

To: "Wendy Chang" <wchang@google.com>, "Jeff Dejele" <jdejelo@youtube.com>, "Alex Gawley" <alexg@google.com>, "Yasmin Dolatabadi" <yasmind@google.com>, "Stacia Conlon" <stacia@google.com>
 From: "Tracy Patrick Chan" <tracyc@google.com>
 Cc:
 Bcc:
 Received Date: 2007-05-29 21:31:47 GMT
 Subject: Fwd: Classification of top queries

FYI, some analysis on search queries

----- Forwarded message -----
 From: Alex Ellerson <ellerson@google.com>
 Date: May 29, 2007 12:09 PM
 Subject: Fwd: Classification of top queries
 To: Tracy Patrick Chan <tracyc@google.com>

Hey Tracy,

I compiled some quick #s from the top queries as found on the dashboard; results below. Very interesting and very revealing, I thought.

I thought compiling this by hand would be better than relying only on our automated tools because a human can more easily differentiate "big pop star" from "music, sure, but who knows from whence?".

Best,
 Alex

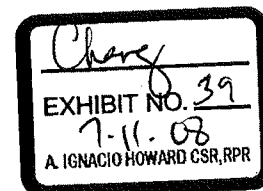
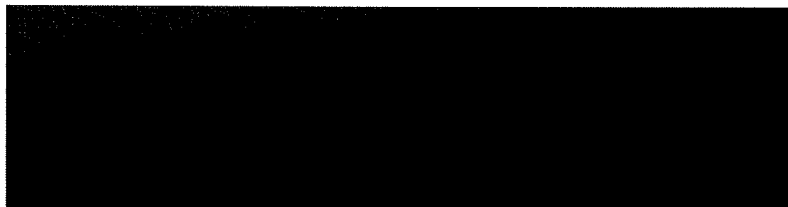
----- Forwarded message -----
 From: Alex Ellerson <ellerson@google.com>
 Date: May 23, 2007 1:55 PM
 Subject: Re: Classification of top queries
 To: Kevin Yen <kyen@youtube.com>
 Cc: Chris Maxcy <chris@youtube.com >, Jordan Hoffner <jhoffner@google.com>

(-shashi, jamie, jaimie, and dave - as I'm sending this, for now, only in anticipation of our mtg later today).

To try to answer your question and provide additional detail, Kevin, I did some analysis on our Top 100 queries, which confirms Shashi's comment that the bulk of the music queries -- at least in the "head," though perhaps not the long tail -- are for professional content.

I analyzed two categories of query stream data: First, "playback queries" (i.e., queries for those playbacks that were referred from search), and second, "search queries" (i.e., queries that generated SRPs, but not necessarily playbacks).

Of the Top 100 Playback Queries:



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[REDACTED]

Of Music, [REDACTED]
[REDACTED] Of music:

US-market focused artists = [REDACTED]
Non-US market = [REDACTED]

Of "Premium" content queries:

[REDACTED]

Of the Top 100 "Search" Queries:

[REDACTED]

Of Music, [REDACTED]
[REDACTED] Of music:

US-market focused artists = [REDACTED]
Non-US market = [REDACTED]

Of "Premium" content queries:

[REDACTED]

One conclusion from this jumps out at me -- although adding a large grain of salt in recognition of the fact that this is *only* the Top 100 queries -- which is that when Chad recently said, "They [our users] don't want to watch professionally produced content," he was not accurate. Our users are absolutely searching for premium content. Now, they likely aren't finding much of it, since we haven't licensed the entire world of name-brand, hit content, but they're definitely searching for it.

On 5/18/07, Kevin Yen <kyen@youtube.com> wrote:

>
>
> Shashi -- Can you share a list of the top Music queries, perhaps in our
> next mtg? I'm wondering what % of these are professional/well-known artists
> vs indies/homegrown. This might get editorial more comfortable with
> promoting music videos from our partner labels, and Product with making such
> videos easier to find. A potential win-win-win-win....
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