

**From:** Jawed [REDACTED]  
**Sent:** Saturday, April 23, 2005 1:43 PM  
**To:** Steve Chen [REDACTED]  
**Cc:** Chad Hurley [REDACTED]  
**Subject:** Re: This Wired Article came out today

It's all 'bout da videos, yo.

We'll be an excellent acquisition target once we're huge.

Jawed

Jawed Karim <http://jawed.com/>

On Sat, 23 Apr 2005, Steve Chen wrote:

>  
 > Search Battle Heads to Video  
 >  
 > By Joanna Glasner  
 > <<http://www.wired.com/news/feedback/mail/1.2330.0-28-67302.00.html>>  
 >  
 > Story location: <http://www.wired.com/news/digiwood/0.1412.67302.00.html>  
 >  
 > 02:00 AM Apr. 23, 2005 PT  
 >  
 > As millions of broadband subscribers who missed a wardrobe-malfunction  
 > moment on TV can attest, the internet can be a convenient resource for  
 > finding much-talked-about events on video.  
 >  
 > Whether it's Janet Jackson's Super Bowl breast exposure or The Daily Show  
 > host Jon Stewart's explosive appearance on a political talk show, video  
 > clips of high-profile moments have sent millions of net users scrambling to  
 > search engines for footage.  
 >  
 > <a><img></a>  
 >  
 > But until recently, internet users who don't patronize peer-to-peer sites  
 > had few options for tracking down video content outside of entering a query  
 > in a standard search box.  
 >  
 > Large net portals and a handful of smaller sites are looking to change that.  
 > In recent weeks, Yahoo, Google and MSN have each rolled out services  
 > designed to make it easier to upload or locate video online. The portals'  
 > rollouts come as a handful of startups and independent film sites are  
 > creating tools to make putting video online nearly as simple as publishing  
 > text.  
 >  
 > Recently, Yahoo launched a beta version of a service called Media RSS that  
 > lets anyone with footage submit videos <<http://search.yahoo.com/mrss/submit>>  
 > for distribution. Bradley Horowitz, director of multimedia and desktop  
 > search at Yahoo, said the feature is designed to provide an easy way for  
 > "mom and pop creators of video" to connect with people who might be  
 > interested in viewing their content. The RSS feature follows the December  
 > launch of a video search engine <<http://video.yahoo.com>> .

>  
> This year, Yahoo is projecting that the number of videos streamed over the  
> web will grow by nearly 50 percent from last year. Citing forecasts it  
> commissioned from AccuStream iMedia Research, Yahoo said net users are  
> expected to stream more than 21 billion videos in 2005, up from 14.2 billion  
> last year.  
>  
> Yahoo's video-related rollouts come as the company's arch rival, Google, is  
> expanding in the video search arena. Google is currently running a beta  
> version of an upload program <<https://upload.video.google.com>> that lets  
> anyone submit videos electronically to its Google Video site, so long as  
> they own the rights to the work. The company said the videos will be made  
> available on its video search site <<http://video.google.com>> , but has not  
> specified a date.  
>  
> Meanwhile, Microsoft's MSN, which launched its own video search site  
> <<http://video.msn.com/video/p.htm>> last fall, has been steadily beefing up  
> its film offerings. Earlier this month, the company announced an agreement  
> to publish videos distributed by streaming provider Ifilm.  
>  
> Blair Harrison, Ifilm's CEO, says current offerings of online video  
> represent a tiny fraction of what will be available in the next few years.  
>  
> "Everyone is adding video to their sites in much the way they added Flash or  
> other technologies to their sites a few years ago," Harrison said. As  
> digital rights management technologies evolve, Harrison also expects  
> Hollywood producers will be more comfortable putting TV shows and movies on  
> the web and letting fans search for them.  
>  
> Harrison expects the amount of homespun video footage available for online  
> consumption will skyrocket next year, when handsets with built-in video  
> cameras are nearly as widely available as still-picture camera phones are  
> today.  
>  
> Already, Harrison said, people are adding videos to dating site profiles,  
> uploading homemade movies, and putting film snippets on social-networking  
> sites like Myspace.com at an ever-accelerating pace. However, he believes  
> that programs for editing video and publishing it online are not yet  
> user-friendly enough to appeal to most internet users.  
>  
> Tiffiniy Cheng, co-director of the Participatory Culture Foundation, a group  
> that is building a tool for independent video makers to put content online,  
> hopes to make the publishing process easier in the near future.  
>  
> "We want to make uploading a video as easy as blogging," Cheng said.  
> Participatory Culture, she said, plans to make a publishing tool integrated  
> with the file-sharing network BitTorrent available in a few weeks.  
>  
> Ifilm's Harrison also envisions strong demand shaping up for services that  
> will help people navigate a seemingly bottomless supply of video content.  
>  
> "If I'm faced with a programming universe of literally thousands of  
> channels, it becomes effectively useless to flick through a channel lineup.  
> People will develop guides and bookmarks to navigate from their own  
> perspective," he said.  
>  
> Harrison says it remains unclear who will provide the guides and bookmarks.  
> The big portals, with their vast reach, are well-poised to help internet  
> users navigate the video universe. However, it's also quite possible that a  
> "small, smart newcomer" could take established players by surprise.  
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> "Anyone that is 200 million members strong or more has the benefit of scale  
> of audience," Harrison said. "But it doesn't take long to be successful if  
> you truly have a superior offering."

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