

To: "Sathya Smith" <sathya@google.com>
 From: "David G King" <dgking@youtube.com>
 CC: "Franck Chastagnol" <fchastagnol@youtube.com>, "Richard Kuo" <rkuo@google.com>, "Matthew Liu" <matthew@youtube.com>, "Eric Mauskopf" <mauskopf@google.com>, "Mark Yoshitake" <myoshitake@google.com>, "Frey Waid" <frey@youtube.com>, "Adam Coates" <acoates@google.com>
 BCC:
 Sent Date: 2007-03-06 23:22:50 GMT
 Subject: Re: CYC Availability & Electronic Arts

Sorry, I've been locked up in meetings. I've answered some of your questions inline below. As Matthew said, bottom line is CYC only for non-music partners, and CVP for everyone else.

Sathya Smith wrote:

> Franck,
 >
 > "so for now we recommend giving the CVP tool to non-partner."
 >
 > I guess you meant partners not non-partners?
 >
 > David, can you provide more feedback? Your definition of partner vs.
 > non partner will be very helpful. Also what is the ETA on opening the
 > tool to non-partners?
 >

> thanks
 > Sathya
 >

> On 3/6/07, *Franck Chastagnol* <fchastagnol@youtube.com
 > <mailto:fchastagnol@youtube.com> wrote:

> adding david king PM responsible for CYC
 >
 > our guideline is to provide CYC tool only to partners for now.
 >

> David can give you more details
 >
 > thanks,
 > franck
 >

> On Mar 6, 2007, at 11:12 AM, Sathya Smith wrote:

>> Thanks Richard.

>>
 >> My stand until now has been if a partner signs a commercial
 >> contract with us then we will give them the tools. If not they
 >> will have to use the content verification tool and normal DMCA
 >> procedure. The sales team is pushing for everyone to have access
 >> to this tool.
 >>

>> I think this is a bad idea, for the following reasons(to name a few):
 >> - stability of the tool
 >> - someone has to support it
 >> - volume of claims that will have to be validated
 >> - add to this the legal issues, and users removing content

>> because they can, etc.

>

I agree with your reasons. We are only rolling out the tool to the first two partners this week. We need to stabilize the platform before we add tons of users to it. The tool was purpose built for partners and does not address the needs of non-partners. In particular, it is built around the idea of creating claims which then drive royalty reporting, and as claims require metadata to make reporting happen, the process is more effort than the streamlined CVP process. There seems to be a misapprehension that CYC is a higher service level when it is actually a means to manage parameters that relate specifically to partnerships.

>

>>

>> I need solid information I can use to push back on Sales.

>>

>>

>>

>>

>>

>>

>>

>>

>>

>>

>>

>>

>>

>>

>>

>>

>>

>>

>>

>>

>>

>>

>>

>

>>

>> Some of you might think that this is a bit harsh, but I have to consider the amount of work the TAMs and TSE will have providing support to partners.

>>

>> So, solid guidelines of YT's tools deployment will be very very helpful. Looking forward to hearing from you and YT's official policies.

>>

>> Cheers

>> Sathya

>>

>> On 3/6/07, *Richard Kuo* <rkuo@google.com
>> <mailto:rkuo@google.com>> wrote:

>>

>> Hey guys,

>>

>> This question came up again recently from the UK end. The

>> sales team is pushing to promote access to the CYC tool in
>> all their deals when the partner wants to be able to take
>> down content. Are there any general guidelines / timelines
>> around providing access to the CYC tool in deals? Aka, who
>> and when are we giving access out to?

>> Richard

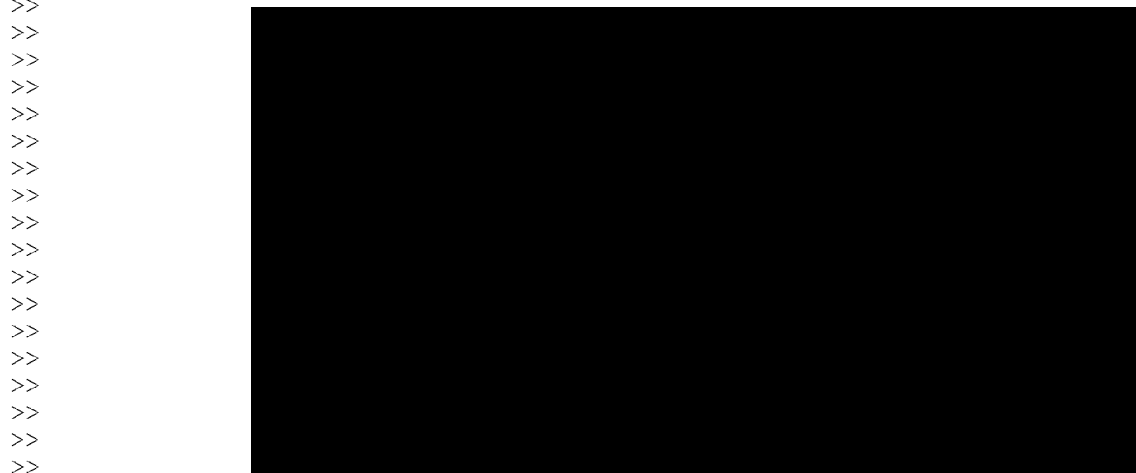
>> On 2/22/07, *Richard Kuo* <rkuo@google.com
>> <mailto:rkuo@google.com>> wrote:

>> Couple of questions...

>> What are the general criteria we are using to decide what
>> partners get access to the CYC tool? Are we going to be
>> promoting it broadly or only on a case by case
>> basis...and is there any sort of imagined timeline for
>> piloting more before rolling out more broadly? If case
>> by case, who is the gateway for that decision, if any?

>> Does setting the video to "Track" do anything right now,
>> then? Or is it an empty option at the moment?

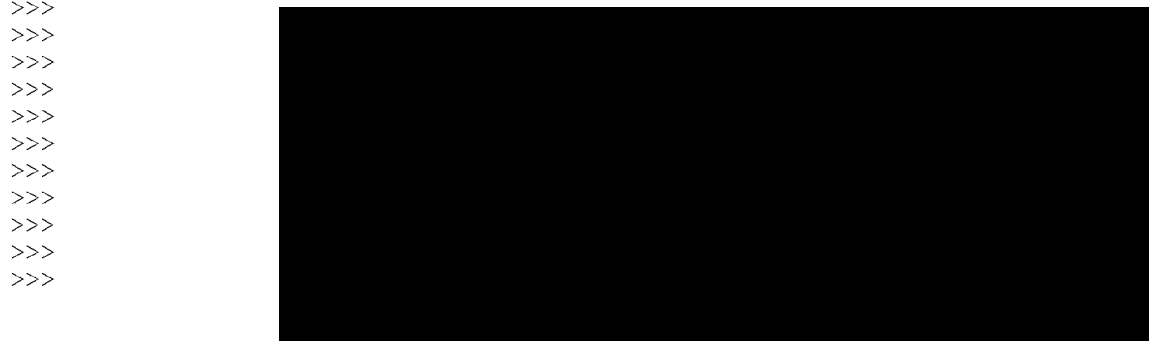
>> On 2/21/07, * Matthew Liu * < matthew@youtube.com
>> <mailto:matthew@youtube.com>> wrote:



>> Matt

>> On Feb 21, 2007, at 11:37 PM, Eric Mauskopf wrote:

>>> Hi Mark and Franck -



the 1990s, the number of people in the United States who are 65 years of age or older has increased by 50 percent, and the number of people 75 years of age or older has increased by 75 percent. The number of people 85 years of age or older has increased by 150 percent. The number of people 95 years of age or older has increased by 300 percent. The number of people 100 years of age or older has increased by 500 percent. The number of people 105 years of age or older has increased by 1,000 percent. The number of people 110 years of age or older has increased by 2,000 percent. The number of people 115 years of age or older has increased by 4,000 percent. The number of people 120 years of age or older has increased by 8,000 percent. The number of people 125 years of age or older has increased by 16,000 percent. The number of people 130 years of age or older has increased by 32,000 percent. The number of people 135 years of age or older has increased by 64,000 percent. The number of people 140 years of age or older has increased by 128,000 percent. The number of people 145 years of age or older has increased by 256,000 percent. The number of people 150 years of age or older has increased by 512,000 percent. The number of people 155 years of age or older has increased by 1,024,000 percent. The number of people 160 years of age or older has increased by 2,048,000 percent. The number of people 165 years of age or older has increased by 4,096,000 percent. The number of people 170 years of age or older has increased by 8,192,000 percent. The number of people 175 years of age or older has increased by 16,384,000 percent. The number of people 180 years of age or older has increased by 32,768,000 percent. The number of people 185 years of age or older has increased by 65,536,000 percent. The number of people 190 years of age or older has increased by 131,072,000 percent. The number of people 195 years of age or older has increased by 262,144,000 percent. The number of people 200 years of age or older has increased by 524,288,000 percent. The number of people 205 years of age or older has increased by 1,048,576,000 percent. The number of people 210 years of age or older has increased by 2,097,152,000 percent. The number of people 215 years of age or older has increased by 4,194,304,000 percent. The number of people 220 years of age or older has increased by 8,388,608,000 percent. The number of people 225 years of age or older has increased by 16,777,216,000 percent. The number of people 230 years of age or older has increased by 33,554,432,000 percent. The number of people 235 years of age or older has increased by 67,108,864,000 percent. The number of people 240 years of age or older has increased by 134,217,728,000 percent. The number of people 245 years of age or older has increased by 268,435,456,000 percent. The number of people 250 years of age or older has increased by 536,870,912,000 percent. The number of people 255 years of age or older has increased by 1,073,741,824,000 percent. The number of people 260 years of age or older has increased by 2,147,483,648,000 percent. The number of people 265 years of age or older has increased by 4,294,967,296,000 percent. The number of people 270 years of age or older has increased by 8,589,934,592,000 percent. The number of people 275 years of age or older has increased by 17,179,869,184,000 percent. The number of people 280 years of age or older has increased by 34,359,738,368,000 percent. The number of people 285 years of age or older has increased by 68,719,476,736,000 percent. The number of people 290 years of age or older has increased by 137,438,953,472,000 percent. The number of people 295 years of age or older has increased by 274,877,906,944,000 percent. The number of people 300 years of age or older has increased by 549,755,813,888,000 percent. The number of people 305 years of age or older has increased by 1,099,511,627,776,000 percent. The number of people 310 years of age or older has increased by 2,199,023,255,552,000 percent. The number of people 315 years of age or older has increased by 4,398,046,511,104,000 percent. The number of people 320 years of age or older has increased by 8,796,093,022,208,000 percent. The number of people 325 years of age or older has increased by 17,592,186,044,416,000 percent. The number of people 330 years of age or older has increased by 35,184,372,088,832,000 percent. The number of people 335 years of age or older has increased by 70,368,744,177,664,000 percent. The number of people 340 years of age or older has increased by 140,737,488,355,328,000 percent. The number of people 345 years of age or older has increased by 281,474,976,710,656,000 percent. The number of people 350 years of age or older has increased by 562,949,953,421,312,000 percent. The number of people 355 years of age or older has increased by 1,125,899,906,842,624,000 percent. The number of people 360 years of age or older has increased by 2,251,799,813,685,248,000 percent. The number of people 365 years of age or older has increased by 4,503,599,627,370,496,000 percent. The number of people 370 years of age or older has increased by 9,007,199,254,740,992,000 percent. The number of people 375 years of age or older has increased by 18,014,398,509,481,984,000 percent. The number of people 380 years of age or older has increased by 36,028,797,018,963,968,000 percent. The number of people 385 years of age or older has increased by 72,057,594,037,927,936,000 percent. The number of people 390 years of age or older has increased by 144,115,188,075,855,872,000 percent. The number of people 395 years of age or older has increased by 288,230,376,151,711,744,000 percent. The number of people 400 years of age or older has increased by 576,460,752,303,423,488,000 percent. The number of people 405 years of age or older has increased by 1,152,921,504,606,846,976,000 percent. The number of people 410 years of age or older has increased by 2,305,843,009,213,693,952,000 percent. The number of people 415 years of age or older has increased by 4,611,686,018,427,387,904,000 percent. The number of people 420 years of age or older has increased by 9,223,372,036,854,775,808,000 percent. The number of people 425 years of age or older has increased by 18,446,744,073,709,551,616,000 percent. The number of people 430 years of age or older has increased by 36,893,488,147,419,103,232,000 percent. The number of people 435 years of age or older has increased by 73,786,976,294,838,206,464,000 percent. The number of people 440 years of age or older has increased by 147,573,952,589,676,412,928,000 percent. The number of people 445 years of age or older has increased by 295,147,905,179,352,825,856,000 percent. The number of people 450 years of age or older has increased by 590,295,810,358,705,651,712,000 percent. The number of people 455 years of age or older has increased by 1,180,591,620,717,411,303,424,000 percent. The number of people 460 years of age or older has increased by 2,361,183,241,434,822,606,848,000 percent. The number of people 465 years of age or older has increased by 4,722,366,482,869,645,213,696,000 percent. The number of people 470 years of age or older has increased by 9,444,732,965,739,290,427,392,000 percent. The number of people 475 years of age or older has increased by 18,889,465,931,478,580,854,784,000 percent. The number of people 480 years of age or older has increased by 37,778,931,862,957,161,709,568,000 percent. The number of people 485 years of age or older has increased by 75,557,863,725,914,323,419,136,000 percent. The number of people 490 years of age or older has increased by 151,115,727,451,828,646,838,272,000 percent. The number of people 495 years of age or older has increased by 302,231,454,903,657,293,676,544,000 percent. The number of people 500 years of age or older has increased by 604,462,909,807,314,587,353,088,000 percent. The number of people 505 years of age or older has increased by 1,208,925,819,614,629,174,706,176,000 percent. The number of people 510 years of age or older has increased by 2,417,851,639,229,258,349,412,352,000 percent. The number of people 515 years of age or older has increased by 4,835,703,278,458,516,698,824,704,000 percent. The number of people 520 years of age or older has increased by 9,671,406,556,917,033,397,649,408,000 percent. The number of people 525 years of age or older has increased by 19,342,813,113,834,066,795,298,816,000 percent. The number of people 530 years of age or older has increased by 38,685,626,227,668,133,590,597,632,000 percent. The number of people 535 years of age or older has increased by 77,371,252,455,336,267,181,195,264,000 percent. The number of people 540 years of age or older has increased by 154,742,504,910,672,534,362,390,528,000 percent. The number of people 545 years of age or older has increased by 309,485,009,821,345,068,724,781,056,000 percent. The number of people 550 years of age or older has increased by 618,970,019,642,690,137,449,562,112,000 percent. The number of people 555 years of age or older has increased by 1,237,940,039,285,380,274,899,124,224,000 percent. The number of people 560 years of age or older has increased by 2,475,880,078,570,760,549,798,248,448,000 percent. The number of people 565 years of age or older has increased by 4,951,760,157,141,521,099,596,496,896,000 percent. The number of people 570 years of age or older has increased by 9,903,520,314,283,042,199,193,993,792,000 percent. The number of people 575 years of age or older has increased by 19,807,040

Thanks,
-Eric

--

Eric Mauskopf
Sales Engineer, Google
Office: [REDACTED]
Mobile: [REDACTED]

```
>>      --
>>      Sathya Smith
>>      Sales Engineer, Google Inc.,
>>      Direct: [REDACTED]
>>      Mobile: [REDACTED]
```

```
> Sathya Smith
> Sales Engineer, Google Inc.,
> Direct: [REDACTED]
> Mobile: [REDACTED]
```

```
<?xml version="1.0" encoding="UTF-8"?>
<!DOCTYPE plist PUBLIC "-//Apple Computer//DTD PLIST 1.0//EN"
"http://www.apple.com/DTDs/PropertyList-1.0.dtd">
<plist version="1.0">
<dict>
    <key>date-sent</key>
    <real>1173223370</real>
    <key>flags</key>
    <integer>570686593</integer>
    <key>original-mailbox</key>
    <string>pop://mliu@sjl-mbox1.sjl.youtube.com/</string>
    <key>remote-id</key>
    <string>00006f54452eb13b</string>
    <key>sender</key>
    <string>David G King &lt;dgking@youtube.com></string>
    <key>subject</key>
    <string>Re: CYC Availability & Electronic Arts</string>
    <key>to</key>
    <string>Sathya Smith &lt;sathya@google.com></string>
</dict>
</plist>
```
