



Content SQUAD Department Meeting January 3, 2007

Happy new year!

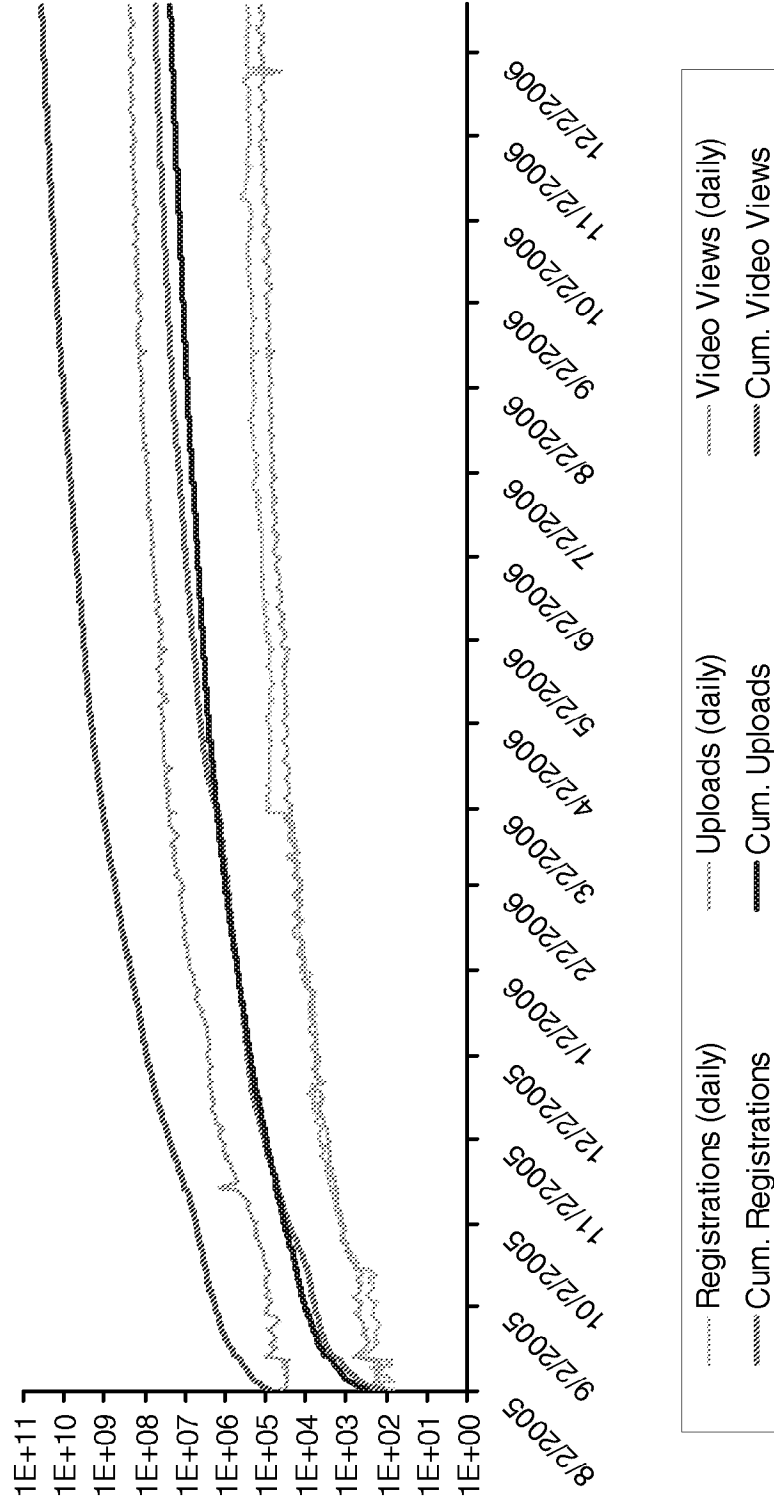


Content SQUAD Department Meeting January 3, 2007

- A Year of YouTube - Site numbers and Admin work
- Notes on Policies and Procedures
- SQUAD Stats
- Boo boos and Warm Fuzzies
- Best Practices and Gold Stars
- Email of the Week / Best/ Worst Video of the Week
- Questions?

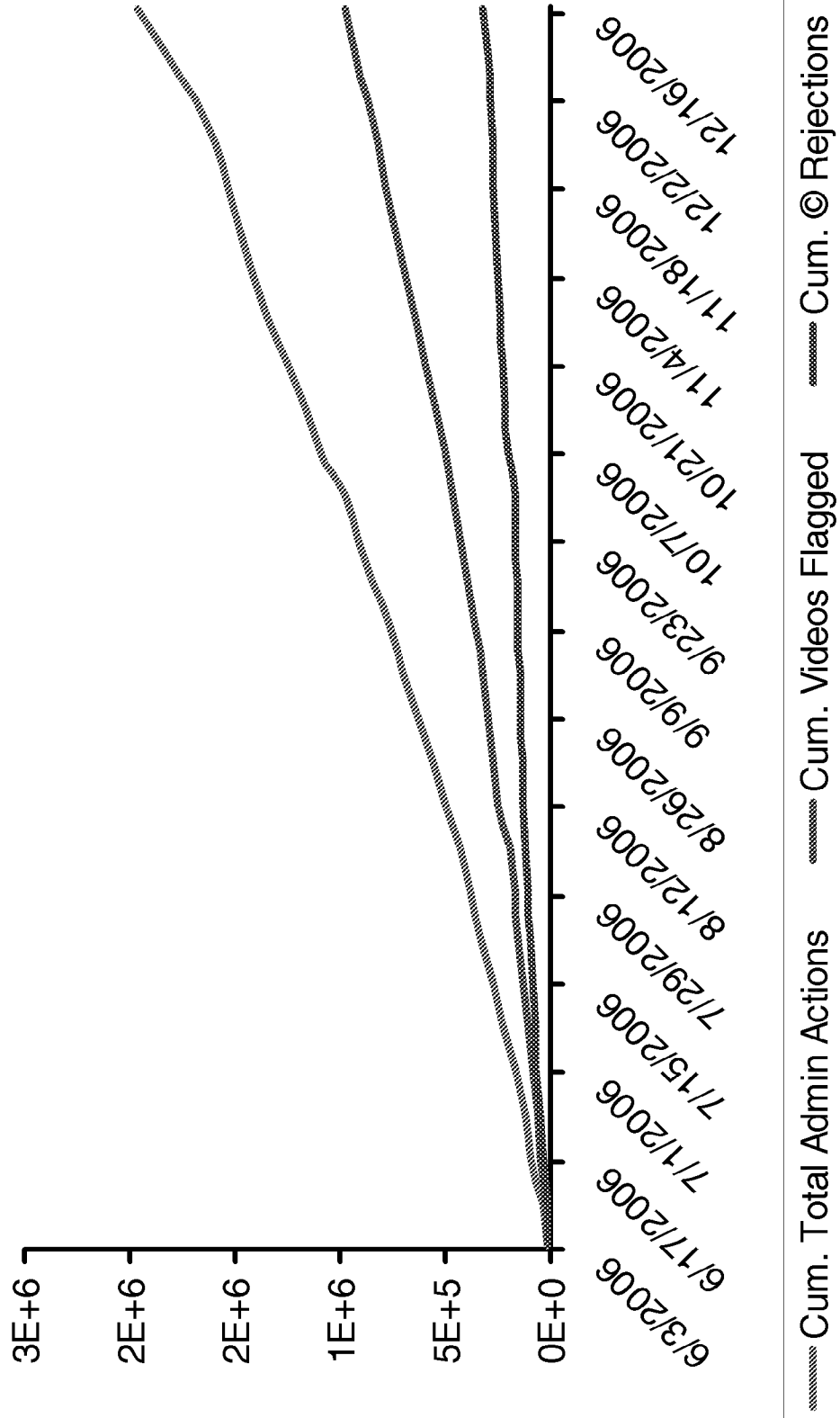


YouTube Site Growth, Aug 2005 - Dec. 2006



As of 12/16/2006
Cum. Registrations: 55482648
Cum. Uploads: 23022448
Cum. Video Views: 34195516086

Admin Workload, June - Dec 2006





Policies and Procedures

- As I work on preparing the documents that contain the solutions to these situations

Please communicate to me all cases you come across in which

- existing policies are wanting
 - because there is not an existing policy for dealing with the case
 - because the policy for dealing with the case is not written/clearly communicable to another
 - because applying the policy a written seems to produce an undesired outcome
 - etc.
- protocols or procedures are unclear
 - edge cases videos where the rules as expressed in the content policy guide are inadequate
 - emails where the escalation path is unclear
 - etc.

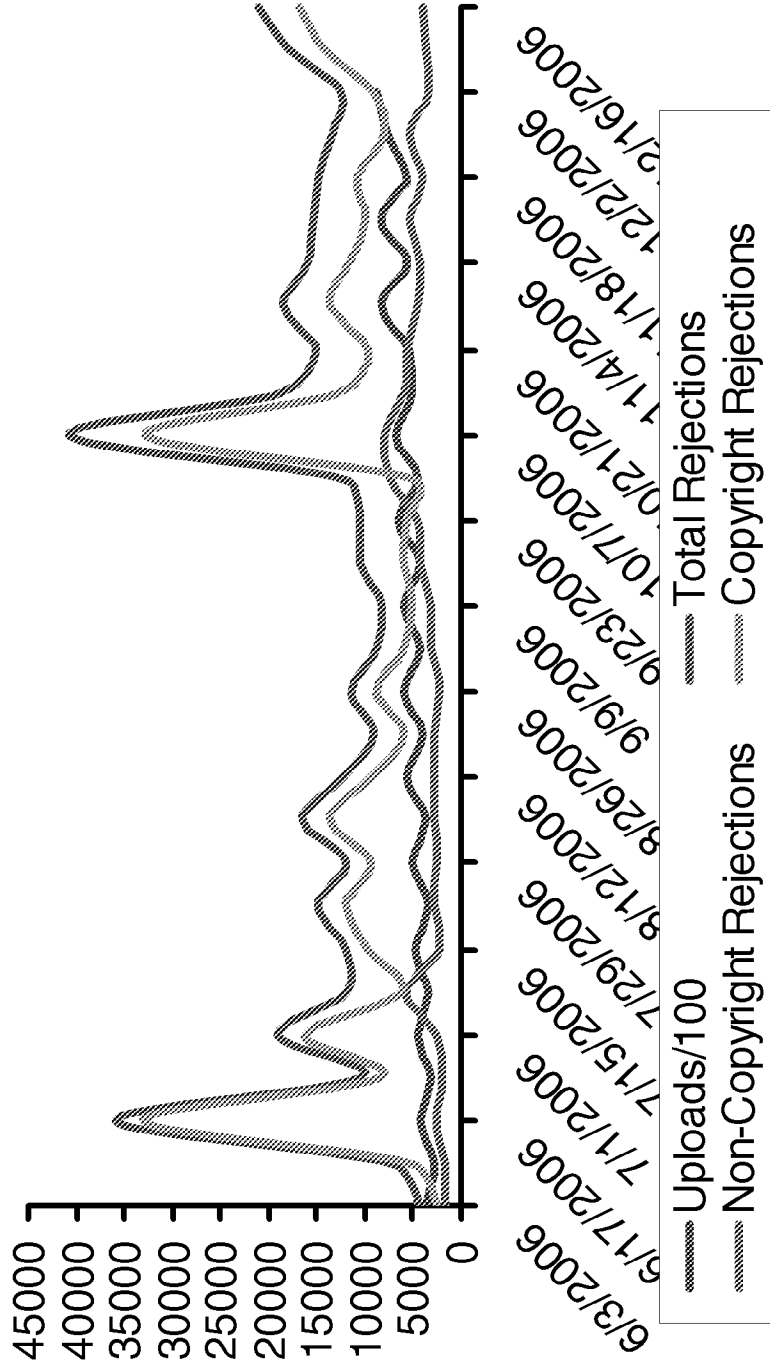
For edge case videos, follow your procedures as you have been doing, and keep me cc'ed on the decisions on them.

Please send me any item which needs to be escalated to Google

- I will log the item, escalate it, and handle integrating the outcome into our protocols as appropriate



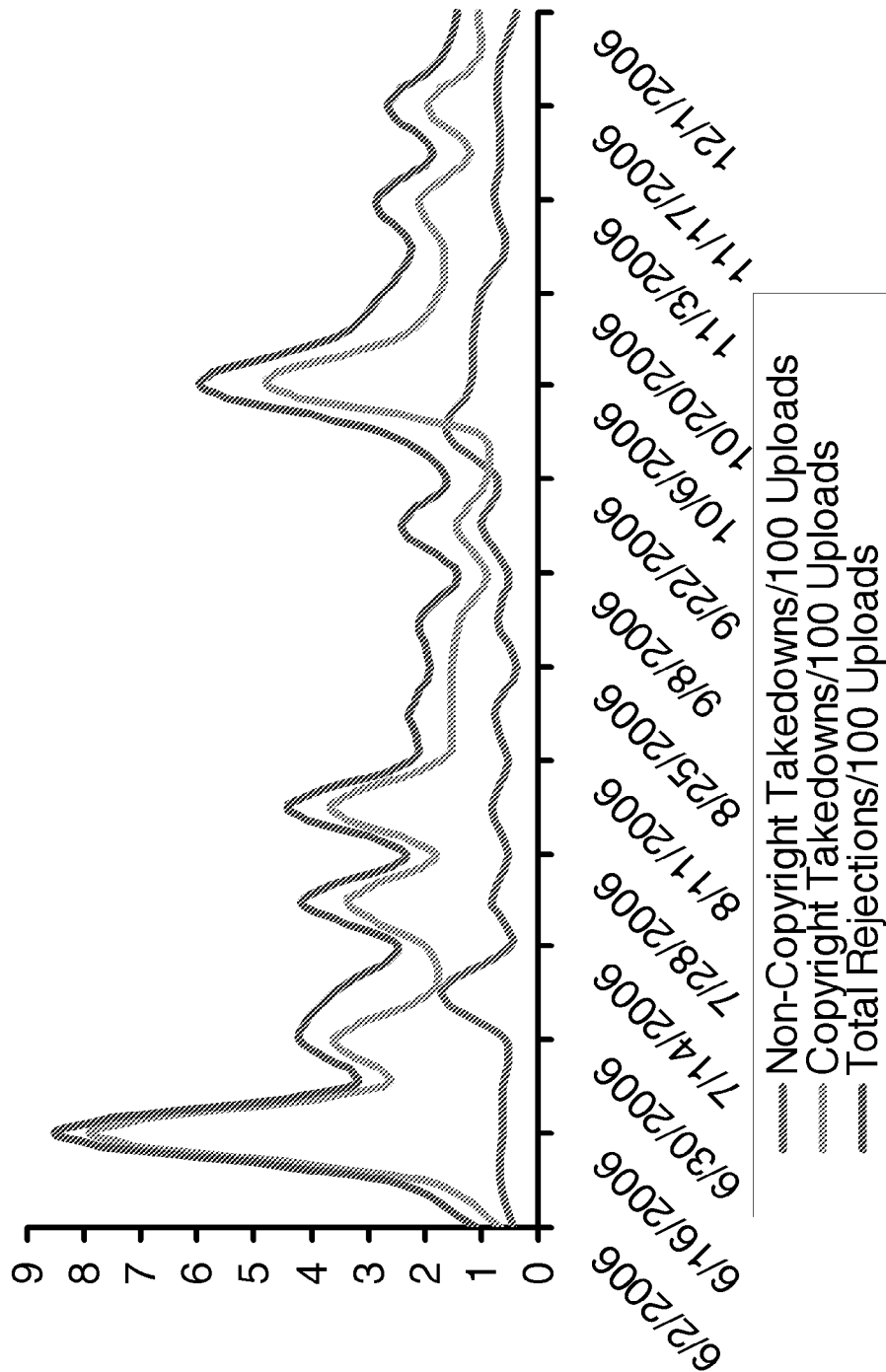
Video Uploads, Rejections by Week





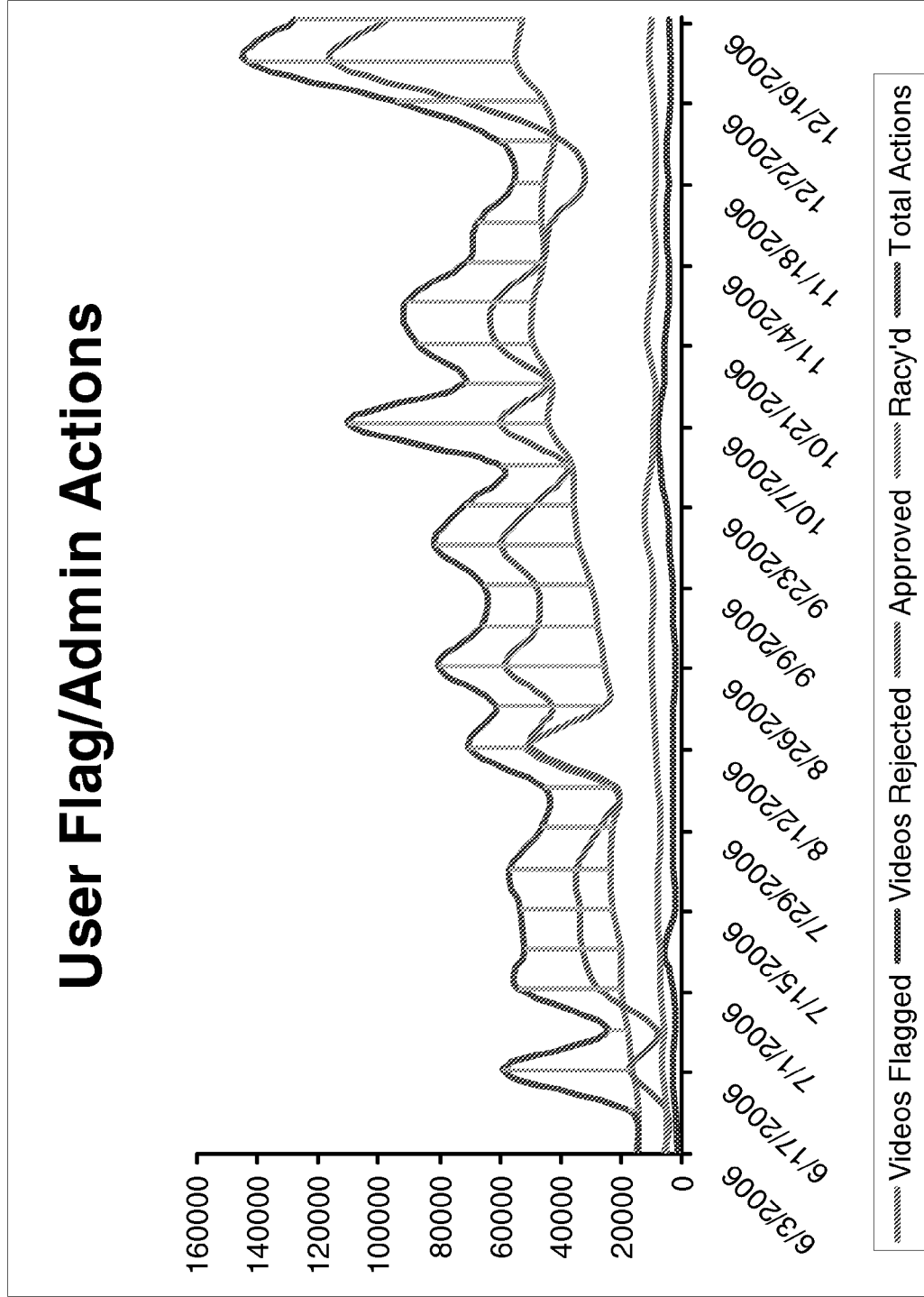
Nothing new here

Videos Rejected Per 100 New Uploads by Week



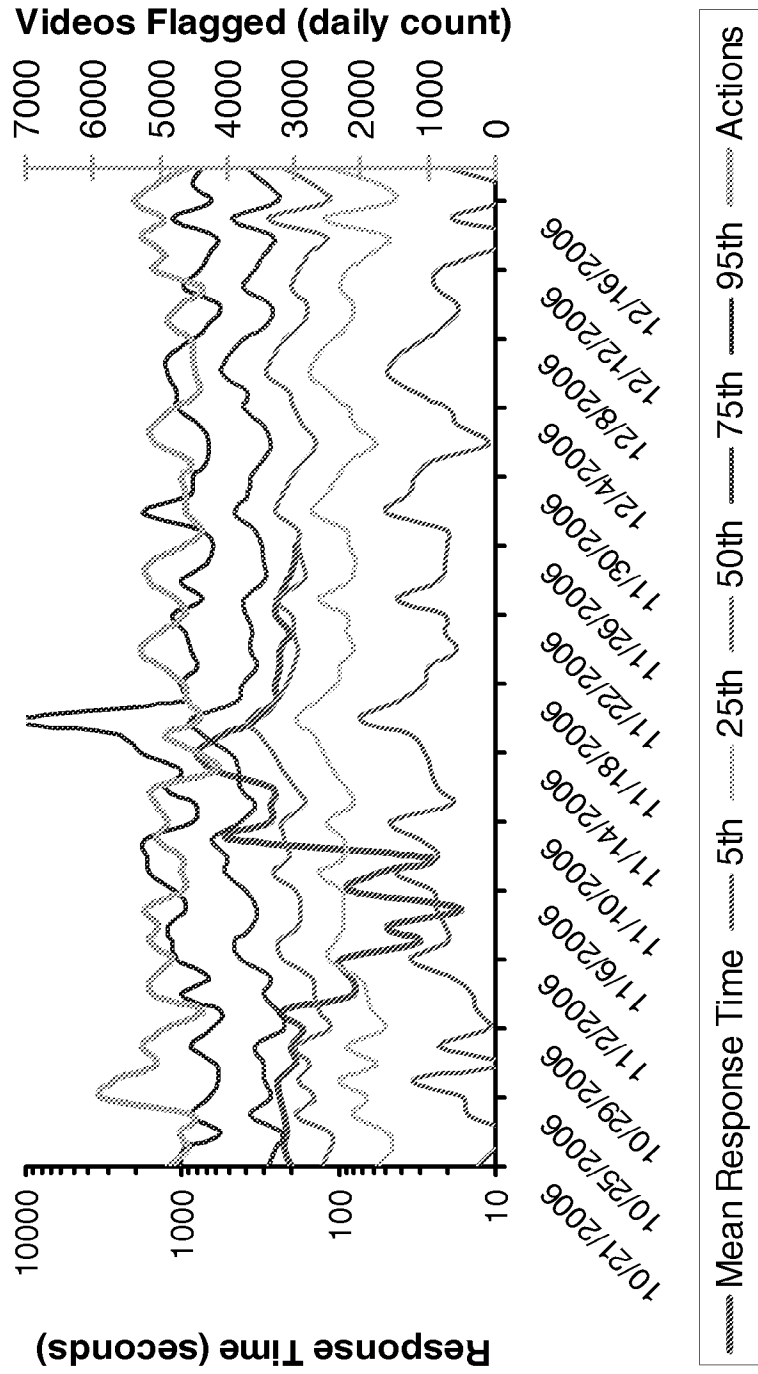
Confidential

User Flag/Admin Actions

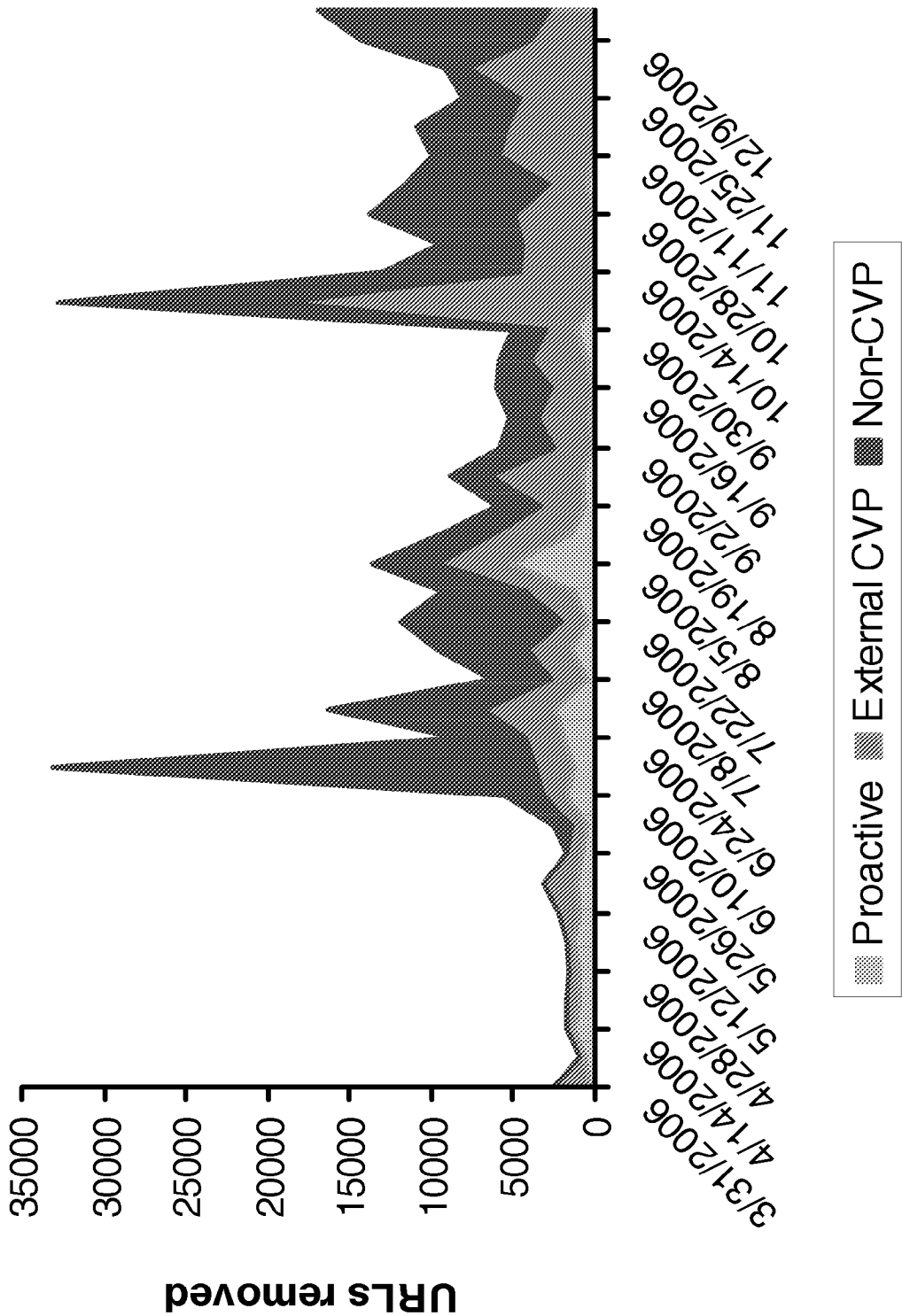




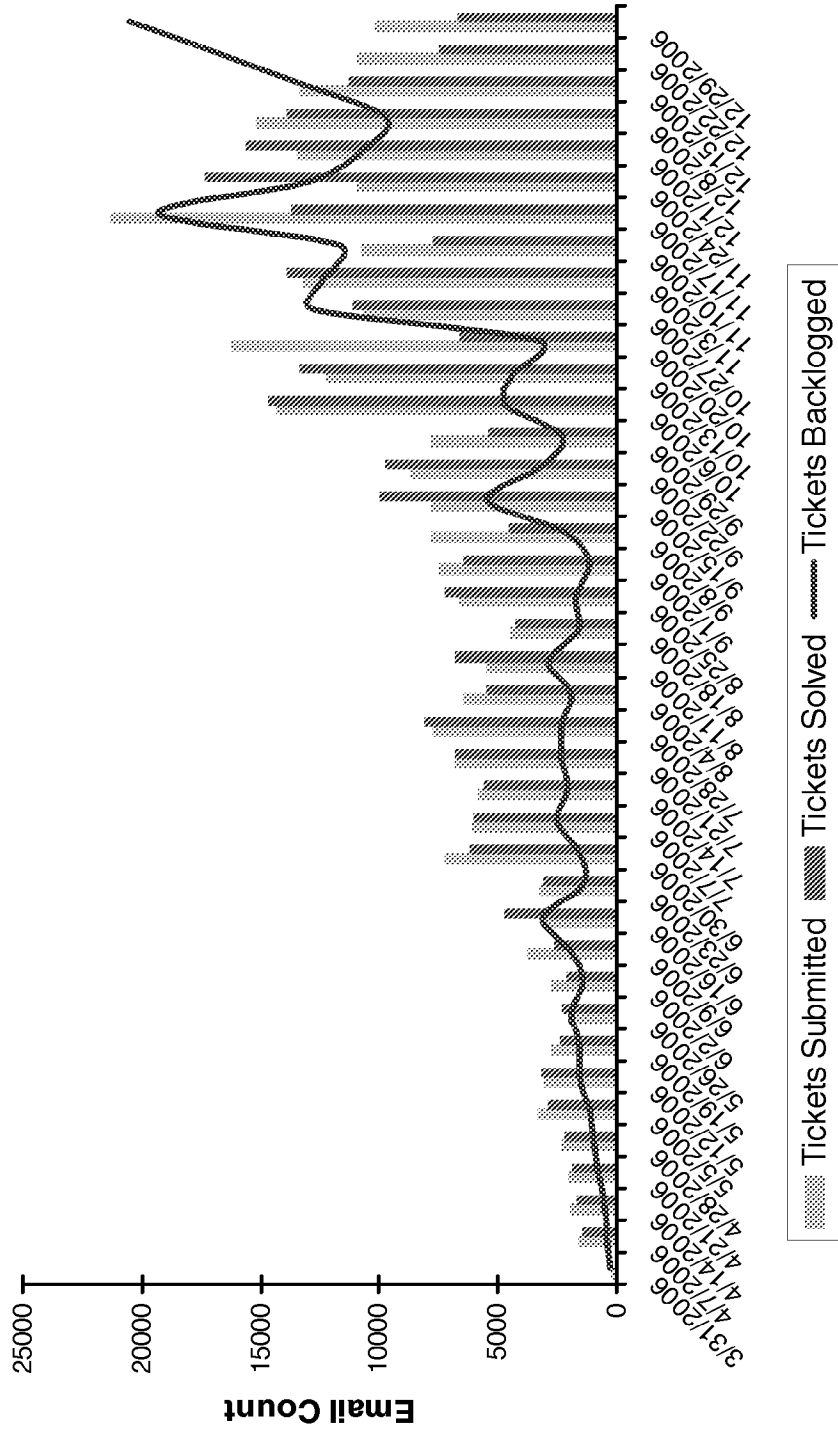
Flagged Videos Response Time Mean and Percentiles



Copyright Actions Breakdown



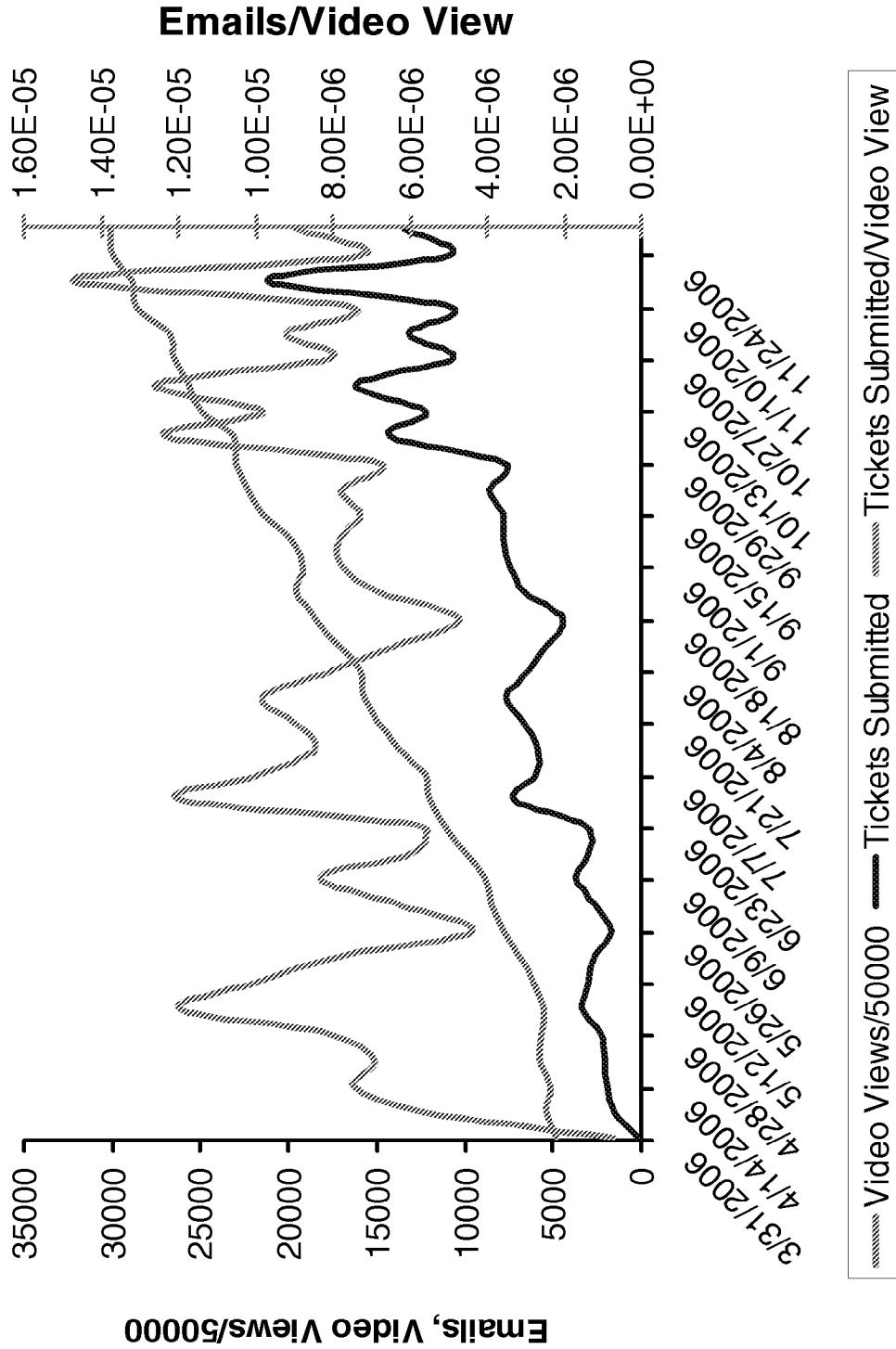
Customer Support Email by Week





Nothing new here

Email Volume vs. Video Views

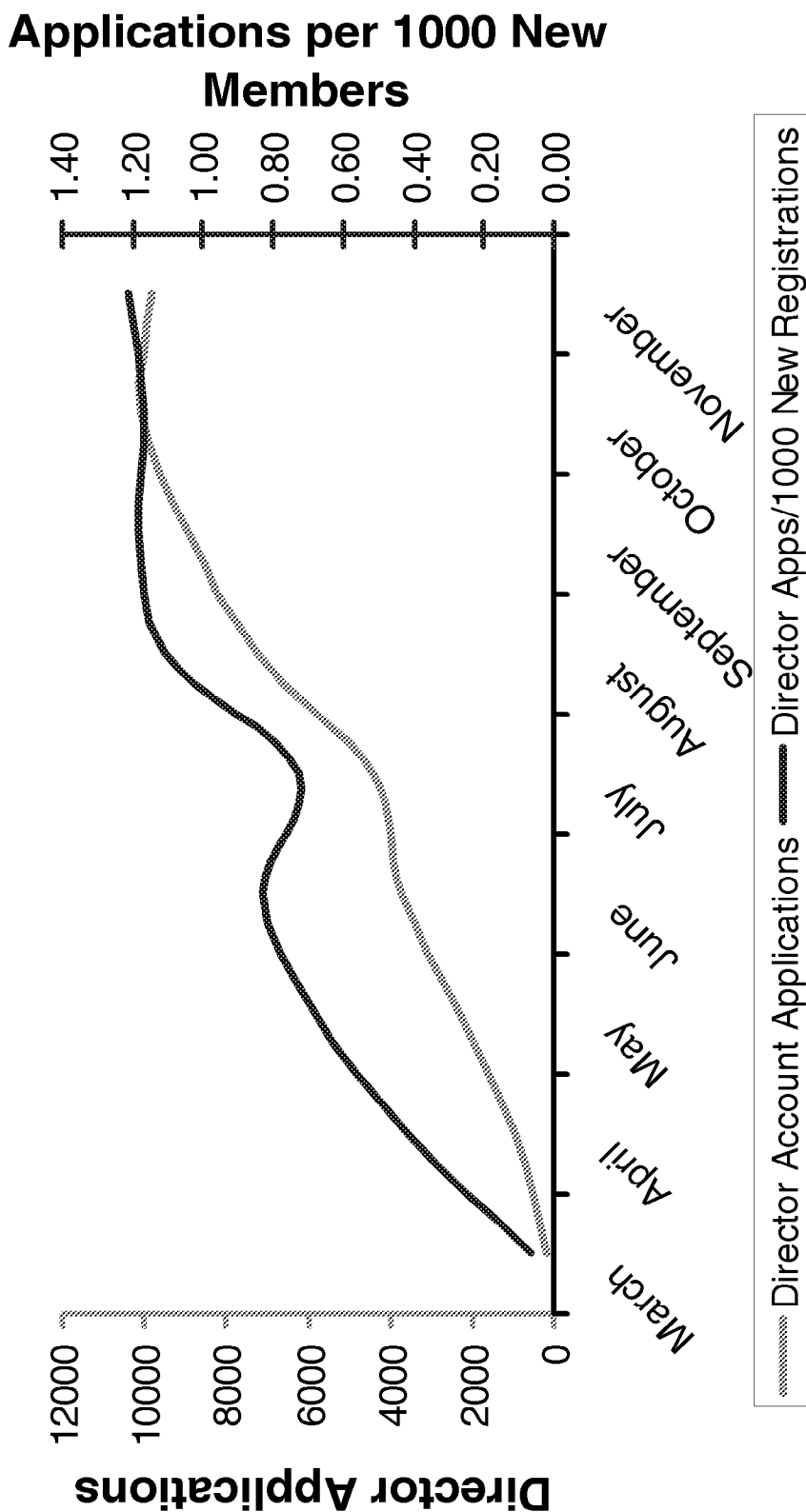


Confidential



Nothing new here

Director Account Applications

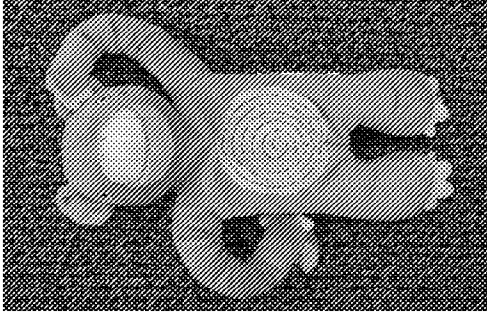


Total Director account applications to date: 47768
 Overall application acceptance rate: 81%

Confidential



BOO BOO!

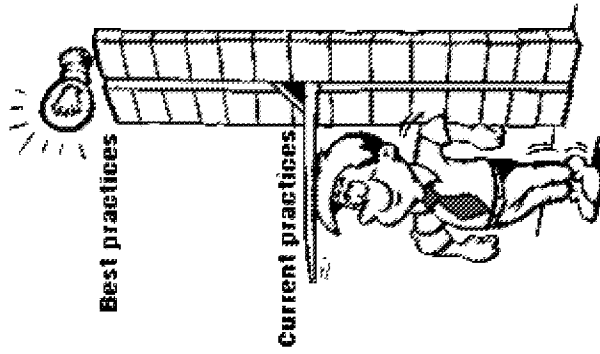


The person who wins with best "boo boo" gets to keep our team mascot for the week.

Warm Fuzzies

"Thank you very much. I appreciate your attention even during the holiday season. I will fax back the form soon and one of my admins will work on locating content. Happy New Year."

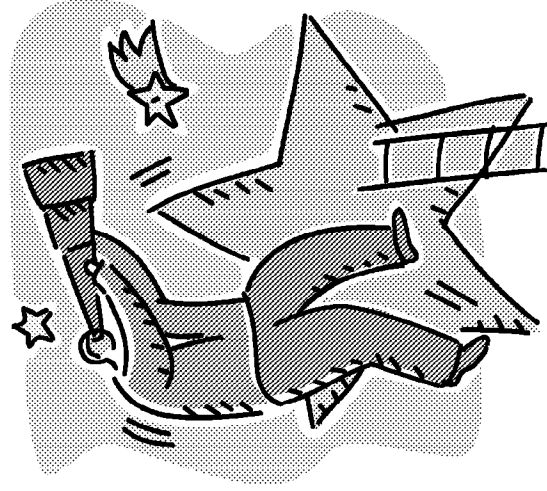
Best Practices



Tips and Tricks?

This is where you can give helpful tips to the rest of the team to make our jobs easier or more efficient.

Gold Stars



Who helped you out this week?

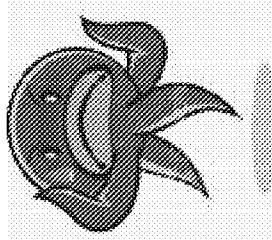
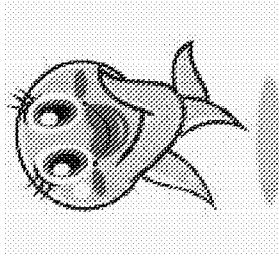


Email of the Week



Email Misty your favorite email, we will vote and the winner will get their email framed to place on their desk for the week. Your email might even make it to the "wall of shame"

Best/ Worst Video of the Week



Send your submissions to Misty, with subject line best or worst, we will have a vote and keep the link on the shared admin folder.

Questions?

