

To: "Daniel Alegre" <dalegre@google.com>  
 From: "Gautam Anand" <gautam@google.com>  
 Cc: "Alex Ellerson" <ellerson@google.com>, "John Farrell" <jfarrell@google.com>, "Alexandre Hohagen" <ahohagen@google.com>, "Leonardo Tristao" <ltristao@google.com>, "Diego Molina" <dmolina@google.com>  
 Bcc:  
 Received Date: 2007-03-03 06:54:27 GMT  
 Subject: Re: Reunião 8 de Março

Daniel,

Here is a pretty detailed deck on YT copyright policy. I've sent this to both Leonardo and Diego before. There was also a previous thread on Televisa where I had outlined their pitch from all the meetings held in Japan.

Hope this helps,

-g

On 3/2/07, Daniel Alegre <dalegre@google.com> wrote:

>  
 > Gautam, Leonardo, Diego,  
 > what do you think we need to show for both the Globo and Televisa meetings? I want to make sure that, if we do use ppt (which from the source of it, we will be using a short 15-20 mins ppt for Globo's CEO), we have the right ones. Please work with Gautam on creating the right presentations and send to me before EOD Sunday CA time so that I have ample time to review with Omid and prepare for the meetings.  
 >  
 > Gautam or Alex,  
 > do you have a document that can give me the right background on how we filter content for rights owners? Not something to show the partner but something that clearly explains to me how the process works?

> Thanks,  
 > Daniel

> On 3/2/07, Alex Ellerson <ellerson@google.com> wrote:

>>  
 >> Hey Gautam,  
 >>  
 >> Eva Ho put together a new marketing deck, attached. Let me know if this looks useful.  
 >>  
 >> Best,  
 >> Alex

>> On 3/1/07, Gautam Anand <gautam@google.com> wrote:

>>>  
 >>> Hi Alex,  
 >>>  
 >>> Omid will be meeting the head of Globo in Brazil next week (see email below). We were wondering if you or your team have a presentation that is being used with the larger media companies as part of your current

> > discussions.

> > Thanks,  
> > Gautam

> > -----Original Message-----  
> > From: John A. Farrell  
> > To: Gautam Anand; John Farrell; Daniel Alegre  
> > CC: Alexandre Hohagen; Leonardo Tristao; Diego Molina  
> > Sent: Thu Mar 01 20:31:58 2007  
> > Subject: Re: Reunião 8 de Março

> > Thanks Gautam

> > ----- Original Message -----  
> > From: Gautam Anand <gautam@google.com>  
> > To: John Farrell; Daniel Alegre  
> > Cc: Alexandre Hohagen; Leonardo Tristao; Diego Molina  
> > Sent: Thu Mar 01 20:30:53 2007  
> > Subject: Re: Reunião 8 de Março

> > Hi John,

> > Not sure about a specific presentation being used for large media  
> > companies but Dave has a presentation he used during the content offs=  
> > which would be useful here. I'll try to dig it up or will ask Dave.

> > Will also forward this to alex ellerson who's been leading the  
> > discussions with the large media cos in the US to see if he can also =rovide  
> > something.

> > -g

> > -----Original Message-----  
> > From: John Farrell  
> > To: Daniel Alegre  
> > CC: Alexandre Hohagen; Leonardo Tristao; Gautam Anand; Diego Molina  
> > Sent: Thu Mar 01 12:13:08 2007  
> > Subject: Re: Reunião 8 de Março

> > Hi Gautam-

> > Leo and I looked through the presentation you sent us and we think th=  
> > tone is too tactical, i.e. "how to partner with Youtube", and what we  
> > need to is a broader strategic overview of Google's vision plans as i=  
> > relates to working with Media companies.

> > As you know, Globo is the largest media company in Brazil, and Omid,  
> > Daniel and our local management team plan to meet with the local equi=alent  
> > of Rupert Murdoch. It may be that Omid and Daniel decide not to use =  
> > presentation, but it would be prudent to prepare a high-level deck as  
> > backup.

> > Here are some of the key issues we think we need to address:

> > > What is Google long term vision- Globo is concerned we will

>>> eventually compete directly with them in traditional media  
>>> What is our partnership strategy. Gobo has followed developments in the US very closely  
>>> What are the partnership opportunities between Google and Globo, and how should we structure a deal.  
>>> Do you know what Omid has used for high level meetings with Viacom, Fox, or CBS? Should we ask Dave Eun's team for help?  
>>> This information will also be useful for our meeting with Televisa in Mexico.  
>>> On 2/26/07, John Farrell <jfarrell@google.com <mailto:jfarrell@google.com>> wrote:  
>>> Gautam-  
>>> Do you have a standard presentation the youtube team has been using to pitch to large media companies?  
>>> Best,  
>>> John  
>>> On 2/26/07, Daniel Alegre <dalegre@google.com > wrote:  
>>> Alexandre <adding Leonardo and John>, do we have an NDA with Globo? We will need to have one to cover strategic issues. In the briefing for Omid, pls highlight these issues. Also, if you think we should cover a ppt presentation, Leonardo, John, pls prepare a ppt for us to walk them through.  
>>> As for the flights - pls communicate directly with Ginger as she is handling the logistics. I will go with him. pls respond to the email I just sent around.  
>>> Thx.  
>>> Daniel  
>>> On 2/26/07, Alexandre Hohagen <ahohagen@google.com> wrote:  
>>> Makes all sense. I think the most important issues are the following:  
>>> - They really want to understand if there are and where are possible synergies between the two companies;  
>>> - They mentioned a couple of times the Sky deal in UK. They want to understand what the deal is and if it is applicable to