

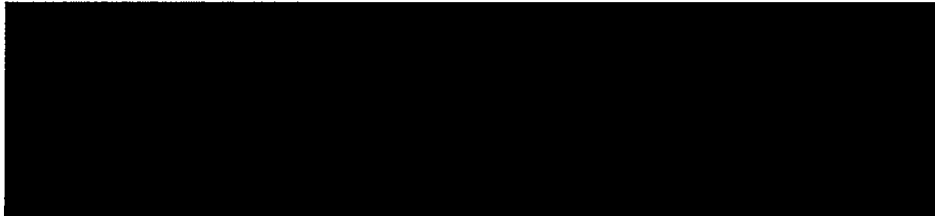
To: "elan@google.com" <elan@google.com>
 From: "Tracy Patrick Chan" <tracyc@google.com> 179
 Cc: "Alice Chang" <alicechang@google.com>, "Niv Efron" <niv@google.com>, "guyt@google.com" <guyt@google.com>, "akylee@google.com" <akylee@google.com>, "franckc@google.com" <franckc@google.com>, "Eyal Molad" <moladeyal@google.com>, "Tony Li" <tonyli@google.com>
 Bcc:
 Received Date: 2008-03-10 08:22:16 GMT
 Subject: Re: YouTube Trends - data model

Redacted Pursuant to
 Protective Order at
 Request of Defendants

So I would say yes and no. So begins my case for starting with video playbacks in trends then looking at search:

As we discussed, search behavior is very much guided by user experience and expectation. At Google, since you expect to find anything you want, people search for whatever they want and their intent is clear. At YouTube, because we host 100% of the content that is being searched for, if companies take down their content very aggressively (which a lot do) and users can't find it, then over time the volume for searches for that content diminishes over time until it flattens, so devining user intent via search, while valuable, isn't necessarily where people are spending their time today (which is the key with CPM based ads).

Even if the intent/explanation doesn't hold true - there are certain DMCA limitations which don't allow us to monetize against certain keywords (e.g., if we find out South Park is heavily searched, we wouldn't necessarily be able to monetize that keyword in search).



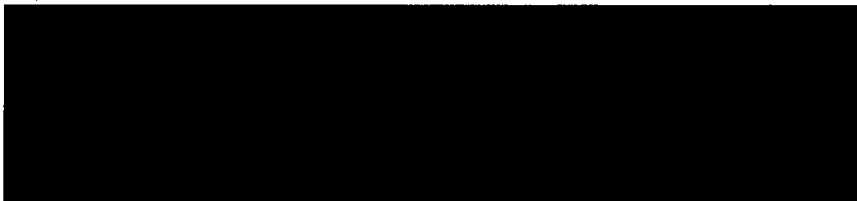
Thoughts?

On Mon, Mar 10, 2008 at 12:34 PM, Elan Dekel <elan@google.com> wrote:

> hi - i'll let niv answer this, but my guess is not too long.

>

> On Mon, Mar 10, 2008 at 9:33 PM, Alice Chang <alicechang@google.com>
 > wrote:



>> on it.
>>
>> Question for Elan: Do you mind providing us some estimate to port YT
> search
>> log into trends once we provide the yt searches in the intermediate log
>> format?
>>
>> thanks,
>> Alice

>>
>>
>>
>>
>> On Mon, Mar 10, 2008 at 12:26 PM, Elan Dekel <elan@google.com> wrote:
>>> i may be misunderstanding something - but don't people do search
>>> queries on youtube in order to find content? i think this is what the
>>> advertisers we've been talking to are interested in. not that
>>> playbacks are not interesting - but queries allow us to understand
>>> what people are looking for.

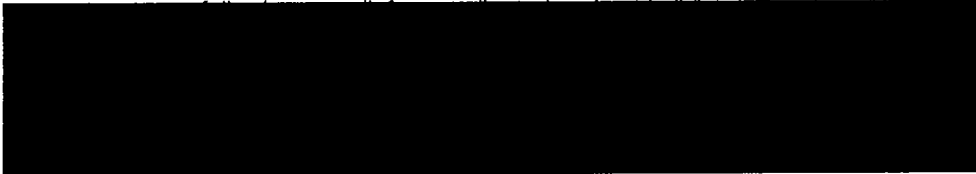
>>>
>>> elan
>>>
>>>
>>>
>>>

>>> On Mon, Mar 10, 2008 at 7:52 PM, Tracy Patrick Chan <tracyc@google.com>
>>
>> wrote:



>>>>
>>>>
>>>> On Tue, Mar 4, 2008 at 2:00 PM, Niv Efron <niv@google.com> wrote:
>>>>
>>>>> +tony, alice
>>>>>
>>>>>
>>>>>
>>>>>
>>>>>

>>>>> On Tue, Mar 4, 2008 at 10:54 PM, Niv Efron <niv@google.com> wrote:
>>>>>
>>>>>> Hi all,





>>>>> Please let me know if this makes sense to you.

>>>>> Niv

>>>>>
>>>>>
>>>>>
>>>>>
>>>>>
>>>>>
>>>>>
>>>>>
>>>>>

>>>> Tracy Patrick Chan
>>>> YouTube Product Management
>>>> Phone: [REDACTED]

>>>> *If you received this communication by mistake, please don't forward
> it
>> to
>>>> anyone else (it may contain confidential or privileged information),
>> please
>>>> erase all copies of it, including all attachments, and please let
> the

> > sender
> > > know it went to the wrong person. Thanks."

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> > >
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> >
> >
> > --

> > Alice Yu-shan Chang
> > Associate Technology Manager | Partner Solutions Organization | Google
> Inc.
> > alicechang@google.com | [REDACTED]
>

--

Tracy Patrick Chan
YouTube Product Management
Phone: [REDACTED]

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