

To: "Jennifer Feikin" <jfeikin@google.com>
 From: "David Eun" <deun@google.com>
 Cc: "Peter Chane" <peterch@google.com>
 Bcc:
 Received Date: 2006-05-04 19:20:40 CST
 Subject: Re: deck draft

Part 1
Figueira Decl. Tab
78_Part 1

Here you go, Jennifer.

On 5/4/06, Jennifer Feikin <jfeikin@google.com> wrote:

>
 > peter, i can't pull this up from VPN. i'm going to the airport right
 > now...any way you can send as a powerpoint??? like, now?

> On 5/4/06, Peter Chane <peterch@google.com> wrote:

>>
 >>
 >> http://www.corp.google.com/~peterch/Video_Rod_EricS.ppt<http://www.corp.google.com/%7Epeterch/Video_Rod_EricS.ppt>

>>
 >> P.
 >>
 >> --
 >> Peter Chane
 >> peterch@google.com
 >> Group Business Product Manager
 >> Google Video | <http://video.google.com>
 >>
 >
 >

--
 David Eun
 NY: 212-589-8070
 MV: 650-253-1993

Attachments:

Video_Rod_EricS.ppt

Redacted Pursuant to
 Protective Order at
 Request of Defendants

DATE: 2-12-09 EXHIBIT# 10
 DEPONENT: Kordestani
 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, CSR, RPR, CCRR, CLR, No. 9830

Google Video

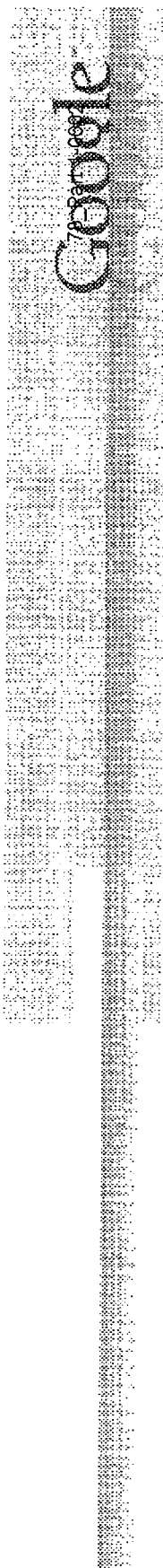
Presented by:
Peter Chane

Not yet approved by:
Susan Wojcicki

Contributors:

Peter Chane, Nikhil Bhatla, Jeremy Doig, Rod Chavez, Grace Webber, Jennifer Feikin,
David Eun, Glenn Otis Brown, Hunter Walk, Cliff Samaniego, Bhanu Narasimham

5/11/06



Google

Topics discussed at this GPS

- ◆ Discuss competitive position vs YouTube and MySpace Video
- ◆ Discuss our plan to increase our growth to match and surpass competitors
- ◆ Discuss our long term plan to win in video

Specific asks

- ◆ Approve a policy change
- ◆ Increase engineering staffing in key areas

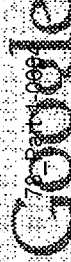
Google

Todo: Normalize revenue --
assume 30% profit margin

Leading video services today

	Launch date	Daily uploads	Index size (as of 5/2/06)	Daily playbacks	Revenue
iTunes	10/2005 (video)	Zero	<1k	100k/day (video sales)	\$1.5M/wk video sales + \$1.7B iPod revenue (q1'06)
Google Video	9/2005 (flash playback)	5,000	810,000	11M	About \$0
Myspace Video	1/2006 (video)	30,000	2,020,982	Est 30-40M	Untargeted banner ads
YouTube	2/2005	23,000	3,291,001	Est 30-40M	\$4k-8k/day (AdSense in Jan + est. YPN/Adbrife)

New competitor just launched on 4/25: Brightcove -- focusing on video production tools and content syndication network; 1k publishers signed up as of 5.1.06; syndication deal with AOL



Mark items at risk w/o more staffing

Q2 OKRs and supporting releases

Q2 OKR:
20k uploads a day instantly live

Q2 OKR:
Ship custom home page, ratings, tags

Q2 OKR:
5M playbacks from embedded video player

Q2 OKR:
30M daily playbacks

- Q2 releases:
- HTML upload
 - Instant Live
 - Launch upload and playback in UK, FR, DE, ES, NL, and IT, AU, Canada
 - Put Upload link on every page

- Q2 releases:
- New home page with custom sections
 - Open ratings (no login required)
 - Open tagging (no login required)
 - Open comments (no login required)

- Q2 releases:
- One-click posting of video to Blogger and leading blog sites; looking into MySpace hack
 - Allow any site to include a Google content "bundle" on their site (e.g. top 10, Google Picks, top videos in a genre)

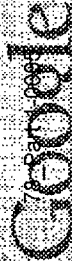
- Q2 releases:
- HTML upload + Instant Live
 - Increase usage of Send-to-a-friend link
 - Launch upload and playback in UK, FR, DE, ES, NL, and IT, AU, Canada

Other things we're doing in q2:

- Improved Ops tools
- The Breakup movie promo
- Adding DTO content from Viacom (MTV, Nickelodeon includes South Park)
- NBA Finals content promotion (in progress now)
- How to post video to MySpace instructions page

- Sponsored Videos ads test (make some paid content free with ads)
- Top 100 page
- RSS feeds
- Alerts
- Mac Player

Onebox 1% test



New home page (Q2 deliverable)

Consistent cross-site navigation

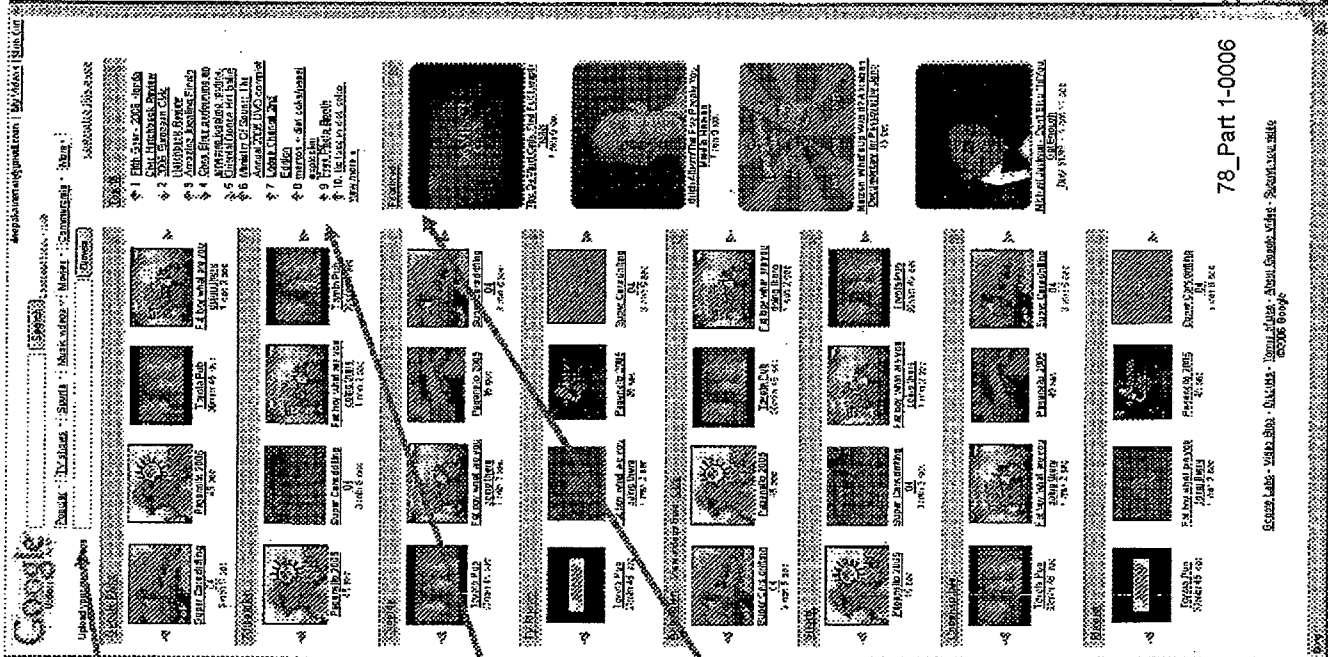
Customizable content sections (moveable like iGoogle)

Top 10 overall

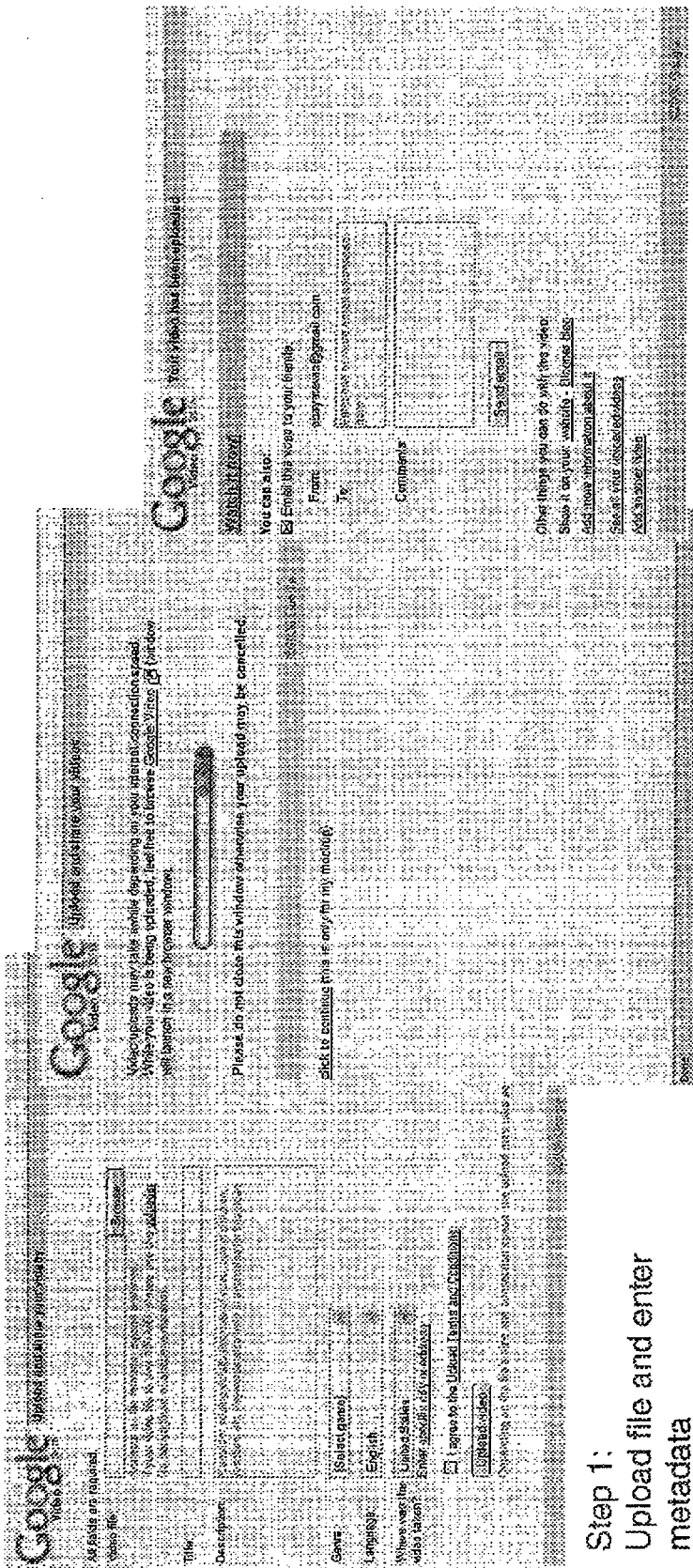
Featured content rotates in this area

"Upload your video" link prominent on every page

Next version: personalization and integration with iGoogle



HTML upload + Instant Live (Q2 deliverable)

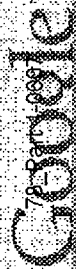


Step 1:
Upload file and enter
metadata

Step 2:
Wait for upload and transcoding
(10 meg file over 96kbps upstream
DSL will take 14 mins to upload)

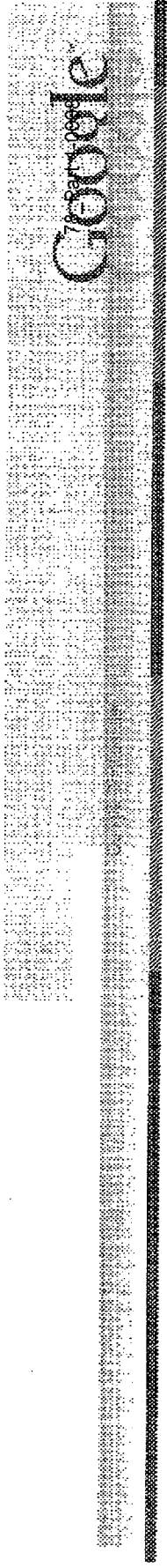
Step 3:
Watch now and share with
friends
(Video should be live about
1 min after upload finishes)*

* Larger files and some codecs will take longer, we're testing



Google Video integration with blogging sites (Q2 deliverable)

Mockup will be
inserted by GPS



Google

Q3 (not yet prioritized)

Q4

End user features

- Personalized home page
- Better browse and new category pages
 - Programs for Music videos, ads, video games, movie trailers
- Web content (rss and web crawl)
- Google.com integration
- User created sharable playlists
- Better search quality
- Zeitgeist

- My Videos - what I watched/emailed/rated/commented/recommendations
- Send this page on video search results
- Send to GV from a cell phone
 - Music videos, ads, video games, movie trailers
- Orkut/Lighthouse integration; video as a service
- Other top lists

Monetization

- Release of v1 ads on Google Video

- Monetize more types of content; Ads quality improvements

Distribution

- Custom player
- Adsense FE integration
- Blacklist, whitelist
- 50 more languages
- Expand Google.com onebox coverage

- Custom pages for content providers
- Finish off the 100 languages



Google Video as a platform to Orkut and Lighthouse

- Jeremy's layer cake slide goes here

Google

Why Youtube is growing

- ◆ **Effortless upload**
 - Web based upload
 - Instant live (almost)
- ◆ **Simple view experience**
 - Fast playback
- ◆ **Easy to discover new videos** **Close to parity in Q3**
(see next slide for drilldown)
- ◆ **Quick and easy to share content** **Parity in Q3**
 - Share this video in the player & end of video
 - Many tell-a-friend links
 - Youtube Address Book
 - Embedded player to put videos other sites
- ◆ **Liberal copyright policy** **Youtube better for users**
(see slides 6-9 for our proposal)
 - 10 min, 100 meg limit on uploads from anyone
 - No proactive screening; reactive DMCA only

Google Video

Parity in Q2

Parity now

Youtube better for users
(see slides 6-9 for our proposal)

** Schedule estimates assume no new engineers are assigned to the project*



Discovering new videos parity analysis

Youtube

Videos tab

- Most viewed
- Top rated
- Most discussed
- Top favorites
- Recently featured
- Most recent
- Random

Categories tab

Groups tab

Members tab

Google Video

Home page

- Top 100
- Planned for Q3
- Planned for Q3
- Planned for Q3
- Planned for Q3
- Planned for Q3
- Maybe for Q3
- Random page (on site now)

Planned for Q3

Not in current Q3 plan

Planned for Q3 via integration with
Google people profile pages*

* Focus/Orkut project dependency; integration work
not yet started/mockred up

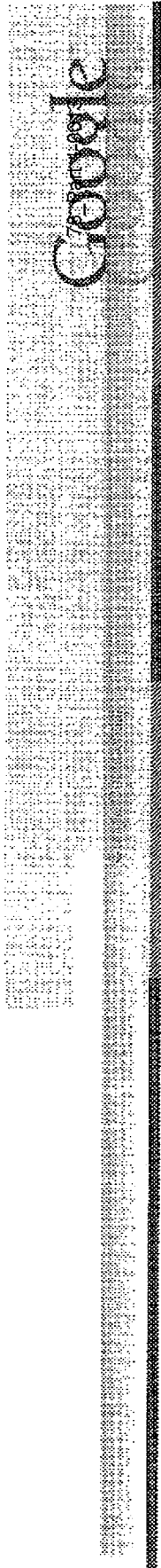


Why Myspace Video is growing

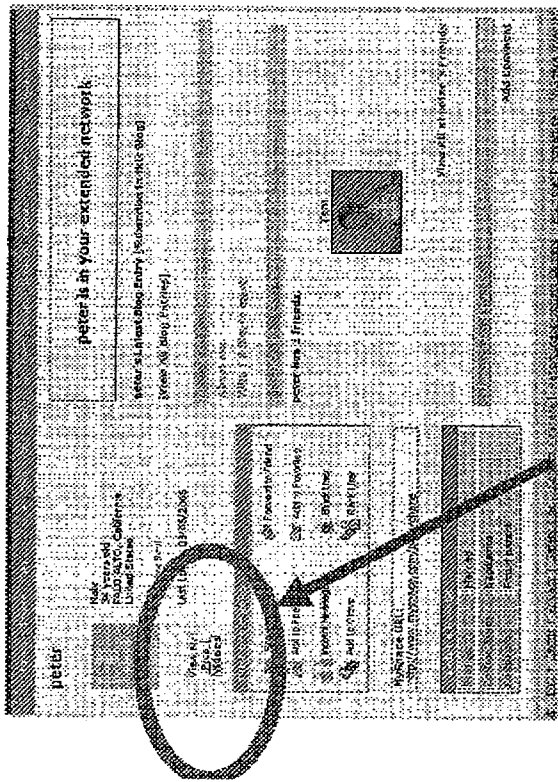
Google Video

- ◆ Access to MySpace user base MySpace better
 - 68M total users, 48M unique per month
- ◆ Effortless upload Parity in Q2
 - HTML upload
 - Instant Live (almost)
- ◆ Simple view experience Parity Now
 - Fast playback
- ◆ Easy to browse and discover videos Close to parity in Q3*
(see next slide)
 - My Favorite Videos page is public
 - Videos can be embedded on my public profile
- ◆ Video makes your MySpace profile page more interesting MySpace better*
(see next slide)
- ◆ Liberal copyright policy MySpace better for users
(see slides 6-9 for our proposal)
 - User identity expressed through video
 - Seems to be the same as Youtube

* Orkut integration dependency

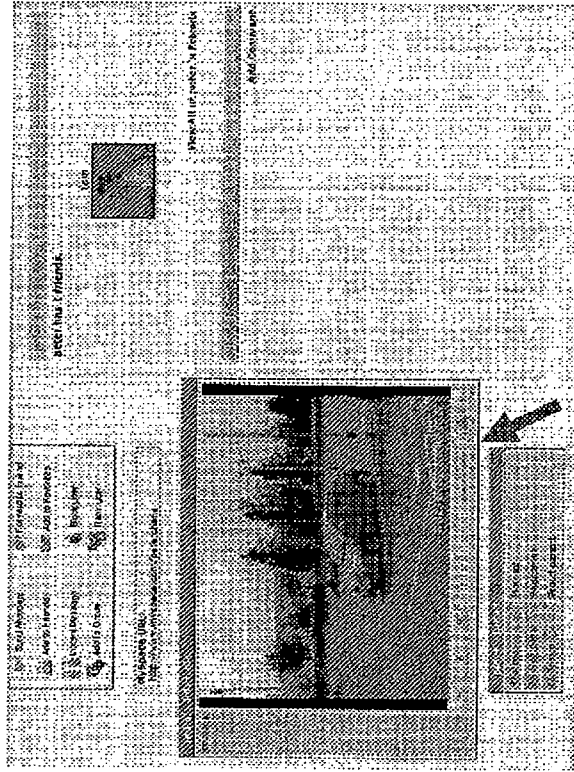


Video everywhere on MySpace

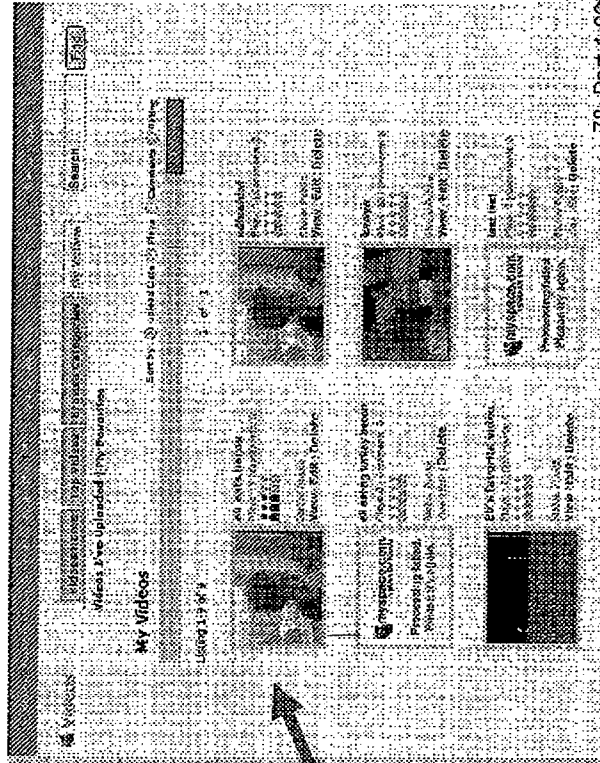


View the videos I've uploaded

My Videos + Browse other videos

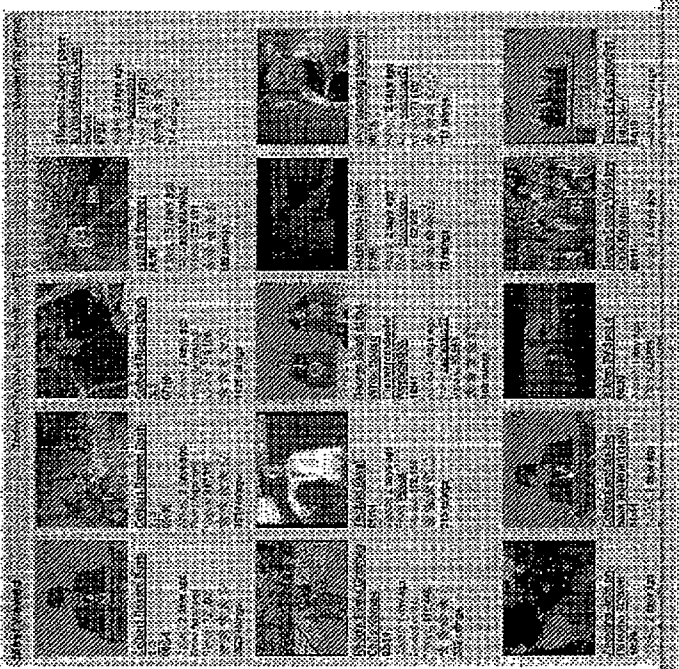


Video embedded on profile page



Copyright policy parity analysis: Youtube

- 10 min, 100meg upload limit for users
- Director program for longer works
- Partial works accepted
 - CSPAN, Family Guy, John Stewart, NBA clips, music videos posted on the site
- YouTube gets content when it's hot (Lazy Sunday, Stephen Colbert, Lakers wins at the buzzer)
- Takes us too long to acquire content directly from the rights holder (e.g. our talks with CSpan about Colbert speech)
- 500k playbacks before CSpan takedown on YouTube
- Google Video Lakers-Suns Game 4:
 - 555,016 playbacks
 - 124 sales
 - Users want the clip!



Top Video Playbacks (save as CSV)	Daily Total
NBA Playoffs 2006: Lakers-Suns Game 4 - Apr 30, 2006	555,016 (4.75%)
Lady Punch	147,415 (1.26%)
Hasta el cuerpo aguantando Canal + 1993 - La ruta destroy (del basket) Valencia	121,618 (1.06%)
9/11 Loose Change 2nd Edition with extra footage	120,330 (1.03%)
Mario - Live	111,874 (0.96%)
The Da Vinci Code - Meet Sir Leigh Teabing	89,796 (0.77%)
Loose Change 2nd Edition	78,764 (0.67%)
Amazing Juggling Finale	78,764 (0.67%)
78,764 (0.67%)	

Attorney-client privileged

Market feedback

- News Corp (Chernin)
 - “Exciting as it shows the potential pent up demand...we did a survey and more than 80 percent of video on [Youtube] is copyrighted content.”
- CSpan on Colbert video
 - Evaluating infringements on a case by case basis
- Sony TV and movie division
 - All types of promotion benefits their business...
 - Take legal action over full works and clear piracy
 - Legal team can't keep up with volume of issues online today
- NBA
 - Split opinion between promotional value and recognition of need to provide content to users in a more controlled fashion

Attorney-client privileged

Google

Ask: Approve proposed policy change

Today

- Zero tolerance on copyright, porn, violence, hate
- Enforced with proactive screening before the video goes live
- Instant Live: We review after the video goes live not before
- Reject mixed use if more than 50% is recognizable copyright

Proposed change

- Keep rejecting full works
- Keep rejecting all porn, violence, hate
- **Accept partial works up to 10 mins long**
- Takedown
 - * Per DMCA request
- Protective measures
 - * Provide our DMCA Tool to rights holders who ask for it
 - * Fingerprint videos so videos taken down once don't show up again

Tool already built

Work started (2-3 week work item for Kirkland team)

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Google

Risks and responses with the proposal

Risks

1. Downloads feature (on by default) allows for content redistribution
2. Issues with enabling anyone to monetize video uploads
3. Legit (for sale or with ads) and not legit (free) content in the same index
4. Onebox could show copyrighted content
5. Alienate premium partners (risk comprehensiveness over the long run)
6. We become a Youtube clone

Responses

1. Make downloads opt-in for all uploaders (200K downloads/day vs. 11M streams)
2. Require proof of ownership before we allow any uploader to monetize
 - * Offer ads to premium and ISO team content first
3. Partners can use DMCA Tool to monitor index
4. Not sure if this is a big concern; we could have Onebox show only partner content using whitelist
5. Premium partners will place their content in front of the widest audience
6. We don't want to be the #2 video site either

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Google

Eng staffing

Mountain View (Jeremy Doig)

"Backend team"

Total FT engineers: 16

Part time: 3

Intern: 1

New adds since 1/1/06:

- billy biggs
- ron vered
- ozgur sahin
- nico catania
- meng guo (just joined)

On average engineers are spending 20% of their time running the site day-to-day and not building new features

Kirkland (Rod Chavez)

"Front end team"

Total FT engineers: 7

Part time: 0

Intern: 1

New adds since 1/1/06:

- Video Player team moved to work on video front end:
 - * Andrew Gove
 - * Edward Cukierman
 - * Mike Yu
- Started working on video full time in Q2:
 - * Brunson Moody
 - * Katya Mineeva
 - * Nick Lee
- Nolan Clark joined team in Q2

Youtube estimate: 30 people, 25 engineers



Staffing ask

Mountain View (Jeremy Doig)

- "Backend team"
- 1 for video API
- " video as a platform for other apps
- 1 for contentdb
- " scalable back-end (no more mysql)
- Production Engineer
- Reduce eng time dealing with day to day issues
- SRE
- Currently set for 3/07
- Run the site

Kirkland (Rod Chavez)

- "Front end team"
- 2-3 Java/GXP front end engineers
- " For Youtube parity; meet Q2 deliverables
- 1-2 more Java/GXP front end engineers
 - To surpass Youtube in Q3
- Use AdSense for Video team for Google Video ads work
- " 4 engineers

Mountain View (Peter Chane)

- 1 content programmer to select and feature content per category
- Work on content verticals, partner pages

