To: From: "Chris Maxcy" <maxcy@google.com> "Shashi Seth" <shashis@google.com>

Cc:

Bcc:

Subject:

Received Date:

2007-05-15 17:51:23 CST Re: Classification of top queries



The number in the middle is simply classification number, so just ignore that.

Shashi

On 5/15/07, Chris Maxcy <maxcy@google.com> wrote:

> Thanks Sashi,

> Very interesting. Any way to break down the entertainment further?

> chris

> Sent from my BlackBerry Wireless Handheld

> ---- Original Message -----

> From: Shashi Seth <shashis@google.com>

> To: Alex Ellerson; Chris Maxcy <chris@youtube.com>; Jordan Hoffner; Jamie > Byrne <jbyrne@youtube.com>; Jaime Schopflin <jaimes@youtube.com>; David

> Eun; Kevin Yen <kyen@youtube.com>

> Sent: Tue May 15 09:40:43 2007

> Subject: Classification of top queries

> > >

> Just a quick update on a quick and dirty analysis of our top queries:

fall under entertainment - Not surprising. Here is a total of all > verticals (using taxonomy used by Adwords and Adsense for vertical

> classification). > >

>	
>	
>	
>	
>	
'>	
>	
>	
>	
>	
>	
>	
>	
>	
>	
>	
>	
>	
>	
>	ĺ
>	
>	
>	
>	
> If we further break it down into sub categories, here are some large	
> verticals:	
>	
>	
>	
>	
> Needless to say we need to concentrate on some of these to begin with. The	
> disappointing verticals for me were pretty much	
etc. were dismal number - even	
> were small, but better than any related vertical.	
> Vere small, but better trial any	
> Shashi	
> Or (CO)	
>	