

To: "Patrick Walker" [REDACTED]  
From: "Hunter Walk" <hunter@google.com>  
Cc:  
Bcc:  
Received Date: 2006-03-05 22:57:33 CST  
Subject: Re: [Harappa-team] google vid - 'unable to connect'

i believe the offsite is on Thur March 16 - Nikhil was going to send out an email.

On 3/4/06, Patrick Walker [REDACTED] wrote:

>  
> Hooray. I totally agree with you, which is why I've been a bit baffled by  
> this constant comparison to sales on iTunes (which is architected and pri=ed  
> to sell hardware, but is fundamentally limited in multi-device and cross  
> platform potential), and traffic/uploads on the unprofitable YouTube (whi=h  
> is doing little to stem its traffic growth on the back of pirated content=--  
> unsustainable and irresponsible). Google, if it focuses on the big pictur=,  
> could blow them all away. We're not late at all if we focus on our streng=hs  
> - massive traffic, reliability and distribution potential monetized  
> primarily through ads and syndication - and see electronic sell through a=  
> only one important piece of the big pie.

>  
> I missed the team meeting on Wednesday. Is the away day happening?

>  
>  
>  
>

> On 04/03/06, Hunter Walk <hunter@google.com> wrote:

> >  
> > that's the million dollar question - i don't think it's a question of  
> > beating any one other property right now. There are certainly early ent=ants  
> > in the "best of their class" niches, but what Google needs to do is dec=de  
> > how we want the world of online video to evolve and then use our resour=es  
> > (money, talent, reach) to make it so. Right now we're chasing a variety=of  
> > different start-ups and established companies, deciding how to win the =ace  
> > because we were late to it with a solid single strategy, when we really  
> > should be architecting the race course.

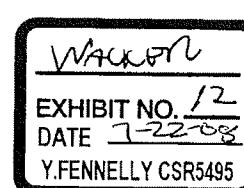
> >  
> > That being said, I think we need to fast forward on the integration of  
> > an ads and syndication platform - leverages our unique assets and talen=s.  
> > Help longtail monetize for the first time and mainstream content provid=rs  
> > extend the value of their product. While using "free" and "DTO" as the =eft  
> > and right pillars giving a full range of distribution options.

>  
> > best,  
>  
> > hw  
>  
>  
>  
>

> > On 3/4/06, Patrick Walker [REDACTED] wrote:

> > >  
> > > I hope that's soon! But what would you say is the best property now?  
> > > Who, in your opinion, do we need to 'beat'?

> > >  
> > > -----  
> > > Sent from my BlackBerry Wireless Handheld



>>>  
>>>  
>>> -----Original Message-----  
>>> From: Hunter Walk <hunter@google.com>  
>>> To: Patrick Walker [REDACTED]>  
>>> Sent: Sat Mar 04 07:19:24 2006  
>>> Subject: Re: [Harappa-team] google vid - 'unable to connect'  
>>>  
>>> i'll sleep when we're the best video property on the internet :)-)  
>>>  
>>>  
>>> On 3/4/06, Patrick Walker [REDACTED] <mailto:[REDACTED]>  
>>> wrote:  
>>>  
>>> Very strange. Still can't get it here regardless of browser,  
>>> but always could before and everything else working fine.. T  
>>>  
>>> BTW, shouldn't you be in bed??  
>>>  
>>>  
>>>  
>>> On 04/03/06, Hunter Walk <hunter@google.com> wrote:  
>>>  
>>> no problems here in California - off VPN, working fin=  
>>>  
>>>  
>>> On 3/4/06, Patrick Walker <mailto:[REDACTED]>  
>>> wrote:  
>>>  
>>> Is anyone else having  
>>> problems getting Google Video to load? I've been trying from my London home  
>>> (no VPN) for about 30 mins now with no success.  
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>>> Patrick Walker  
>>> Head of Content Partnerships  
>>> Google Video, EMEA  
>>>  
>>> Belgrave House  
>>> 76 Buckingham Palace Road  
>>> London SW1W 9QT  
>>> Office: [REDACTED]  
>>> Mobile: [REDACTED] <mailto:[REDACTED]>  
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>>> Harappa-team mailing list  
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>>> -- Hunter Walk  
>>> Business Product Manager, Google  
>>> hunter@google.com <mailto: hunter@google.com>  
>>> [REDACTED]  
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> London SW1W 9QT  
> Office: [REDACTED]  
> Mobile: [REDACTED]  
> [REDACTED]

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Hunter Walk  
Business Product Manager, Google  
hunter@google.com  
[REDACTED]

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