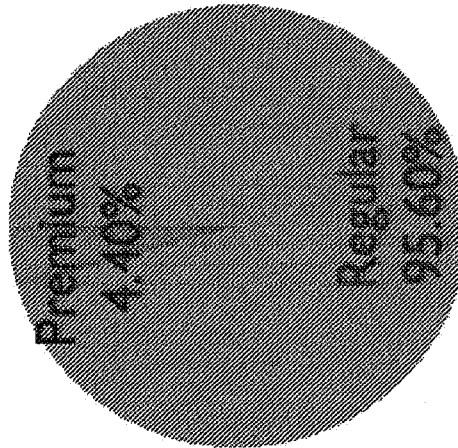
(9/19/2009)

Premium Paid  
0.28%



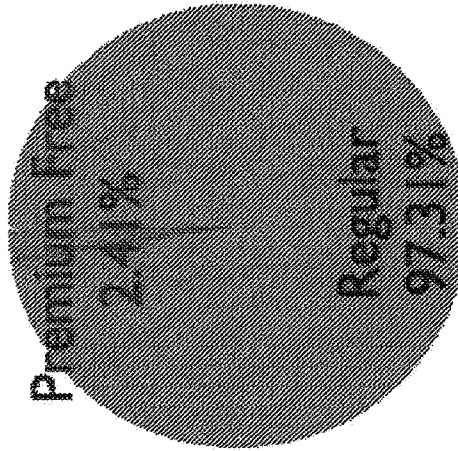
Documents  
in Index

586K Total



Plays/Page  
Views

7.1M Total



Downloads

156K Total

Google