
From: "Bakish, Robert" <bb@viacom.com>
Date: Mon, 17 Jul 2006 15:55:46 -0400
To: "Witt, Jason" <Jason.Witt@mtvstaff.com>
Subject: RE: YouTube Growth is Almost Shocking

In a weird way it might be more than that

>From: Witt, Jason
>Sent: Monday, July 17, 2006 3:48 PM
>To: Bakish, Robert
>Subject: RE: YouTube Growth is Almost Shocking

>They are right. it's THE VIRTUAL MSO.

>From: Bakish, Robert
>Sent: Monday, July 17, 2006 3:16 PM
>To: Witt, Jason
>Subject: RE: YouTube Growth is Almost Shocking

>We havent given up but I give it a less than one tenth of a percent chance. Wade will have the conversation but it seems unlikely to yeild anything. Apparently sequoia thinks they have another google on their hands and they want to ride it. Or so im told

>From: Witt, Jason
>Sent: Monday, July 17, 2006 2:35 PM
>To: Bakish, Robert
>Subject: RE: YouTube Growth is Almost Shocking

>And please tell me that we haven't given up on the M&A

>From: Bakish, Robert
>Sent: Monday, July 17, 2006 2:31 PM
>To: Witt, Jason
>Subject: RE: YouTube Growth is Almost Shocking

>Thursday? What was thurs?

>Yeah amazing

>From: Witt, Jason
>Sent: Monday, July 17, 2006 12:50 PM
>To: Bakish, Robert
>Cc: Browning, Nicole - MTVN; Patel, Kruti
>Subject: YouTube Growth is Almost Shocking

>100M daily? And I bet the internal # is higher.

>How did it go Thursday? Got stuck on Yahoo stuff.

>YouTube Growth is Almost Shocking <<http://www.searchenginejournal.com/?p=3641>>

> <http://www.searchenginejournal.com/Greg%20Sterling.png>

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>
>YouTube Growth is Almost Shocking
>
>According to this Reuters article <<http://go.reuters.com/newsArticle.jhtml?type=technologyNews&storyID=12855295&src=rss/technologyNews>> that appeared Sunday, video site YouTube <<http://youtube.com>> is now serving 100 million (yes, that's right) videos daily:
>
>YouTube, the leader in Internet video search, said on Sunday viewers have are now watching more than 100 million videos per day on its site, marking the surge in demand for its "snack-sized" video fare.
>
>Since springing from out of nowhere late last year, YouTube has come to hold the leading position in online video with 29 percent of the U.S. multimedia entertainment market, according to the latest weekly data from Web measurement site Hitwise.
>
>YouTube videos account for 60 percent of all videos watched online, the company said. Videos are delivered free on YouTube and the company is still working on developing advertising and other means of generating revenue to support the business.
>
> http://youtube.com/img/logo_tagline_sm.gif
>
>And what about this: YouTube had 58,000 visitors in August, 2005; how many does it get on a monthly basis today? The site has 20 million uniques. That's less than a year later.
>
>The site has started showing banner ads and has struck a deal with NBC, with suggestions of other such deals in the works. Even though the site has limited revenues, it would probably now fetch an astronomically high purchase price given its growth and growing brand equity.
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