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 Subject: Music publisher reporting - meeting notes

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my partial notes from our meeting this morning.
 Franck

 US

- YT pays to Label sound recording rights
- Labels must provide to YT all Pub info for main US music publishers
- Main publishers paid directly, for rest we will use an aggregator (HFA)

How do we report to US publishers ?

- is there a standard ? could we leverage CWR ?
- we should probably use the YT generic report and drive adoption of it

Publisher aggregators: who are they ?

- HFA is one (Harry Fox)
- any other ?

HFA integration:

- they have a feed to submit data and get back pub rights info (list of pubs, total percentage licensed to HFA, but not per pub percentage)
- 42% match rate if giving ISRC, higher if providing some pub data

Short term:

- US publisher report for UMG track (since these are the only we have). This will be available by end of the year.
- For all the reports for track from other Label, publishers should work directly to them.

International

- pub rights go to collection societies
- we will get deals with all pub rights in country we localize. for countries we do not have collec society deal for, money will go to US
- report on what was streamed in a country. use viewcount (as opposed to exhibition count)
- data to report:
 - all videos in in music cat
 - uploaded by Label
 - all other pro content
- we can get better rate if we report using their collec society ID

Priority:

1. Get publisher data from all 4 US labels
2. Setup business relationship with HFA. Eng should be involved to make sure contract terms related to YT/HFA integration make sense

Next steps:

- Tracy/David: get buy-in from business + commitment from them on timelines
- Tracy/David: setup up product review meeting to present plan to

Chad+Steve

- Yi-Ling: work on music publisher reports for UMG tracks. Target: have solution ready by end of Q4

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