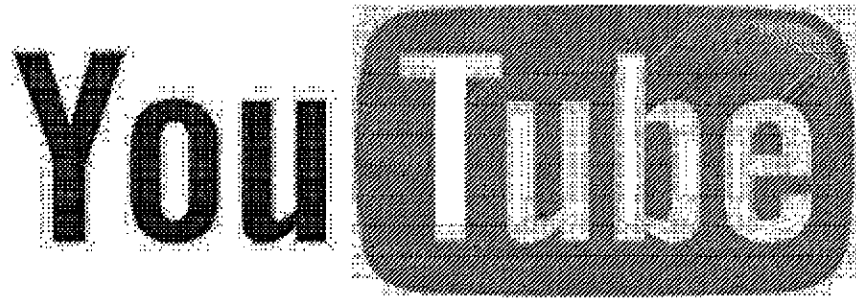


DATE: 10.3.07
DEPONENT: REIDER, S.
EXHIBIT# 3

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

Advertising
with



March 2007
97_Part 1

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Agenda

- YouTube Overview
- Audience & User Experience
- Advertising Opportunities



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97_Part 1-0002

What Is YouTube?

A consumer media company
for people to watch and
share original videos
through a Web experience



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G00001-00305117

Genesis

Problem No easy way to share home videos with friends

Solution Website that makes sharing & watching video fast, fun, and easy

Outcome A solution to a personal problem becomes universally useful

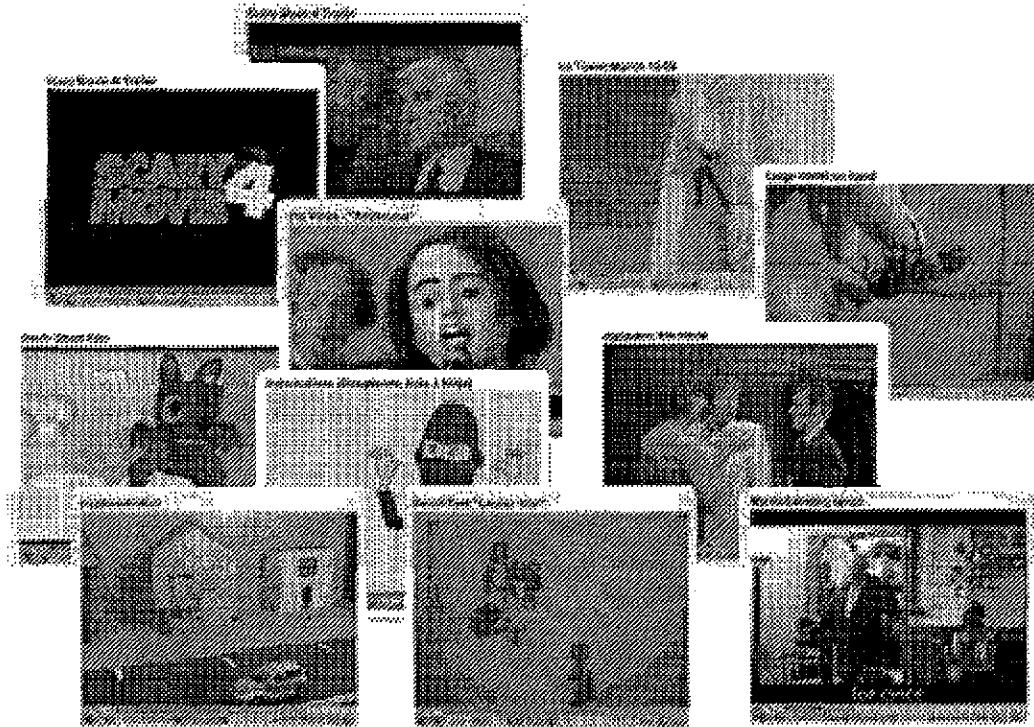
Entertaining short-form video experiences become a cultural phenomenon



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Birth Of A New Clip Culture



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G00001-00305119

Breakout Hits

Lazy Sunday (*SNL*)

- 5 million views in 1 month

Evolution of Dance

- 40.7 million views to date

Ronaldinho (*Nike*)

- 3 million views in first 3 months

- 6 million views (9 months)

Tea Party (*Smirnoff*)

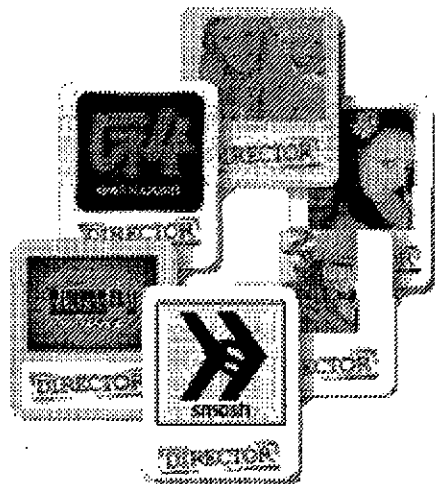
- 1.3 million views in six weeks



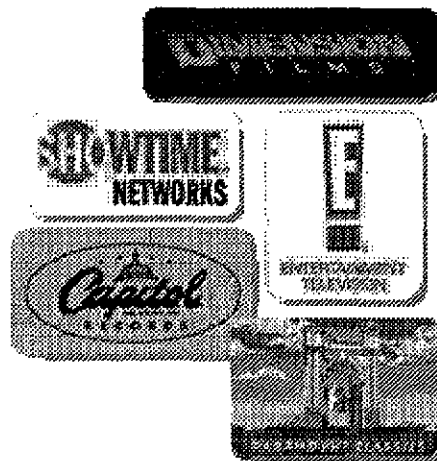
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Our Constituents



Users



Content Creators



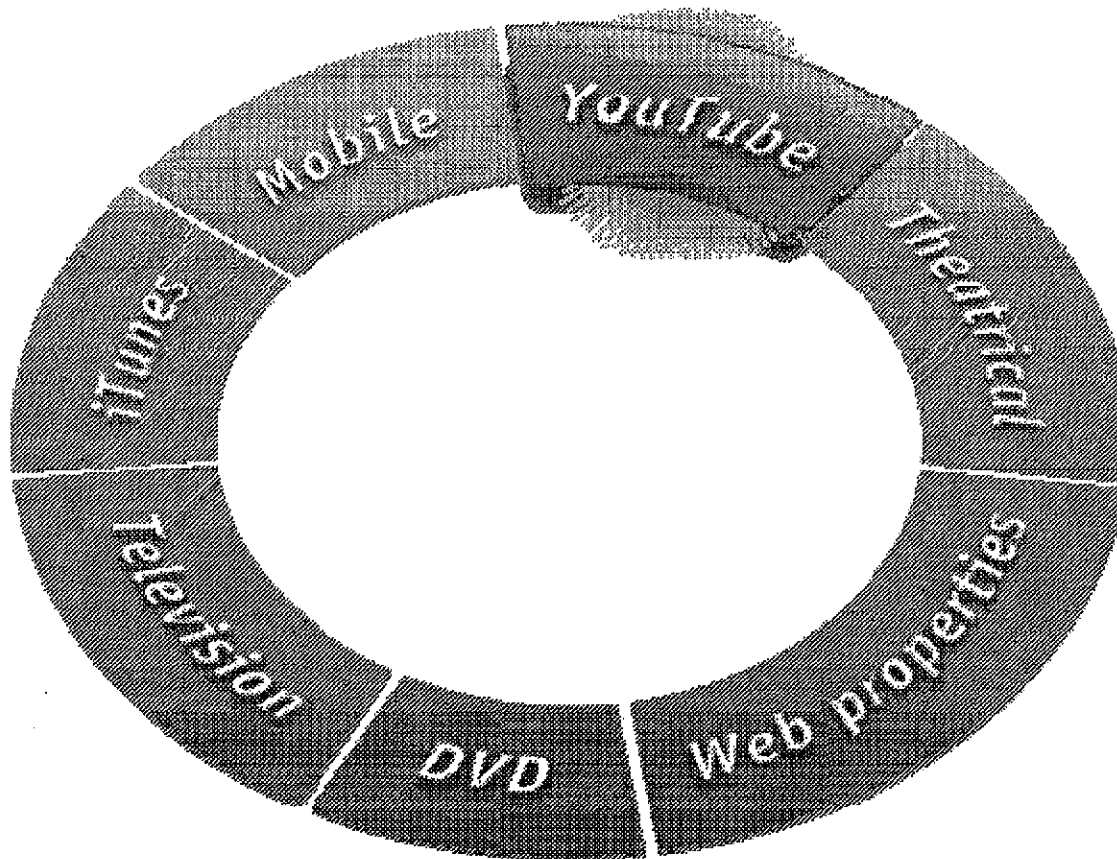
Advertisers



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A New Distribution Channel



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Our Vision

To create the next-generation
platform for delivering media
worldwide



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Audience & User Experience



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User Demographics (USA only)

February 2007

		UU (millions)	% UU	% Page Views	Reach %
Age	All	42	-	-	27%
	< 18	7.4	17%	25%	57%
	18 - 34	8.9	21%	33%	27%
	25 - 54	24.4	58%	56%	31%
	55 +	7.3	17%	5%	22%
Gender	Male	22.9	54%	68%	30%
	Female	19.2	46%	32%	24%
Income	>\$75k	19.6	47%		



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Users By The Numbers

Unique Users

- 42 million USA monthly unique users
- Ranked 9th among web destinations

Pageviews

- 2 billion monthly pageviews
- 27% Active Reach in the US

Engagement

- 41 minutes per user session
- 45 web pages per user



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Nielsen: February 2007

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Engaging Video Experience

- Easy-to-view video experience uses flash video and progressive downloads delivering quick seamless user experience
- Highest trafficked pages on YouTube
- Watch pages feature robust community functionality allowing users to interact with other users and discover new content
- Watch pages categorized by content category allowing contextual targeting and marketer content road blocks



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Thriving Community

- Channel metaphor delivers deep persistent connections through subscription and favorites functionality
- Subscriptions provide users a way to stay connected to their favorite producers – users are notified each time a subscribed channel is updated with new content
- Video Log furthers communication with other users
- Channel pages highlight connections through “Favorites”, “Subscribers”, “Channels I’m Watching” and “Connect” functionality



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Safe Contextual Environment

YouTube Dynamics

{ Social, not social network
Users browse content, not people

YouTube Policy

{ No copyrighted or inappropriate content
Content removed & users banned for violations

Community Policing

{ Users flag inappropriate videos
Flagged videos are segregated until reviewed
**Videos over 50K views that have not been
flagged are 99% likely to be clean content**

Staff Review

{ All flagged videos are reviewed within hours
YouTube maintains video database control



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Content Policy

The following content guidelines are outlined under YouTube Terms of Service:

- No content that is sexual in nature
 - No nudity
 - No violence
 - No racial, religious or otherwise abusive language or behavior
 - No illegal activities
- YouTube users flag any content they think is objectionable
 - Additionally, YouTube's internal team reviews content across the site against these parameters
 - Any content found to violate these terms is removed from the system and the user receives a strike (three strikes and they are removed from the system)



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Ad Opportunities



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G00001-00305132

Advertising Opportunity Overview

Site Targeting

Homepage Video
Search Results (Keywords available)
User Channel Pages
Category, Community, Channel Sections

Audience Targeting

Age, Gender & Geo Targeting
DART/GAM targeted capabilities

Content Targeting

Premium Licensed Content

Custom

Brand Channels
Custom Contests
Participatory Video Ads and Director Videos



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Targeting Availability

- **DART**
 - **Time of day / Day of Week** targeting (day-parting and date-parting)
 - **Geo-Targeting** (DMA, Country, State, City, International Area Code, Postal/Zip)
 - **Computer System** (Operating System, Web Browser)
 - **Internet Related** (Domain Type, Domain Name, Internet Service Providers, Online Service Providers)
 - **Bandwidth Targeting**
 - **Page and Category Targeting** – Specific site pages and content categories
 - **Keywords Targeting** – words / tags (no proper names)
- **Demo and Registration Targeting**
 - **68% of YouTube users are registered!**



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