

To: "Rami Bitar" <rami@google.com>
From: "aliza@google.com" <aliza@google.com>
Cc: "shashis@google.com" <shashis@google.com>, "Matthew Liu" <matthew@youtube.com>
Bcc:
Received Date: 2007-08-14 00:39:36 CST
Subject: Re: Warner Music - search results

Thanks Rami.

Shashi, I know the google search product is never to change our search algorithms to favor partner content - I would never suggest this nor would Warner expect it.

My point is --

when a user types in a set of keywords "Artist name+ song" shouldn't the official content show up first ahead of pirated versions?

in what instance can we justify showing a copyrighted version above the official one?

a call would be helpful regardless of how useful we think it would be -- I guarantee from a relationship management standpoint, they will greatly value any background we can give.

On 8/13/07, Rami Bitar <rami@google.com> wrote:

>
>> Just so I can explain my thinking here: we should never be in the
> business of changing our search algorithms to favor content based on who the
> owner is.
>
> Agreed, our current plan is to use [REDACTED]
> [REDACTED]
>
> We also plan to launch a partner one box that will trigger a channel
> result when a query highly matches a channel (ie, "BBC") -- but this won't
> be release until v24 (October 31) at best.
>
>> But they have requested we set up a call with their engineers and a few
> folks from our product team so they can find out anything else they can be
> doing to better the search experience so their video results show up at the
> top when say someone types in "madonna like a prayer"
>
> Sure thing -- we should include David Stoutamire who is the Tech Lead in
> Mountain View on search quality. My only hesitation is that they have
> strict policies against discussing ranking (even at a high-level) with
> anyone at Google much less outside of Google, so I'm not sure how useful the
> discussion will be.
>
> David might still be on vacation but I'll start a thread (and CC you) to
> setup a time for this call.
>
> Best,

EXHIBIT	15110
CASE	Viacom v. YouTube
Deposition of	Varad Karkh
Testimony of	
Exhibit #	60
Plaintiff	<input checked="" type="checkbox"/>
Defendant	<input type="checkbox"/>

>
> Rami
>
>
> On 8/9/07, Shashi Seth <shashis@google.com> wrote:
>>
>> Just so I can explain my thinking here: we should never be in the
>> business of changing our search algorithms to favor content based on who the
>> owner is. In search the same requests come to us from NY Times and Wall
>> Street Journal - who claim that their content should always be placed higher
>> than anybody else.
>>
>> The onebox achieves this by keeping, the search results the same because
>> our algorithm picked it based on raking/relevance, etc. - yet lets the user
>> know that the onebox simply points out where the "original" content lives.
>>
>> Shashi
>>
>> On 8/9/07, Shashi Seth <shashis@google.com> wrote:
>>>
>>> I will let Rami reply to this, but in my opinion the only way we can
>>> do this through a "onebox" which shows "original" content first when an
>>> exact (or very high confidence) match happens. I think this is on Rami's
>>> roadmap - but not sure when.
>>>
>>> Shashi
>>>
>>> On 8/9/07, Ali <aliza@youtube.com> wrote:
>>>>
>>>> Hey Rami, Shashi,
>>>>
>>>> Warner Music has been asking for some time now, for further clarity
>>>> around our YT search results. As you can imagine, they are a bit frustrated
>>>> with copyrighted versions of their videos showing up first in search
>>>> results. I know this is not an easy fix and part of a much larger effort we
>>>> continue to work on. But they have requested we set up a call with their
>>>> engineers and a few folks from our product team so they can find out
>>>> anything else they can be doing to better the search experience so their
>>>> video results show up at the top when say someone types in "madonna like a
>>>> prayer"
>>>>
>>>> http://www.youtube.com/results?search_query=madonna+like+a+prayer&search=Search
>>>>
>>>>
>>>> or "the white stripes"
>>>>
>>>> http://www.youtube.com/results?search_query=the+white+stripes&search=Search
>>>>
>>>>
>>>> they seem to come up second, or further down the chain almost every
>>>> time. In these cases, their videos should be showing up first. Are you the
>>>> correct person to involve? They understand we will not be giving them a
>>>> clear solution on this call, but want to better understand our product and
>>>> vision. Let me know who else I should include. Hoping to set this up for
>>>> Monday or Wed of next week.
>>>>
>>>> Thanks,
>>>> Ali

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>>>>--
>>> Shashi Seth
>>>
>>> What Primetime? There is no more Primetime! YouTube users decide when
>>> it is primetime - and that will change the dynamics of TV and Video
>>> advertising.
>>
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>>
>>
>>
>> --
>> Shashi Seth
>>
>> What Primetime? There is no more Primetime! YouTube users decide when it
>> is primetime - and that will change the dynamics of TV and Video
>> advertising.
>>
>
>
>
> --
> Rami Bitar
> YouTube-Google
> [REDACTED]
> rami@google.com
