

To: "Nikhil Bhatla" <nikhil@google.com>, "Peter Chane" <peterch@google.com>  
 From: "gracew" <gracew@google.com>  
 Cc: "Francoise Brougher" [REDACTED], "Michael Baldwin" <mbaldwin@google.com>  
 Bcc:  
 Received Date: 5/2/2006 5:16:38 PM GMT  
 Subject: I hear you are talking to Larry about YouTube

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I made a draft of a 3-pager which might carry a story for you. Let me know what you think - what do you need changed? Do you have dates etc to fill in the gaps? I can source the latest data for the grey box on the front page - unless you already have that data ready to go?

Thanks

Grace

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Attachments:

pages for larry.ppt

JUSTIA.COM EXHIBIT NO. 10  
 Chane  
 12-2-09  
 KER

Highly Confidential

GOO001-04430721

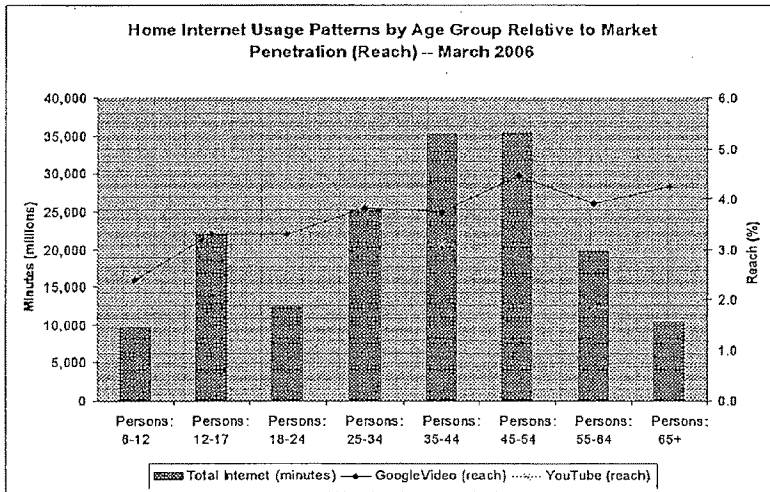
Pages for Larry  
YouTube and Google Video  
DRAFT

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# YouTube has more users viewing and uploading – especially young people in the US and Spain

YouTube vs. Google Video in US



YouTube vs. Google Video in US

• Total uploads YouTube vs GV (to compile latest info)

YouTube vs. Google Video in Europe

	Spain	England	France	Germany	Netherlands	Italy
<b>Unique Visitors</b>						
YouTube	1,115,000	820,000	325,000	320,000	185,000	156,000
Google Video	737,000	530,000		129,000	N/A	301,000
DailyMotion			169,000			
<b>Page Views</b>						
YouTube	20,069,000	5,079,000	8,289,000	3,590,000	4,000,000	1,978,000
Google Video	7,339,000	4,312,000	2,348,000	N/A	N/A	2,850,000
DailyMotion			2,073,000			

All numbers are monthly. Sources: Nielsen, Comscore January 2006

## Why does YouTube have more use?

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- User interface designed to build network effects around user-generated content
  - Easy to upload (builds inventory)
    - Direct from website (no app to download)
    - Any file format
    - Instant Live (flag later if problematic) – no reviewing delays
  - Easy to view
    - Everything is free all the time
  - Easy to email (redirects traffic onto site)
    - Prominent button
    - Address book
  - Easy to publish (redirects traffic onto site)
    - Big “share” button
    - Myspace integration - codes
- Community tagging/scoring produces some guidance as to popularity/relevance
  - See how many times video has been viewed, score 1-5
  - Better content rises to the top
  - Uploaders are proud of their visible stats – encourages more, better uploads
- Fast-start history
  - Lack of focus on copyright violation (especially early on) created Napster-type adoption increases: “good content” available for free without delay while getting deals signed

## What we are doing about it

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- Catching up: Viral features now in production (matching functionality)
  - Upload straight from web page (date?)
  - Upload in any format (date?)
  - Instant live (date?)
  - More prominent “email”, “upload” and “share” (date?)
  - “Top 100” list showcases most-viewed content (Live – April ‘06)
  - User ranking and tagging coming (date?)
  - Address book (date?)
- Differentiating: through professional content
  - Getting better professional content YouTube will never have
  - Fixing our search/browse to find our professional content
  - Building a strong ad sponsorship model
- Leading: Staying ahead of YouTube outside the US
  - More localization
  - Copyright-friendly and family-safe review processes
  - Professional content deals outside US

Pages for YouTube from the adGal T i e *in Af Fi f sko in h Af in in mmmf nn in rbe v h i F GGG*