Viacom International, Inc. et al v. Youtube, Inc. et al Doc. 208 Att. 44

To: "shashis@google.com" <shashis@google.com>
From: "Julia Peker" <juliap@google.com>
Cc: "Jordan Hoffner" <jhoffner@google.com>, "Palash Nandy" <palash@youtube.com>
Bcc:
Received Date: 2007-05-17 21:41:27 GMT
Subject: Re: First peek at Numbers

Here is the same spreadsheet with numbers for favorites/comments/subscriptions.

I'm still working on 10K top users' numbers. I'm having a big problem trying to scrub out spammers since they are really skewing my numbers (at least it looks to me as they are). I'm gonna try a few more things, and if it doesn't work, just send you what i have.

please, let me know if you have questions! (or if you want to help figure out the spammers :))

julia

On 5/17/07, Shashi Seth <shashis@google.com> wrote:
>
> Julia:
>
> One of the simple next steps for determining value of data would be to
> look at average number of comments, subscriptions, and favorites for premium
> vs. UGC.
> If the averages for these community signals look consistent accross UGC
> and Premium, then we probably have a good indication that views by itself is
> a good measure. If the two are very different, then we need to figure out
> "weights" to attach to each of these signals and come up with a "quality
> score" which then would be some combination of views and these weighted
> signals.
>
> Shashi
>
> On 5/17/07, Julia Peker <juliap@google.com> wrote:
> >
> > Hey Jordan,
> > I premium is data owned by our premium partner accounts, copyrighted are
> > the videos we have taken down for copyright reasons ... I wasn't sure if
> > this last one would be helpful but figured you'd rather have more data then
> > less :)
> >
> > Let me know if you have more questions, or have other 'slicing' ideas
> > (i'm still working on the other, 'user' stuff)
> >
> > thanks!
> > julia
> >
> > On 5/17/07, Jordan Hoffner <jhoffner@google.com> wrote:
> > >
> > > Thanks for the first look. What is the difference between "premium"
> > > and "copyrighted"?
> > >
> > >
> > > On 5/17/07, Shashi Seth < shashis@google.com> wrote:

EXHIBIT
Seth 11
7/16/09
PENGAD 800-631-6989

Dockets.Justia.com

> > > >
> > > > Jordan:
> > > >
> > > > Wanted to start sharing some of the early numbers we have got back.
> > > > Julia has put in an incredible effort and pulled the early data for us - we
> > > > have not started adding any other signals to the mix yet - this is based on
> > > > pure view-counts.
> > > >
> > > > Shashi
> > > >
> > > >
> > > >
> > >
> > >
> > > --
> > > Jordan Hoffner
> > > Head of Premium and Information Content Partnerships--YouTube
> > > Google
> > > 1000 Cherry Ave
> > > San Bruno, CA 94066
> > > w [redacted]
> > > c ([redacted]
> > >
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> > --
> > **********
> > Julia Peker
> > Datawarehouse Analyst
> > YouTube, Google Inc
> >
>
>

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****
Julia Peker
Datawarehouse Analyst
YouTube, Google Inc

Attachments:

premium_vs_ugc.xls

	Views	Count Users	Avg Views/User	Count Videos
All	2311629555	1794395468	1.288249773	20932506
Premium	18524526	14562981	1.27202844	13815
Copyrighted	23678945	18030947	1.313239122	30934

Favorites analysis

Premium Content

Count Users	Count Videos	Count 'Favorites'	Avg Fave/Video
74695	7678	115027	14.98137536

UGC content

Count Users	Count Videos	Count 'Favorites'	Avg Fave/Video
1749679	2081996	7657825	3.678117057

Comments Analysis

Premium Content

Count Users	Count Videos	Count Comments	Avg Comment/Video
21039	4378	30880	7.053449063

UGC content

Count Users	Count Videos	Count Comments	Avg Comment/Video
1293737	1629538	4583172	2.812559143

Subscription Analysis

Premium Channels

Count Subscribers	Total Subscriptions	Subs/User
7736	8518	1.101085832

Count Subscribers	Total Subscriptions	Subs/User
442118	896971	2.028804527

Avg Views/Video	% to Total Views
110.432528	1
1340.899457	0.008013622
765.4666387	0.010243399