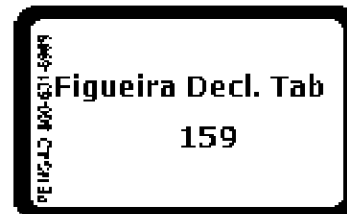


To: "Powers" <powers@google.com>  
 From: "Matthew Liu" <matthewliu@google.com> 159  
 Cc: "Suzie Reider" <sreider@google.com>, "Jamie Byrne" <jbyrne@youtube.com>  
 Bcc:  
 Received Date: 2007-10-04 21:46:52 GMT  
 Subject: Re:



Hey,

So that is what Jamie and Suzie suggested at today's meeting so maybe there is some miscommunication. I think what they met was no free partner contests (but yes, sponsored contests make a lot of sense).

No need for me to participate. I am just note taker for this particular issue. Feel free to respond directly to the meeting notes after you guys reach consensus.

Matt

On 10/4/07, Powers <powers@google.com> wrote:

- >
- > Hi
- > Suzie, Jamie, Jay and I have a meeting Friday to discuss Contest policies.
- > Of the bullets both the 2nd and 3rd ones look suspect. Our current policy
- > with BD is that partners can include contests on Brand Channels when there
- > is a corresponding ad spend of \$500K (e.g. Swiffer is sponsoring a contest
- > in January). On the international team we are taking them on a case by case
- > basis until we internationalize the contest platform in Q1. In general we
- > want to see an ad spend in international markets (e.g. ING bought a
- > contest to correspond with the launch of YouTube Canada next month)
- >
- > Will let you know what comes out of the Friday meeting. If you feel the
- > need to participate in that meeting let me know.
- >
- > Powers
- >
- > On Oct 4, 2007, at 12:31 PM, Matthew Liu wrote:
- >
- > Please subscribe to the new mailing list if you would like to receive
- > these on an ongoing basis: yt-monetization-weeklyupdates\* \*\*
- >
- > \*\*YVA (fka PVA)\*\*
- > \*
- >
- > - Homepage Cutover scheduled for 10/10
- > - Decision made to continue serving the video ad to WW
- > audience but will be restricted to the .com site
- > - Planning to run UI experiments post v24 with advertiser
- > trial
- >
- > \*InVideo\*
- >
- > - Live campaigns include 1408, HP, MGM
- > - Genre targeting launched for music partners
- > - \*100% conversion of premium watch pages to InVideo Style in v24\*
- >
- > \*Ads Creator\*

- >
- > - Making solid progress with Bangalore team
- > - InVideo wizard and preview being implemented
- > - Exploring billing options with Google Checkout

> \*For Sale

- > \*
- >
- > - \*Exploratory stages with Bangalore team\*

> \*YT Custom Taxonomy/Mapping\*

- >
- > - Continuing efforts with Santa Monica office to create a new taxonomy and automated classification of search query terms and videos
- > - Interested parties are core product for community and ads targeting for monetization - joint effort
- > - New YT categories/subcategories to defined by next meeting

> \*Sales Updates \*

- >
- > - Product requests weekly reports for RFPs, pipeline, and officially booked items
- > - \*Suzie, Alex, Jeff D. to tackle this issue\*

> \*Sales Asks\*

- >
- > - Need mocks for official Q4 roadmap (e.g. new YVA, Promote Your Video, InVideo Ads Creator, AdSense experiments)
- > - Brainstorming auction process for packages (e.g. evolution of dance) that may eventually evolve into a product
- > - Contests Gadget policies defined
- > - Community teams can use for house promotion when there is a monetization opportunity
- > - BD team cannot use these for partner brand channels
- > - International team can use these for promotion
- > - Customized gadgets for vertical brand channels (Lab Pixies)
- > - need management buy-off