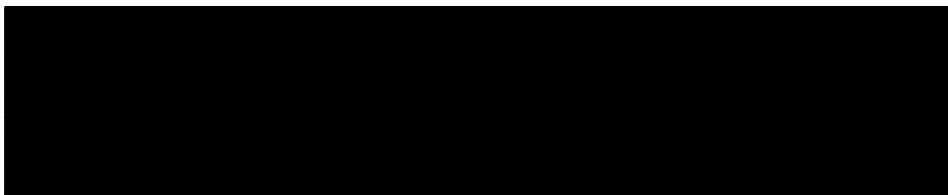


To: "Jordan Hoffner" <jhoffner@google.com>  
 From: "Alex Ellerson" <ellerson@google.com>  
 Cc: "Philip Inghelbrecht" <inghelbrecht@google.com>  
 Bcc:  
 Received Date: 2007-07-09 20:37:24 GMT  
 Subject: Re: Fwd: [Video-bd] Banner Ads Requested by Content Partners - Process

---

Some responses to the various points raised:

\* The lion's share of Philip and my efforts in this area were with legal as we had only been running house ads on UGC pages primarily at their direction. After much discussion, I believe that legal is now okay with the idea of running house ads that direct traffic to premium partner's content. Note that this is \*not\* inventory that we could otherwise sell. So the only question at issue here is whether we use it for promotion of broad aspects of the site (visit "groups!"), or if we also use it to direct traffic to specific partner content. For legal reasons, I don't see us selling this inventory for the indefinite future.



\* Presuming Jamie gives it the thumbs up, we can then take it to the broader team.

On 7/6/07, Jordan Hoffner <jhoffner@google.com> wrote:

>  
 >  
 >  
 >  
 > now. Since the UGC decision still has to be made, I think you and Alex  
 > should bring it up at the next management meeting on the 16th as this is the  
 > first time I am hearing about this issue.  
 > -----  
 > Jordan Hoffner  
 > Google  
 >  
 >  
 > "If you received this communication by mistake, please don't forward it to  
 > anyone else (it may contain confidential or privileged information), please  
 > erase all copies of it, including all attachments, and please let the sender  
 > know it went to the wrong person. Thanks."  
 >  
 > ----- Original Message -----  
 > From: Philip Inghelbrecht <inghelbrecht@google.com>  
 > To: Jordan Hoffner  
 > Cc: Alex Ellerson  
 > Sent: Fri Jul 06 16:10:09 2007  
 > Subject: Re: Fwd: [Video-bd] Banner Ads Requested by Content Partners -  
 > Process  
 >



> may have lost some meaning in translation. However, they REALLY have a  
> problem [REDACTED]  
>  
> I told her to check with Eva before any policy is set to make sure that w=s  
> the case.

> [REDACTED]

> -----  
> Jordan Hoffner  
> Google  
> [REDACTED]

> "If you received this communication by mistake, please  
> don't forward it to anyone else (it may contain confidential or privilege=  
> information), please erase all copies of it, including all attachments, a=d  
> please let the sender know it went to the wrong person. Thanks."

> ----- Original Message -----  
> From: Philip Inghelbrecht <inghelbrecht@google.com>  
> To: Alex Ellerson; Jordan Hoffner  
> Sent: Fri Jul 06 14:36:31 2007  
> Subject: Fwd: [Video-bd] Banner Ads Requested by Content  
> Partners - Process

> Hi guys

> [REDACTED]

> ----- Forwarded message -----  
> From: Sandy Kuo <skuo@google.com <mailto:skuo@google.com>  
> >  
> Date: Jul 6, 2007 2:27 PM  
> Subject: Re: [Video-bd] Banner Ads Requested by Content  
> Partners - Process  
> To: Philip Inghelbrecht <inghelbrecht@google.com <mailto:  
> inghelbrecht@google.com <mailto:inghelbrecht@google.com> > <mailto:  
> inghelbrecht@google.com> >  
> Cc: Talia Dear <talia@google.com>

> [REDACTED] no more acronyms! =)

> [REDACTED]

>  
> On 7/6/07, Philip Inghelbrecht <inghelbrecht@google.com<m=ilto:  
> inghelbrecht@google.com> <mailto:inghelbrecht@google.com> > wrote:

>  
> Hi Sandy

>  
> [REDACTED]

> PS - why was this scrapped btw?

>  
>  
>  
>

> On 7/6/07, Sandy Kuo <skuo@google.com <mailto:  
> skuo@google.com <mailto:skuo@google.com> > > wrote:

> Hi Philip - I've removed everyone from the  
> email thread except for Talia.

> Could you give more clarification on what

> [REDACTED]

> Thanks,  
> Sandy

>  
>  
>

> On 7/6/07, Philip Inghelbrecht <  
> inghelbrecht@google.com <mailto:inghelbrecht@google.com <mailto:  
> inghelbrecht@google.com> > > wrote:

> Hi Sandy

> Could you please confirm that this

> does not include [REDACTED]

> Thx - [p]

>  
>  
>

> On 7/6/07, Sandy Kuo <  
> skuo@google.com> wrote:

> Hi Team,

> Please note that going  
> forward, if your content partner requests any [REDACTED]

> [REDACTED] Please reach out to  
> [REDACTED] to get assistance coordinating the campaign.

>  
>  
>

> Please let me or Talia know

> if you have any questions.

>  
>

> Thanks,  
> Sandy





>  
> "If you received this communication by mistake, please don't  
> forward it to anyone else (it may contain confidential or privileged  
> information), please erase all copies of it, including all attachments, a=d  
> please let the sender know it went to the wrong person. Thanks."

>  
>  
>  
>  
>  
> --

> Philip Inghelbrecht  
> Strategic Partner Development  
> Google Inc  
> Dir [REDACTED]  
> Ce [REDACTED]  
> Fa [REDACTED]

>  
> "If you received this communication by mistake, please don't forward it to  
> anyone else (it may contain confidential or privileged information), please  
> erase all copies of it, including all attachments, and please let the sender  
> know it went to the wrong person. Thanks."

>

--

If you received this communication by mistake, please don't forward it to  
anyone else (it may contain confidential or privileged information), please  
erase all copies of it, including all attachments, and please let the sender  
know it went to the wrong person. Thanks.

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