To: "Ali" <aliza@youtube.com>
From: "Chris Maxcy" <maxcy@google.com>
Cc: "Kevin Yen" <kyen@google.com>, "Kelsey LeBeau" <klebeau@google.com>
Bcc:
Received Date: 2007-08-14 05:37:31 GMT
Subject: Re: Warner Music - search results

Figueira Decl. Tab
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Redacted Pursuant to
Protective Order at
Request of Defendants

Thanks Ali,

Any chance we could get the product team to mock up the 'crowd source'
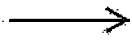concept as well as how the one box will look? Just showing this to partners
(and to the SPM/D's)

On 8/13/07, Ali <aliza@youtube.com> wrote:
>
> fyl...
>
> Chris I mentioned this convo to you earlier today...
>
> ---------- Forwarded message ----------
> From: Ali < aliza@youtube.com>
> Date: Aug 13, 2007 4:39 PM
> Subject: Re: Warner Music - search results
> To: Rami Bitar <rami@google.com>
> Cc: shashis@google.com, Matthew Liu <matthew@youtube.com>
>
> Thanks Rami.
>
> Shashi, I know the google search product is never to change our search
> algorithms to favor partner content - I would never suggest this nor would
> Warner expect it.
>
> My point is --
>
> when a user types in a set of keywords "Artist name+ song" shouldn't the
> official content show up first ahead of pirated versions?
>
> in what instance can we justify showing a copyrighted version above the
> official one?
>
> a call would be helpful regardless of how useful we think it would be -- I
> guarantee from a relationship management standpoint, they will greatly value
> any background we can give.
>
>
> On 8/13/07, Rami Bitar < rami@google.com> wrote:
> >
> >> Just so I can explain my thinking here: we should never be in the
> > business of changing our search algorithms to favor content based on who the
> > owner is.
> >
> > Agreed, our current plan is to use ███████████████████
> > ████████████████████████████████████
> > ████████████████████████████████████
> > ████████████████████████████████████
> >
> > We also plan to launch a partner one box that will trigger a channel

> > result when a query highly matches a channel (ie, "BBC") -- but this won't
> > be release until v24 (October 31) at best.
> >
> > >> But they have requested we set up a call with their engineers and a
> > few folks from our product team so they can find out anything else they can
> > be doing to better the search experience so their video results show up at
> > the top when say someone types in "madonna like a prayer"
> >
> > Sure thing -- we should include David Stoutamire who is the Tech Lead in
> > Mountain View on search quality. My only hesitation is that they have
> > strict policies against discussing ranking (even at a high-level) with
> > anyone at Google much less outside of Google, so I'm not sure how useful the
> > discussion will be.
> >
> > David might still be on vacation but I'll start a thread (and CC you) to
> > setup a time for this call.
> >
> > Best,
> >
> > Rami
> >
> >
> > On 8/9/07, Shashi Seth <shashis@google.com> wrote:
> > >
> > > Just so I can explain my thinking here: we should never be in the
> > > business of changing our search algorithms to favor content based on who the
> > > owner is. In search the same requests come to us from NY Times and Wall
> > > Street Journal - who claim that their content should always be placed higher
> > > than anybody else.
> > >
> > > The onebox achieves this by keeping, the search results the same
> > > because our algorithm picked it based on raking/relevance, etc. - yet lets
> > > the user know that the onebox simply points out where the "original" content
> > > lives.
> > >
> > > Shashi
> > >
> > > On 8/9/07, Shashi Seth < shashis@google.com> wrote:
> > > >
> > > > I will let Rami reply to this, but in my opinion the only way we can
> > > > do this through a "onebox" which shows "original" content first when an
> > > > exact (or very high confidence) match happens. I think this is on Rami's
> > > > roadmap - but not sure when.
> > > >
> > > > Shashi
> > > >
> > > > On 8/9/07, Ali < aliza@youtube.com> wrote:
> > > > >
> > > > > Hey Rami, Shashi,
> > > > >
> > > > > Warner Music has been asking for some time now, for further
> > > > > clarity around our YT search results. As you can imagine, they are a bit
> > > > > frustrated with copyrighted versions of their videos showing up first in
> > > > > search results. I know this is not an easy fix and part of a much larger
> > > > > effort we continue to work on. But they have requested we set up a call
> > > > > with their engineers and a few folks from our product team so they can find
> > > > > out anything else they can be doing to better the search experience so their
> > > > > video results show up at the top when say someone types in "madonna like a

> > > > > prayer"
> > > > >
> > > > > http://www.youtube.com/results?search_query=madonna+like+a+prayer&search=Search
> > > > >
> > > > >
> > > > > or "the white stripes"
> > > > >
> > > > > http://www.youtube.com/results?search_query=the+white+stripes&search=Search
> > > > >
> > > > >
> > > > > they seem to come up second, or further down the chain almost
> > > > > every time. In these cases, their videos should be showing up first. Are
> > > > > you the correct person to involve? They understand we will not be giving
> > > > > them a clear solution on this call, but want to better understand our
> > > > > product and vision. Let me know who else I should include. Hoping to set
> > > > > this up for Monday or Wed of next week.
> > > > >
> > > > > Thanks,
> > > > > Ali
> > > > >
> > > > >
> > > >
> > > >
> > > > --
> > > > 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.
> > >
> > >
> > >
> > >
> > > --
> > > 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.
> > >
> >
> >
> >
> > --
> > Rami Bitar
> > YouTube-Google
> > ███████████
> > rami@google.com
>
>
>

--

Chris Maxcy
YouTube.com

chris@youtube.com