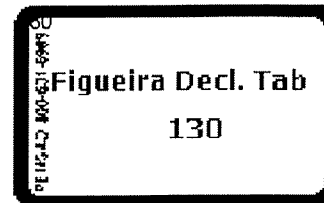


Redacted Pursuant to Protective Order
at Request of Defendants

To: "Anthony Zameczkowski" <anthonyz@google.com>
From: "Redic Thomas" <redic@google.com>
Cc:
Bcc:
Received Date: 2007-11-27 02:39:26 CST
Subject: Re: Sport rights report



Tony,

Are you in California this week?

We are working on estimating the potential value of various sports content to YouTube. This requires us to estimate the number of video views that we could potentially experience if the content of certain content providers was on the site. For example, if we had UEFA in 2008, what would be the potential number of views that we could see. Your input in helping us come up with an estimate would be greatly appreciated. I've attached a page which summarizes the current video view assumptions in the model. Please let me know what you think. I'll also send you a copy of a email thread where we are discussing the assumptions.

Best,

Redic

On Nov 22, 2007 7:16 AM, Anthony Zameczkowski <anthonyz@google.com> wrote:

> Here it is!
> Sorry for the delay.
> Cheers,
> Tony
>
>
> -
> Anthony Zameczkowski
> Strategic Partner Development Manager, YouTube EMEA
>
> Google
> Belgrave House
> 76 Buckingham Palace Road
> SW1 W9TQ London
>
> Fax: +44 (0) 207 031 3001
> anthonyz@google.com
>
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Attachments:



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sports vid view assumptions.doc

130-0002



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Estimate Method

Traffic	FY 2007	YoY Growth	FY 2008	YoY Growth	FY 2009
International					
English Premier League			30,000,000	20%	36,000,000
Formula 1			60,904,325	11.1%	189,290,078
La Liga			6,000,000	20%	7,200,000
UEFA			65,000,000	20%	78,000,000
Domestic					
NBA	63,331,313	20%	76,997,575	20%	91,197,090
NHL	23,584,807	20%	28,301,769	20%	33,962,123
NFL			250,000,000	20%	300,000,000
MLB			130,000,000	20%	156,000,000
Niche					
PBR (Bull riding)	4,694,248	20%	5,633,098	20%	6,769,718
National Lacrosse	51,195	20%	61,434	20%	73,720
Extreme Elements	2,401,282	20%	2,989,539	20%	3,587,447
Fight Network	755,433	20%	906,520	20%	1,087,824

c