

CODED FIELDS:

BEGDOC: GOO001-00507525

ENDDOC: GOO001-00507532

BEGATTACH: GOO001-00507525

ENDATTACH: GOO001-00507532

RECORDTYPE: E-File

CUSTODIAN: Dunton_(Maryrose)-GOONDCE000001612

DATASETID: GOONDCE000001612

MASTER_DATE: 01/25/2006

SENTON_DATE_TIME:

CREATE_DATE_TIME: 01/25/2006:03:20:56

LASTMOD_DATE_TIME: 01/25/2006:03:20:56

RECEIVED_DATE_TIME:

PARENTFOLDER: HAL-SB-0207\1 Customer\Macintosh HD\Users\maryrose\Library\Application Support\Adium 2.0\Users\Default\Logs\AIM.maryroседunton\tunawarrior-GOONDCE000001612

AUTHOR:

TO:

CC:

BCC:

SUBJECT_TITLE: tunawarrior (2006-01-24).html

ORIGINALSOURCE:

NATIVEPATH:

FILEEXT: html

FILENAME: tunawarrior (2006-01-24).html-GOONDCE000001612

FILESIZE: 35829

MD5HASH: 461e529cf645ec76295156c819523baf

DATE: 8.22.08 EXHIBIT# 3
DEPONENT:
DUNTON, MARYROSE
CASE: Viacom, et al., v. YouTube, et al., The Football
Association Premier League, et al., v. YouTube, et al.,
Case Nos. 07-CV-2203 and 07-CV-3582
A. Ignacio Howard, CLR, RPR, CSR No. 9830

HIGHLY CONFIDENTIAL

1

GOO001-00507525-GOO001-00507532

12:09:39 AM tunawarrior:

everyone's talking to us

12:10:05 AM maryrosedunton:

hah. oh totally. but ya, since the team is getting larger and larger, you can't really openly admit to that

12:10:21 AM maryrosedunton:

people freak out

12:10:24 AM tunawarrior:

if i were running the show. i'd say, we concentrate all of our efforts in building up our numbers as aggressively as we can through whatever tactics, however evil

12:10:30 AM tunawarrior:

ie, scraping myspace

12:10:33 AM maryrosedunton:

ya

12:10:38 AM tunawarrior:

but just get user metrics up, views up, keep scaling out.

12:10:47 AM tunawarrior:

then 3 months, sell it with 20m views per day and like 2m users or something.

12:10:57 AM tunawarrior:

because my fear is, in 3 months.

12:11:02 AM tunawarrior:

to keep up with this growth.

12:11:05 AM tunawarrior:

things are going to get so out of control.

12:11:14 AM tunawarrior:

we're going to be pushing like 10% of the traffic that google pushes or something.

12:11:20 AM tunawarrior:

with 1/1000th the budget.

12:11:24 AM maryrosedunton:

blah

12:11:37 AM tunawarrior:

hahaha

12:11:39 AM tunawarrior:

what's that blah mean

12:11:46 AM tunawarrior:

think i'm pessimistic?

12:12:02 AM maryrosedunton:

hah...oh no, I just mean that's a crazy amount of traffic

12:12:06 AM tunawarrior:

see, i think we can sell for somewhere between \$250m - \$500m.

12:12:08 AM tunawarrior:

in the next 3 months.

12:12:16 AM tunawarrior:

and there *is* a potential to get to \$1b or something.

12:12:28 AM tunawarrior:

but, man, that's going to take like 2 years of hard work and probably dilution and getting another round of funding.

12:12:29 AM maryrosedunton:

and honestly, I can't imagine we could make enough just in advertising to cover operating costs for something that large

12:13:56 AM tunawarrior:

ya, none of these internet companies that get a lot of traffic with a revenue model based on purely advertising make that much money.

12:14:02 AM tunawarrior:

thinking like friendster and even myspace

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i think it has to be a more unique model

12:14:25 AM tunawarrior:

like google's is unique to google

12:14:38 AM tunawarrior:

i *think* we can try to pull off something like that but still highly risky

12:14:54 AM maryrosedunton:

ya, and a lot of time, and a lot of work.

12:16:14 AM tunawarrior:

hmm we're beating friendster nowadays in traffic

12:18:04 AM maryrosedunton:

nice. hrm, but you know, i still think to make us attractive to someone purchasing us, we've got to really build up users

12:18:39 AM tunawarrior:

agreed

12:18:52 AM tunawarrior:

and user retention

12:19:05 AM tunawarrior:

in ways other than just returning to watch more videos

12:19:26 AM maryrosedunton:

yup. the views are awesome. but I don't know how much that's really worth to someone at the end of the day

12:20:14 AM maryrosedunton:

oh shit. we passed flickr too

12:20:16 AM tunawarrior:

oh i personally think it's still highly valuable

12:20:18 AM tunawarrior:

but

12:20:30 AM tunawarrior:

i think there are some easy things
we can do for the next 3 months

12:20:33 AM tunawarrior:

that will make us worth a lot more

12:20:37 AM tunawarrior:

using the huge # of uunique visitors

12:20:42 AM tunawarrior:

as a foundation to build from

12:21:37 AM maryrosedunton:

right. I'm actually pleased with
the groups stuff, I wasn't sure how that would
do

12:21:45 AM tunawarrior:

oh i love it

12:22:00 AM tunawarrior:

i didn't really take a look at it
much pre-push except in passing on the QA
playground

12:22:04 AM tunawarrior:

but i'm happy that people are using
it

12:22:10 AM maryrosedunton:

ya, totally

12:22:11 AM tunawarrior:

tthe profile stuff will be cool too

12:22:30 AM maryrosedunton:

agreed. oh, did you see my email
about the blog stuff. I do think Mike has a
good point actually

12:22:51 AM maryrosedunton:

and wonder if we want to reinvent
the wheel with all that stuff?

12:22:55 AM maryrosedunton:

(the blog stuff)

12:23:04 AM tunawarrior:

hmm

12:23:09 AM tunawarrior:

the only point that i'd contend with
is

12:23:14 AM tunawarrior:

for every person using the blog functionality

12:23:19 AM tunawarrior:

we'd be getting more user generated
content

12:23:27 AM tunawarrior:

and that person will want others
to read it, so on, that cycle

12:24:21 AM maryrosedunton:

right, but I wonder if we would gain

more users from integrating with livejournal,
instead of trying to duplicate them?

12:24:43 AM tunawarrior:

right, ya i see that point too

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but the bulk of the user generated
content that these guys are spending 30+
minutes to write each day

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is going to be hosted elsewhere,
hm

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well, i can go either way

12:25:16 AM tunawarrior:

if it can get us to market faster

12:25:30 AM tunawarrior:

i really like the whole dropdown
to integrate address book thing

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wondering if we can put rizzo on
like

12:26:04 AM tunawarrior:

permanent, small-features, going
out next week.

12:26:11 AM tunawarrior:

and he'll always be working on the
live branch.

12:26:28 AM maryrosedunton:

oh probably.

12:26:51 AM maryrosedunton:

hrm. the premium content provider
stuff though, do we want that going out on
the live branch?

12:26:58 AM maryrosedunton:

that's on rizzo's plate

12:27:03 AM tunawarrior:

hm it's pretty big, isn't it?

12:27:31 AM maryrosedunton:

actually, the flow isn't really all
that complicated. it's just rizzo needs to figure out
how to deal with the images.

12:27:46 AM tunawarrior:

ah right.

12:27:47 AM maryrosedunton:

allowing users to upload images for
their watch pages and profile

12:28:12 AM tunawarrior:

ya big problems to tackle seeing
as how we're already having so much trouble
serving out the images on our current machines.

12:28:19 AM tunawarrior:

it's funny how we have no problems
serving out videos

**The following is a true and correct copy of this
instant message conversation as produced by Defendants.**

<div class="receive">12:07:34 AM tunawarrior:
<pre class="message">man, we better start making some revenue soon</pre></div>
<div class="send">12:08:05 AM maryrosedunton:
<pre class="message">ya? how bad are things?</pre></div>
<div class="receive">12:08:23 AM tunawarrior:
<pre class="message">not too bad but they will get bad as soon as we start doing everything to scale
out</pre></div>
<div class="send">12:08:30 AM maryrosedunton:
<pre class="message">oh right</pre></div>
<div class="receive">12:08:40 AM tunawarrior:
<pre class="message">building out our own data center, cdn, serverbeach. and to keep up the
growth.</pre></div>
<div class="receive">12:08:43 AM tunawarrior:
<pre class="message">oh let me see how we did yesterday.</pre></div>
<div class="receive">12:08:59 AM tunawarrior:
<pre class="message">my sort of opinion is that.</pre></div>
<div class="receive">12:09:02 AM tunawarrior:
<pre class="message">we should sell this thing in 3 months.</pre></div>
<div class="receive">12:09:04 AM tunawarrior:
<pre class="message">...</pre></div>
<div class="send">12:09:15 AM maryrosedunton:
<pre class="message">haha...but 'we're not for sale' :-P</pre></div>
<div class="receive">12:09:31 AM tunawarrior:
<pre class="message">ya i told chad that we should consider it</pre></div>
<div class="receive">12:09:37 AM tunawarrior:
<pre class="message">i mean, microsoft, google, yahoo</pre></div>
<div class="receive">12:09:39 AM tunawarrior:
<pre class="message">everyone's talking to us</pre></div>
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