

To: 'Sean Dempsey' <sdempsey@google.com>  
From: Brent Hurley <brent@youtube.com>  
Cc: 'Duncan, Storm' [REDACTED]  
Bcc:  
Received Date: 2006-10-07 00:28:00 CST  
Subject: RE: few questions

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Hi Sean, here are some answers.

1) To project ad unit impressions, we assumed a multiplier of [REDACTED] against video views. We backed into this number by taking actual August results for ad unit impressions [REDACTED] from Doubleclick and comparing it against total August video views [REDACTED]. For page views, we chose a somewhat arbitrary multiplier of [REDACTED] against video views, since we don't have web analytic software to track actual page impressions.

2) Attached are some geo stats Steve pulled for Salar last night.

3) Yes, we are running ROS ads on both the search, watch and browse pages.

Please let me know if you need more detail, or if you have any other questions.

Thanks, Brent

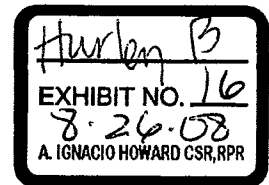
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From: Sean Dempsey [mailto:sdempsey@google.com]  
Sent: Friday, October 06, 2006 4:05 PM  
To: brent@youtube.com  
Cc: Duncan, Storm  
Subject: few questions

Brent, when you have a minute, can you help us with the following questions:

\* do you know the ratio of video playbacks to page views? I'm guessing that it's roughly the following based on what we heard earlier: PVs = playbacks on youtube.com / [REDACTED] (since [REDACTED] of your pageviews come from watch pages)

\* geographic breakdown of playbacks; by country (or other if that's all you have)



\* confirming that you're monetizing all RoS (search pages and watch pages)

Thanks

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Attachments:

Geo Inventory Management.xls

Inventory Manager

Date/Time Generated 10/05/2006 21:05 EDT  
Network Name YouTube - DFP  
Date Range 11/01/06 - 11/30/06  
Interval Monthly  
Selected Sites watch (399074)

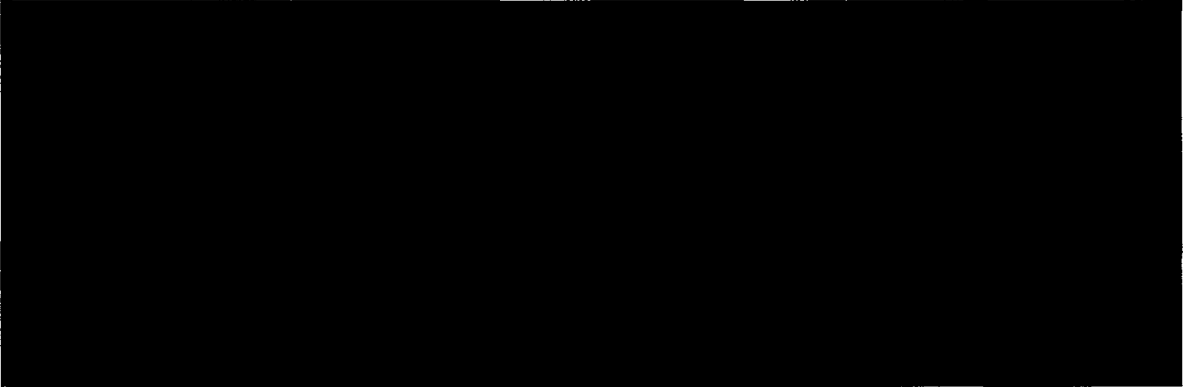
Report Metrics  
Predicted Impressions

| Report Fields                  | Site Name |
|--------------------------------|-----------|
| Country                        | watch     |
| Switzerland                    | watch     |
| Libyan Arab Jamahiriya         | watch     |
| Syrian Arab Republic           | watch     |
| Togoese, Republic of           | watch     |
| Grenadines and St. Vincent     | watch     |
| Albania                        | watch     |
| Algeria                        | watch     |
| American Samoa                 | watch     |
| Andorra                        | watch     |
| Angola                         | watch     |
| Anguilla (British West Indies) | watch     |
| Argentina                      | watch     |
| Aruba - Dutch Antilles         | watch     |
| Australia                      | watch     |
| Austria                        | watch     |
| Bahrain                        | watch     |
| Belgium                        | watch     |
| Belize (British Honduras)      | watch     |
| Benin (Dahomey)                | watch     |
| Bolivia                        | watch     |
| Botswana                       | watch     |
| British Virgin Islands         | watch     |
| Bulgaria                       | watch     |



Burkina Faso watch  
Cameroon watch  
Cape Verde Islands watch  
Cayman Islands (British West Indies) watch  
Central African Republic watch  
Costa Rica watch  
Cyprus watch  
Denmark watch  
Djibouti, Republic of watch  
Ecuador watch  
Egypt, Arab Republic of watch  
El Salvador watch  
Equatorial Guinea watch  
Ethiopia watch  
Faroe Islands (Faeroe) watch  
French Guiana watch  
French Polynesia watch  
Gabon, Republic of watch  
Gambia watch  
Ghana watch  
Gibraltar watch  
Greece watch  
Grenada (British West Indies) watch  
Guadeloupe (French Antilles) watch  
Guatemala watch  
Guinea, Peoples Republic of watch  
Guyana watch  
Honduras, Republic of watch  
Hungary watch  
Iceland watch  
Iran watch  
Iraq watch  
Ireland watch  
Jordan watch

Kenya watch  
Korea, Republic of (South) watch  
Kuwait watch  
Lebanon watch  
Madagascar, Democratic Republic of watch  
Malawi watch  
Maldives watch  
Mali, Republic of watch  
Malta watch  
Martinique (French Antilles) watch  
Mauritania, Islamic Republic of watch  
Mauritius Islands watch  
Mexico watch  
Monaco watch  
Morocco watch  
Mozambique watch  
Netherland Antilles watch  
Niger, Republic of watch  
Nigeria, Federal Republic of watch  
Niue Islands watch  
Norfolk Island watch  
Norway watch  
Oman watch  
Panama watch  
Peru watch  
Poland watch  
Portugal, Madeira and Azores watch  
Qatar watch  
Reunion Islands watch  
Rwanda watch  
San Marino watch  
Sao Tome and Principe watch  
Saudi Arabia watch  
Senegal Republic watch



Seychelles Islands watch  
Sierra Leone watch  
Somali Republic watch  
Southwest Africa (Namibia) watch  
Spain watch  
Suriname, Republic of watch  
Swaziland watch  
Tanzania (Zanzibar) watch  
Tonga Islands watch  
Tunisia watch  
Turkey watch  
Uganda watch  
United Arab Emirates watch  
Uruguay watch  
Venezuela watch  
Zambia watch  
Zimbabwe (Rhodesia) watch  
Antigua and Barbuda (British West Indies) watch  
Barbados (British West Indies) watch  
Cook Islands (Rarotonga) watch  
Dominica (British West Indies) watch  
Dominican Republic watch  
Estonia watch  
Jamaica (British West Indies) watch  
Latvia watch  
Lithuania watch  
Puerto Rico watch  
Slovenia watch  
St. Kitts and Nevis (British West Indies) watch  
St. Lucia (British West Indies) watch  
Sudan watch  
Trinidad and Tobago (British West Indies) watch  
Ukraine watch  
Vatican City watch

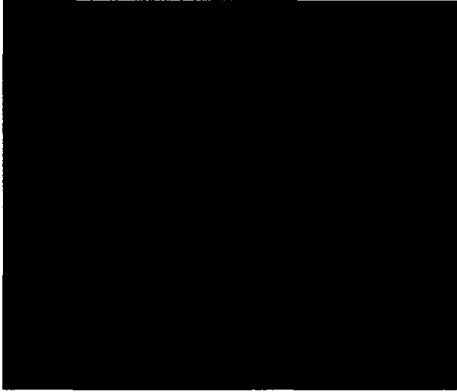


Northern Mariana Islands watch  
Pakistan watch  
Papua New Guinea watch  
Philippines watch  
Singapore, Republic of watch  
Solomon Islands watch  
Sri Lanka (Ceylon) watch  
Taiwan (Republic of China) watch  
Thailand watch  
Vanuatu (New Hebrides) watch  
Vietnam watch  
Samoa, Western watch  
United States watch  
Japan watch  
Sweden watch  
Canada watch  
Finland watch  
Romania watch  
Luxembourg watch  
Italy watch  
Netherlands watch  
United Kingdom watch  
South Africa, Republic of watch  
Columbia watch  
China, Peoples Republic of watch  
Israel watch  
Czech Republic watch  
Russia watch  
Kazakhstan watch  
Croatia watch  
Uzbekistan watch  
Armenia watch  
Azerbaijan watch  
Bosnia-Herzegovina watch



Belarus  
Georgia  
Kirgistan  
Moldavia  
Yemen  
Tadjikistan  
Macedonia  
Unknown  
Congo Democratic Rep  
Eritrea  
Palestinian Territories  
Mayotte  
Grand Total:

watch  
watch  
watch  
watch  
watch  
watch  
watch  
watch  
watch  
watch  
watch  
watch  
watch  
watch  
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Parent-network advertiser\*\*\*

Available inventory