

To: Wendy Chang <wchang@google.com>  
 From: Alex Ellerson <ellerson@google.com>  
 Cc: Tracy Patrick Chan <tracyc@google.com>  
 Bcc:  
 Received Date: 2007-06-12 14:59:03 CST  
 Subject: Re: [REDACTED]

EXHIBIT 9

**Figueira Decl. Tab  
21**

Hey Wendy,

Attached is the MG recommendation that we made to Dave. Likely more than you want to read, so you might want to just look at the Exec Sum on top, and perhaps also the third recommendation in section II, which is revisiting rev share terms.

In even shorter sum, we are recommending that [REDACTED]  
 [REDACTED]

Best,  
Alex

On 6/11/07, Wendy Chang wrote:

>  
 > Alex -- any updates as to [REDACTED]  
 [REDACTED]

> On 6/11/07, Alex Ellerson wrote:

>>  
 >> That would be perfect. Thanks very much, Tracy.

>>  
 >> On 6/11/07, Tracy Patrick Chan wrote:

>>>  
 >>> That makes sense, I'll see what data I can mine...in the product  
 >>> release later this week, we'll be getting in partner flags in the database,  
 >>> so I can work with the data mining team to get some (hopefully) really  
 >>> insightful data. That said, can we put a deadline on this for early next  
 >>> week?

>>>  
 >>> On 6/11/07, Alex Ellerson wrote:

>>>>  
 >>>> Hey Wendy & Tracy:

>>>>  
 >>>> We've received some guidance from Sales to the effect that it will  
 >>>> [REDACTED]  
 >>>> [REDACTED]

Redacted Pursuant to  
Protective Order at  
Request of Defendants

EXHIBIT  
9  
5/21/09

>>>  
>>>> Does that make sense?  
>>>>  
>>>> Thanks very much.  
>>>>  
>>>> Best,  
>>>> Alex  
>>>>  
>>>  
>>>  
>>>  
>>> -

>>> -----  
>>> Tracy Patrick Chan  
>>> Sales Finance  
>>> Phone: [REDACTED]  
>>>

>>> "This email and the information it contains are confidential and may  
>>> be privileged. If you have received this email in error please notify  
>>> me immediately. You should not copy it for any purpose, or disclose  
>>> its contents to any other person. Internet communications are not  
>>> secure and, therefore, Google does not accept legal responsibility for  
>>> the contents of this message as it has been transmitted over a public  
>>> network. If you suspect the message may have been intercepted or  
>>> amended please call me."

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> suspect the message may have been intercepted or amended please call me.  
>

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Attachments:

MG Overview for Content Partnerships 03-27-2007 FINAL.ppt  
Minimum Guarantee Recommendation Memo -6.1.07-.doc



# Content Partnerships Partner Payment Overview

March 26, 2007

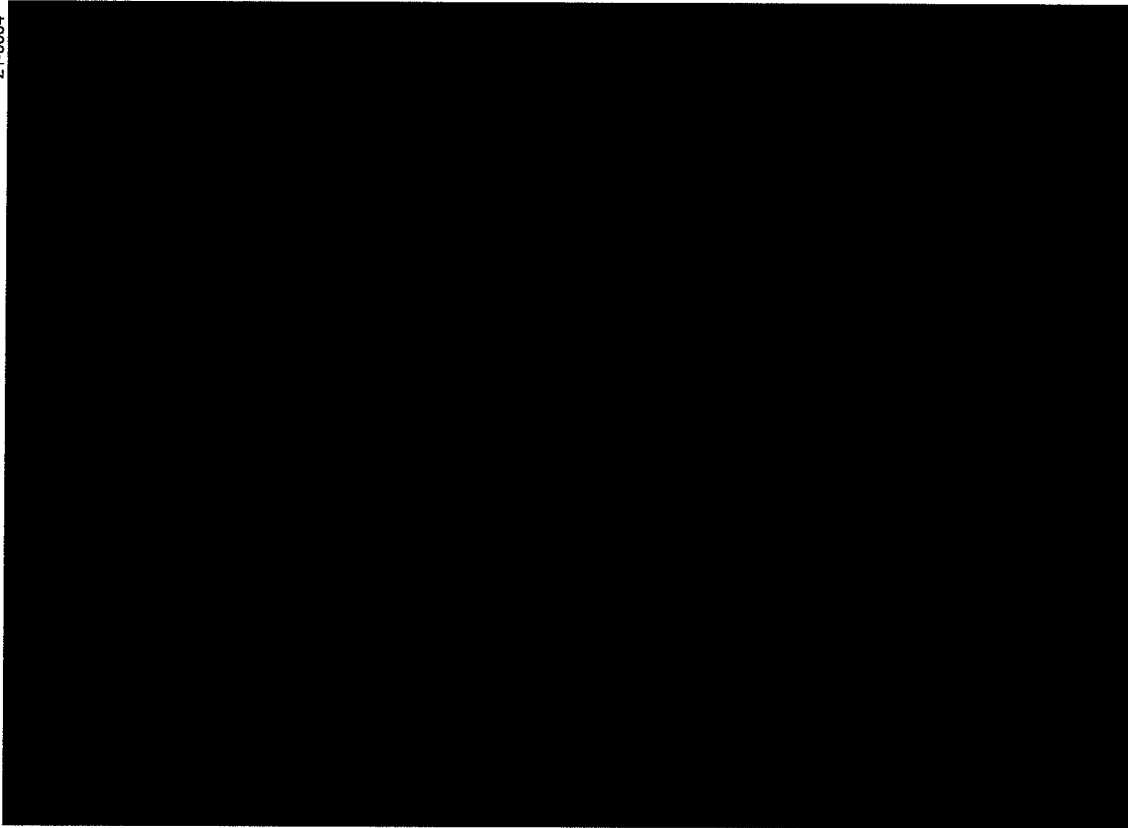
21-0003  
Google Confidential and Proprietary

# Primary Criteria

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21-0004

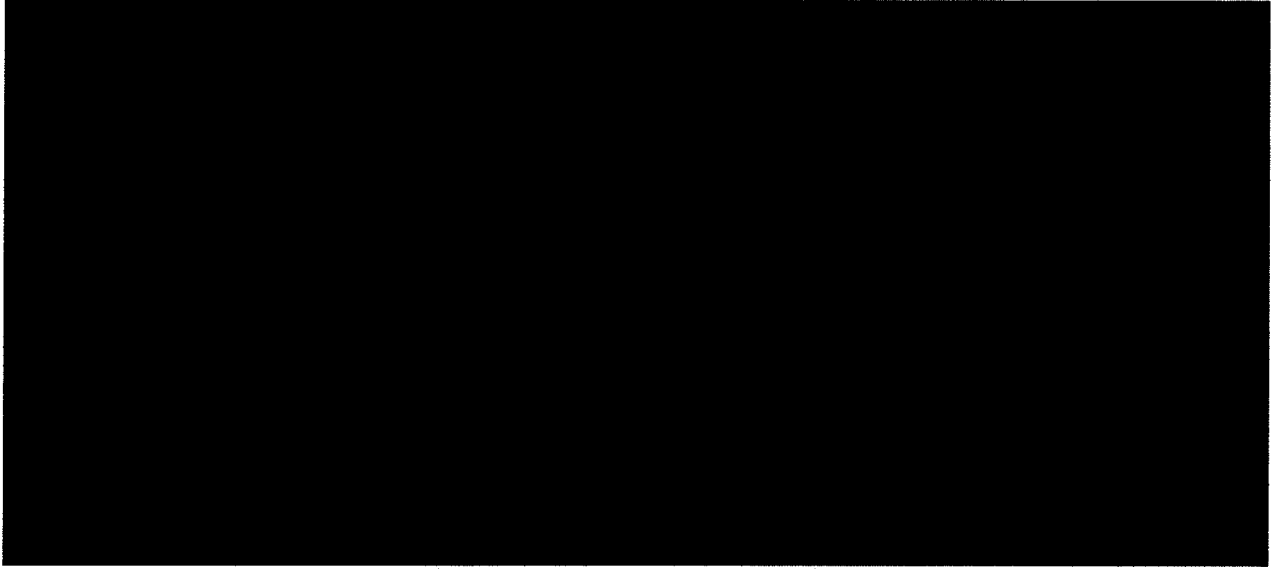


# Secondary Criteria

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21-0005





## Potential Targets (ex Big Six) – US/Global

<u>Partner</u>	<u>Advance</u>	<u>Term</u>	<u>Geo</u>
[REDACTED]	TBD	TBD	TBD
[REDACTED]	TBD	TBD	TBD
[REDACTED]	TBD	TBD	TBD
[REDACTED]	TBD	TBD	TBD
[REDACTED]	[REDACTED]	[REDACTED]	Global
English Premier League 15-yr Archive	TBD	TBD	Global
[REDACTED]	TBD	TBD	Global
[REDACTED]	[REDACTED]	[REDACTED]	Global
[REDACTED]	TBD	TBD	TBD



# Potential Targets – EMEA (preliminary)

<u>Partner</u>	<u>Advance</u>	<u>Term</u>	<u>Geo</u>
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	TBD	TBD	[REDACTED]
[REDACTED]	TBD	TBD	TBD
[REDACTED]	TBD	TBD	TBD
[REDACTED]	TBD	TBD	TBD
[REDACTED]	TBD	TBD	TBD
[REDACTED]	TBD	TBD	TBD
[REDACTED]	TBD	TBD	TBD
[REDACTED]	TBD	TBD	TBD
[REDACTED]	TBD	TBD	TBD



# Potential Targets – APLA (example)

<u>Partner</u>	<u>Advance</u>	<u>Term</u>	<u>Geo</u>
[REDACTED]	TBD	TBD	TBD
[REDACTED]	TBD	TBD	TBD
[REDACTED]	TBD	TBD	TBD
[REDACTED]	TBD	TBD	TBD
[REDACTED]	TBD	TBD	TBD
[REDACTED]	TBD	TBD	TBD
[REDACTED]	TBD	TBD	TBD
[REDACTED]	TBD	TBD	TBD
[REDACTED]	TBD	TBD	TBD
[REDACTED]	TBD	TBD	TBD

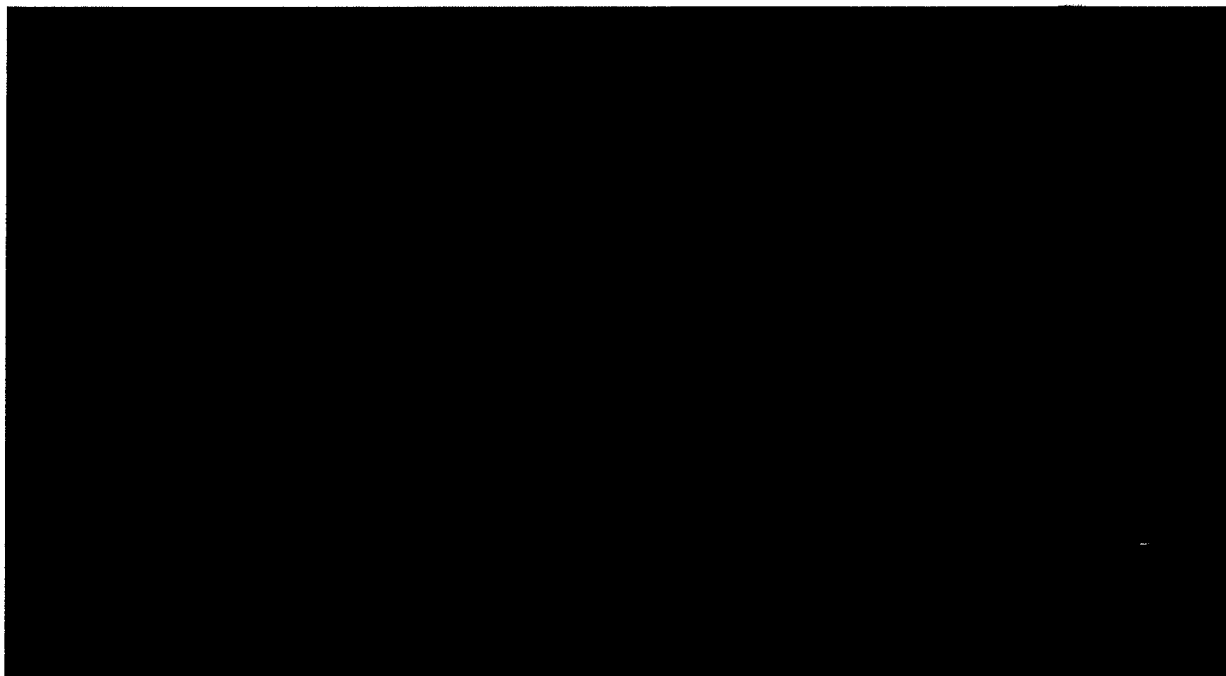


MEMORANDUM FOR D. FIJN

21-0009

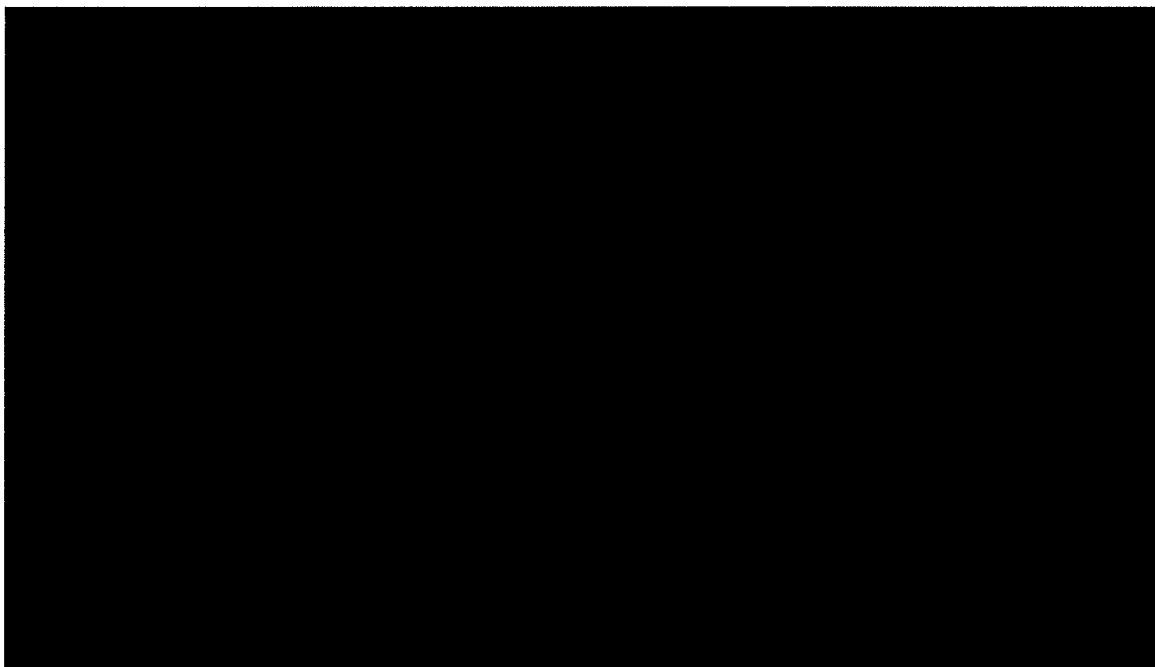
U.S. & [International Deal Teams]

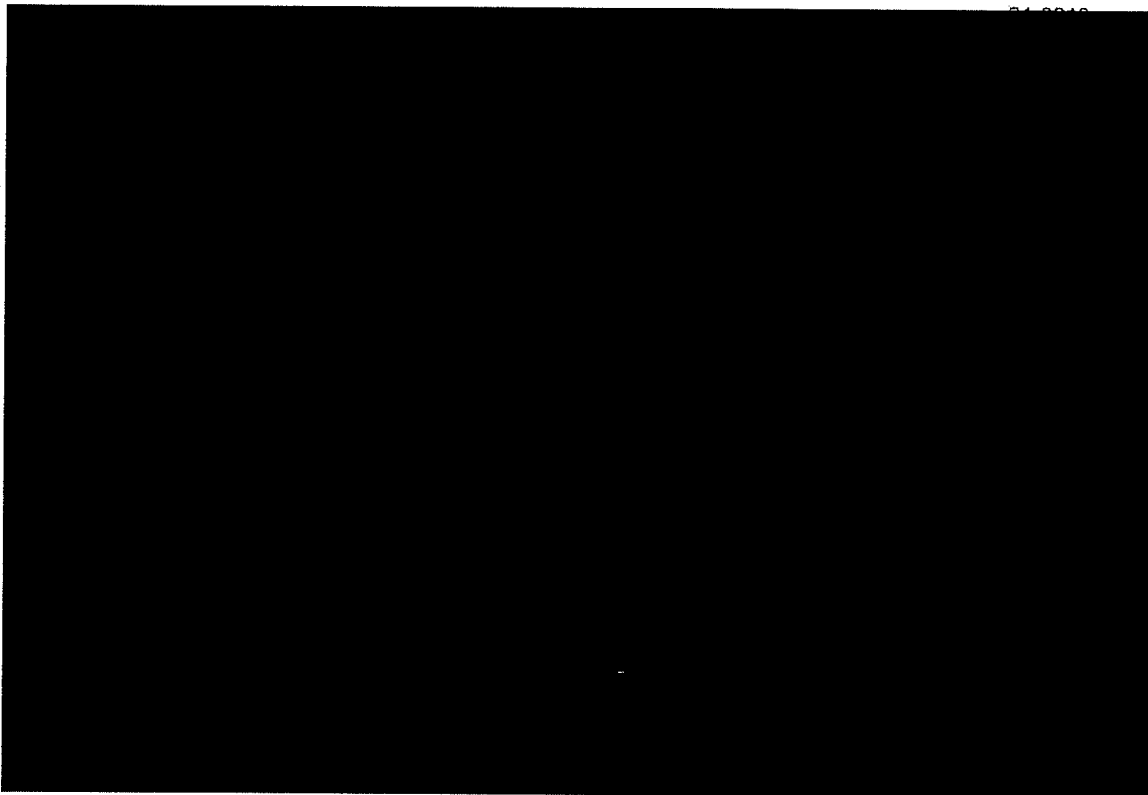
June 4, 2007



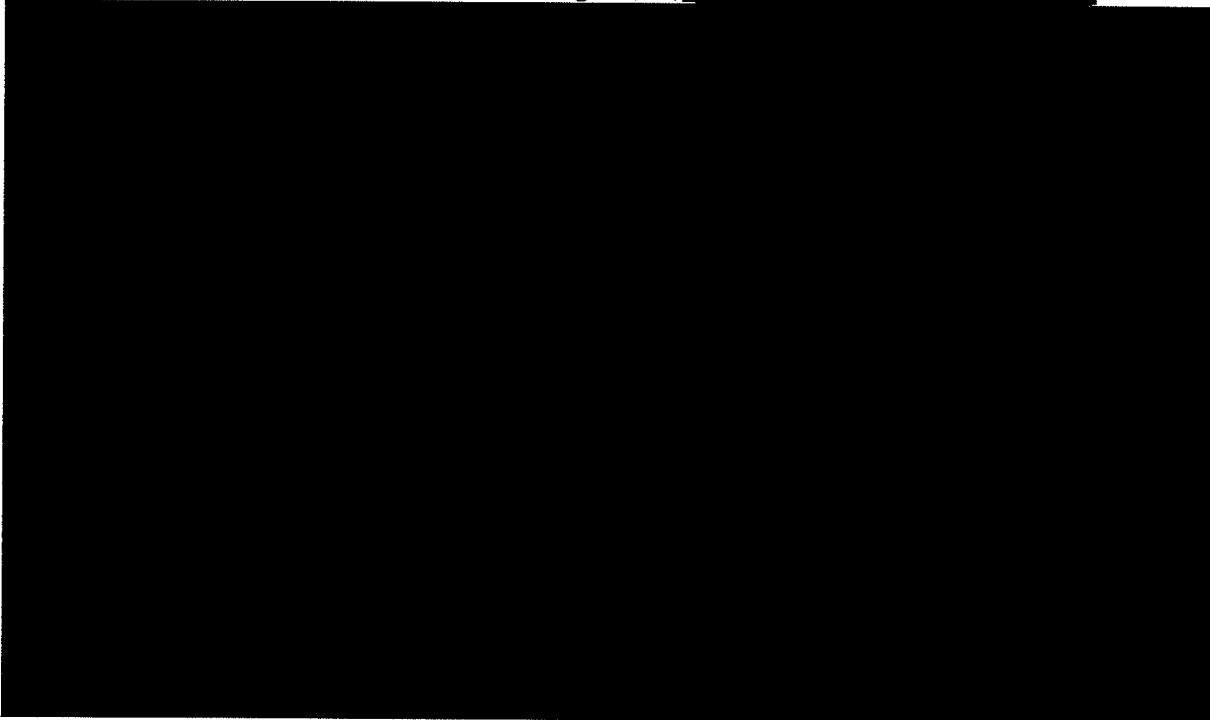
- *Query Stream Data (Attached)*: Analysis of current query stream data unequivocally illustrates that there is enormous user demand for premium content.

\*

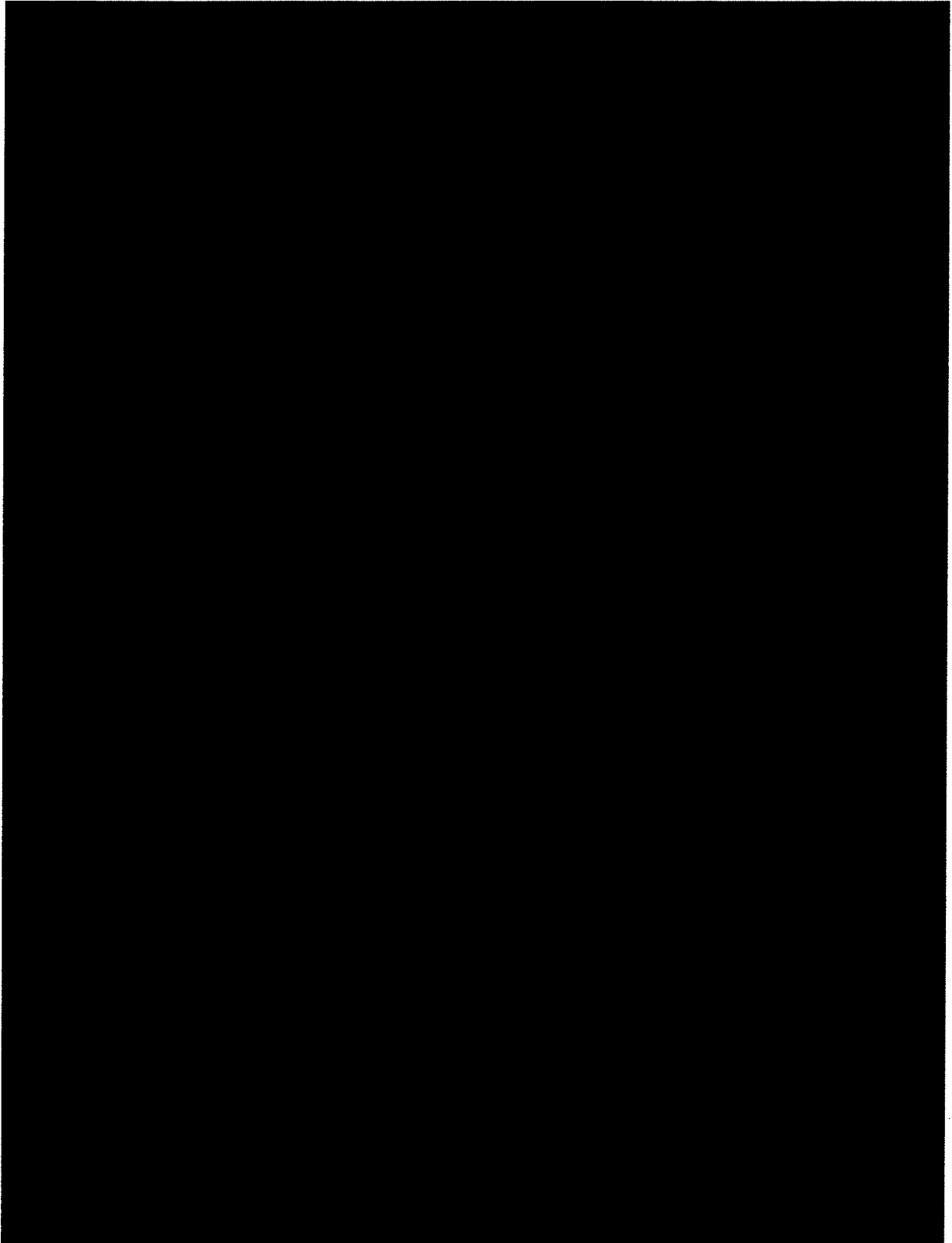




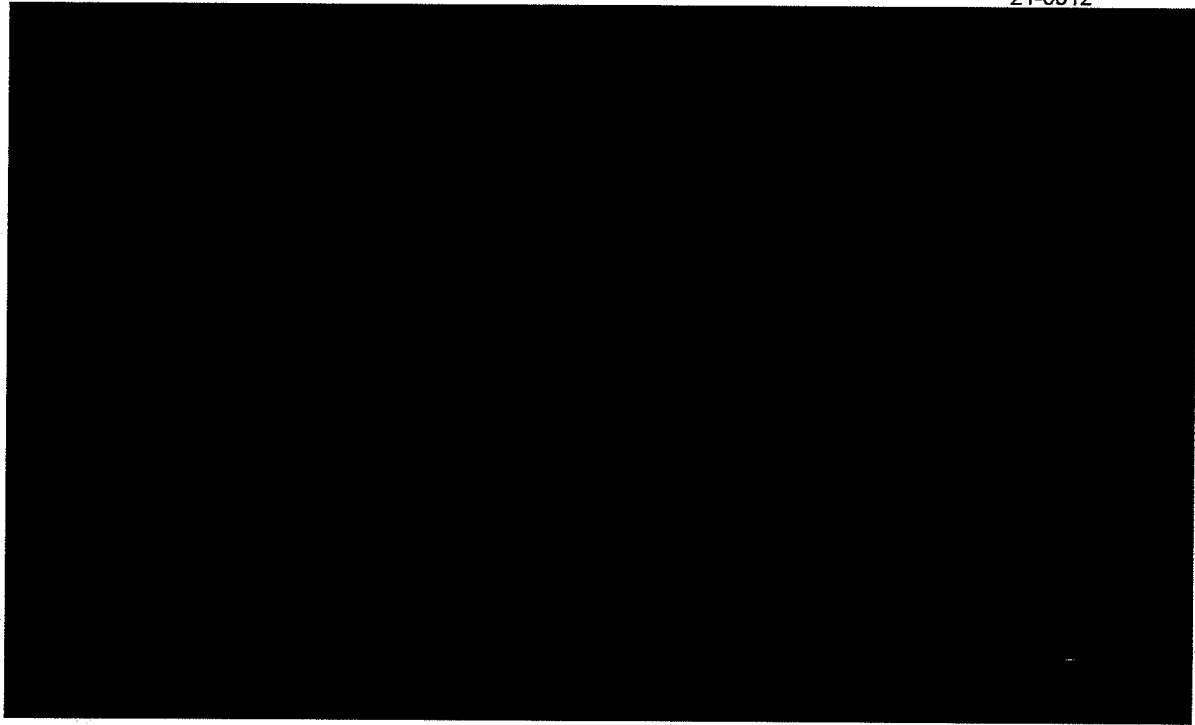
[redacted] that our users do, in fact, want premium content from us. Our opinion – based in particular on the recent analysis that both Shashi and Alex have done on query stream data (which data is appended to this memo) – is that they do. The challenge is that we either have not yet licensed the content that our users are looking for, or, [redacted]



21-0011



21-0012



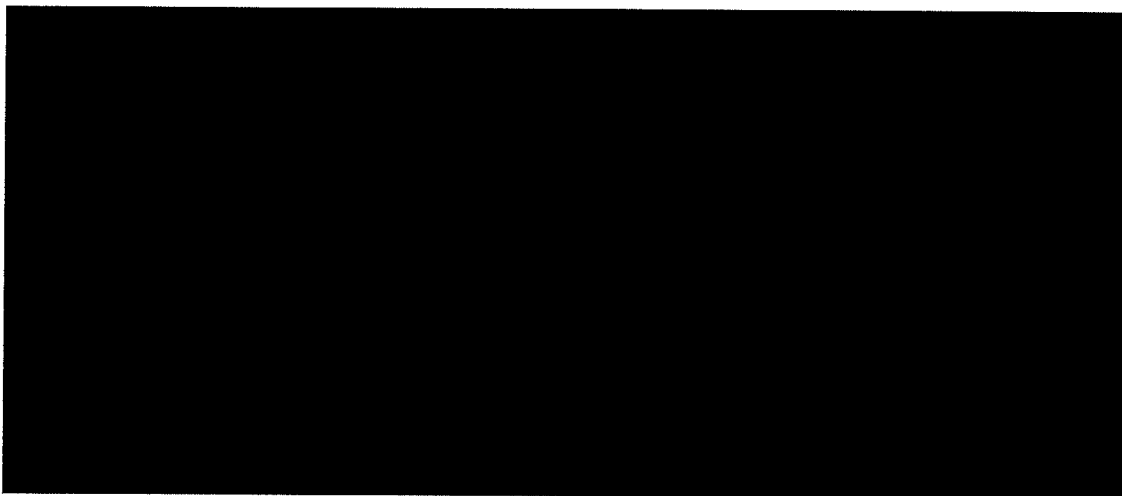
Query Stream Data

21-0013

Alex's Data:

I analyzed two categories of query stream data: First, "playback queries" (i.e., queries for those playbacks that were referred from search), and second, "search queries" (i.e., queries that generated SRPs, but not necessarily playbacks).

Of the Top 100 Playback Queries:



Of "Premium" content queries:



Of the Top 100 "Search" Queries:

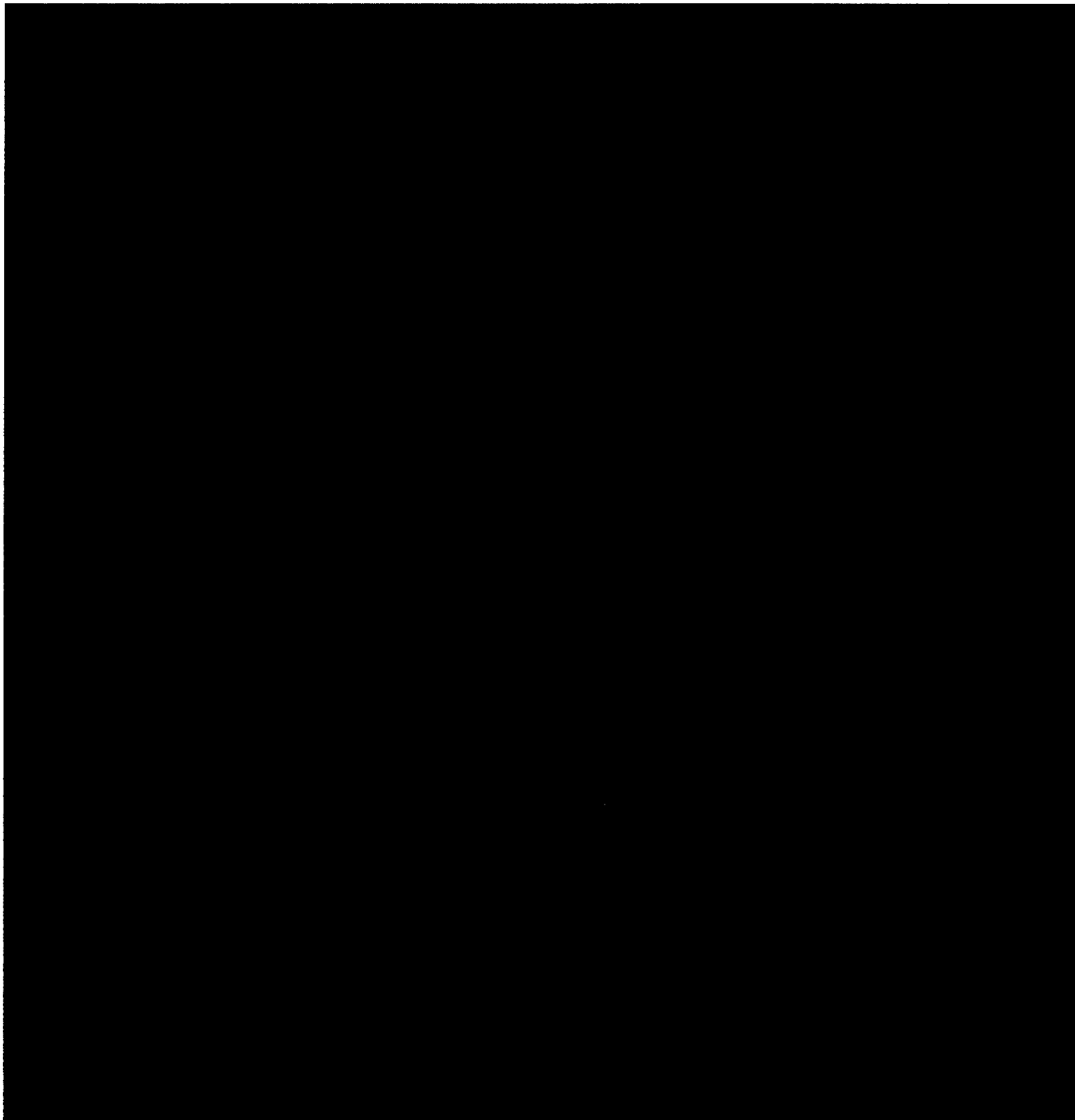


Of "Premium" content queries:



Shashi's Data:

Just a quick update on a quick and dirty analysis of our top queries:



If we further break it down into sub categories, here are some large verticals:

