

To: "Todd Pollak" <tpollak@google.com>
 From: "Heather Gillette" <hgillette@google.com>
 Cc: "Hunter Walk" <hunter@google.com>, "Rajas Moonka" <rmoonka@google.com>, "Tress@google.com" <Tress@google.com>, "Micah Schaffer" <micah@youtube.com>
 Bcc:
 Received Date: 2007-03-22 15:56:22 CST
 Subject: Re: You Tube/Google Video

Todd,

That would need to be either me or Micah depending on how far out this might be. Micah would be a better bet time wise. He is micah@youtube.com and I have cc'd him here.

Heather

On 3/22/07, Todd Pollak <tpollak@google.com> wrote:

>
 > Thanks for your help Heather. I will pass along this information to
 > eBay. Should eBay request an audience with YouTube/GVideo to discuss the
 > topics, who would be the appropriate persons to address these issues?
 >
 > Thanks!
 > Todd
 >
 > It appears that eBay is planning on running a contest that would involve
 > users uploading videos.
 >
 > On 3/21/07, Heather Gillette <hgillette@google.com> wrote:
 > >
 > > Hello all,
 > >
 > > On point number one I am not sure what you are asking. I suppose you
 > > might be talking about links maybe listed in the descriptions that accompany
 > > videos? If this gets pointed out to my team via support email or through the
 > > flagging of the video, we would remove it. There is also the case of people
 > > leaving comments and attempting to put a link in the comments. If this is
 > > what you are referring to, we block the entry of URLs in the comment text.
 > >
 > > For point number 2, we handle this in 2 different ways. First, we react
 > > to user flags as Hunter explained and determine a flagged video's fate based
 > > on our content guidelines:
 > >
 > > <http://gweb.corp.google.com/consumeroperations/site.cgi?tab=video&sid=video/videoSideMain.html&page=video/policyYouTubeMain.html> .
 > > Second, we pro-actively screen any videos and/or users that we are
 > > highlighting on our "honors" pages (most watched, most subscribed, most
 > > discussed, etc.) and remove, or restrict these videos/users such that they
 > > won't be on the site at all, or they won't be highlighted if we deem the
 > > video as needing to be restricted. As a side note, 75% of all videos that
 > > have been flagged are removed within 200 seconds. Our users find this
 > > inappropriate content very quickly, and my team also gets to them extremely
 > > fast. As a result, bad content is really hard to find on the site.
 > >

> > Hope this helps, and please let me know if you have any further
> > questions,
> >
> > Heather
> >
> >
> >
> >
> > On 3/21/07, Hunter Walk <hunter@google.com > wrote:
> > >
> > > hi todd -
> > >
> > > good to meet you. I'm cc:ing Heather Gillette who runs the content
> > > review/ops team for YouTube.
> > >
> > > I don't know the answer to #1 (but perhaps heather does).
> > >
> > > WRT #2 we rely primarily on user flagging and the fingerprinting of
> > > files we've removed already. Heather can give a richer answer along with the
> > > way we position it to external parties such as eBay.
> > >
> > >
> > > hope this helps
> > >
> > > On 3/21/07, Todd Pollak <tpollak@google.com > wrote:
> > > >
> > > > Hi Hunter,
> > > >
> > > > I work in DSO and am responsible for the global paid advertising
> > > > relationship between Google and eBay. Questions from eBay regarding
> > > > YouTube filtering technology came through yesterday. Rajas had suggested
> > > > you might be able to answer.
> > > >
> > > >
> > > > 1. How do you ensure links are genuine? (i.e. not to spoof or
> > > > phishing sites, cloaked, etc.)
> > > > 2. How do you find/prevent/remove illegal or inappropriate
> > > > content? (porn, hate, drugs...etc.)
> > > >
> > > > I appreciate your help.
> > > >
> > > > Todd
> > > >
> > > > ----- Forwarded message -----
> > > > From: Rajas Moonka <rmoonka@google.com>
> > > > Date: Mar 20, 2007 10:23 PM
> > > > Subject: Re: You Tube/Google Video
> > > > To: Todd Pollak <tpollak@google.com >
> > > >
> > > > I can't speak to the former. You should talk to Hunter Walk about
> > > > YT and Orkut about GV.
> > > >
> > > > For CTP, we review each ad in the approval bin; we have human
> > > > reviewers to make sure the ads comply to our policies.
> > > >
> > > > On 3/20/07, Todd Pollak <tpollak@google.com > wrote:
> > > > >
> > > > > Assume both.

>>>>
>>>>> On 3/20/07, Rajas Moonka <rmoonka@google.com> wrote:
>>>>>
>>>>>> Are these questions about placing content on Google Video and
>>>>>> YouTube?
>>>>>> About paid CTP ads on the content network?
>>>>>>
>>>>>> On 3/20/07, Todd Pollak <tpollak@google.com> wrote:
>>>>>>>
>>>>>>> Questions from eBay regarding video...for both YouTube and
>>>>>>> Google...
>>>>>>>
>>>>>>> ----- Forwarded message -----
>>>>>>> From: Ravella, Meena <mravella@ebay.com>
>>>>>>> Date: Mar 20, 2007 2:13 PM
>>>>>>> Subject: You Tube/Google Video
>>>>>>> To: Todd Pollak <tpollak@google.com>
>>>>>>>
>>>>>>> Hi Todd-
>>>>>>>
>>>>>>>
>>>>>>>
>>>>>>> I had a few very specific questions about video. I was hoping
>>>>>>> you could help identify the correct people from YouTube and G=ogle Video to
>>>>>>> provide answers.
>>>>>>>
>>>>>>>
>>>>>>>
>>>>>>> 1. How do you ensure links are genuine? (i.e. not to
>>>>>>> spoof or phishing sites, cloaked, etc.)
>>>>>>> 2. How do you find/prevent/remov e illegal or
>>>>>>> inappropriate content? (porn, hate, drugs...etc.)
>>>>>>>
>>>>>>>
>>>>>>> Any insight you can provide to us about future process and/or
>>>>>>> technology solutions that would make our trust/safety folks c=mfortable
>>>>>>> would be really appreciated.
>>>>>>>
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>>>>>>>
>>>>>>> Thanks,
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>>>>>>>
>>>>>>> Meena
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>>>>>>>
>>>>>>> *Meena Ravella*
>>>>>>> Director, Internet Marketing
>>>>>>> eBay, Inc.
>>>>>>> ██████████
>>>>>>> *mravella@ebay.com *
>>>>>>>

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>>>>> --
>>>>>
>>>>> Todd Pollak
>>>>> Google, Inc.
>>>>> [REDACTED]
>>>>> tpollak@google.com
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>>>>> Todd Pollak
>>>>> Google, Inc.
>>>>> [REDACTED]
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>>>>> Todd Pollak
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>>>>> Todd Pollak
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>>>> -----
>>>> Hunter Walk
>>>> Product Manager
>>>> hunter@google.com
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> tpollak@google.com
>
