



Business Requirements Document for New Features

Feature Name: Geo-filtering
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1.0 Description:

What is this feature?

This feature would enable us to filter partner video content and control where it is delivered on a global/territorial basis (i.e. US only, US + Canada, US + Canada + Mexico, etc.).

2.0 Goal:

Why are we developing this feature?

To control the delivery of video on a territory-by-territory basis worldwide. This is necessary in order to work within the constraints of the distribution rights related to much of the video we want to acquire from professional content provider/partners.

By offering the ability to Geo-filter video, we will gain access to a much larger universe of professional video content. Territorial rights issues and controls related to this has been a major cause limiting the type and amount of video content that professional content providers (studios, networks, labels, etc.) have been able to provide to YouTube so far.

3.0 Scope:

General feature scope as well as any constraints on how the feature should be implemented

The feature should allow us to assign specific territories on a video-by-video basis, and only deliver certain videos to certain approved territories and not to others. Some videos will be allowed for "global" distribution while others might be "U.S. Only" or "U.S. + Canada only" or "U.S. + Mexico only" or "U.S. + Canada + Mexico only" etc.

We should define territories in the same way traditional television broadcasters do, so we can deliver video in sync with traditional definitions of "territories" as currently defined by the television industry. We'll have to look into exactly how these are defined (i.e. specific European countries, or EU etc.?)

We'll also want to be able to define "regions" like a zip code or other designation we create. Perhaps on a state-by-state basis in the US, in the case that certain content may not be delivered to a certain state or zip code. In the case of sports rights, the



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zip code filter will most likely be necessary as it is common for sports rights to include "black-outs" of certain regions like states or particular cities and zip codes.

4.0 Future Directions:

Long term vision and future considerations for the feature

We may want to build some flexibility into this feature so that we can redefine "territories" or "regions" if we need to at some point.

Could be international territories, or zip codes in US, or states in US, or counties or states in another country at some point in future.

5.0 Priority:

General priority of the feature and expectancy for time to market

We need this feature as soon as possible, as it is necessary to be able to "geo-filter" video content at the request of content partners based on their distribution rights for that particular video.