

To: "Franck Chastagnol" <fchastagnol@youtube.com>
From: "Stephen Cho" <stephencho@google.com>
Cc: "Jay Yagnik" <jyagnik@google.com>, "Jill Szuchmacher" <jills@google.com>, "Michele Covell" <covell@google.com>, "Thomas Sly" <tomsly@google.com>, "Shumeet Baluja" <shumeet@google.com>, "Kelly Liang" <kel@youtube.com>, "davidl@google.com" <davidl@google.com>
Bcc:
Received Date: 2006-12-05 23:14:42 GMT
Subject: Re: MAGIX Corp. - December 5 meeting

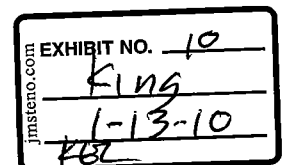
Just to be clear to everyone: Steve Chen, Franck, and the collective engineering teams have the call here of course. And the current plans are roughly for Audible Magic for now and the in-house Google fingerprinting technology going forward.

some of these external inbounds (Gracenotes, Aurix, MAGIX, Tunesat, Attributor, ...) are being handled as a matter of courtesy and just keeping abreast of what's in the market. (i.e., no one is thinking about any sort of bake off with multiple 3rd party fingerprinting vendors ...)

Stephen

On 12/5/06, Franck Chastagnol <fchastagnol@youtube.com> wrote:

>
> jay is correct.
> youtube is currently licensing Audible Magic for audio fingerprinting.
>
> but in the long-term, we want to use Google's audio and video
> fingerprinting
>
> in regards to evaluating other fingerprinting vendors, please touch base
> with Chris Maxcy, head of bus dev at youtube
>
> thanks,
> franck
>
> On Dec 5, 2006, at 12:01 PM, Jay Yagnik wrote:
>
> I am in touch with Franck and Kelly from YouTube who are in charge of the
> fingerprinting effort to give content owners the opportunity to protect /
> share revenue on their videos. They were planning to use Audible Magic for
> the fingerprinting engine but after the sync up on our status and plans in
> this area we are reaching a consensus that we should have this core piece
> of tech. in house. However in the short term they might start something with
> Audible Magic and later shift to our internal system once it is ready. They
> are looking into the issue of generating the large database of fingerprints
> for premium content (which Audible Magic already has due to its relation to
> the media companies), it will involve talking to partners and convincing
> them to use our fingerprinting tech. I don't have the full details on who
> all they are talking to but i do know that MPAA is one of them and we were
> planning to set up a pilot test for them eval. our tech. a few months down
> the line.
>
> Franck/Kelly can give a clearer picture on this.
>
> Jay
>
> On 12/5/06, Jill Szuchmacher <jills@google.com > wrote:



> >
> > ...except I forgot to add him...sorry all
> >
> > On 12/5/06, Jill Szuchmacher <jills@google.com > wrote:
> > >
> > > adding Stephen Cho, director of new content initiatives and business
> > > analytics, who has taken over the MAGIX relationship.
> > >
> > >
> > > On 12/5/06, Michele Covell <covell@google.com> wrote:
> > > >
> > > > Hi Tom,
> > > >
> > > > I don't see an appointment with MAGIX for today. I have one on my
> > > > calendar for tomorrow on fingerprinting technology at 10:30am,
> > > > organized by Shumeet, with Jay Yagnik (Google research/video),
> > > > Sylvia
> > > > Benavidez and Sean Dempsey (both Google corp dev). Let us know if
> > > > you'd like to be added to that meeting.
> > > >
> > > > Jay Yagnik has been talking with the uTube guys more about the audio
> > > > fingerprinting as well. I think he has a phone conference with them
> > > > plus some people from the movie industry today. (Jay, is that
> > > > right?
> > > > Could you give us an update?)
> > > >
> > > > Thanks, Michele
> > > >
> > > > On 12/5/06, Thomas Sly <tomsly@google.com> wrote:
> > > > > I'm not sure if there's a meeting going on today with the folks at
> > > > > MAGIX,
> > > > > but I have some new details to share with you.
> > > > >
> > > > > I just learned that the technology YouTube is licensing is called
> > > > > AudibleMagic...not MAGIX. Apparently, Steve Chen (at YouTube) is
> > > > > leading
> > > > > the effort to figure out a way to blend their existing work with
> > > > > our in
> > > > > house fingerprinting technology.
> > > > >
> > > > > Tom
> > > > >
> > > > >
> > > > > On 11/23/06, Michele Covell <covell@google.com> wrote:
> > > > > > The only other people (besides GV, which Jill would know about)
> > > > > > would
> > > > > > be someone in dMarc... but I would think that Tom would know
> > > > > > about
> > > > > > that.
> > > > > >
> > > > > > Another group that has contacted me about this type of
> > > > > > technology are
> > > > > > the Google TV folk... but I don't think they are looking at
> > > > > > outside
> > > > > > technology.
> > > > > >
> > > > > > Sorry for not being more help.
> > > > > >

>>>>> On 11/21/06, Thomas Sly <tomsly@google.com> wrote:
>>>>>> Hi Jill,
>>>>>>>
>>>>>>> I don't know which team Markus is referring to...but I do know
>>>>>>> that
>>>>>>> Michele
>>>>>>> Covell asked to be part of this evaluation.
>>>>>>>
>>>>>>> Michele, do you know anything about this?
>>>>>>>
>>>>>>> Tom
>>>>>>>
>>>>>>> On 11/21/06, Jill Szuchmacher <jills@google.com> wrote:
>>>>>>>> Tom - do you know who the team is that Markus is talking
>>>>>>>> about?
>>>>>>>>
>>>>>>>> [background: this is the audio fingerprinting solution I was
>>>>>>>> looking
>>>>>>>> at
>>>>>>>> for video; so was YT; now it's passed somewhere back to
>>>>>>>> Google, not sure
>>>>>>>> where to]
>>>>>>>>
>>>>>>>> thanks,
>>>>>>>> Jill
>>>>>>>>
>>>>>>>> ----- Forwarded message -----
>>>>>>>> From: Markus Gunn <[REDACTED]>
>>>>>>>> Date: Nov 21, 2006 6:09 AM
>>>>>>>> Subject: MAGIX Corp. - December 5 meeting
>>>>>>>> To: Jill Szuchmacher <jills@google.com>
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>>>>>>>>
>>>>>>>> Hi Jill,
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>>>>>>>>
>>>>>>>> I've learned from Chris Maxcy (VP Biz Dev @ YouTube) that
>>>>>>>> with the
>>>>>>>> Google
>>>>>>>> integration there is now a new team in charge of evaluating
>>>>>>>> the MAGIX
>>>>>>>> Audioid technology. He's passed along the MAGIX presentation
>>>>>>>> and
>>>>>>>> contact
>>>>>>>> information and asked the Google team to follow up with us
>>>>>>>> directly.
>>>>>>>> Are
>>>>>>>> you aware of this? Is it possible to coordinate a meeting for
>>>>>>>> the
>>>>>>>> afternoon
>>>>>>>> of December 5? We're going to be in San Francisco that
>>>>>>>> day. I'll try
>>>>>>>> giving you a call this morning. Thanks Jill.
>>>>>>>>>

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>>>>>>>
>>>>>>> Cheers,
>>>>>>>
>>>>>>> Markus
>>>>>>>
>>>>>>>
>>>>>>>
>>>>>>> Best regards,
>>>>>>>
>>>>>>> Markus
>>>>>>>
>>>>>>> MAGIX AG
>>>>>>> Markus Gunn
>>>>>>> Director Business Development North America
>>>>>>> 701 SW 27th Ave Suite 1403
>>>>>>> Miami , FL 33135
>>>>>>>
>>>>>>> Tel.: [REDACTED]
>>>>>>> Fax: [REDACTED]
>>>>>>>
>>>>>>> Email: mailto: [REDACTED]
>>>>>>> Web: www.magix.com
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>>>>>>> Jill Szuchmacher
>>>>>>>
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