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**Figueira Decl. Tab**  
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To: Chris Maxcy <chris@youtube.com>; Jordan Hoffner <jhoffner@google.com>; Kevin Yen <kyen@google.com>  
From: Alex Ellerson <ellerson@google.com>  
Cc:  
Bcc:  
Received Date: 2007-05-30 16:49:38 CST  
Subject: MGs recommendation memo

Redacted Pursuant to  
Protective Order at  
Request of Defendants

Gents:

The MG rec. memo is attached for your review and comment.

I would propose that the four of us -- representing the US deal team -- agree on language in the memo, and then circulate to Gautam, Patrick and Hiroshi to get Int'l deal team buy in, after which we can submit to Dave.

Ok, pull out the long knives and go to work.

Best,  
Alex

Attachments:

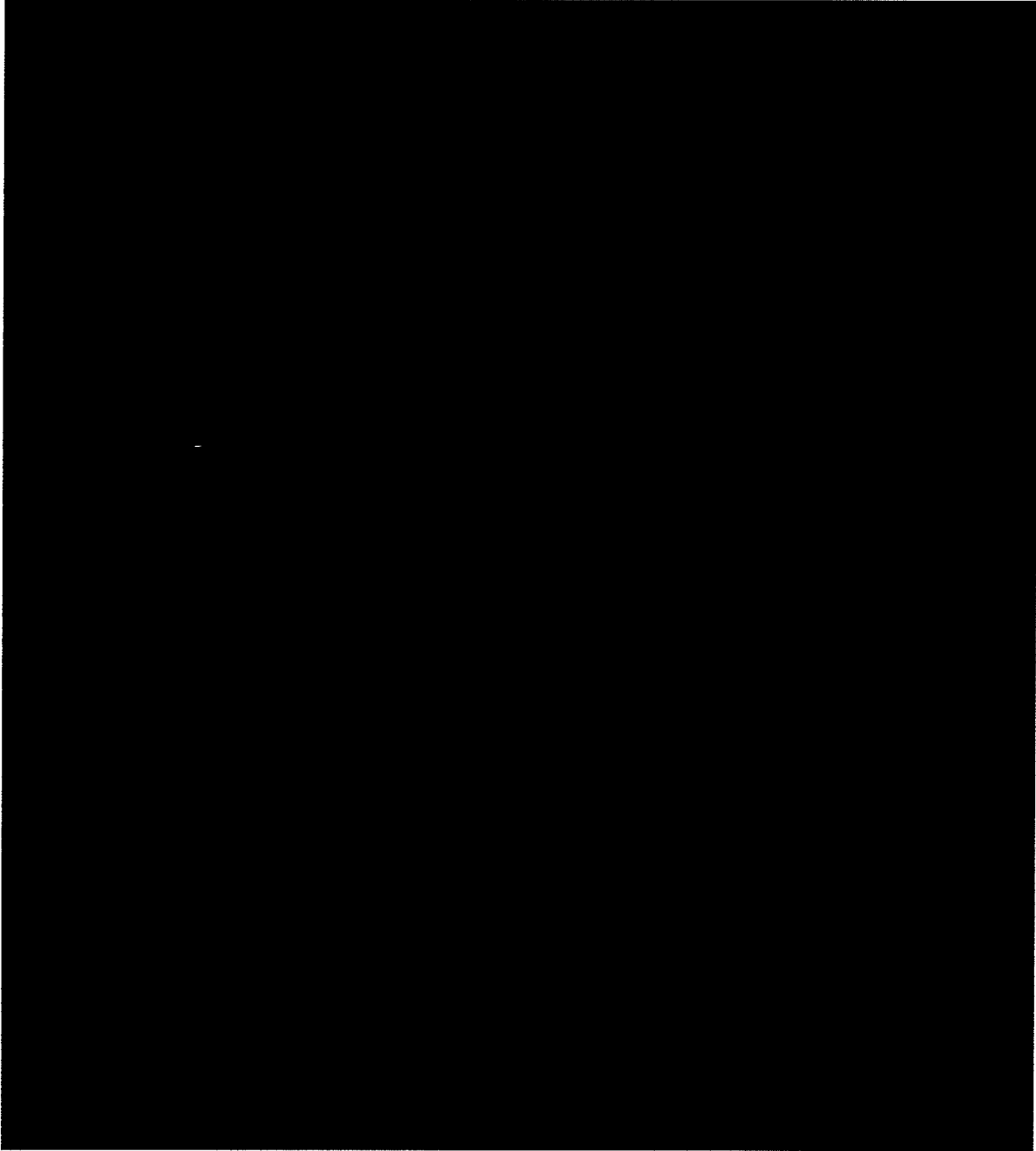
Minimum Guarantee Recommendation Memo -5.29.07-.doc

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**EXHIBIT**  
10  
5/21/09

MEMORANDUM FOR D. EUN

U.S. & International Deal Teams

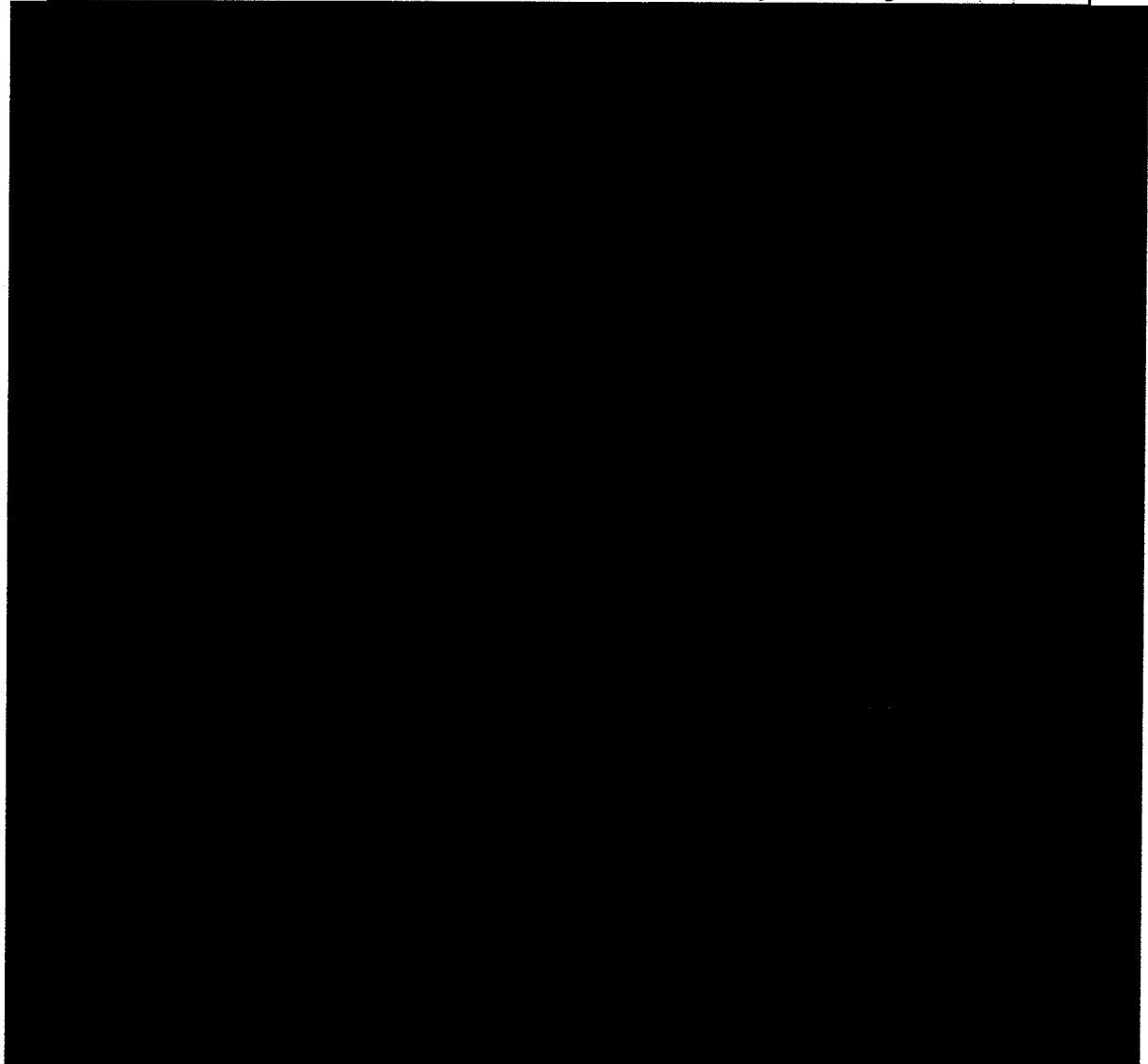
May 29, 2007



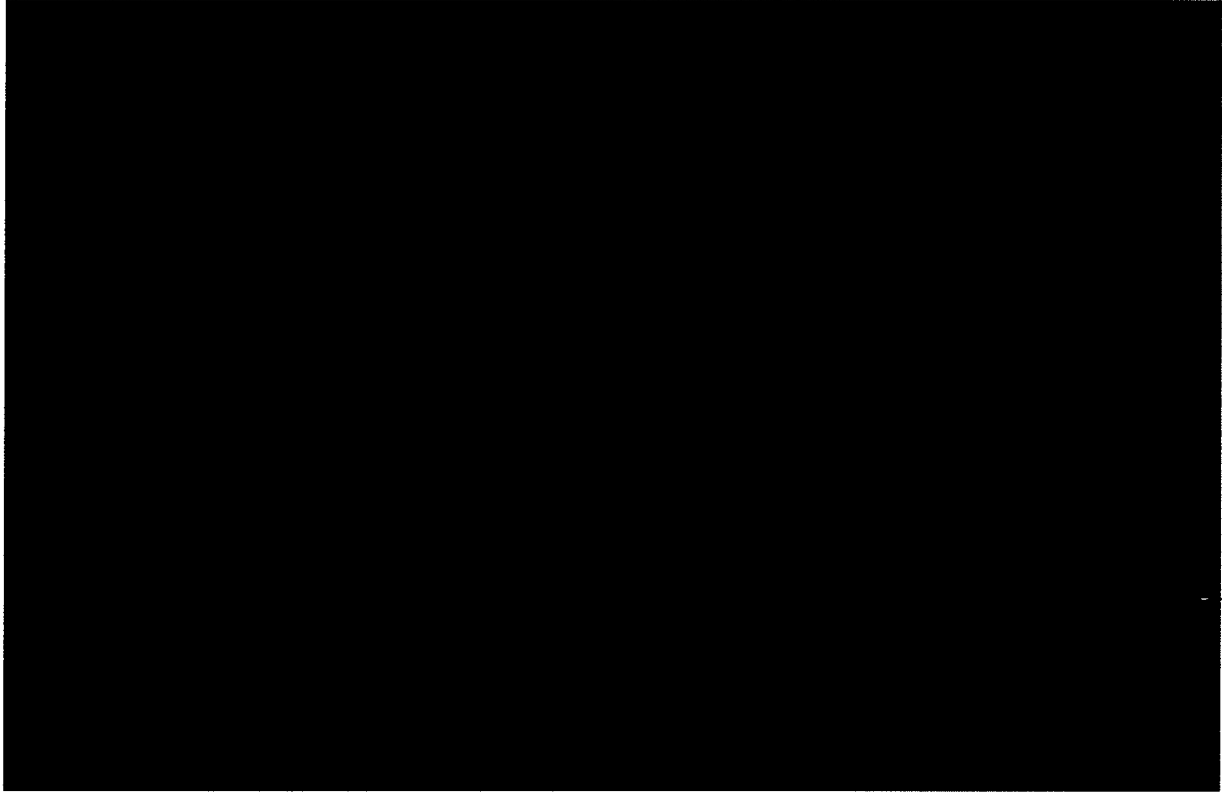
4. Comments by Chad and Steve during their recent press tour. For example (from an interview in USA Today): "What our users want to watch is themselves," he [Chad] said. "They don't want to watch professionally produced content." ... Because of its emphasis

on grainy, homemade videos, YouTube isn't worried about the efforts of NBC Universal and New Corp. to launch their own Internet video channel this summer. Nor are they concerned about another site, Joost, that has gained the backing of major media like Viacom and CBS. Those alternatives all seem interested in providing slick, lengthy videos akin to traditional television programming rather than invading YouTube's niche of serving up two- to three-minute clips, Hurley said. "We have never been about full-length programming. We have never been about high-quality. We don't really see ourselves building the largest audience by moving in that direction."

→ 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 Chad's initial conclusion is not correct. This data suggests that our users do want to watch professional content, but we either haven't yet licensed the content that they're looking for, or, for



III. Risks and Costs:



Analysis of Query Stream Data

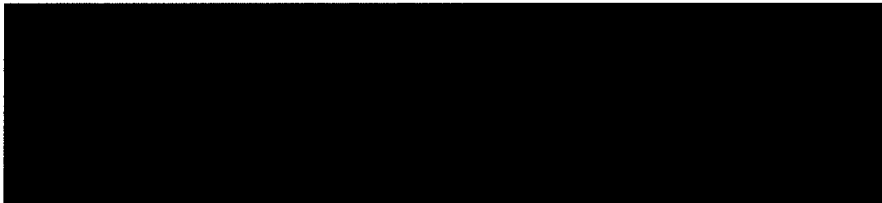
Alex's Data:

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).

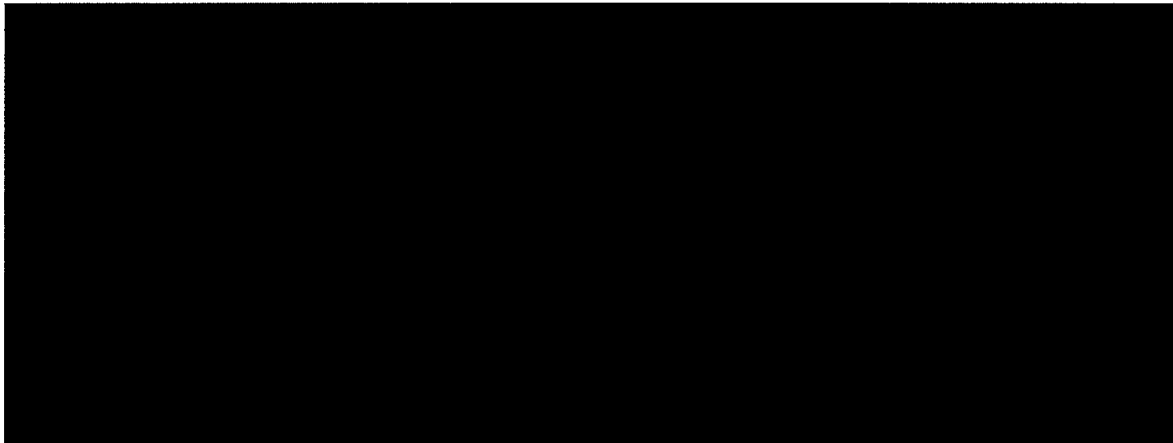
Of the Top 100 Playback Queries:



Of "Premium" content queries:



Of the Top 100 "Search" Queries:

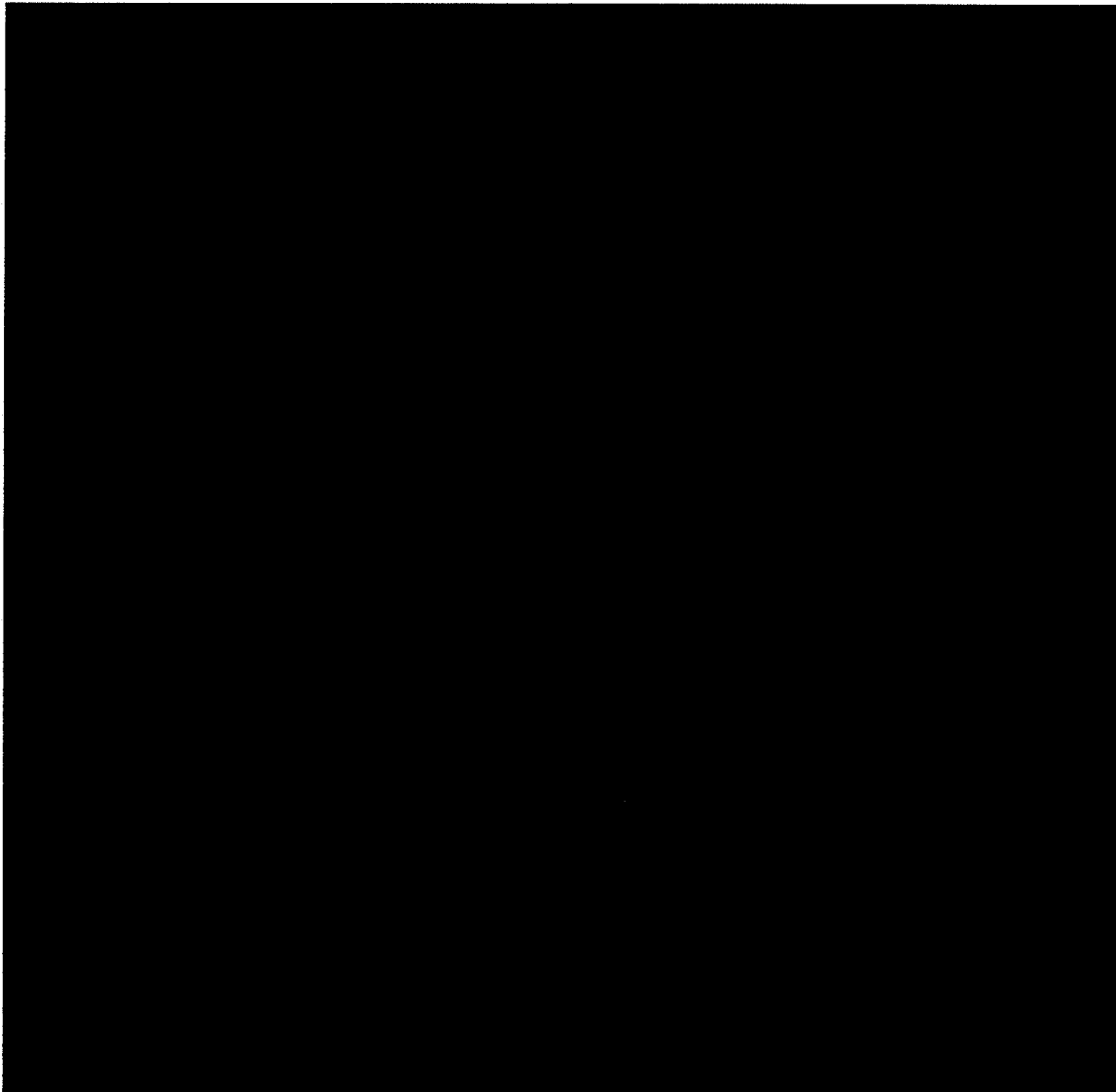


Of "Premium" content queries:



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:

