

To: "Sathya Smith" <sathya@google.com>
From: "David G King" <dgking@youtube.com>
Cc: "Adam Coates" <acoates@google.com>, "Mark Yoshitake" <myoshitake@youtube.com>, "Anthony Zameczkowski" <anthonyz@google.com>
Bcc:
Sent Date: 2007-05-31 19:19:07 GMT
Subject: Re: Temporary Access to CYC tools for Ligue 1

Yes, you can give access to CYC for Ligue 1, but as Sathya suggests, I think a shorter trial period makes more sense. A few more comments:

- Sathya is right, you should accept and process all the claims they make in CYC as takedowns.
- Sathya knows best what the work implications are for PSO in managing this type of trial so I'll defer to her on number of days, and number of claims.
- Be sure to get them setup with a CVP account as well. That is our preferred takedown method for now. You can tell them that we plan to fully merge CYC and CVP functionality in Q3. CYC offers some extra search functionality, but it is a little more complicated, and is not hooked up to our repeat infringer policies, so not necessarily better for their immediate needs.
- I would suggest against making a strong connection between access to tools and whether or not they are a partner as that seems to anger some non-partners. This is why we want to erase that difference as much as possible.

Let me know if they start asking tons of questions and you want me to talk to them. French is the one additional language I could actually demo the tool in, if needed.

Thanks,
David

Sathya Smith wrote:

> Adam,
>
> David gets final say in whether we give them test access, but...
>
> 2 weeks is too long. The best that I can suggest, the same as Canal +,
> is 3 business days, with a cap on the number of claims (for Canal + it
> was a max of 10 over 3 days) they can make. The reasons for this, even
> though it is a test setup, any claims they make will have to be
> processed and considered as a valid take down request. We don't want
> them using the test period to take down every piece of content they
> think violates copyright. We want to minimize the number of requests,
> one reason being PSO has to support this and as you know we are quite
> strained for resources. If they want to use our tools to help them
> monitor copyright content and claim them, they will have to work with
> us as a partner.
>
> cheers
> Sathya
>
>
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> On 5/30/07, *Adam Coates* <acoates@google.com>

> <mailto:acoates@google.com>> wrote:
>
> Hi David and Mark,
>
> I just had an interesting meeting with Ligue 1 who are considering
> joining the Premiership class action to sue YouTube. Anthony feels
> that we may be able to placate them if we grant them temporary
> access to the CYC tools so that they can experiment with them.
> Hopefully this access coupled with future developments (video
> fingerprinting) might be enough to persuade them to not to sue.
>
> My ask: Can we grant the french football league access to CYC on a
> temporary basis (perhaps 2 week period)?
>
> Thanks,
>
> Adam.
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> --
> Sathya Smith
> Sales Engineer, Google Inc.,
> Direct: [REDACTED]
> Mobile [REDACTED]
