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From: "Shashi Seth" <shashis@google.com>
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Bcc:
Received Date: 2007-05-23 21:54:37 GMT
Subject: Really quick and dirty analysis of data

Hi:

A couple of weeks back Chad, Steve and David asked me to dig into data and determine the value of premium content versus UGC content on the YouTube platform. I spun that problem slightly differently based on advise from the legal team.

I have a very first cut at a deck that outlines some of the findings over the past 2 weeks. The data essentially suggests that going after some of these deals and partnerships makes absolute sense for us (Music is a given, and we should aggressively move in that direction). However there are couple of things that we need to do in parallel:

- Make discovery of the content better - both in search and browse
- Work with partners to build and follow a business/financial model that works both for them and the user community (the user community because we want users to find and upload content that they find exciting)

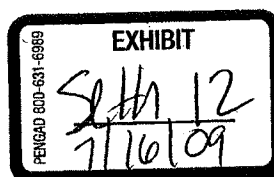
I am sure there are many questions that come up, so would be happy to present this (and hopefully it will be more polished by then ;-) and we can brainstorm around this issue.

Feel free to ping me if you have any questions. Before I forget, Julia has done an amazing job with pulling together these numbers. Thank you Julia!

Shashi

Attachments:

Partnership Eval.ppt

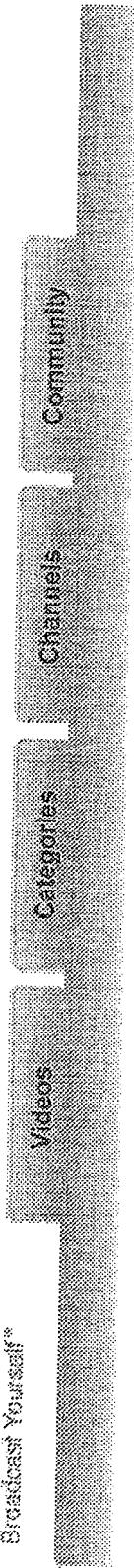


Partnership Evaluation

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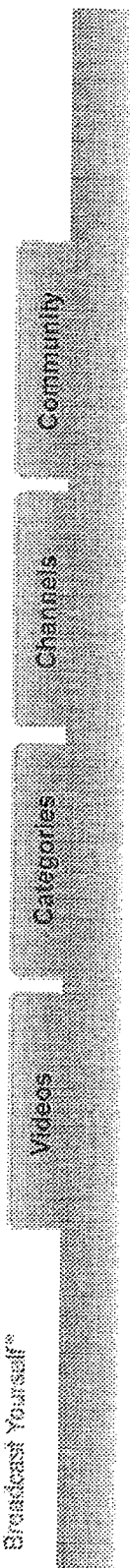
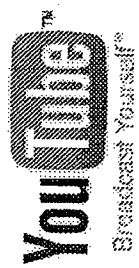
May 2007



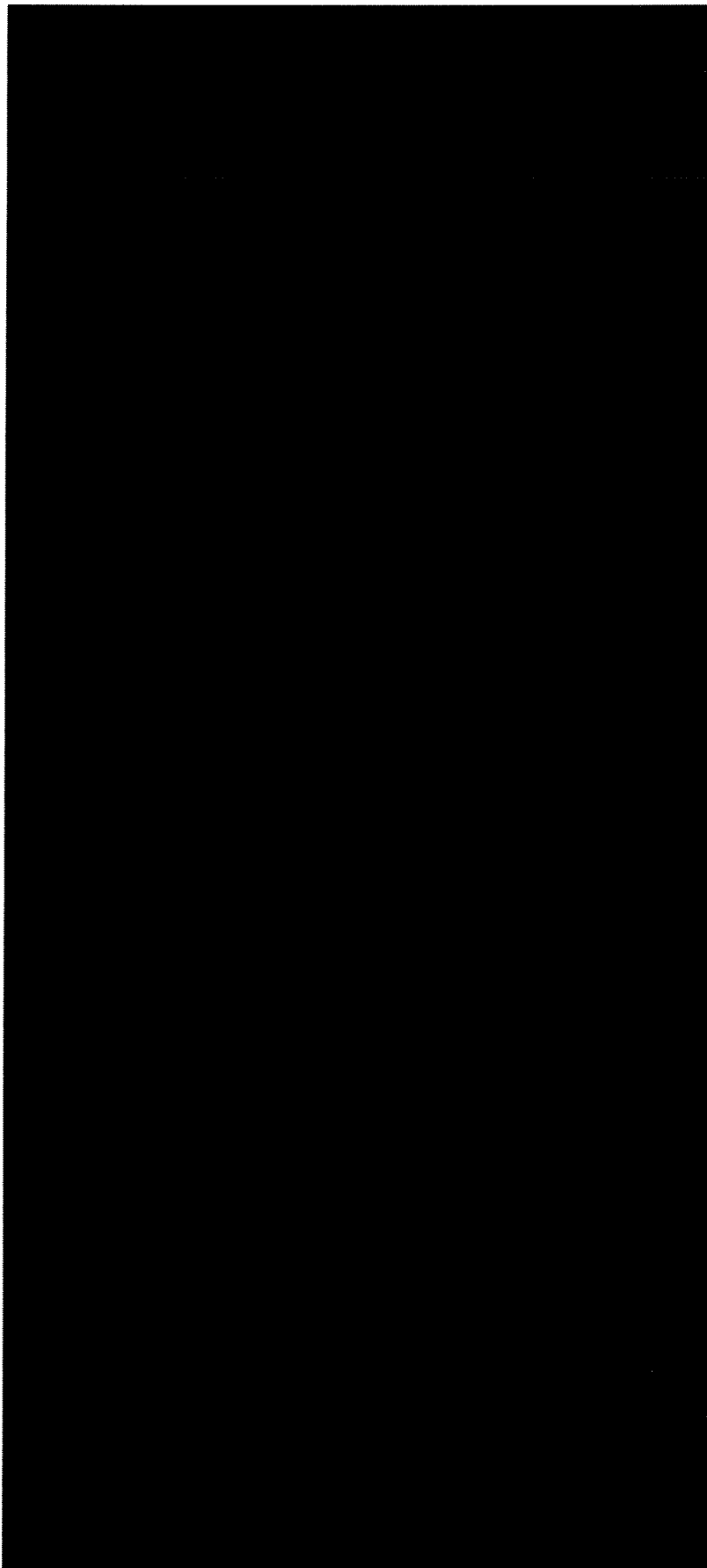


Goal

- Provide guidance on partnerships by evaluating usage trends on YouTube platform



Users are searching for lots of things, but primarily for premium content



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Videos

Categories

Channels

Community

However, from our estimates, only [REDACTED] of content being watched by users is premium content

- [REDACTED] of content uploaded by premium partners is being watched
- [REDACTED] of content identified by users/CYC is being watched

This does not match up - [REDACTED] queries, leading to [REDACTED] of [REDACTED] content

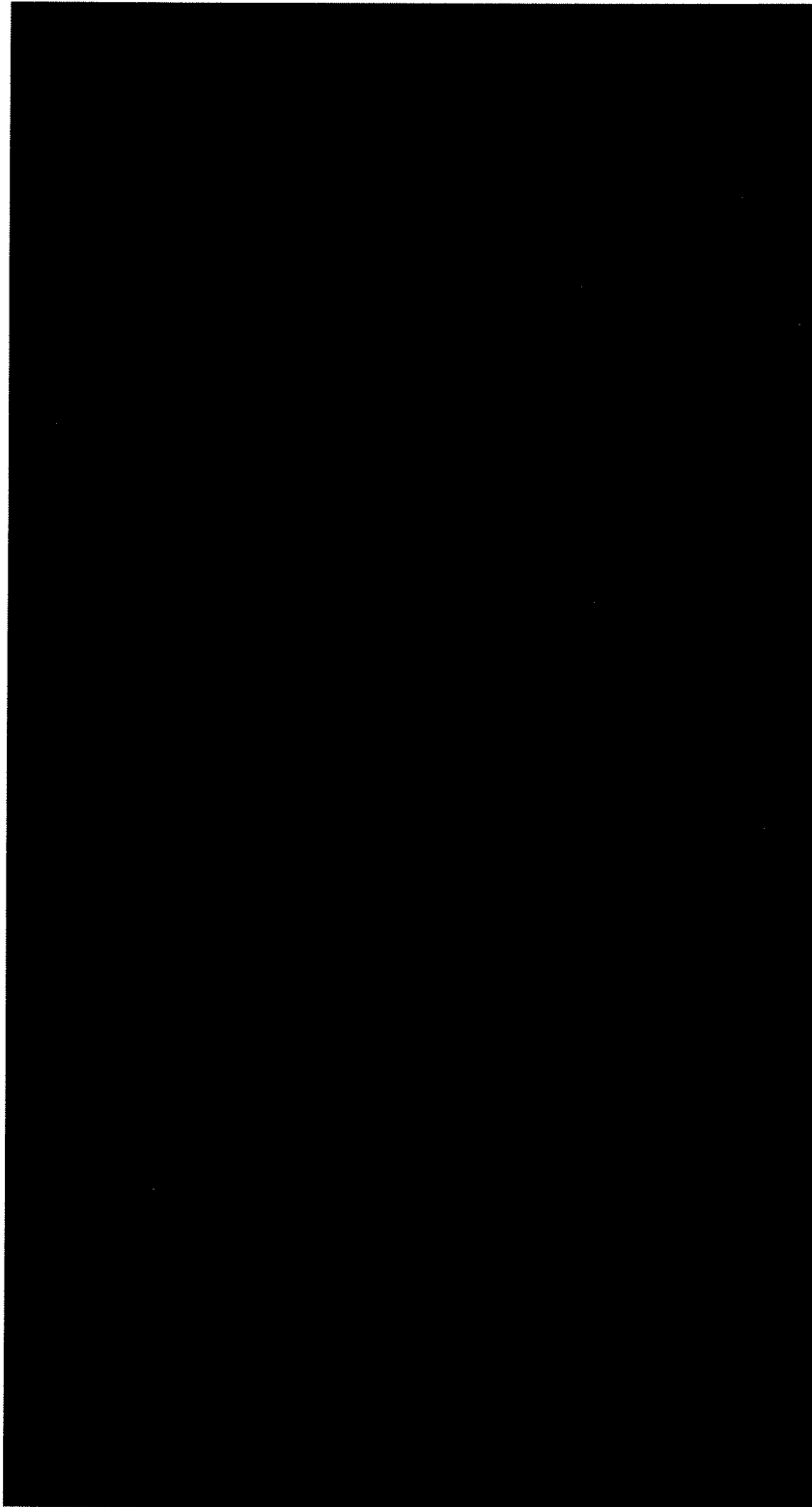


Videos

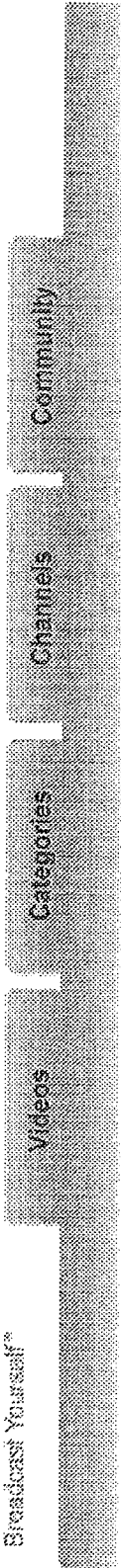
Categories

Channels

Community



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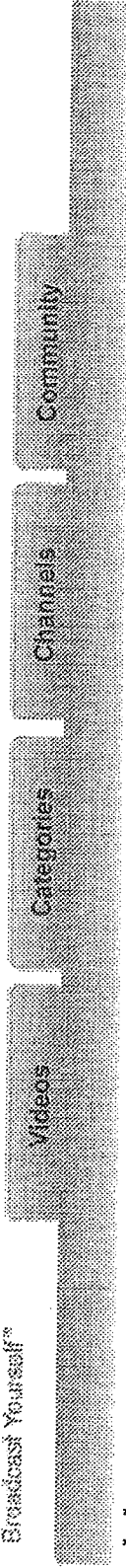


Anecdotal evidence does suggest that these numbers may be far from accurate

- Several hundred videos
- Original Video impossible to find
- Total view counts in excess of 5M
- Revenue opportunity of ~25k

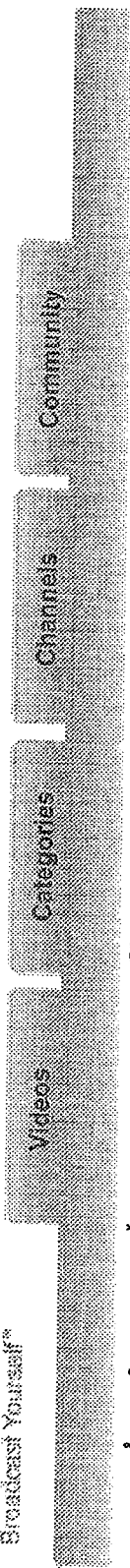
QuickTime™ and a TIFF (LZW) decompressor are needed to see this picture.

YouTube Confidential



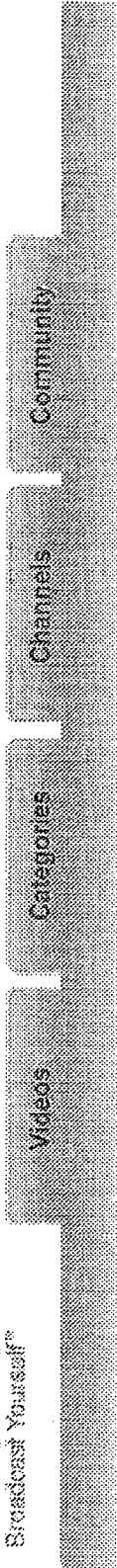
Users can't find original Videos.....

- We can fix this problem in both Search and Browse
 - In Search we can figure a way out to make original video stand out using an icon or a shield
 - Create a unique and compelling browse experience for each of these categories, which promotes both Premium and UGC content
 - Build Categories that make sense to our community (ex: Music Videos, Movie Trailers, Animation, Celebrities, etc.)



.....but are happy to find different videos of the same song

- There are many unique videos of the same song, which users seem to find compelling
 - Many 1M Viewed Videos exist for the same song, some from concerts, some remixes, some user generated or enhanced videos (ex: animated versions)
- Users know what they want to watch and want to share with community
- Unsure if partners have the same mindset in their selection process



So how to we take advantage of this opportunity?

- Feels like there is immense value in continuing partnerships in these areas
 - Music represents the highest value and lowest hanging fruit
- Need to improve the finding experience of content on the platform
- Show the revenue opportunity to partners and figure out a business model, where we allow users to upload different videos, yet the partner benefits from it