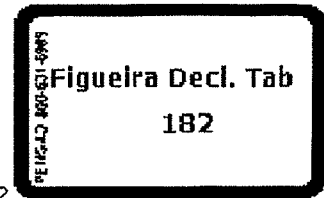


Redacted Pursuant to Protective Order  
at Request of Defendants



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To: "David King" <dgking@google.com>  
From: "Chris Maxcy" <maxcy@google.com>  
Cc:  
Bcc:  
Received Date: 2008-01-24 07:27:32 GMT  
Subject: Re: [Ytstaff] V26 Features Pre-Announcement

Ok...see you've trained me so well that I'll keep assuming the feature doesn't exist ;-). Hope the trip is going well.

C

On Jan 21, 2008 3:30 AM, David King <dgking@google.com> wrote:  
> Chris,  
>  
> It worries me that partners will abuse this feature, but everyone asks for  
> it, and many of our contracts promise it. This battle was not worth  
> fighting any longer.  
>  
> The guidelines for using are, only give the feature to partners that ask for  
> it (we can toggle the feature off in admin), and if you do give it out, then  
> make sure they understand that they have to own the entirety of the video,  
> and not just a portion of it. Of course that entails actually watching the  
> full video which will be painful for long clips, but that is the price of  
> using it.  
>  
> In a future release I've asked that the feature only pop up after playback  
> has completed, but that involves a fair amount of work so will probably take  
> a few releases.  
>  
> dk.  
>  
>  
>  
> On Jan 20, 2008 10:58 PM, Chris Maxcy <maxcy@google.com> wrote:  
>> Hey DK.  
>>  
>> I thought we weren't allowing co's to use UGC as reference material?  
>> Are there any guidelines on this for partners?  
>>  
>> -snip-  
>>  
>> CMS: UGC as Reference Material  
>> Partners can now claim UGC videos in descriptive search and use them  
>> for inputs to Video ID.  
>>  
>> -snip-  
>>  
>> Thx,  
>>  
>> C  
>>  
>> ----- Forwarded message -----  
>> From: HeeJung Lee <heejunglee@youtube.com>  
>> Date: Jan 18, 2008 2:39 PM  
>> Subject: [Ytstaff] V26 Features Pre-Announcement  
>> To: [REDACTED]

>>  
>>  
>> Hi All,  
>>  
>>  
>>  
>> A week prior to a Vxx launch, we will be sending you a list of  
>> features targeting to release with that push. This is a tentative  
>> list - the feature list can change during the last week leading up to  
>> the push, based on feature readiness.  
>> Below is the feature list for V26, with a launch date of 1/23. This  
>> list has been pulled from the launch calendar. A final list of  
>> features launched will be emailed out to [REDACTED] as usual, just after the  
>> push is complete.  
>>  
>> V26 Feature Pre-Announcement  
>>  
>> Updated: 1/18/2008 11:00am  
>> CMS: Expose "Track," "Monitize" and territory data to users (Major Launch)  
>> Expose "Track," "Monitize" and territory data to users  
>>  
>> Monetization: Launch YPP in UK (Major Launch)  
>> On Jan 23, we are soft launching the YouTube Partner Program in the UK  
>> at <http://uk.youtube.com/partners>. This will allow UK residents to  
>> become partners and earn a revenue share on advertising shown next to  
>> their videos. We will announce the YPP UK expansion on the YouTube  
>> blog on Jan 31.  
>>  
>> CMS: UGC as Reference Material  
>> Partners can now claim UGC videos in descriptive search and use them  
>> for inputs to Video ID.  
>>  
>> CMS: Policy framework improvements  
>> Goal is to drive monetization instead of blocking on the platform.  
>> Some partners will require more complex factors to make that decision,  
>> such as percentage of upload matched, or length of file.  
>>  
>> CMS: VideoID Partner Launch Automation for Scaling  
>> New partners enabled for VideoID will have videos automatically  
>> fingerprinted and processed.  
>>  
>> CMS: Video Badging  
>> Partner Badging on Watch Page of claimed UGC videos.  
>>  
>> CMS: UGC Claimed as Premium  
>> UGC videos can now be claimed as premium/licenses content and reported as  
>> such.  
>>  
>> Discovery: Channel Search  
>> Search channels on YouTube  
>>  
>> Identity: Personalized Home Page - Phase 2  
>> January 23rd's Phase 2 release of the personalized homepage will add  
>> some new modules to the personalized homepage, and will remember which  
>> modules the user has expanded. This release will remain internal-only  
>> (whitelisted & IP restricted).  
>>  
>> Identity: Show User's Recent Comments

- >> On Jan 23rd, we will make a new module available for users to include
- >> on their channels: their recent comments. Like "Recent Ratings," this
- >> module will show the most recent video comments a user has written (as
- >> well as a link to the commented video).
- >>
- >> Mobile: YouTube Mobile Full Catalog
- >> On Jan 23rd, we are going to announce the availability of YouTube on
- >> Mobile. This is the first launch for YouTube where we are making the
- >> entire catalog available across a wide variety of devices. It includes
- >> a new version of our mobile website, and a J2ME based application that
- >> runs on phones. We will also enable the various community features on
- >> mobile like My Videos/Favorites, Rating, Comments, Sharing, etc.
- >>
- >> Monetization: Click To Buy
- >> Post V26, we will be taking a small step in the larger version of
- >> allowing YouTube users to purchase items from the site. Beginning 1-2
- >> weeks after the push, we will allow users to purchase mp3s and CDs
- >> from iTunes and Amazon. These buy links will be listed alongside our
- >> premium content from Warner Music Group, Universal Music Group, EMI,
- >> and Sony BMG. In later launches, we will expand the program by
- >> allowing users to upload products to their own videos for consumption
- >> by viewers of their videos.
- >>
- >> Monetization: InVideo EMEA (UK)
- >> Launch InVideo ads in EMEA (UK)
- >>
- >> Monetization: AFS text ads in YouTube search experiment
- >> We are running an experiment where Google AFS text ads will replace
- >> all the Doubleclick served ads on the YouTube search results page for
- >> up to 1% of requests. We will measure clickthrough rate and RPM in
- >> ascertaining whether this is an effective remnant solution. This will
- >> also mark the first technical accomplishment in preparation of
- >> launching Promote Your Video.
- >>
- >> Support: Korean Age Verification
- >> To support the launch in S. Korea, KAV needs to be implemented to
- >> protect minors under the age of 19 from viewing explicit contents.
- >>
- >> Support: Report Background Graphic Revamp
- >> Remove the text box from the "Report Background Graphic" option on the
- >> channel page. Users are misusing this text box for other reasons.
- >> Revamp will submit the report background image complaint as soon as it
- >> is clicked.
- >>
- >> Support: Flagger Confidence Score, Phase 2
- >> Create a rating system to measure effectiveness of flaggers. Phase 1 -
- >> implement the system to collect data on flagger's history. Phase 2 -
- >> Revise system based on analysis of data.
- >>
- >> Support: Copyright Infringement Notification Form
- >> Create a web form to simplify the process of submitting a copyright
- >> infringement notification. At the same time, validate all required
- >> legal information are provided by copyright owner; eliminating
- >> needless follow-up emails for incomplete information.
- >>
- >> Support: Contextual Help in My Account
- >> Creates small hover-style contextual help in My Account. Creates
- >> clarity and mini info/help for users. First step is to create CH for

- >> questions that receive the highest visits in the Help Center.
- >>
- >> Support: v26 Small Features
- >> Small features and enhancements to admin tools. - Review Queue Tier 2
- >> Email Notify, Controversy Score Display in Search Video, Display
- >> "Advertiser" label in Review Queue and Search Video.
- >>
- >> Support: Abuse Dashboard, Phase 1
- >> Create an dashboard for the Abuse team. A central front that contain
- >> existing investigative tools to help the team increase efficiency.
- >>
- >> Support: Log In As User Revamp
- >> Legal compliance to restrict the use of "Log in as User" to only
- >> partners or relevant business needs for non-SQUAD team members.
- >>
- >> Support: Porn Video Classifier, Phase 2
- >> Implement a video content classifier on video upload to detect
- >> pornographic content. Goal is to reduce SQUAD's workload in the queue.
- >> Phase 1 - Build the framework and integration, and collect training
- >> data. Phase 2 - run the classifier on upload for testing, and collect
- >> additional training data.
- >>
- >> Syndication: Full catalogue launch for syndication
- >> By Dec we will have the full YouTube catalogue transcoded to alternate
- >> formats meaning our mobile and syndication users will have all video
- >> available (currently ~40%); we're also launching the new RTSP
- >> streaming servers that will serve this content to mobile website.
- >>
- >> Syndication: AuthSub & Syndicated Uploader Beta
- >> Launch upload API support to whitelisted set of partners under NDA.
- >> The feature allows third party websites to let their users link their
- >> YT accounts to the sites, then upload videos directly from that site.
- >> The feature has changes in
- >>
- >>
- >>
- >> Ytstaff mailing list
- >> [REDACTED]
- >> <https://mailman.corp.google.com/mailman/listinfo/ytstaff>
- >>
- >>
- >>
- >>
- >> --
- >>
- >> \_\_\_\_\_
- >> Chris Maxcy
- >> YouTube.com
- >> [chris@youtube.com](mailto:chris@youtube.com)
- >> [REDACTED]
- >>
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- >

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