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From: Shashi Seth <shashis@google.com>
Cc:
Bcc:
Received Date: 2007-06-13 16:58:36 CST
Subject: Top 10k Queries

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Hi:

Alex had requested that we provide a list of our top queries so that the BD team can dive into it and determine value of deals.

Here is a spreadsheet that gives you the top 10k queries from a given day. The results should surprise no one. Sex is on everyones mind, and that is pretty clear - even the Japanese are obsessed with it. However, consistent with my earlier findings, music videos (being searched mostly by artist names - when will our users learn to type in better queries, although Umbrella - Rihanna's latest song was searched by name) are being searched a lot, as are TV shows (Sopranos, Britains got talent, etc.), recent events (new French President Monsieur Sarkozy made it to No. 30), and celebrities (Ronaldinho, Paris Hilton, etc.) made it.

Going down the list of 10k, it seems that the queries do reflect the popularity of the artists, songs, celebrities, and lots of regional content starts showing up. I was amazed to find that Indian film stars, songs and movies were being searched for and the ranking definitely reflected their popularity (Aishwarya Rai being searched for more than Priyanka Chopra).

- Searches do reflect popularity pretty well
- Searches do reflect who is searching for content (although it may very well be that Indian content is being searched for by Indians living outside of India)
- Regionality plays out pretty well - people are searching for French, British, Japanese, Indian content
- Fresh content is being searched for consistently
- Music, TV Shows, Movies, Celebrities, Sports, etc. are definitely our top categories to attack

The Takeaways for me are:

- Build out the Category pages as fast as we can and provide an amazing browse experience for our users. We want our users to think of these category landing pages (ex: music.youtube.com) as destination sites
- Now that fingerprinting is live, we should attack the business model and start making serious money for our partners (and ourselves). Music is particularly easy to do.
- Make search better (provide tips to people. For example when user types query "Gwen Stefani", we give the following options to narrow searches "Official Music Videos", "Sweet Escape", "Concert Videos", "Interviews"....

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Shashi Seth

What Primetime? There is no more Primetime! YouTube users decide when it is primetime - and that will change the dynamics of TV and Video advertising.

EXHIBIT
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Attachments:

YT Top 10k Queries.csv









