

# **Rubin Reply Exhibit 1**

**Selected Viacom-authorized videos that are described  
as being part of a full episode of a television show**

<b><i>Video ID</i></b>	<b><i>Located at Ex. No.</i></b>	<b><i>Evidence of Approval</i></b>
wO5t1Nhdnxs	318A/B	Rubin Reply Dec. Exs. 2 - 3
k6CSyIS5528	311A/B	Ostrow Opening Dec. ¶¶ 3-4
lirJJIViWsE	315A/B	Ostrow Opening Dec. ¶¶ 3-4
oQUgal6CFSI	325A/B	Ostrow Opening Dec. ¶¶ 3-4
i55f6qUSq4A	303A/B	Ostrow Opening Dec. ¶¶ 3-4
N7Q-vFtW8Lk	319A/B	Ostrow Opening Dec. ¶¶ 3-4
88XvlfKnGwI	273A/B	Ostrow Opening Dec. ¶¶ 3-4
Ux6aFYuTYNY	340A/B	Ostrow Opening Dec. ¶¶ 3-4
pIGQYawzv9c	328A/B	Ostrow Opening Dec. ¶¶ 3-4
K4sS0wA_-lA	310A/B	Ostrow Opening Dec. ¶¶ 3-4
2Ym_xbwGp7g	263A/B	Rubin Reply Dec. Exs. 4 - 6; Ostrow Opening Dec. ¶¶ 3-4

**Selected Viacom-authorized videos that bear “time codes” or  
other markings designed to make them appear “roughed up”**

<b><i>Video ID</i></b>	<b><i>Located at Ex. No.</i></b>	<b><i>Evidence of Approval</i></b>
NyTvPGHScsY	323A/B	Rubin Reply Dec. Ex. 7, at 150
afuhSi13YAs	278A/B	Rubin Opening Dec. Ex. 20, 21; Schapiro Opening Ex. 140
UGFJpm--RW0	338A/B	Rubin Opening Dec. Ex. 31
jraCXjYcr_Q	309A/B	Rubin Opening Dec. Ex. 31
PPB-alJMTmI	329A/B	Rubin Opening Dec. Ex. 31; Rubin Reply Dec. Exs. 8 - 9
4DJClhc7sbg	266A/B	Rubin Opening Dec. Ex. 31
c-A8i73lloA	287A/B	Rubin Opening Dec. Ex. 26, 112
t2x6N4qnGdM	336A/B	Rubin Reply Dec. Exs. 10 - 11
xLUPs8zZ-mA	350A/B	Rubin Reply Dec. Exs. 10 - 11
bl49uILa674	283A/B	Rubin Opening Dec. Ex. 60

**Selected Viacom-authorized videos that appear to be clips  
excerpted directly from somewhere within a longer piece of content**

<b><i>Video ID</i></b>	<b><i>Located at Ex. No.</i></b>	<b><i>Evidence of Approval</i></b>
_3Uz_7Pv9Os	250A/B	A. Chan Opening Dec. ¶¶ 5-6
_bI6wLLD294	251A/B	Rubin Opening Dec. Ex. 31
0c5ZqEMxgu8	256A/B	Rubin Opening Dec. ¶ 14
3v1NUJze4nI	264A/B	Rubin Reply Dec. Ex. 12
49zOwm8ojD4	265A/B	Rubin Opening Dec. Ex. 110
A5-AiREdFZ8	275A/B	Rubin Opening Dec. Ex. 31
ABeJNFyj26o	276A/B	Rubin Opening Dec. ¶ 14
AcdgLrw82Lk	277A/B	Rubin Opening Dec. Ex. 31

<b><i>Video ID</i></b>	<b><i>Located at Ex. No.</i></b>	<b><i>Evidence of Approval</i></b>
BRbM2qfD08U	284A/B	Rubin Opening Dec. Ex. 86
BxIElHZAiA	286A/B	A. Chan Opening Dec. ¶¶ 5-6
-cQQVfrF8Zg	288A/B	Rubin Opening Dec. ¶ 14, Ex. 87
d93VLMvqhiA	289A/B	A. Chan Opening Dec. ¶¶ 5-6
Esyyx1i1_nQ	293A/B	Rubin Reply Dec. Ex. 12
evB-1D9A9CI	294A/B	Rubin Reply Dec. Ex. 13
fyCNSWALU6k	296A/B	Rubin Reply Dec. Ex. 12
hSu8M4oxd88	302A/B	A. Chan Opening Dec. ¶¶ 5-6
NTU5Eq0sf_E	321A/B	Rubin Opening Dec. Ex. 31
NWiSfnjkzvE	322A/B	Rubin Opening Dec. Ex. 53
O6ykhnYgmR0	324A/B	Rubin Opening Dec. Ex. 58
P5h99BIL_iA	326A/B	Rubin Reply Dec. Ex. 13
pAkp_Hr5rN4	327A/B	Rubin Opening Dec. Ex. 86
sQiO5I56h9M	334A/B	A. Chan Opening Dec. ¶¶ 5-6
tckEWbOvmrY	337A/B	Rubin Opening Dec. ¶ 14
uJdf1Mnrl5s	339A/B	A. Chan Opening Dec. ¶¶ 5-6
VG3OjK41Q8E	341A/B	Rubin Reply Dec. Ex. 12
wZREL0QN-HQ	347A/B	Rubin Reply Dec. Ex. 12
xHVqXaC-NIA	348A/B	Rubin Opening Dec. Ex. 59
YHYW6GLCcyQ	353A/B	Rubin Opening Dec. Ex. 89

## **Rubin Reply Exhibit 2**

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From: Joanna Pitt <JPitt@ampdmobile.com>  
Date: Mon, 23 Apr 2007 10:30:52 -0700  
To: Steele, Don <Don.Steele@comedycentral.com>  
Subject: RE: Lil Bush

Great to meet you too! I was emailing Shira about setting up a call to talk about marketing; and I know our PR director wants to get in touch with the CC PR team too.. will try for tomorrow or Weds to get us all on the phone.

Regarding the episodes, in April, Matt Butler in our production department sent Digibetas of all the episodes to Debbie Kirsh/Val Boreland. They are in post-production dept at Comedy.

If you can't find the tapes, then let me know and we can send you a DVD.

Thanks,

Joanna

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From: Steele, Don [mailto:Don.Steele@comedycentral.com]  
Sent: Monday, April 23, 2007 9:33 AM  
To: Joanna Pitt  
Subject: Lil Bush

Hey Joanna,

Hope this finds you well. It was very nice meeting you at lunch a few weeks ago.

I have a question regarding the first episodes of Lil Bush, some of our creative people would like to see all of them if possible, not just the two that are on youtube and other viral players.

Are they anywhere we could watch them?

Please let me know.

## **Rubin Reply Exhibit 3**

Redacted at the request of Defendants pending a meet and confer and,  
if applicable, further action of the Court.

## **Rubin Reply Exhibit 4**



To: "Kevin Donahue" <kevin@youtube.com>, "Chris Maxcy" <chris@youtube.com>  
From: "Watson, Jeff \ (WBR)" [REDACTED]  
Cc: "Kaplan, Ethan \ (WBR)" [REDACTED]  
Bcc:  
Received Date: 2006-05-23 03:06:11 GMT  
Subject: RE: Director account link

---

Hi Chris/Kevin! Now that we're all set up with the Jamie link ([http://youtube.com/watch?v=2Ym\\_xbwGp7g&search=%22jamie%20kennedy%22](http://youtube.com/watch?v=2Ym_xbwGp7g&search=%22jamie%20kennedy%22)), we'd like to talk about getting a feature. Just so you know, the first show aired last week and the next episode airs tomorrow night. The ratings have been huge, and the 1st video podcast on their youtube page has received over 1,000 views with minimal promotion!

The single "Rollin' W/Saget" is already climbing up the iTunes charts in the hip-hop section (up to #58 in only two days), so I'd like to get a feature this week if we can.

Let us know. Thanks!!

> -----  
> From: Kevin Donahue  
> Sent: Wednesday, May 17, 2006 5:05 PM  
> To: 'Ethan Kaplan'  
> Cc: 'Watson, Jeff (WBR)'; 'Kaplan, Ethan (WBR)'; 'Chris Maxcy'  
> Subject: RE: Director account link  
>  
> Thx. I'm having the same problem with setting up specific links to iTunes.  
> I'll have our product manager look into it. For now, I set the links back  
> to jamiekennedy.com  
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> From: Ethan Kaplan [mailto:[REDACTED]]  
> Sent: Wednesday, May 17, 2006 4:54 PM  
> To: Kevin Donahue  
> Cc: Watson, Jeff (WBR); Kaplan, Ethan (WBR); Chris Maxcy  
> Subject: Re: Director account link  
>  
>  
>

> Here is the copy..... links after the bolds. Bolds need to be links...

> Free episode of Blowin' Up , new song, and podcast LIVE IN ITUNES now!

> Free episode (  
> <http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewVideo?id=153016119&p>

> =153643014&s=143441) of Season Premiere of Blowin' Up before it airs on  
> MTV!  
>  
>  
>  
> New single Rollin' W/ Saget (  
> [http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewAlbum?id=153896590&s](http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewAlbum?id=153896590&s=143441)  
> =143441) on JKss Records  
>  
>  
>  
> Subscribe to the Podcast (  
> [http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=154369692](http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=154369692&s=143441)  
> &s=143441), Jamie and Stu will talk each week about the music from the MTV  
> Show Blowin' Up  
>  
>  
>  
> First podcast available now!  
>  
>  
>  
> meEthan Kaplan : Director of Technology, Warner Bros Records  
> contact | [REDACTED] - [REDACTED]  
> [REDACTED]  
>  
> "Prices have risen since the government fell. Casualties increase as the  
> enemies shell."  
>  
>  
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>  
> On May 17, 2006, at 4:46 PM, Kevin Donahue wrote:  
>  
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>  
>  
>  
> Jeff, what are the links you'd prefer to have set up?  
>  
>  
>  
>  
> \_\_\_\_\_  
>  
> From: Watson, Jeff (WBR) [mailto:[REDACTED]]  
> Sent: Wednesday, May 17, 2006 4:40 PM  
> To: 'Kevin Donahue'; Kaplan, Ethan (WBR)  
> Cc: 'Chris Maxcy'  
> Subject: RE: Director account link  
>  
>  
>  
> thanks, Kevin. Our login is:  
>  
>

>  
> jkss1  
> [REDACTED]  
>  
> -----Original Message-----  
> From: Kevin Donahue [mailto:kevin@youtube.com]  
> Sent: Wednesday, May 17, 2006 4:10 PM  
> To: 'Watson, Jeff (WBR)'  
> Cc: 'Chris Maxcy'  
> Subject: RE: Director account link  
>  
> Hi Jeff,  
>  
> You should be able to do direct links. What's your password? Let me  
> give it a shot.  
>  
>  
>  
> Let's touch base later today or tomorrow about next steps after  
> that.  
>  
>  
>  
> - Kevin  
>  
>  
>  
>  
> \_\_\_\_\_  
>  
>  
> From: Watson, Jeff (WBR) [mailto:[REDACTED]]  
> Sent: Wednesday, May 17, 2006 3:59 PM  
> To: 'Kevin Donahue'  
> Cc: 'Chris Maxcy'  
> Subject: RE: Director account link  
>  
>  
>  
> Hey guys - ok...we've got our Director group and it's working well.  
> thanks for your help. You had mentioned that we can link directly to  
> iTunes in the page, but it looks like we couldn't do direct links, no?  
>  
> [http://youtube.com/watch?v=2Ym\\_xbwGp7g&search=stu%20stone](http://youtube.com/watch?v=2Ym_xbwGp7g&search=stu%20stone)  
>  
> Now that this is up and running, we'd love to talk about getting  
> featured as a "Director's Video". Thoughts?  
>  
> thanks!  
>  
>  
> -----  
> From: Kevin Donahue  
> Sent: Monday, May 15, 2006 5:34 PM  
> To: 'Watson, Jeff (WBR)'  
> Cc: 'Chris Maxcy'  
> Subject: RE: Director account link  
>

> No problem.

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From: Watson, Jeff (WBR) [mailto: [REDACTED]]  
Sent: Monday, May 15, 2006 3:43 PM  
To: 'Kevin Donahue'  
Cc: 'Chris Maxcy'  
Subject: RE: Director account link

Hi Kevin -

> I'm set. The account is JKss Records and I'm signed up under the  
> email [REDACTED]

> -----

> From: Kevin Donahue  
> Sent: Monday, May 15, 2006 2:44 PM  
> To: 'Watson, Jeff (WBR)'  
> Cc: 'Chris Maxcy'  
> Subject: Director account link

> Jeff,

> Thx for the call just now. Here's a link to the Director account  
> [www.youtube.com/director](http://www.youtube.com/director)

> After you sign up, email me and I'll approve the account. If you  
> have any questions just email me. Looking forward to seeing the custom  
> Jamie Kennedy video. :)

> Best,  
> Kevin

> <<File: image001.jpg>>

> VP Programming

> I San Mateo, CA I 94401

> [REDACTED]  
> My YouTube Video Pick of the Day:

## **Rubin Reply Exhibit 5**

To: "Robin Bechtel" <[REDACTED]>  
From: "Kevin Donahue" <kevin@youtube.com>  
Cc: "Watson, Jeff \"(WBR)\" <[REDACTED]>, "Chris Maxcy" <chris@youtube.com>, "Kaplan, Ethan \"(WBR)\" <[REDACTED]>  
Bcc:  
Received Date: 2006-06-12 17:57:09 GMT  
Subject: RE: Opportunity

---

Hi Robin,

Our "most viewed" rankings can be confusing. Basically, a video can't be listed under most viewed "today" if it was uploaded more than a day ago. It then has the opportunity to show up in most viewed "this week" - but after it's been in the system for more than 1 week, it can no longer show up there, and it can then show up in most viewed "this month" etc. Maybe that's what happened with Jamie's video (got bumped down from most viewed this "today" or "this week" into the larger pool of most viewed "this month" or "all time" etc.)

I've spoken with Chris and we aren't aware of any videos removed on behalf of Warner Music, but I'll double check with customer service.

Looking forward to our call today at 2pm. Let's discuss the opportunity you mention below on the call.

Best,  
Kevin

-----Original Message-----

From: Robin Bechtel [mailto:[REDACTED]]  
Sent: Saturday, June 09, 2007 12:54 AM  
To: Robin Bechtel  
Cc: kevin@youtube.com; Watson, Jeff (WBR); 'Chris Maxcy'; Kaplan, Ethan (WBR)  
Subject: Re: Opportunity

hey there chris / and or kevin

question for you, did someone at you tube remove jamie video "rollin w saget" from the top 10 most viewed?

it was #10 tonite in most viewed, and is climbing per hour...now at 50,000 plays  
but it was suddenly gone from top 10 after i sent this email.

either

1. there's something wrong w/ your system, and if so can you look into it.

2. if you removed because its warner bros. content, this video has nothing to do with warner bros.  
its owned by jamie kennedy.

can you please help us

robin

On Jun 8, 2007, at 6:27 PM, Robin Bechtel wrote:

> We have a huge opportunity for You Tube.  
>  
> first of all, we've had jamie and stu's video up (Rollin' W Saget)  
> for 2 days and it is already  
> #9 Most viewed. Jamie is #1 on My Space with 1.3 million listens  
> to their music.  
>  
> We are able to leak a full episode from their MTV show Blowin Up  
> one week before airing on MTV. The episode  
> features Bob Saget, and George Lucas and Tara Reid, it is the  
> making of their music video episode.  
>  
> We would like to partner w/ you on this, but we have to move quickly  
> so it will be on You Tube  
> for a week before TV.  
>  
> If you are interested, could you let us know now Monday morning or  
> sooner  
> if you could put promotion towards this? My cell is [REDACTED]  
>  
> Congrats on WMG deal WSJ called me about it. Looks like a story is  
> coming .  
>  
> Robin  
>  
>  
>  
>  
>

> On May 26, 2006, at 9:00 AM, kevin@youtube.com wrote:

>  
>> sounds good, Jeff. let me know what Jami and Stu come up with thx.  
>> Best,  
>> Kevin  
>>  
>>> Hi Kevin - sorry for the confusion then.  
>>>  
>>> We won't have the Rollin W/Saget video until 6/20 and would like  
>>> to get  
>>> something going with you guys sooner. Here's an idea - perhaps  
>>> Jamie and  
>>> Stu can tape a clip just for Youtube where they name check and  
>>> talk about  
>>> your site? They're really funny on the spot and I think it could  
>>> be great  
>>> content for you guys. Thoughts?  
>>>  
>>> We're definitely doing the infomercial, but that won't be coming  
>>> for about  
>>> a  
>>> month. Perhaps you could, in good faith, promote the Jamie/  
>>> YouTube video  
>>> described above now within the upcoming weeks?  
>>>

>>> Let me know. Thanks!  
>>>  
>>> P.S. Sounds like we're really close to a deal. Robin's been really  
>>> pushing  
>>> the WMG group hard to get the deal done.  
>>>  
>>>> -----  
>>>> From: Kevin Donahue  
>>>> Sent: Thursday, May 25, 2006 4:42 PM  
>>>> To: 'Watson, Jeff (WBR)'; 'Chris Maxcy'  
>>>> Cc: 'Kaplan, Ethan (WBR)'  
>>>> Subject: RE: Director account link  
>>>>  
>>>> Hi Jeff,  
>>>>  
>>>>  
>>>>  
>>>> As I recall our conversation a few weeks ago, I think I was  
>>>> careful to  
>>>> say  
>>>> that I'd consider featuring something - but not definitely. I  
>>>> think I  
>>>> was  
>>>> also clear that I'd want to take a closer look at the specific  
>>>> video in  
>>>> question before I committed to it. But if you're mentioning  
>>>> YouTube in  
>>>> the infomercial I'll carry my end and feature a video for you,  
>>>> but I'm  
>>>> not  
>>>> so sure about this particular video. Do you have something  
>>>> shorter you  
>>>> can send me? Or perhaps a music video for "Rollin with Saget" ?  
>>>>  
>>>>  
>>>>  
>>>> Thx,  
>>>>  
>>>> Kevin  
>>>>  
>>>>  
>>>>  
>>>> \_\_\_\_\_  
>>>>  
>>>> From: Watson, Jeff (WBR) [mailto: ]  
>>>> Sent: Thursday, May 25, 2006 3:23 PM  
>>>> To: 'Chris Maxcy'; 'Kevin Donahue'  
>>>> Cc: Kaplan, Ethan (WBR)  
>>>> Subject: RE: Director account link  
>>>>  
>>>>  
>>>>  
>>>> Hey Kevin - I understand that you're booked for features, but  
>>>> when Robin  
>>>> and I spoke w/you a few weeks back, you had mentioned that you  
>>>> could  
>>>> help  
>>>> us get a featured slot. It's really important to us and Jamie



>>>> as we  
>>>> really want to break the upcoming album off Youtube! We're even  
>>>> creating  
>>>> a funny infomercial for broadcast about the album and are  
>>>> mentioning  
>>>> Youtube by name. And we're creating a site for Jamie that will  
>>>> have  
>>>> your  
>>>> Youtube logo slapped right on the front page.  
>>>>  
>>>> Perhaps we can run a contest feature in the next few weeks?  
>>>> Let's talk.  
>>>> thanks!  
>>>>  
>>>> -----  
>>>> From: Kevin Donahue  
>>>> Sent: Tuesday, May 23, 2006 1:07 PM  
>>>> To: 'Watson, Jeff (WBR)'; 'Chris Maxcy'  
>>>> Cc: 'Kaplan, Ethan (WBR)'  
>>>> Subject: RE: Director account link  
>>>>  
>>>> Hey Jeff,  
>>>>  
>>>>  
>>>>  
>>>> I'm pretty booked with videos to feature over the next week or so -  
>>>> trying  
>>>> to keep a balance between professional and user generated  
>>>> stuff. Your  
>>>> best option in the short term might be talking to our new VP of  
>>>> Sales,  
>>>> Tony Nethercutt (who I've cc'd here) about some paid promotional  
>>>> placement  
>>>> opportunities. Tony can take you through the options there.  
>>>>  
>>>>  
>>>>  
>>>> Best,  
>>>> Kevin  
>>>>  
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>>>> \_\_\_\_\_  
>>>>  
>>>> From: Watson, Jeff (WBR) [mailto: [REDACTED]]  
>>>> Sent: Monday, May 22, 2006 7:06 PM  
>>>> To: 'Kevin Donahue'; 'Chris Maxcy'  
>>>> Cc: Kaplan, Ethan (WBR)  
>>>> Subject: RE: Director account link  
>>>>  
>>>>  
>>>>  
>>>> Hi Chris/Kevin! Now that we're all set up with the Jamie link (  
>>>> [http://youtube.com/watch?v=2Ym\\_xbwGp7g&search=%22jamie%20kennedy%](http://youtube.com/watch?v=2Ym_xbwGp7g&search=%22jamie%20kennedy%22)  
>>>> 22),  
>>>> we'd  
>>>> like to talk about getting a feature. Just so you know, the  
>>>> first show

>>>> aired last week and the next episode airs tomorrow night. The  
>>>> ratings  
>>>> have been huge, and the 1st video podcast on their youtube page has  
>>>> received over 1,000 views with minimal promotion!  
>>>>  
>>>> The single "Rollin' W/Saget" is already climbing up the iTunes  
>>>> charts in  
>>>> the hip-hop section (up to #58 in only two days), so I'd like to  
>>>> get a  
>>>> feature this week if we can.  
>>>>  
>>>> Let us know. Thanks!!  
>>>>  
>>>> -----  
>>>> From: Kevin Donahue  
>>>> Sent: Wednesday, May 17, 2006 5:05 PM  
>>>> To: 'Ethan Kaplan'  
>>>> Cc: 'Watson, Jeff (WBR)'; 'Kaplan, Ethan (WBR)'; 'Chris Maxcy'  
>>>> Subject: RE: Director account link  
>>>>  
>>>> Thx. I'm having the same problem with setting up specific links to  
>>>> iTunes.  
>>>> I'll have our product manager look into it. For now, I set the  
>>>> links  
>>>> back  
>>>> to jamiekennedy.com  
>>>>  
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>>>> From: Ethan Kaplan [mailto: ]  
>>>> Sent: Wednesday, May 17, 2006 4:54 PM  
>>>> To: Kevin Donahue  
>>>> Cc: Watson, Jeff (WBR); Kaplan, Ethan (WBR); Chris Maxcy  
>>>> Subject: Re: Director account link  
>>>>  
>>>>  
>>>>  
>>>> Here is the copy..... links after the bolds. Bolds need to be  
>>>> links..  
>>>>  
>>>>  
>>>>  
>>>> Free episode of Blowin' Up , new song, and podcast LIVE IN  
>>>> ITUNES now!  
>>>>  
>>>>  
>>>>  
>>>> Free episode (  
>>>> [http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewVideo?](http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewVideo?id=153016119&p=153643014&s=143441)  
>>>> [id=153016119&p](http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewVideo?id=153016119&p=153643014&s=143441)  
>>>> [=153643014&s=143441](http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewVideo?id=153016119&p=153643014&s=143441)) of Season Premiere of Blowin' Up before it  
>>>> airs on

>>>> MTV!  
>>>>  
>>>>  
>>>>  
>>>> New single Rollin' W/ Saget (  
>>>> [http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewAlbum?](http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewAlbum?id=153896590&s=143441)  
>>>> [id=153896590&s](http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewAlbum?id=153896590&s=143441)  
>>>> =143441) on JKss Records  
>>>>  
>>>>  
>>>> Subscribe to the Podcast (  
>>>> [http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?](http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=154369692&s=143441)  
>>>> [id=154369692](http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=154369692&s=143441)  
>>>> &s=143441), Jamie and Stu will talk each week about the music  
>>>> from the  
>>>> MTV  
>>>> Show Blowin' Up  
>>>>  
>>>>  
>>>>  
>>>> First podcast available now!  
>>>>  
>>>>  
>>>> meEthan Kaplan : Director of Technology, Warner Bros Records  
>>>> contact I [REDACTED]  
>>>> mobile: [REDACTED]  
>>>> [REDACTED]  
>>>>  
>>>> "Prices have risen since the government fell. Casualties  
>>>> increase as the  
>>>> enemies shell."  
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>>>> On May 17, 2006, at 4:46 PM, Kevin Donahue wrote:  
>>>>  
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>>>>  
>>>>  
>>>> Jeff, what are the links you'd prefer to have set up?  
>>>>  
>>>>  
>>>>  
>>>> \_\_\_\_\_  
>>>>  
>>>> From: Watson, Jeff (WBR) [mailto:[REDACTED]]  
>>>> Sent: Wednesday, May 17, 2006 4:40 PM

>>>> To: 'Kevin Donahue'; Kaplan, Ethan (WBR)  
>>>> Cc: 'Chris Maxcy'  
>>>> Subject: RE: Director account link  
>>>>  
>>>>  
>>>>  
>>>> thanks, Kevin. Our login is:  
>>>>  
>>>>  
>>>>  
>>>> jkss1  
>>>> [REDACTED]  
>>>> [REDACTED]  
>>>>  
>>>> -----Original Message-----  
>>>> From: Kevin Donahue [mailto:kevin@youtube.com]  
>>>> Sent: Wednesday, May 17, 2006 4:10 PM  
>>>> To: 'Watson, Jeff (WBR)'  
>>>> Cc: 'Chris Maxcy'  
>>>> Subject: RE: Director account link  
>>>>  
>>>> Hi Jeff,  
>>>>  
>>>> You should be able to do direct links. What's your password? Let  
>>>> me give  
>>>> it a shot.  
>>>>  
>>>>  
>>>>  
>>>> Let's touch base later today or tomorrow about next steps after  
>>>> that.  
>>>>  
>>>>  
>>>>  
>>>> - Kevin  
>>>>  
>>>>  
>>>>  
>>>>  
>>>>  
>>>> \_\_\_\_\_  
>>>>  
>>>>  
>>>>  
>>>> From: Watson, Jeff (WBR) [mailto:[REDACTED]]  
>>>> Sent: Wednesday, May 17, 2006 3:59 PM  
>>>> To: 'Kevin Donahue'  
>>>> Cc: 'Chris Maxcy'  
>>>> Subject: RE: Director account link  
>>>>  
>>>>  
>>>>  
>>>> Hey guys - ok...we've got our Director group and it's working well.  
>>>> thanks for your help. You had mentioned that we can link  
>>>> directly to  
>>>> iTunes in the page, but it looks like we couldn't do direct  
>>>> links, no?  
>>>>

>>>> [http://youtube.com/watch?v=2Ym\\_xbwGp7g&search=stu%20stone](http://youtube.com/watch?v=2Ym_xbwGp7g&search=stu%20stone)

>>>>

>>>> Now that this is up and running, we'd love to talk about getting  
>>>> featured

>>>> as a "Director's Video". Thoughts?

>>>>

>>>> thanks!

>>>>

>>>> -----

>>>> From: Kevin Donahue

>>>> Sent: Monday, May 15, 2006 5:34 PM

>>>> To: 'Watson, Jeff (WBR)'

>>>> Cc: 'Chris Maxcy'

>>>> Subject: RE: Director account link

>>>>

>>>> No problem.

>>>>

>>>>

>>>>

>>>> \_\_\_\_\_

>>>>

>>>> From: Watson, Jeff (WBR) [mailto: ]

>>>> Sent: Monday, May 15, 2006 3:43 PM

>>>> To: 'Kevin Donahue'

>>>> Cc: 'Chris Maxcy'

>>>> Subject: RE: Director account link

>>>>

>>>>

>>>>

>>>> Hi Kevin -

>>>>

>>>> I'm set. The account is JKss Records and I'm signed up under  
>>>> the email

>>>> [REDACTED]

>>>>

>>>> -----

>>>> From: Kevin Donahue

>>>> Sent: Monday, May 15, 2006 2:44 PM

>>>> To: 'Watson, Jeff (WBR)'

>>>> Cc: 'Chris Maxcy'

>>>> Subject: Director account link

>>>>

>>>> Jeff,

>>>>

>>>> Thx for the call just now. Here's a link to the Director account

>>>> [www.youtube.com/director](http://www.youtube.com/director)

>>>>

>>>>

>>>>

>>>> After you sign up, email me and I'll approve the account. If you  
>>>> have

>>>> any

>>>> questions just email me. Looking forward to seeing the custom

>>>> Jamie

>>>> Kennedy video. :)

>>>>

>>>>

>>>>

>>>>



## **Rubin Reply Exhibit 6**

To: kevin@youtube.com <kevin@youtube.com>  
From: Robin Bechtel <[REDACTED]>  
Cc: Watson, Jeff (WBR) <[REDACTED]>; 'Chris Maxcy' <chris@youtube.com>; Kaplan, Ethan (WBR) <[REDACTED]>  
Bcc:  
Received Date: 2006-06-10 23:29:05 GMT  
Subject: Opportunity

---

We have a huge opportunity for You Tube.

first of all, we've had jamie and stu's video up (Rollin' W Saget) for 2 days and it is already #9 Most viewed. Jamie is #1 on My Space with 1.3 million listens to their music.

We are able to leak a full episode from their MTV show Blowin Up one week before airing on MTV. The episode features Bob Saget, and George Lucas and Tara Reid, it is the making of their music video episode.

We would like to partner w/ you on this, but we have to move quickly so it will be on You Tube for a week before TV.

If you are interested, could you let us know now Monday morning or sooner if you could put promotion towards this? My cell is [REDACTED]

Congrats on WMG deal WSJ called me about it. Looks like a story is coming .

Robin

On May 26, 2006, at 9:00 AM, kevin@youtube.com wrote:

> sounds good, Jeff. let me know what Jami and Stu come up with thx.  
> Best,  
> Kevin  
>  
>> Hi Kevin - sorry for the confusion then.  
>>  
>> We won't have the Rollin W/Saget video until 6/20 and would like  
>> to get  
>> something going with you guys sooner. Here's an idea - perhaps  
>> Jamie and  
>> Stu can tape a clip just for Youtube where they name check and  
>> talk about  
>> your site? They're really funny on the spot and I think it could  
>> be great  
>> content for you guys. Thoughts?  
>>  
>> We're definitely doing the infomercial, but that won't be coming  
>> for about  
>> a



>> month. Perhaps you could, in good faith, promote the Jamie/  
>> YouTube video  
>> described above now within the upcoming weeks?  
>>  
>> Let me know. Thanks!  
>>  
>> P.S. Sounds like we're really close to a deal. Robin's been really  
>> pushing  
>> the WMG group hard to get the deal done.  
>>  
>>> -----  
>>> From: Kevin Donahue  
>>> Sent: Thursday, May 25, 2006 4:42 PM  
>>> To: 'Watson, Jeff (WBR)'; 'Chris Maxcy'  
>>> Cc: 'Kaplan, Ethan (WBR)'  
>>> Subject: RE: Director account link  
>>>  
>>> Hi Jeff,  
>>>  
>>>  
>>>  
>>> As I recall our conversation a few weeks ago, I think I was  
>>> careful to  
>>> say  
>>> that I'd consider featuring something - but not definitely. I  
>>> think I  
>>> was  
>>> also clear that I'd want to take a closer look at the specific  
>>> video in  
>>> question before I committed to it. But if you're mentioning  
>>> YouTube in  
>>> the infomercial I'll carry my end and feature a video for you,  
>>> but I'm  
>>> not  
>>> so sure about this particular video. Do you have something  
>>> shorter you  
>>> can send me? Or perhaps a music video for "Rollin with Saget" ?  
>>>  
>>>  
>>>  
>>> Thx,  
>>>  
>>> Kevin  
>>>  
>>>  
>>>  
>>> \_\_\_\_\_  
>>>  
>>> From: Watson, Jeff (WBR) [mailto: ]  
>>> Sent: Thursday, May 25, 2006 3:23 PM  
>>> To: 'Chris Maxcy'; 'Kevin Donahue'  
>>> Cc: Kaplan, Ethan (WBR)  
>>> Subject: RE: Director account link  
>>>  
>>>  
>>>  
>>> Hey Kevin - I understand that you're booked for features, but  
>>> when Robin


>>> and I spoke w/you a few weeks back, you had mentioned that you could  
>>> help  
>>> us get a featured slot. It's really important to us and Jamie as we  
>>> really want to break the upcoming album off Youtube! We're even  
>>> creating  
>>> a funny infomercial for broadcast about the album and are mentioning  
>>> Youtube by name. And we're creating a site for Jamie that will have  
>>> your  
>>> Youtube logo slapped right on the front page.  
>>>  
>>> Perhaps we can run a contest feature in the next few weeks?  
>>> Let's talk.  
>>> thanks!  
>>>  
>>> -----  
>>> From: Kevin Donahue  
>>> Sent: Tuesday, May 23, 2006 1:07 PM  
>>> To: 'Watson, Jeff (WBR)'; 'Chris Maxcy'  
>>> Cc: 'Kaplan, Ethan (WBR)'  
>>> Subject: RE: Director account link  
>>>  
>>> Hey Jeff,  
>>>  
>>>  
>>>  
>>> I'm pretty booked with videos to feature over the next week or so -  
>>> trying  
>>> to keep a balance between professional and user generated stuff.  
>>> Your  
>>> best option in the short term might be talking to our new VP of  
>>> Sales,  
>>> Tony Nethercutt (who I've cc'd here) about some paid promotional  
>>> placement  
>>> opportunities. Tony can take you through the options there.  
>>>  
>>>  
>>>  
>>> Best,  
>>> Kevin  
>>>  
>>>  
>>>  
>>> \_\_\_\_\_  
>>>  
>>> From: Watson, Jeff (WBR) [mailto: ]  
>>> Sent: Monday, May 22, 2006 7:06 PM  
>>> To: 'Kevin Donahue'; 'Chris Maxcy'  
>>> Cc: Kaplan, Ethan (WBR)  
>>> Subject: RE: Director account link  
>>>  
>>>  
>>>  
>>> Hi Chris/Kevin! Now that we're all set up with the Jamie link (  
>>> [http://youtube.com/watch?v=2Ym\\_xbwGp7g&search=%22jamie%20kennedy%](http://youtube.com/watch?v=2Ym_xbwGp7g&search=%22jamie%20kennedy%22)  
>>> 22),  
>>> we'd  
>>> like to talk about getting a feature. Just so you know, the  
>>> first show

>>> aired last week and the next episode airs tomorrow night. The  
>>> ratings  
>>> have been huge, and the 1st video podcast on their youtube page has  
>>> received over 1,000 views with minimal promotion!  
>>>  
>>> The single "Rollin' W/Saget" is already climbing up the iTunes  
>>> charts in  
>>> the hip-hop section (up to #58 in only two days), so I'd like to  
>>> get a  
>>> feature this week if we can.  
>>>  
>>> Let us know. Thanks!!  
>>>  
>>> -----  
>>> From: Kevin Donahue  
>>> Sent: Wednesday, May 17, 2006 5:05 PM  
>>> To: 'Ethan Kaplan'  
>>> Cc: 'Watson, Jeff (WBR)'; 'Kaplan, Ethan (WBR)'; 'Chris Maxcy'  
>>> Subject: RE: Director account link  
>>>  
>>> Thx. I'm having the same problem with setting up specific links to  
>>> iTunes.  
>>> I'll have our product manager look into it. For now, I set the links  
>>> back  
>>> to jamiekennedy.com  
>>>  
>>>  
>>>  
>>>  
>>>  
>>>  
>>>  
>>> \_\_\_\_\_  
>>>  
>>> From: Ethan Kaplan [mailto: ]  
>>> Sent: Wednesday, May 17, 2006 4:54 PM  
>>> To: Kevin Donahue  
>>> Cc: Watson, Jeff (WBR); Kaplan, Ethan (WBR); Chris Maxcy  
>>> Subject: Re: Director account link  
>>>  
>>>  
>>>  
>>> Here is the copy..... links after the bolds. Bolds need to be  
>>> links...  
>>>  
>>>  
>>>  
>>> Free episode of Blowin' Up , new song, and podcast LIVE IN ITUNES  
>>> now!  
>>>  
>>>  
>>>  
>>> Free episode (  
>>> [http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewVideo?](http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewVideo?id=153016119&p=153643014&s=143441)  
>>> [id=153016119&p](http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewVideo?id=153016119&p=153643014&s=143441)  
>>> [=153643014&s=143441](http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewVideo?id=153016119&p=153643014&s=143441)) of Season Premiere of Blowin' Up before it  
>>> airs on  
>>> MTV!

>>>  
>>>  
>>>  
>>> New single Rollin' W/ Saget (  
>>> [http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewAlbum?](http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewAlbum?id=153896590&s=143441)  
>>> id=153896590&s  
>>> =143441) on JKss Records  
>>>  
>>>  
>>>  
>>> Subscribe to the Podcast (  
>>> [http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?](http://phobos.apple.com/WebObjects/MZStore.woa/wa/viewPodcast?id=154369692&s=143441)  
>>> id=154369692  
>>> &s=143441), Jamie and Stu will talk each week about the music  
>>> from the  
>>> MTV  
>>> Show Blowin' Up  
>>>  
>>>  
>>>  
>>> First podcast available now!  
>>>  
>>>  
>>>  
>>> meEthan Kaplan : Director of Technology, Warner Bros Records  
>>> contact I [REDACTED]  
>>> [REDACTED]  
>>>  
>>> "Prices have risen since the government fell. Casualties increase  
>>> as the  
>>> enemies shell."  
>>>  
>>>  
>>>  
>>>  
>>>  
>>>  
>>>  
>>>  
>>>  
>>> On May 17, 2006, at 4:46 PM, Kevin Donahue wrote:  
>>>  
>>>  
>>>  
>>>  
>>>  
>>>  
>>>  
>>> Jeff, what are the links you'd prefer to have set up?  
>>>  
>>>  
>>>  
>>> \_\_\_\_\_  
>>>  
>>> From: Watson, Jeff (WBR) [mailto:[REDACTED]]  
>>> Sent: Wednesday, May 17, 2006 4:40 PM  
>>> To: 'Kevin Donahue'; Kaplan, Ethan (WBR)  
>>> Cc: 'Chris Maxcy'

>>> Subject: RE: Director account link  
>>>  
>>>  
>>> thanks, Kevin. Our login is:  
>>>  
>>>  
>>> jkss1  
>>> [REDACTED]  
>>>  
>>> -----Original Message-----  
>>> From: Kevin Donahue [mailto:kevin@youtube.com]  
>>> Sent: Wednesday, May 17, 2006 4:10 PM  
>>> To: 'Watson, Jeff (WBR)'  
>>> Cc: 'Chris Maxcy'  
>>> Subject: RE: Director account link  
>>>  
>>> Hi Jeff,  
>>>  
>>> You should be able to do direct links. What's your password? Let  
>>> me give  
>>> it a shot.  
>>>  
>>>  
>>>  
>>> Let's touch base later today or tomorrow about next steps after  
>>> that.  
>>>  
>>>  
>>>  
>>> - Kevin  
>>>  
>>>  
>>>  
>>>  
>>> \_\_\_\_\_  
>>>  
>>>  
>>>  
>>> From: Watson, Jeff (WBR) [mailto:[REDACTED]]  
>>> Sent: Wednesday, May 17, 2006 3:59 PM  
>>> To: 'Kevin Donahue'  
>>> Cc: 'Chris Maxcy'  
>>> Subject: RE: Director account link  
>>>  
>>>  
>>>  
>>> Hey guys - ok...we've got our Director group and it's working well.  
>>> thanks for your help. You had mentioned that we can link  
>>> directly to  
>>> iTunes in the page, but it looks like we couldn't do direct  
>>> links, no?  
>>>  
>>> [http://youtube.com/watch?v=2Ym\\_xbwGp7g&search=stu%20stone](http://youtube.com/watch?v=2Ym_xbwGp7g&search=stu%20stone)  
>>>

>>> Now that this is up and running, we'd love to talk about getting  
>>> featured  
>>> as a "Director's Video". Thoughts?  
>>>  
>>> thanks!  
>>>  
>>> -----  
>>> From: Kevin Donahue  
>>> Sent: Monday, May 15, 2006 5:34 PM  
>>> To: 'Watson, Jeff (WBR)'  
>>> Cc: 'Chris Maxcy'  
>>> Subject: RE: Director account link  
>>>  
>>> No problem.  
>>>  
>>>  
>>>  
>>> \_\_\_\_\_  
>>>  
>>> From: Watson, Jeff (WBR) [mailto: ]  
>>> Sent: Monday, May 15, 2006 3:43 PM  
>>> To: 'Kevin Donahue'  
>>> Cc: 'Chris Maxcy'  
>>> Subject: RE: Director account link  
>>>  
>>>  
>>>  
>>> Hi Kevin -  
>>>  
>>> I'm set. The account is JKss Records and I'm signed up under the  
>>> email  
>>> [REDACTED]  
>>>  
>>> -----  
>>> From: Kevin Donahue  
>>> Sent: Monday, May 15, 2006 2:44 PM  
>>> To: 'Watson, Jeff (WBR)'  
>>> Cc: 'Chris Maxcy'  
>>> Subject: Director account link  
>>>  
>>> Jeff,  
>>>  
>>> Thx for the call just now. Here's a link to the Director account  
>>> [www.youtube.com/director](http://www.youtube.com/director)  
>>>  
>>>  
>>>  
>>> After you sign up, email me and I'll approve the account. If you  
>>> have  
>>> any  
>>> questions just email me. Looking forward to seeing the custom  
>>> Jamie  
>>> Kennedy video. :)  
>>>  
>>>  
>>>  
>>> Best,  
>>> Kevin

>>>  
>>>  
>>>  
>>> <<File: image001.jpg>>  
>>>  
>>>  
>>>  
>>> VP Programming  
>>>  
>>> I San Mateo, CA I 94401  
>>>  
>>>   
>>>  
>>> My YouTube Video Pick of the Day:  
>>>  
>>>  
>>>  
>>>  
>>>  
>>  
>

---