
From: "Wolf, Michael" <Michael.Wolf@mtvn.com>
Date: Wed, 5 Jul 2006 19:24:08 -0400
To: "McGrath, Judy" <Judy.McGrath@mtvstaff.com>
Subject: RE: Regarding YouTube

Blair has been consistent about wanting to buy YouTube.

I agree with his approach: we should get our best minds together (Adam, Wade, Nada, Nick, Steve Y., Stefanie) and figure out how to make it a business.

From: McGrath, Judy
Sent: Wednesday, July 05, 2006 7:04 PM
To: Wolf, Michael
Subject: FW: Regarding YouTube

I asked Blair what he thought about YouTube today....in the past, it merely drove him nuts in a competitive way, and he trashed it....

I think this could be our MySpace. Only bigger and better because it's video....we buy Tagworld or do a deal with Ming for social networking.

From: Blair Harrison [mailto:bharrison@ifilm.com]
Sent: Wednesday, July 05, 2006 6:47 PM
To: McGrath, Judy

I was in the middle of a longer email to you about YouTube after the CNet piece on it (that I am sure you have seen)
...

http://news.com.com/Is+YouTube+a+flash+in+the+pan/2100-1025_3-6089886.html?tag=sas.email

Today... I think we should put a squad of four people in a room for a day, and figure out if we can make a business out of it. Assuming we can, we should go and buy it.

I do NOT think it's a flash in the pan... The only doubt about its viability is whether it can navigate the waters of monetizing its stuff vs. the illegality of that stuff and do it quickly enough to prevail. And I see no reason to believe it can't.

The differences between Napster and YouTube – one of the fairest comparisons – are that the Napster people were all idiots, YT are not; Napster was sued by all content owners (en masse), YT is partnering with them; Napster was a one-trick pony that didn't develop any new features after it had first shipped, YT releases them weekly; Napster had effectively no non-infringing uses, YT has many; etc.

To my mind, YT has a business problem to solve that is only slightly worse than Google's was... and therefore eminently solvable.

The only question is... what does it <become>... but assuming we make a video business out of it that is huge and sound and growing, the answer to that question will change often and we will be in good shape anyway.

I am going to pursue this with Adam C and Wade D after the LRP extravaganza this week.

B.

From: McGrath, Judy [mailto:Judy.McGrath@mtvstaff.com]
Sent: Wednesday, July 05, 2006 3:25 PM
To: Blair Harrison

Hey, what do you think of YouTube today....as an acquisition....I remember your earlier email fondly....