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To: "Dean Yasuda" <dumbunny@google.com>
From: "klebeau@google.com" <klebeau@google.com>
Cc: "Yi-Ling Su" <yilingsu@google.com>, "Franck Chastagnol" <franckc@google.com>, "Christopher LaRosa" <clarosa@google.com>
Bcc:
Received Date: 2008-03-13 04:12:51 GMT
Subject: Re: Live: Suspicious number of AM YTB matches for UMG

Redacted Pursuant to
Protective Order at
Request of Defendants

+ Chris

Dean - Please see email below (forgot to copy Chris on the last one)

On Thu, Mar 13, 2008 at 9:11 AM, Kelsey LeBeau <kelsey@youtube.com> wrote:

> Dean -

> So, does this mean that track views are included in the per-play revenue reports that we are providing for UMG? (if so, that is actually a good thing - because we are currently "tracking" UMG videos that we don't have the rights to monetize, but need to pay them on these views - though this is a hack that we would want to fix for other partners)

> Would it be possible to pull a report of the exhibitions of "tracked" UMG videos. We need to decide if we want to change the policy to "Block" but it is difficult where we don't know the revenue impact.

> Thanks,

> Kelsey

> On Fri, Feb 1, 2008 at 2:31 PM, Dean Yasuda <dumbunny@google.com> wrote:

>> None of the 4 music labels' reports have changed recently.
>> They cannot change until they provide codes to distinguish Track from Revenue Share, and/or additional file generation requests (UMG already gets 8 monthly files, though).

>> --Dean

>> On Feb 1, 2008 1:20 PM, Kelsey LeBeau <kelsey@youtube.com> wrote:

>>> Dean -

>>> are we including Track views in the revenue reports for UMG?

>>> UMG started claiming content for which YT has not cleared publishing at the very end of december. As a result, we cannot run ads...So, we have set the policy for these to Track instead of Monetize. We are evaluating whether we need to block these claims until publishing cleared.

>>> Thanks,

>>> Kelsey

>>> On Feb 1, 2008 1:11 PM, Yi-Ling Su <yilingsu@google.com> wrote:
>>> Yah if they were viewed at all for any significant amount of time,
>>> they'll show up there. I guess we can't really do anything about it then.
>>> thanks dean.
>>> On Feb 1, 2008 1:08 PM, Dean Yasuda <dumbunny@google.com> wrote:
>>>> If they are in ut_cyc_tracker_rollup_20080131, then they'll come
>>>> out in the monthly reports. The monthly revenue reports have not run yet.
>>>> --Dean
>>>> On Feb 1, 2008 12:23 PM, Yi-Ling Su <yilingsu@google.com> wrote:
>>>>> hey dean,
>>>>> there were about a 2 K claims that were created by mistake which
>>>>> i just closed. Will these still show up in the reports for jan?
>>>>> yi-ling
>>>>> ----- Forwarded message -----
>>>>> From: Yi-Ling Su <yilingsu@google.com>
>>>>> Date: Feb 1, 2008 12:22 PM
>>>>> Subject: Re: Live: Suspicious number of AM YTB matches for UMG
>>>>> To: Kelsey LeBeau <kelsey@youtube.com>
>>>>> Cc: Franck Chastagnol <franckc@google.com>, Jianliang Zhao <
>>>>> jlzhao@google.com>, George Salem <gsalem@google.com>, Frey Waid
>>>>> <frey@google.com>
>>>>> These audio fingerprinting claims from audible magic have been
>>>>> closed now. there were 1844 created between 2008-01-30 14:44:32 and
>>>>> 2008-02-01 10:38:44
>>>>> On Feb 1, 2008 10:30 AM, Yi-Ling Su <yilingsu@google.com> wrote:
>>>>>> When you turned on YTB db match, it actually starts generating
>>>>>> audio fingerprints for all claims.
>>>>>> - Ones where they checked the box AND
>>>>>> - All their uploaded videos/web claimed content
>>>>>> We don't necessarily have the rights to monetize the audio for
>>>>>> all these cases.
>>>>>> yi-ling
>>>>>> On Feb 1, 2008 10:28 AM, Kelsey LeBeau <kelsey@youtube.com>
>>>>>> wrote:
>>>>>>>

>>>>>>>> In all cases? or only where they checked the box?
>>>>>>>>
>>>>>>>>
>>>>>>>> On Feb 1, 2008 10:09 AM, Franck Chastagnol <
>>>>>>>> franckc@google.com> wrote:
>>>>>>>>
>>>>>>>>> This enabled creation of claim in case the audio of a
>>>>>>>>> video uploaded by a user would match audio of a music video uploaded by UMG.
>>>>>>>>>
>>>>>>>>> The risk is that lots of the music videos uploaded by UMG
>>>>>>>>> may not have pub rights cleared and therefore
>>>>>>>>> we would apply a policy Block to all those matches.
>>>>>>>>> But looking at the data it seems this is not the case and
>>>>>>>>> most of the matches get a RevShare policy.
>>>>>>>>>
>>>>>>>>> I'm confused though since the music videos have ISRC which
>>>>>>>>> are different from CDs ISRC (they are music video ISRC).
>>>>>>>>> and I thought these would not be in our publisher rights
>>>>>>>>> DB.
>>>>>>>>>
>>>>>>>>> Yi-ling, in case of a match against YTB, does the code
>>>>>>>>> check the pub rights are cleared ?
>>>>>>>>>
>>>>>>>>> Thanks,
>>>>>>>>> Franck
>>>>>>>>>
>>>>>>>>>
>>>>>>>>>
>>>>>>>>> On Feb 1, 2008 9:33 AM, Kelsey LeBeau <kelsey@youtube.com>
>>>>>>>>> wrote:
>>>>>>>>>
>>>>>>>>>> My intention was to enable UMG to generate fingerprints
>>>>>>>>>> from UGC claims when they check the "Claim Matching Video." What did I
>>>>>>>>>> actually do?
>>>>>>>>>>
>>>>>>>>>>
>>>>>>>>>> On Feb 1, 2008 9:21 AM, Jianliang Zhao <
>>>>>>>>>> jlzhao@google.com> wrote:
>>>>>>>>>>
>>>>>>>>>>> [+Kelsey]
>>>>>>>>>>>
>>>>>>>>>>>> From the didya_browser, it seems it's Kelsey who made
>>>>>>>>>>>>> a change to UMG account on Jan 29. Kelsey, was it intended to enable AM YTB
>>>>>>>>>>>>> match for UMG?
>>>>>>>>>>>>>
>>>>>>>>>>>>>> 110536580 ADMIN *99348841*
>>>>>>>>>>>>>>> CONTENT_OWNER 6 0 ADMIN_CONTENT_OWNER_UPDATE
>>>>>>>>>>>>>>> content_owner_id:6 January 29, 2008, 02:12 PM 110536580
>>>>>>>>>>>>>>> 10.1.2.31
>>>>>>>>>>>>>>>
>>>>>>>>>>>>>>> Thanks,
>>>>>>>>>>>>>>>
>>>>>>>>>>>>>>> Jianliang
>>>>>>>>>>>>>>>
>>>>>>>>>>>>>>> On Feb 1, 2008 9:10 AM, Jianliang Zhao <
>>>>>>>>>>>>>>> jlzhao@google.com> wrote:
>>>>>>>>>>>>>>>
>>>>>>>>>>>>>>>>> Someone enabled AudibleMagic YTB DB match for UMG.

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Kelsey LeBeau
YouTube, Strategic Partner Manager
901 Cherry Avenue
San Bruno, CA 94066
Phone: [REDACTED]
Fax: [REDACTED]

This email may be confidential or privileged. If you received this communication by mistake, please don't forward it to anyone else, please erase all copies and attachments, and please let me know that it went to the wrong person. Thanks.
