

To: [REDACTED]; [REDACTED]  
From: heejunglee@google.com <heejunglee@google.com>  
Cc:  
Bcc:  
Received Date: 2007-06-19 23:24:40 GMT  
Subject: [REDACTED] Weekly Product Update - Week Ending 6/15/2007

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[bcc: [REDACTED]]

\*YouTube Weekly Product Updates\*  
\*Week Ending June 15, 2007\*

\*CYC & Copyright\*

\*David King - dgking@youtube.com \*

Items for Escalation

- None

Notable Accomplishments/Decisions Made

- Working through many policy decisions needed for video fingerprinting platform. For example, we may get conflicting policy decisions from audio (Audible Magic) and video (Google) platforms, requiring intelligent decisions. See [https://docs.google.com/a/google.com/Doc?docid=cd5qwbn4\\_10fhq3rc&hl=en\\_USfor](https://docs.google.com/a/google.com/Doc?docid=cd5qwbn4_10fhq3rc&hl=en_USfor)

details if interested.

- Release of complete video fingerprinting test environment with v.20release. We are on track for opening up the trial to select partners on

July 16. Since the press coverage, many companies have voiced interest in being included. Note that this is a test period and that we will not be actively filtering during the trial period so they aren't missing out on more powerful tools.

- Evaluation of digital watermarking solutions. Some content companies have stressed their interest in digital watermarking as their preferred solution to filtering of user uploaded content sites like YT. Conducting survey on solutions they are thinking of implementing.

- Viacom signed on as a testing partner for our video fingerprinting trial.

Upcoming Product Releases, Marketing Events or Partner Launches

[REDACTED]

For more information -  
<https://writely.corp.google.com/View?docid=cdkqrwr44gbsw4x>

\*Core Product\*

\*Maryrose Dunton - maryrose@youtube.com \*

Items for Escalation

- None

Notable Accomplishments/Decisions Made

- V20 is live! Post Push wrap up next week. Redesigned home page, search, watch (currently in beta), upload +geotagging, adobe remixerand GAIA integration are a few of the major features. Full list available at:

[http://wiki.corp.google.com/twiki/bin/view/Youtube/YouTubePushSchedule#Release\\_V20\\_LIVE\\_6\\_13](http://wiki.corp.google.com/twiki/bin/view/Youtube/YouTubePushSchedule#Release_V20_LIVE_6_13)

- Finalizing scope of V21 fix it with Engineering
- PMs working on V22 roadmap
- Core Product Roadmap Presentation for BizDev & Sales

For more information -

[https://writely.corp.google.com/View?docid=cc26w89p\\_2d574z3](https://writely.corp.google.com/View?docid=cc26w89p_2d574z3)

\*International\*

\*Sakina Arsiwala "C sakina@google.com \*

International Launch is LIVE! The launch email is attached at the bottom of this message.

For more information - \*

[https://writely.corp.google.com/View?docid=chkwdlhrf\\_13frmp77](https://writely.corp.google.com/View?docid=chkwdlhrf_13frmp77)

\*Mobile, Syndication, Distribution\*

\*Hunter Walk "C hunter@google.com \*

Items for Escalation

- Need Marissa's approval to create replacement DNS names for mobile sandboxes (see iPhone issue below). Sent mail last week, but no response. [owner: John, Hunter]

Notable Accomplishments/Decisions Made

Upcoming Product Releases, Marketing Events or Partner Launches

- June 18: Vodafone UK Marketing campaign starts Example materials here: <http://go/youtubevfuk>
- June 20: target launch for Apple TV

- June 29: Apple iPhone launch
- June: Skycast.com full launch - to be confirmed (on current Google platform)
- June 24-29: Syndication trip to London/Zurich
- July: Customized Embedded Player launch

For more information -

\*[https://writely.corp.google.com/View?docid=agj3fzmt4m\\_83gbv678](https://writely.corp.google.com/View?docid=agj3fzmt4m_83gbv678)

\*

\*Monetization\*

\*Shashi Seth "C shashis@youtube.com" \*

Items for Escalation

- None

Notable Accomplishments/Decisions Made

Shashi Seth

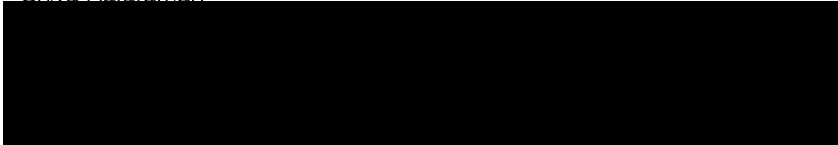
User Partner Program

1. Bugs (introduced with new launch) discovered over the weekend that were fixed

Reporting

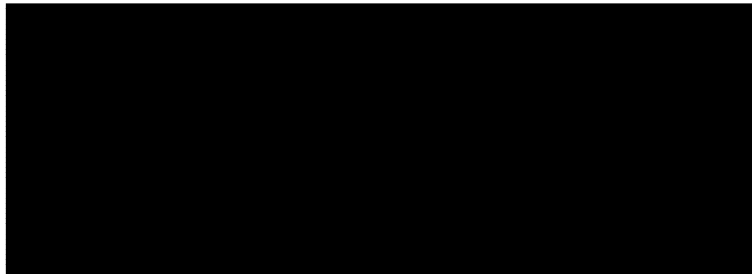
1. Partner reporting ready to roll out - discovered some bugs from DB changes last week. Should be fixed soon.

Shiva Rajaraman



Matthew Liu  
Search PVA

1. Categories PVA Test



2. Business test scheduled for ~6/20

- Changes to Search PVA will be pushed in weekly template push 6/20
- Decision was made not to add in Search PVA code with v20 re-design

PYV

1. Currently reverting to solution that uses YT secure front-end (requiring new machines) and NetAPI  
UE to begin working on mockups EOW

For more information - \*

[https://writely.corp.google.com/Doc?id=chkdw2tv\\_1c68tzx](https://writely.corp.google.com/Doc?id=chkdw2tv_1c68tzx)\*

\*Product Marketing (Ad Strategy)\*

\*Jamie Byrne "C jbyrne@youtube.com \*

Key Items For Escalation

- Need budget approval for the Presidential debate program

Notable Accomplishments / Decisions

- First phase of NASO training completed; over 400 Google sales team members participated in training

Key Items For This Week

- NASO Sales training session 6/18 & 6/19 to educate sales force on YouTube opportunities  
- Ad Strategy job reqs to be posted by S. Feigenbaum; recruiting to start

For more information - \*

[https://writely.corp.google.com/Doc?id=chkdw2tv\\_257pcrw](https://writely.corp.google.com/Doc?id=chkdw2tv_257pcrw)\*

\*Editorial Community\*

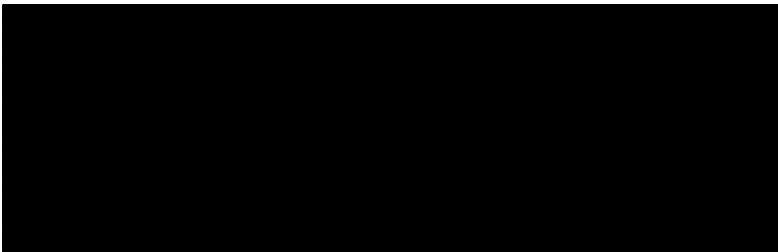
Mia Quagliarello "C mquagliarello@google.com

Key Items For Escalation

- None

Progress/Decisions Made

Film (Sara)



Music (Michele):



News & Politics (Steve):

People & Blogs (Joe):

- Vloggers on the rise:
  - FilthyNoteTv - Bam Margera's record label/video outlet  
<http://www.youtube.com/watch?v=8su0WaJVHgg>
  - bnessel1973 - Multi talented user, sure to develop a following with some exposure
- Of interest:
  - Uselessfilm - Provided us with "Crossing Racial Boundaries" --  
<http://www.youtube.com/watch?v=fi7zZaxfvBk> this week, great positive film with high ratings and views

Drama:

- GIRL FIGHT... over theboringdispatcher?!  
<http://www.youtube.com/watch?v=cWP65nlvRDk>
- Sxephil faced harsh criticism this week for "E-begging" a new term that came up describing folks who ask for money on the net

Community (Damien, Michelle):

- developing our own CRs to use with users:  
[http://docs.google.com/a/google.com/Doc?id=dgkf566j\\_8d9t886&invite=f5stv3r](http://docs.google.com/a/google.com/Doc?id=dgkf566j_8d9t886&invite=f5stv3r)
- working with SQUAD to plan revamp for Help Center (adding more Q/As, more prominent & static notifications for users on important should-know issues/bugs/fixes)
- compiling general user feedback for v20 post-release and upcoming v21 - more details t/k
- community management of Subscription center issues (disappearance, then 10 video limit)
- request to improve messaging surrounding vid description text limit (currently a vague 'please check video description'), to be addressed in V21

International:

- Final training - Brazil, Japan interim editors
- Finalizing launch day content
- Following up and finalizing commissioned PVA content:  
[http://www.youtube.com/view\\_play\\_list?p=0D95BB1F9ECF4BF6](http://www.youtube.com/view_play_list?p=0D95BB1F9ECF4BF6)
- Interviewing in-country content editors/community mgrs for Italy, Germany

Other:

- Focus of editorial group shifting to be even more community focused and outreaching

For more information -

\*[https://docs.google.com/a/google.com/View?docid=cct69kdz\\_1gp7w8q](https://docs.google.com/a/google.com/View?docid=cct69kdz_1gp7w8q)

\*

\*Partners\*

\*Richard Kuo "C rkuo@google.com \*

Items for Escalation

- One engineer out on vacation this cycle.

Notable Accomplishments/Decisions Made

- Distribution flags, cyc claim search pagination, partner strikeout protection, geographical breakdown in web reports, monitoring systems, and dropbox autoconfiguration went live in v20 push.

For more information -

\*[http://wiki.corp.google.com/twiki/bin/view/Main/YT\\_Partners](http://wiki.corp.google.com/twiki/bin/view/Main/YT_Partners)

\*

\*SQUAD\*

\*Tom Pickett - \*tpickett@youtube.com

\*Heather Gillette - \*hgillette@youtube.com

\*Pim Dubbeldam - \*pimd@youtube.com

Items for Escalation

- Increase in non-bot flagging on both Saturday and Sunday mornings; currently gathering data to see if any patterns emerge.
- FIFO apparently not fixed fully, looking toward a full fix for v21.

Notable Accomplishments/Decisions Made

- Started to test auto-reply email on the US Copyright queue, promoting trial of CVP tool.

Upcoming Product Releases, Marketing Events or Partner Launches  
Launching local domains and language support on June 19 th\*\*

- UK
- Germany (POSTPONED)
- Netherlands
- Brazil
- Spain
- France
- Japan
- Italy
- Poland

Internationalization includes support and editorial (management of homepage & channels with local content)  
OSO team will be doing policy reviews, copyright compliance and email support

Teams operating out of Dublin and Japan (Japan CSR in SBO for week)  
LiveSite Metrics should be fully in place by the I18n release Tuesday.  
For more information -  
[http://docs.google.com/a/google.com/Doc?id=chkdw2tv\\_12dh47xn](http://docs.google.com/a/google.com/Doc?id=chkdw2tv_12dh47xn)

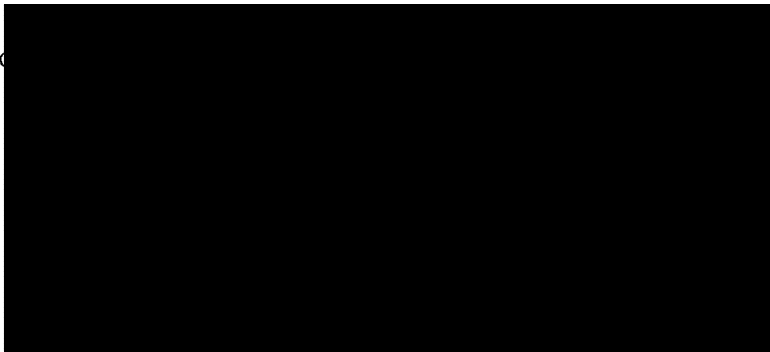
**\*Operations\***

\*Paul Tuckfield - [ptuckfield@youtube.com](mailto:ptuckfield@youtube.com)

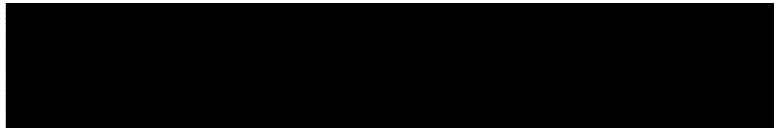
Items for Escalation

- we may need a substantial rework/refactoring of the logging database and supporting code.
- we are approaching the date we can roll the db rename change to the site which will require readonly downtime. we'd like to do this wednesday 6/27
- we've revamped the escalation process in order to try to accommodate the international

Notable Accomplishments/Decisions Made



Upcoming Product Releases, Marketing Events or Partner Launches



For more information:  
[https://docs.google.com/a/google.com/Doc?docid=chkdw2tv\\_36jwz76z&hl=en\\_US](https://docs.google.com/a/google.com/Doc?docid=chkdw2tv_36jwz76z&hl=en_US)

Upcoming Vxx Releases

- Launched Int'l on 6/18!
- V21 Launch Scheduled for 7/11

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YouTube International Launch Announcement Email

On 6/19/07, Sakina Arsiwala wrote:  
>

- > [bcc: Visible Changes]
- >
- > Ol'ç, Bonjour, Ciao, αααααααααα, Hallo, Czesc, Hola and Hello!
- >
- > Though the YouTube community originally started as a US based English
- > community, it's quickly grown into a virtual global village of content
- > makers and viewers, brought together by the universal and uniquely
- > expressive medium of video. In fact, a significant part of the site's
- > traffic now comes from outside the U.S., a truly astonishing phenomenon
- > considering that still only the flagship American English site exists. \*But
- > that just changed. \*
- >
- > Last night, a highly talented crew of Engineers, Sys Admins, UE,
- > Designers, Web Developers, PM's and other technologists released a \*new,
- > internationalized version of YouTube\*. In response to user requests,
- > each new site is fully translated and localized for each country, including
- > content (Featured Videos, Director Videos, Promotions), user interfaces,
- > search, user support, and community features like video ratings, sharing,
- > and content flagging. Users have the option to use youtube.com or their
- > country's localized site and can always switch seamlessly between the two.
- >
- > \*Earlier today at the Google press day we announced these local versions
- > of YouTube in nine countries "C Brazil, France, Ireland, Italy, Japan, the
- > Netherlands, Poland, Spain and the UK. \*
- >
- > This launch was a huge cross-functional effort with truly integrated
- > YouTube and Google teams in San Bruno, Mountain View, EMEA, Japan and
- > Brazil. Many thanks to everyone who put in the incredible efforts to make it
- > happen!
- >
- > \*Engineering and Ops:\*
- > Sugu Sougoumarane, Matt Rizzo, Erik Haugen, Brian Stell ,Jiten Vaidya,Erik
- > Klein, Shruti Patil, Jake McGuire, Geoff Stems, Mike Solomon, Julia Peker, Brian
- > Stell, Karen Seto, HeeJung Lee, Brad Heilbrun, Joe Gross
- >
- > \*PM:\*
- > Virginia Wang, Luis Garcia, Eric Tholome, Nick Jakobi, Hiroto Tokusei,
- > Sakina Arsiwala
- >
- > \*User Experience:\*
- > Carol Gunby, Hong Qu, Angus Durocher, Ches Wajda, David Halloran
- >
- > \*Localization Team:\*
- > Svetlana Kelman, Sanae Kato, Anne Coutant , Elisabetta Baldini, Masauyki
- > Nanzawa
- >
- > \*I18n Testing:\*
- > BomShik Lee, Maria Yang, Kiyoko Holland, Yuichi Omata
- >
- > \*Marketing and Content:\*
- > Arvind Desikan, Mia Quagliarello, Eva Ho, Theo Luke, Javier Alonso,
- > Wojciech Cyprus, Roberta Milani, Toon Van Buylaere, Hide Naganuma, Miki Iwamura
- > ,Koji Baba, Patricia Pflaeging, Carolina Liu, Lucimara Borges, Cristany Yates, Silvio
- > Kohs, Frederic Marchal, Michele Flannery, Felicia Williams, Sadia Harper, Bernardo Hernandez, Tom
- > Pursey, Georges Haddad, Sandrine Murcia, Paola Veglio, Bianca Bredenow, Noudvan
- > Alem, Janusz Moneta, Przemek Budkowski, Denise Gamboa, Yonca Brunini, Shiva R,
- >
- > \*Business Development:\*



- > Patrick Walker, Jeff Nathenson, Gautam Anand, Jenny Stefanotti, Leonardo
- > Tristao, Sergio Maria, Tomoe Makino, Kevin Yen, Cliff Samaniego, Kelly Liang
- >
- > Corporate Communications:
- > Malgosia Rigoli, Jaime S, Julie Supan, Rachel whetstone, Cara Brugger, Kaori
- > Saito, Felix Ximenes
- >
- > Legal:
- > Zahavah Levine, Glenn Brown, Trevor Callaghan, Alexis Giles, Aline Messias, Hilary
- > Ware, Conway Chen, Kevin Montler, Hiroshi Yamada, Beth Morris
- >
- > Consumer Ops:
- > Heather Gillette, Toffi Dawson, Yoojung Kang, Katalin Sarai-Colburn, Christine
- > Nguyen, Kouji Yanagida, Satoko Bannai, Frederic Marchal, Maya Magdy, Roberta
- > Milani, Silvio Kohs, Verena Haun, Gilbert Dietrich, Franziska Rohrbach, Carlos
- > Gonzales Mancebo, Toon van Buylaere, Wojciech Cyprys, Isabel Duarte, Bengu
- > Atamer, Micah Shaffer,
- >
- > Sales:
- > Suzie Rider, Jonathan G, Dick Soule, Lori S, Suveer, Jamie Byrne, Alexandre
- > Hohagen
- >
- > PSO:
- > Mark Yoshitake, Miguel Feldens, Tommy Kan
- >
- >
- >
- > Special Thanks:
- > Eric Schmidt, EMG, Chad Hurley, Steve Chen, Salar Kamangar, Nikesh Arora, David
- > Eun, Norio Murakami, Sukhinder Singh-Cassidy, Kent Walker, Elliot S, Rachel
- > Whetstone, Mario Queiroz, Lorraine Twohill, Deep Nishar, Bob Jung, Theresa
- > Marshall, Meredith Wright, Chris Maxcy, Jordan Hoffner and many many more
- > of Googlers and YouTubers!
- >
- >
- > Sites:
- >
- > - Brazil - <http://br.youtube.com>
- > - France - <http://fr.youtube.com>
- > - Ireland - <http://ie.youtube.com>
- > - Italy - <http://it.youtube.com>
- > - Japan - <http://jp.youtube.com>
- > - Netherlands - <http://nl.youtube.com>
- > - Poland - <http://pl.youtube.com>
- > - Spain - <http://es.youtube.com>
- > - UK - <http://uk.youtube.com>
- >
- > Please forward any questions or suggestions to [sakina@google.com](mailto:sakina@google.com).
- >
- > Yours truly,
- > Sakina Arsiwala, YouTube International Manager
- >
- >

This summary is also available at:

[https://docs.google.com/a/google.com/Doc?docid=chkdw2tv\\_24g2r6p2&hl=en\\_US\\*](https://docs.google.com/a/google.com/Doc?docid=chkdw2tv_24g2r6p2&hl=en_US*)

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Attachments:

ATT07701.txt  
ATT16167.txt