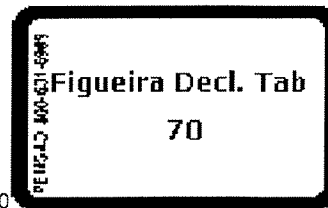


Redacted Pursuant to Protective Order  
at Request of Defendants



To: "Kelsey LeBeau" <kelsey@youtube.com>  
 From: "Yi-Ling Su" <yilingsu@google.com>  
 Cc: "Chris Maxcy" <maxcy@google.com>, "Christopher LaRosa" <clarosa@google.com>, "David G King" <dgking@google.com>  
 Bcc:  
 Received Date: 2008-02-29 10:37:12 GMT  
 Subject: Re: UMG to enable 100% Audio Claims

On Fri, Feb 29, 2008 at 2:19 PM, Kelsey LeBeau <kelsey@youtube.com> wrote:

> Yi-ling -  
 >  
 > Happy friday! A few quick items:  
 >  
 > 1) UMG wants to move forward with audio fingerprinting all of their  
 > content. potentially a big impact. They seemed to be most upset about  
 > videos with lots of unmonetized embedded views. but once we have the  
 > fingerprint, we can't restrict the videos we claims to low views, etc. We  
 > could see if the VideoID implementation eases some of their concerns (but it  
 > is doubtful). Here are some options:  
 > a) Block all videos that we don't have publishing  
 > b) Offer UMG the ad-inventory for the videos that we don't have  
 > publishing (we would have to run this by compliance) as a way to keep them  
 > live on YT (Block embeds)  
 > c) Other ideas?  
 >

-----  
 Actually it would be easier if we could switch it to track where we don't  
 have 100% publishing. Just because that is the current biz logic that we do  
 with their other tracks.

>  
 > Please let me know what we would need. Would UMG need to send us the  
 > tracks in the same format that we have been receiving w/ limited  
 > publishers? Would we be able to use the CSV file that I sent to you as a  
 > weekly update?

-----  
 Is it because it's a different group sending us the file that it can't be  
 the same format that we are already receiving from them?

2) I proposed that make their cleared audio available for audio swap and  
 > audio fingerprinting. Would we be able to pull audio files from the  
 > teleporter the way we pull the metadata? (we really need a better "Remixer"  
 > option!)

-----  
 This would be a new feature but I imagine that would be possible.

> 3) Do we have any updates on the Prince tracks and discrepancies that AM  
 > did not have data for. In a call with the claiming team at UMG earlier  
 > today, they mentioned that there are many examples of "Reference Files" that  
 > do not have any matching, but there are videos that have the tracks. (I am

DATE: 12.12.08  
 DEPONENT: King  
 EXHIBIT# 7  
 CASE: Viacom, et al., v. YouTube, et al., The Football  
 Association Premier League, et al., v. YouTube, et al.,  
 Case Nos. 07-CV-2203 and 07-CV-3582  
 A. Ignacio Howard, CLR, RPR, CSR No. 9830

Highly Confidential

GOO001-01998280

> still digging out of email, so if I missed this update, sorry!)

70-0002

>

-----  
Sorry, the last update was from Lou saying he was checking on something. I just sent him an email back asking about status.

yi-ling

> Thanks,

>

> Kelsey

>

>

>

> -

>

-----  
> Kelsey LeBeau

> YouTube, Strategic Partner Manager

> 901 Cherry Avenue

> San Bruno, CA 94066

[REDACTED]

> Fax (650) 887-2536

>

>

> This email may be confidential or privileged. If you received this  
> communication by mistake, please don't forward it to anyone else, please  
> erase all copies and attachments, and please let me know that it went to the  
> wrong person. Thanks.

---