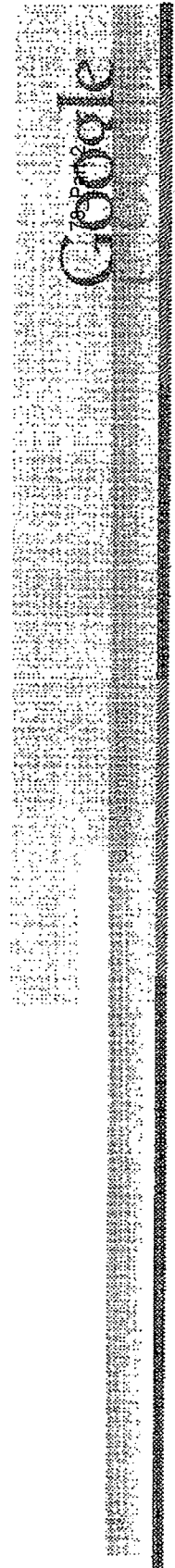


Figueira Decl. Tab
78_Part 2

Redacted Pursuant to
Protective Order at
Request of Defendants

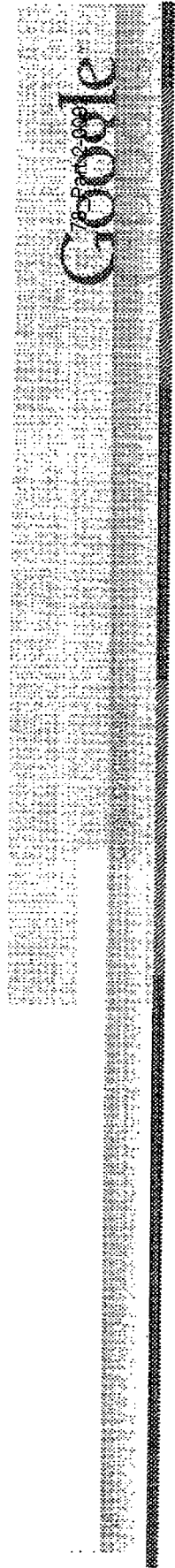
Machines & datacenters

- Today:
 - [redacted] TB in [redacted] datacenters
- 2006 ask:
 - [redacted] PB of GFS quota by end of 2006, distributed over at least [redacted] datacenters.
 - [redacted] machines (diskfull machines) across [redacted] datacenters
 - Make sure we have a good int'l playback user experience
- Google Video (store and uploads)
 - Est for end of 2006 is 2.5M source files
 - (2.5M files) * (10MB avg size) * (5 formats) * (3 shard copies) * (3 R=3 GFS) = 1.125 PB Borg tax will push this to at least [redacted] PB.
- Orkut & Lighthouse
 - Est for end of 2006 is ~10M source files (6M Orkut, 3M Lighthouse)
 - (10M files) * (10MB avg size) * (2 formats) * (3 shard copies) * (3 R=3 GFS) = 1.8 PB
 - Borg tax will push this to at least [redacted] PB.



Content acquisition strategy

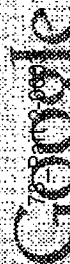
- David/Jennifer insert slides here



How we win in video

Key projects	Current schedule

- Build a comprehensive video index
 - Accept video from anyone in any format from anywhere
 - Index video that's already online and video that we host
 - Bring analog video online through digitization
 - Google product integration
- Build the best consumer experience for consuming video
 - Video.google.com destination site
 - Help users connect with interesting and relevant content
 - Search, browse, instant playback, personalized channels, My Videos
 - Tagging, ratings, reviews, comments, recommendations help users find useful content
- Distribute video to the largest possible audience
 - Expose video to google.com traffic through onebox
 - Every AdSense site should have Google Video on it
 - Provide worldwide distribution for video through localized video.google.com properties
- Build the ability to monetize every video
 - Monetization will pull more video online
 - Monetize any type of content (user generated content through premium content; fiction and non fiction)



Appendix starts here

Google

Asset Management

- Goal: To provide DSO advertisers distribution across the Google network
- Milestones:
 - DSO trained on Google Video on 4/7/06.
 - Actively pitching clients today.
 - Should start to see increase in amount of uploads soon.
- Current clients who have uploaded:
 - Orbitz, Ditech, American Express, Symantec, National Semi-Conductor, Saturn, Honda, ABC, Adidas, Saturn, Ford, Lactaid, Sony TV, IBM, Volkswagen
- Future clients:
 - Match.com, OfficeMax, Chrysler, Ralph Lauren, Walmart, Pontiac



Google

Ops video review stats

- Video Review Stats for week ending 5/3
- Total number of videos reviewed: 29,260 (32,206 previous week)
- - 88.2% APPROVED: 26,163 videos (91.1%)
- - 11.8% DISAPPROVED: 3,097 videos (8.9%)

• Video Disapprovals:

	Last wk	This wk	reason	Last wk	This wk
	2097	2199	TV	72.80%	71.0%
	436	523	Music Video	15.10%	16.9%
	181	233	Film	6.30%	7.50%
	95	85	Porn/Nudity	3.30%	2.70%
	31	37	Bad Quality	1.20%	1.20%
	9	4	Obscenity	0.30%	0.13%
	24	11	Violence	0.83%	0.40%
	6	4	Drug Use	0.20%	0.13%
	0	1	Illegal Content	0%	0.03%

Google

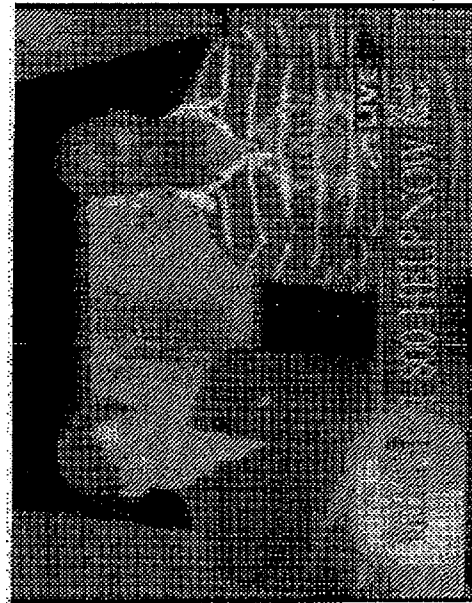
Upload experiment: Copyright, partial work

Google Video today Google Video 5/15 MySpace Video YouTube iTunes

Time to live 2 min 1 min n/a

Plays in one week n/a

Disapproval reason None None n/a



7mb, 1:30 sec, wmv file

MSNBC logo on screen

Recognizable talent

Google

Upload experiment: Porn

Google Video today Google Video 5/15 MySpace Video YouTube iTunes

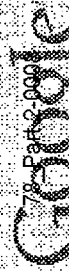
Time to live Video never went live 1 min n/a

Plays in one week n/a 205 plays in 5 minutes n/a

Disapproval reason They seem to be screening for porn At 6 minutes; porn violation: 2 strikes and account disabled n/a

1mb, 45 sec video, Divx file

Obvious from the video that it's porn



Upload experiment: User generated content

Google Video today Google Video 5/15 MySpace Video YouTube iTunes

Time to live 6 min 3 min n/a

Plays in one week n/a n/a

Disapproval reason n/a



15mb, 1:00 sec, h.264 file

Eli Chane eating turkey bacon

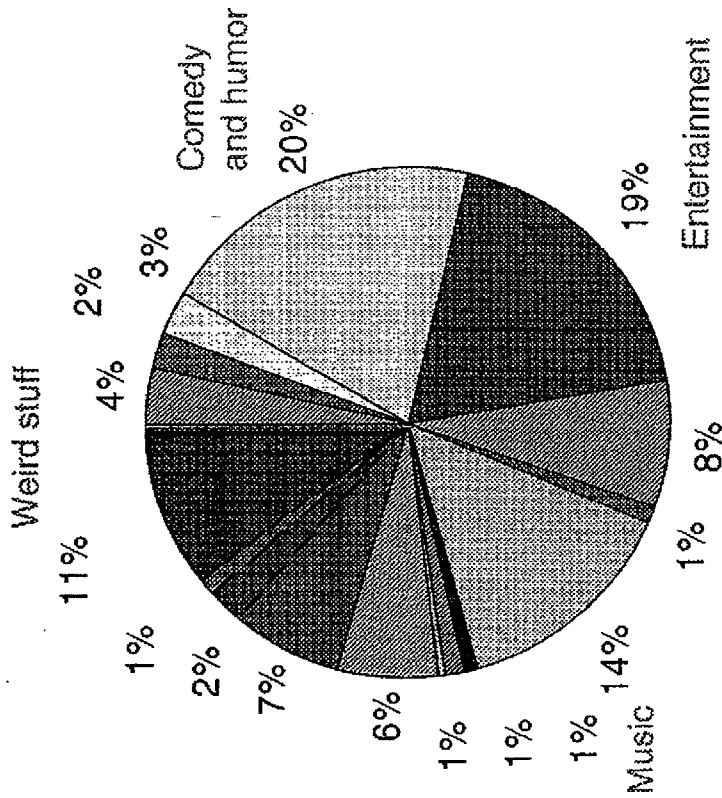
Google

Copyright infringement, full work

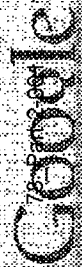
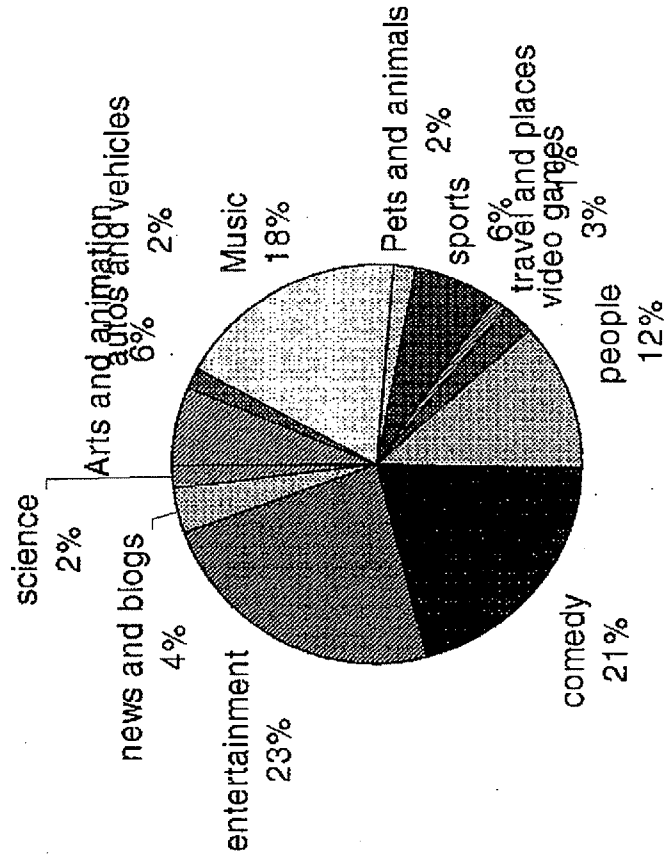
Google

Youtube and Myspace videos by genre

Myspace Video 5.1.06




Youtube



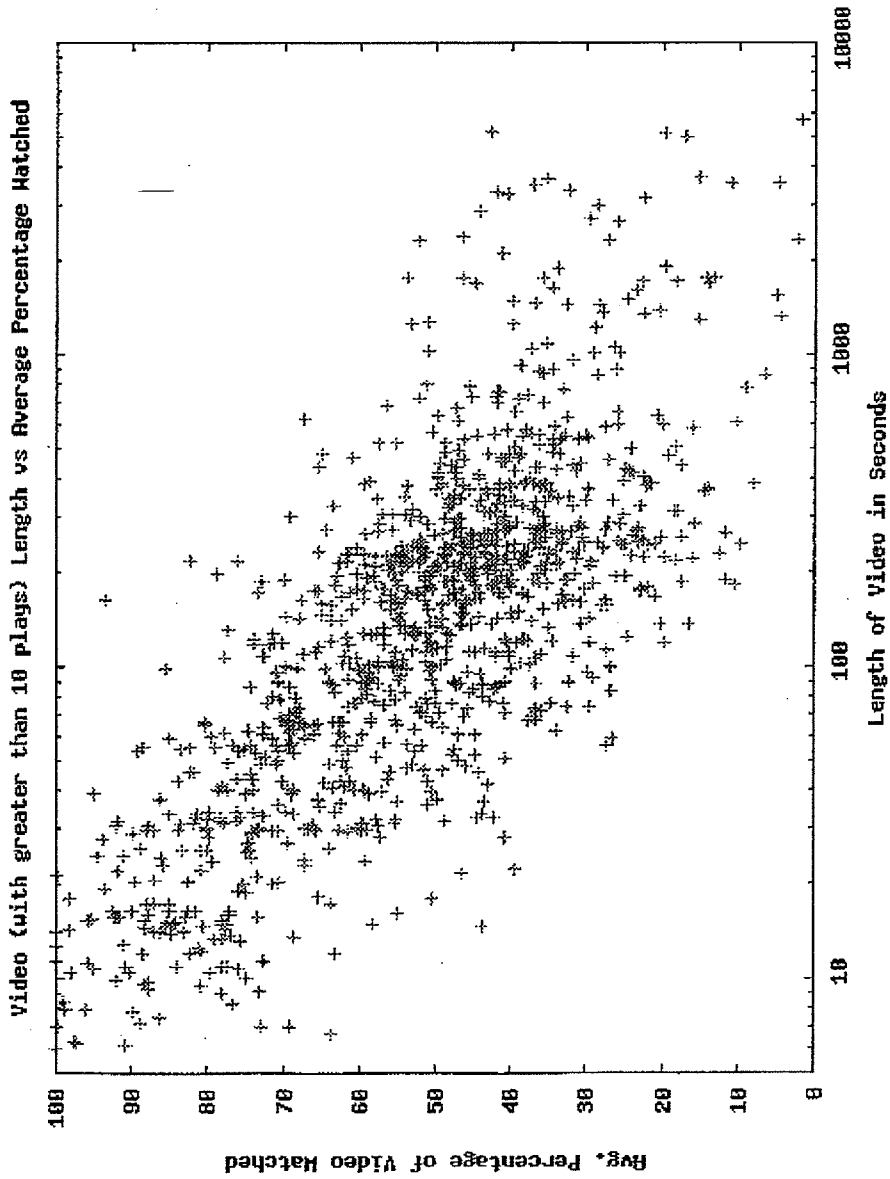
Youtube Director program

- Logo co-branding, company URL, and company description on all of your video pages
- Ability to upload videos longer than 10 minutes
- Customizable name & value fields for each of your videos (ex: "Price: \$4.25" or "Show Time: 9 pm PST")
- Ability to attach a per-video URL to each of your videos



Google

Viewing habits on Google Video



Possible implications of this data:

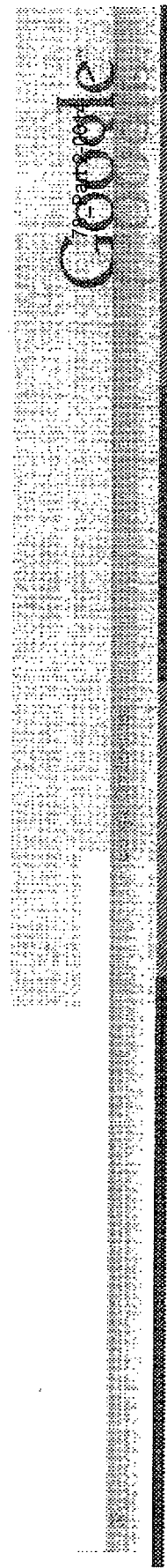
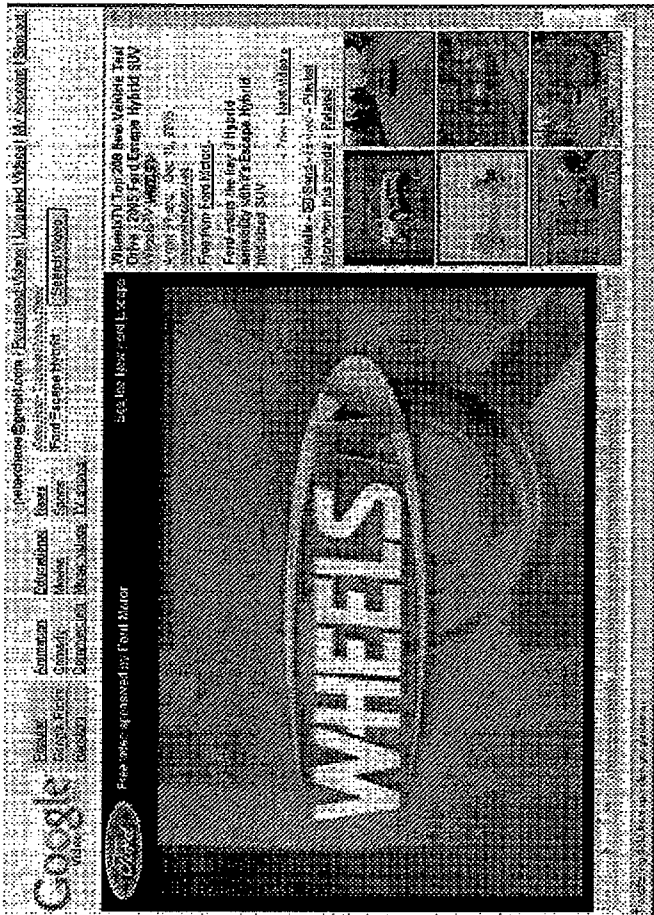
- Don't do postroll ads
- Most premium content (TV/movies) isn't well suited to online viewing
- Focus on short form content

Google

Ads tests

Test 1: Sponsored Video

- Make paid content free with ads
- Ad unit includes post roll video
- One advertiser per content provider



Eric report card

INTERNATIONAL IN 60 DAYS; NOTHING SHORT OF 100+ LANGUAGES C Launching 6 languages in Q2 on 8 new domains

DEVELOP GLOBAL PRODUCTS OUTSIDE OF MV B Local teams will customize

USE AJAX AS A CLIENT STRATEGY B Google Video Player a win/mac app; looking at how we can use Flash for our online and offline player

MUST DO WINDOWS AND MAC A Upload and playback clients available for Win and Mac

USE THE COMMON INSTALLER F Not using this for our upload clients or our video player; using this is low priority vs. our OKRs.

LAUNCH EARLY AND OFTEN A Project has a history of experimentation

SOLVE AN OLD PROBLEM IN A BETTER, NEW WAY B Free hosting and streaming, anyone can sell

SYSTEMS AND SERVICES B GAIA, Mustang, Borg, Bigtable, GFS - ok
Separate index, video not a service to others apps - not ok

KEEP THE PDB UP TO DATE B Staffing up to date, schedule and status not up to date

Google

Mountain View Eng team (Jeremy Doig is lead)

fun - drm, i18n, videoshare
bbiggs - videoshare, contentDB, instant live
marwood - core API, rss crawl
chandler - quality, eval, mustang, librarian
slacy - streaming, replication, transcoding
lzheng - streaming, replication, onebox, stt signal test
menglu - streaming
faust - filter architecture in normalizer pipeline, ocr, contentDB
thien - transcoding pipeline migration to normalizer, transcoding improvements (file formats)
byi (mobile) - encoding quality improvement (pipeline mods), avc improvement, quality signal
tvv - web crawl, stats db, log analysis for signal extraction
kih - machine requests/mdb, subtitle/captioning support
ozgur - front-end features
neilfred - signal extraction (user access patterns), serverside playlists, scoring
jjoslin (pso) - partner front-end
niko - upload server
ronvered - webOffTrust implementation, contentDB migration
jyagnik (research) - signals (correlation with imagesearch)
ah (intern) - drm partnership if it happens

Google

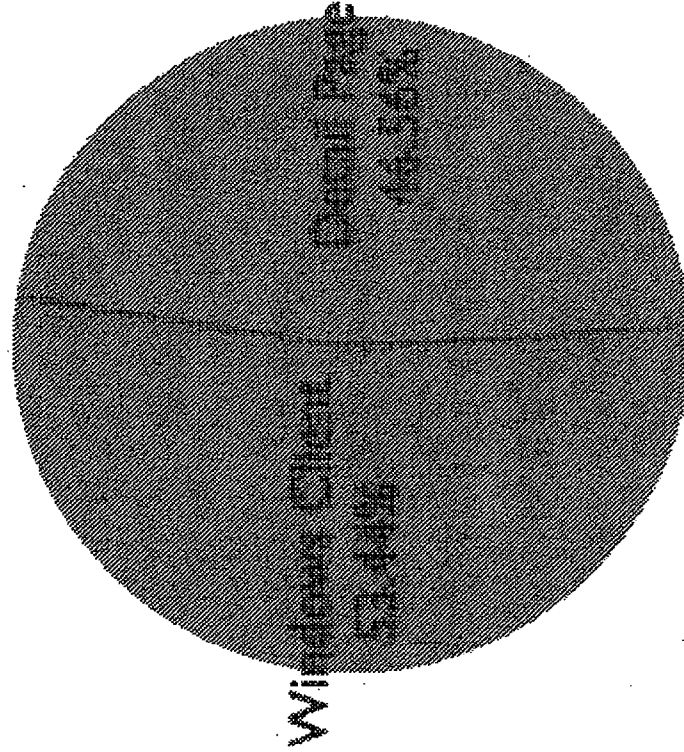
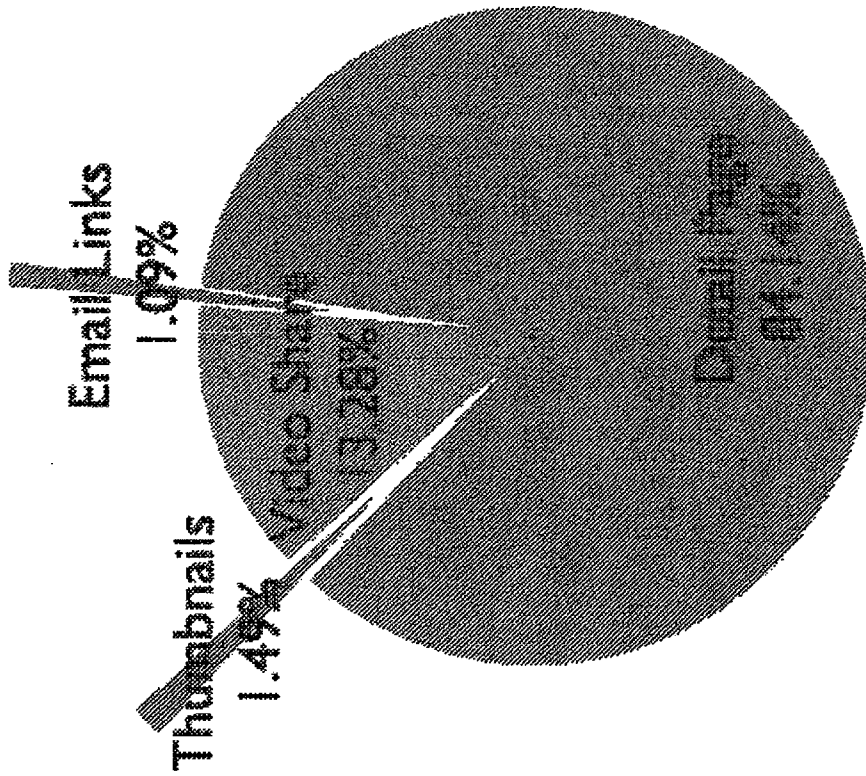
Kirkland engineering team (Rod Chavez is lead)

nicklee - tech lead, ops tools, ads sponsored videos
brunson - dup detection, general fe (menus, outbound rss, etc)
katerina - review tool, i18n, general fe
nolan - review tool, general fe <----- joined team start of Q2
edwardcu - tech lead, client player (win), general fe (upload ui, etc)
agove - client player (win), general fe (upload ui, top-100, etc)
mikeyu - client player (win/mac), general fe (bypass, homepage, etc)

Google

Source of Plays/Downloads

(M 18/2008)



Plays

7.1M Total

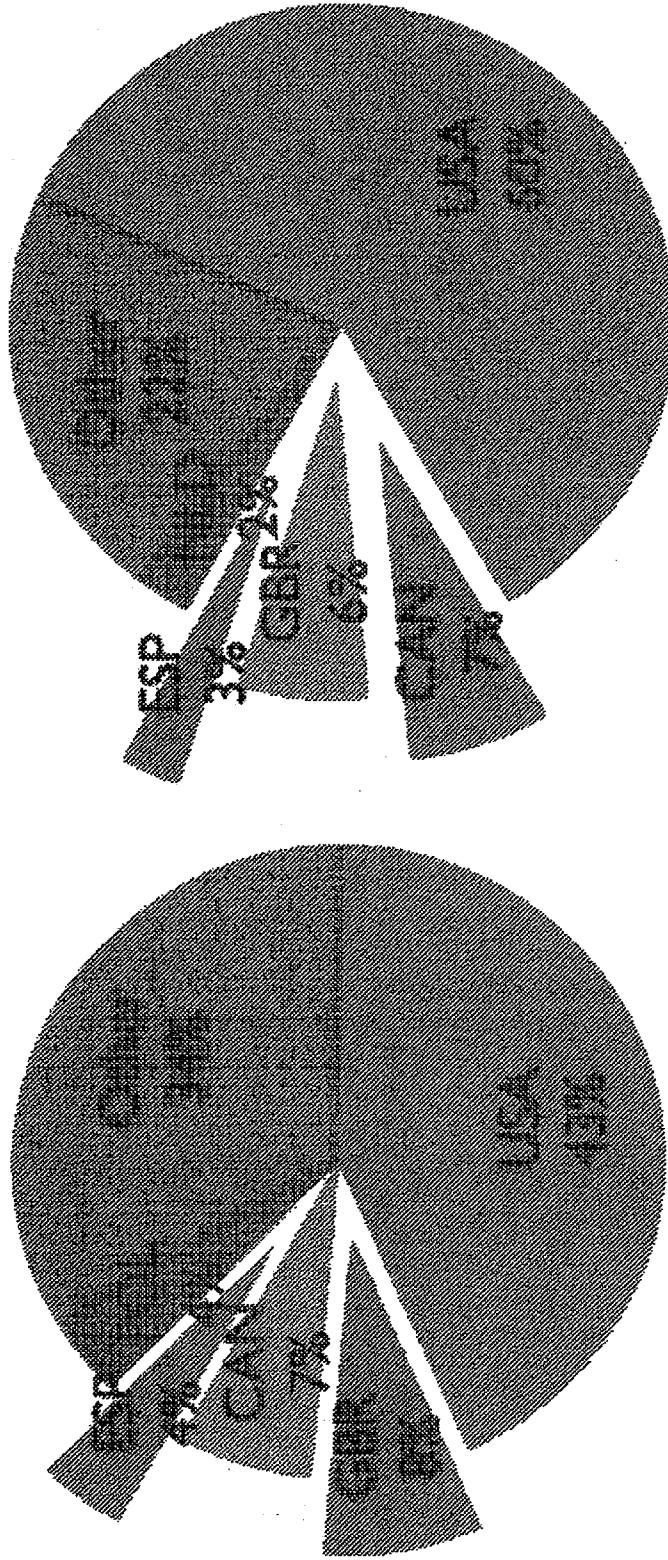
Downloads

156K Total

Google

Country

(Last 90 days)



Plays

482M Total

Uploads

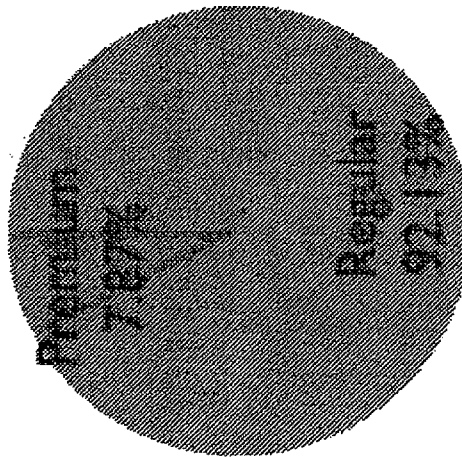
13M Total

Google

Premium and Regular

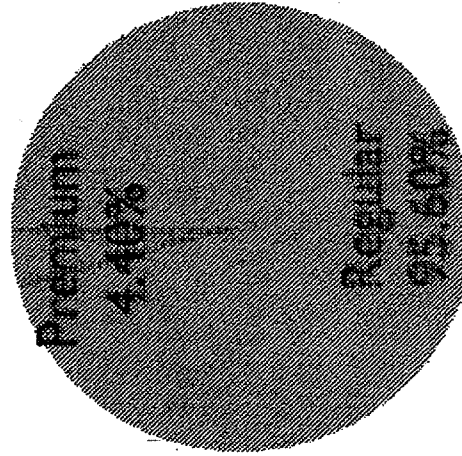
(2/19/2016)

Premium Paid
0.28%



Documents
in Index

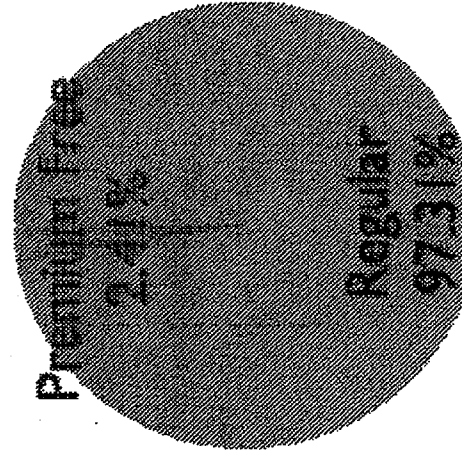
586K Total



Plays/Page

Views

7.1M Total



Downloads

156K Total

Google

Video Store sales to date

Google

Speaker Notes Slide: 30

animals	73380	4%
animation	42224	2%
automotive	54461	3%
comedy and humor	397284	20%
Entertainment	370632	19%
extreme	160930	8%
instructional	21693	1%
Music	284645	14%
News	16149	1%
schools	21940	1%
science	11106	1%
video blogs	122694	6%
sports	137937	7%
travel	42207	2%
video games	22198	1%
weird stuff	211328	11%
	1,990,808	