



YouTube-Google  
Integration: OSO Update

November 27, 2006

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## YouTube Today

	Stats	Key Details
FTEs	18* in Operations (10 full-time on reviews)	24/7 reviews
Reviews	100k/week total	
User Flags	10k/wk	95% acted on within 5 minutes
"Honors" (most watched)	89.5k/wk	Added to queue every 6 hrs
DMCA copyright	500 requests/wk 5500 removals/wk	Removed within 50 minutes

### Key elements in place:

- Review tool shows 3 thumbnails with ability to delete videos, strike accounts for non-compliance with policies, or mark videos as NF (not family safe)
- Dupe detection prevents re-upload of rejected videos
- Content verification system with 170 content owners enrolled to use online DMCA submission tool

\*At least 3 monitoring user flags/live site at all times

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## Top Needs and Issues

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- Need a commitment to merge and build out YT ops tools to find and eliminate bad content quickly and effectively
  - More thumbnails for video review, reason codes, auto take-down for DMCA, basic reporting and review quality stats
  - Better queuing of “most watched” for quick review
  - Use of abuse signals (user reputation, porn detection) to prioritize reviews
- We will react quickly to copyright/DMCA complaints, but we need to:
  - Build out the content verification system to takedown content faster
  - Enhance dupe detection to find near matches/prevent re-uploads
  - Build out “claim your content” to include partner alerts and revenue sharing
  - Sell partners on these features
- Content reviews today are based on user flags and “most watched” = bad content still in inventory (nudity, violence, etc.)
  - Need a mechanism to flag and review content for policy violations before ads can be served; also need dupe detection enhancements (above)

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## Policy Integration and Copyright Enforcement

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- Google video and YouTube have similar policies on most issues
  - Change YouTube defamation policy to match ours (i.e., don't remove content) [need to confirm with legal teams]
  - Minor changes in YouTube's obscenity and hate/anti categories
  - Implement Google policies on YouTube for copyright, privacy, defamation, spam/scumware, and video quality
- Reactive copyright review only, but provide content owners with:
  - Online access to DMCA tools, quick and automatic takedown of content
  - Dupe detection and integration with providers like Audible Magic to prevent re-uploads of copyright content/music
  - A "claim your content" type of system for ads revenue share

# Ops Integration Detail

## Top priorities:

- \* Establish and communicate YT Operations reporting structure
- \* Design and implement content provider program for Online
- \* Final status on product plans in order to migrate Ops responsibilities from GV to YT team and avoid duplicate team efforts

	<b>Content Reviews/DMCA</b>	<b>End User Support</b>	<b>Ad Sales &amp; Service</b>	<b>Content Provider Sales &amp; Service</b>
<b>Owner</b>	OSO (YT and GV)	OSO (YT and GV)	NASO/YT: Direct Sales OSO: Online Sales	SPD/SPM/PSO: top content providers OSO: torso/long tail content providers
<b>Next Steps</b>	<ul style="list-style-type: none"> <li>* Streamline policies</li> <li>* Consistent copyright review processes</li> </ul>	<ul style="list-style-type: none"> <li>* YT team on Trakken</li> <li>* YT Help Center and User-to-User forum</li> </ul>	<ul style="list-style-type: none"> <li>* Confirm sales model with YT team</li> <li>* Cross/upsell for top tier advertisers</li> </ul>	<ul style="list-style-type: none"> <li>* Delineate top versus online providers</li> <li>* Define service level for online providers</li> </ul>

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# Appendix

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## Product Needs Detail

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- \* Merge review tools for GV and YT into a single ICS system with best of both
  - GV: thumbnails/review screen, rejection reason codes, DMCA auto takedown, reporting
  - YT: three strikes, dupe detection and integration with Audible Magic, claim your content
- \* Continue development of abuse detection features
  - Signals to catch abuse including big movers, bad uploaders/user reputation, text/image based porn signals, prioritization of user flags
  - Improved dupe detection for improved copyright content detection and rejection
- \* Continue development of content partner features
  - Enhance auto DMCA tool (e.g., alerts), and extend to additional partners
  - Claim your content and other revenue share possibilities for content owners
- \* Internal systems
  - Migrate YT email backlog from Parature to Trakken