

7/22/2008 Walker, Patrick

UNITED STATES DISTRICT COURT
FOR THE SOUTHERN DISTRICT OF NEW YORK

VIACOM INTERNATIONAL INC., COMEDY)
PARTNERS, COUNTRY MUSIC)
TELEVISION, INC., PARAMOUNT)
PICTURES CORPORATION, and BLACK)
ENTERTAINMENT TELEVISION LLC,)
Plaintiffs,)

vs.) Case No. 1:07CV02103

YOUTUBE, INC., YOUTUBE, LLC,)
and GOOGLE, INC.,)
Defendants.)

THE FOOTBALL ASSOCIATION PREMIER)
LEAGUE LIMITED, BOURNE CO., et al.,)
on behalf of themselves and all)
others similarly situated,)
Plaintiffs,)

vs.) Case No. 07CV3582

YOUTUBE, INC., YOUTUBE, LLC, and)
GOOGLE, INC.,)
Defendants.)

DEPOSITION OF PATRICK WALKER
SAN FRANCISCO, CALIFORNIA
TUESDAY, JULY 22, 2008

REPORTED BY:
YVONNE FENNELLY, CRP, CSR NO. 5495
JOB NO. 15375



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and there are other references to AdSense?

A. Oh, AdSense is --

MR. INGBER: Object. Let me interrupt. What's the question? I don't think there is a question pending.

BY MR. SHAFTEL:

Q. Is AdSense applied to designating which ads appear on YouTube content?

A. AdSense is an advertising system where text ads, currently text ads, might appear against certain types of content.

Q. It's applicable to YouTube?

A. We do use AdSense on YouTube.

Q. Is there any other system or technology that's used for matching ads with the YouTube content?

MR. INGBER: Object to form.

THE WITNESS: I'm not familiar with the details of the technology.

AdSense provides ads currently in text form against certain types of content. We also have in-video ads. It's a different system.

BY MR. SHAFTEL:

Q. What's the in-video ad system?

A. In-video ads are ads that appear within the