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Subject: Weekly report we 26/10

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Attachments:
EUMG Weekly Report 26-10-07.doc

PLAINTIFF'S
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DATE 10/26/09
PFR 21

EUMG Weekly Report

129-0002

Report From: Content Partnerships - EMEA

Weeks ending: 26th October 2007

Top Highlights

VIDEO

- Guinness World Records contract approved in deal folder, execution contract sent out.
- Infront contract approved in deal folder, execution contract sent out.
- France 24: reached an agreement. Starting internal approval process.
- Infolive TV: reached an agreement. Starting internal approval process.
- 7tv Sports Channel in Russia launches branded channel: www.youtube.com/7tv

LOCAL & COMMERCE

Content:

- PT: Visit Lisboa- LEC deal signed.
- ES: Sanitas - LEC deal signed. Health Insurance company (part of BUPA International) with DB of several thousand doctors.
- ES: NDAs signed for LaNetro, Metro Bilbao.

COMMERCE

Stats

- Weekly charged GMV: GBP [REDACTED] w/w)
- Total AdWords spend linked to live merchants: GBP [REDACTED] w/w)*
- Total Merchants referred by direct eCommerce Providers: [REDACTED]
- Total "Commerce Top 400" merchants signed: [REDACTED]
- Total "Commerce Top 400" merchants live: [REDACTED]
- Total "Commerce Top 400" optimised Base feeds: [REDACTED] w/w)

**AW coverage figures are for w/c 9/10; last week's figures are unavailable*

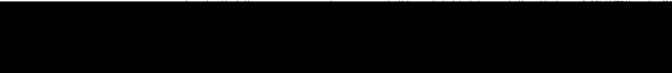
Deals

- New optimised feed from Harvey Nichols
- Georg Jensen signed with Checkout
- Bedstar launched with Checkout (AW spend - [REDACTED])

BOOK SEARCH, NEWS, PUBLISHER CONTENT

Top highlights:

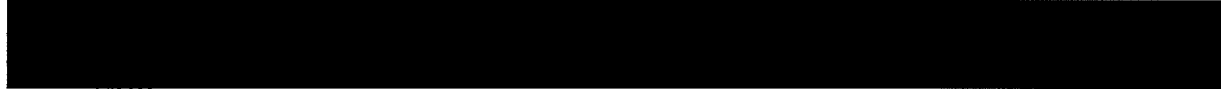
- Gazeta (CZ) have close sitemaps and metadata for [REDACTED] articles for GNAS
- Tier-1 German publisher Koenigshausen convinced and partner signed- for more than [REDACTED]

*Business Update & Other Matters:***VIDEO****Pan Euro****Italy****UK**

- Provided demonstration of Content Management tools to Ministry of Sound
- Launched Save the Children: <http://youtube.com/saveethechildrenuk>. They are also embedding their YouTube videos on their website and are interested in being a Non-Profit Program participant.
- Launched 3rd promotional Fremantle channel, The Bill: <http://youtube.com/999thebill>

Germany

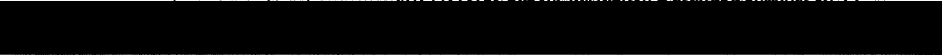
- G+J: just launched two new branded channels: www.youtube.com/loaded and www.youtube.com/magazinezin

**France**

- Sport: free sport newspaper. Branded channel launched www.youtube.com/magazinesport



- Motors TV: will launch a German version of their branded channel
- Waxgram Music (Independent Music Records Label): will launch a branded channel on YT

**Portugal**

- SonyBMG Portugal has opened a branded channel. www.youtube.com/sonybmqpor

Spain

- Club Estudiantes has opened a branded channel. www.youtube.com/clubestudiantes Club Estudiantes is one of the Top Basketball Clubs in Spain.
- Periodista Digital has opened a branded channel. www.youtube.com/periodistadigital Periodista Digital is one of the most important online newspapers.
- WWF: has opened a branded channel on Youtube. www.youtube.com/wwftv WWF is an international NGO



- RTVE: Has gone beyond 2.5 million views in the first month.!



- LaLIGA. ON HOLD due to the current litigations between Mediapro and Sogscable. All new channels, including Youtube are blocked at the moment. They have been contacted by the Premier League to join the class action. Initially, LaLiga is not planning to do it but I keep in touch with them constantly to prevent any surprises.

Russia

- 7tv Sports Channel in Russia launches branded channel: www.youtube.com/7tv
- Closely work together with Irina to help out with Russian launch and set up channels.

Netherlands

- Regional TV station region Friesland - Omrop Fryslan launches branded channel: www.youtube.com/omropfryslan
- Regional TV station region Brabant - Omroep Brabant launches branded channel: www.youtube.com/omroepbrabant



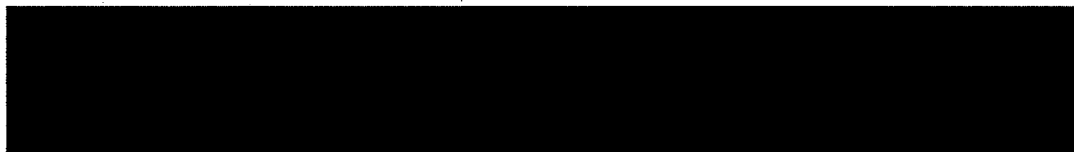
- Created "The Ultimate Matrix - branded channels".

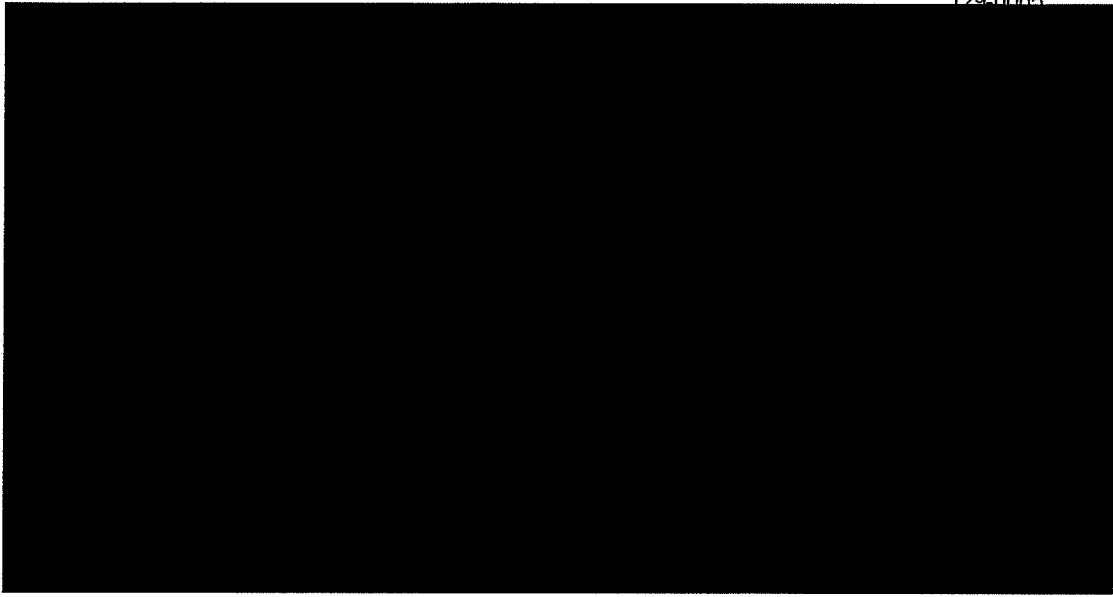
LOCAL & COMMERCE

Region 2:

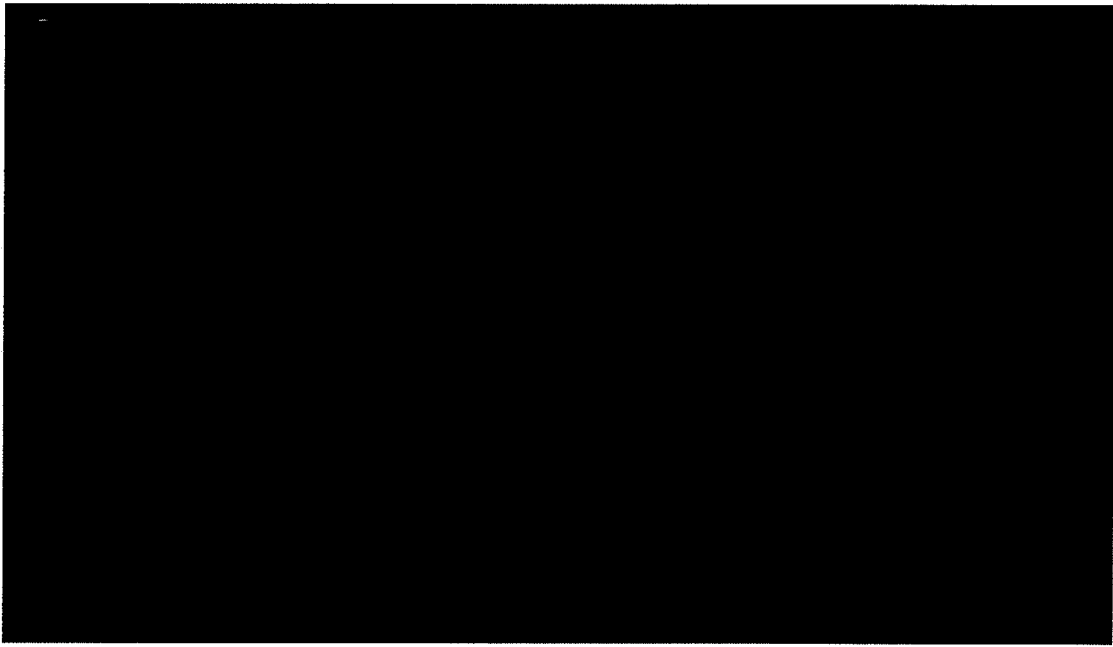


Region 3:





Region 4:



CHECKOUT

Sales (Adrian, Kelly, James)

Direct Merchants



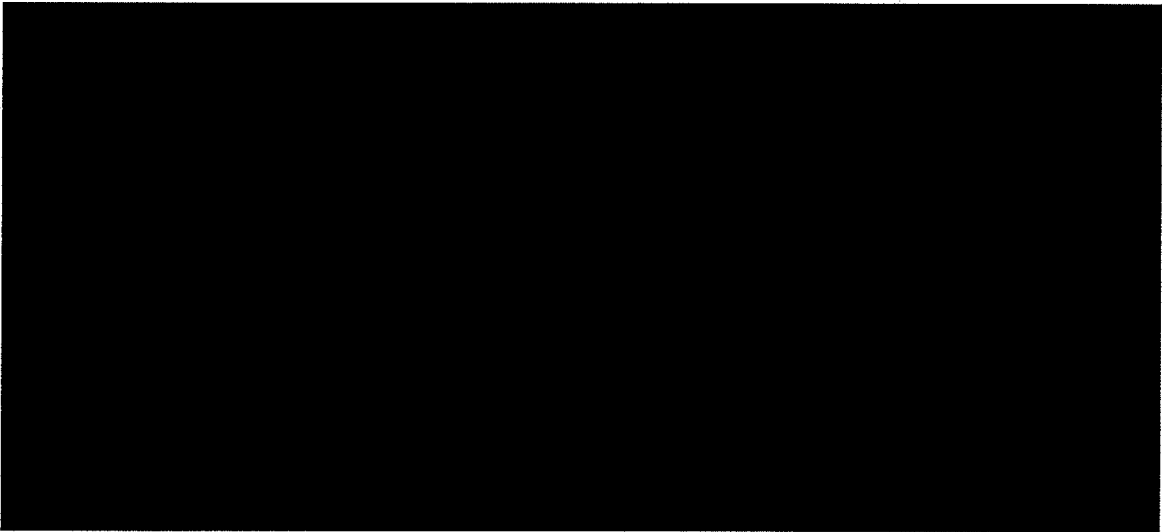


Channel Partners



Partner Management (Patricia, Neil)

Large Merchants



Ecommerce providers



[REDACTED]

BOOK SEARCH, NEWS, PUBLISHER CONTENT

Summary:

BOOKS-PUBLISHERS

- Fully executed:

[REDACTED]

- Partner signed:

[REDACTED]

[REDACTED]

LIBRARIES:

[REDACTED]

NEWS:

- News Archive Search:

[REDACTED]