

To: "Patrick Walker" <pjwalker@google.com>  
 From: "Hunter Walk" <hunter@google.com>  
 Cc:  
 Bcc:  
 Received Date: 2006-03-05 22:57:33 CST  
 Subject: Re: [Harappa-team] google vid - 'unable to connect'

1580-1129-0008 CT-013134  
 Figueira Decl. Tab  
 216

i believe the offsite is on Thur March 16 - Nikhil was going to send out an email.

On 3/4/06, Patrick Walker <pjwalker@google.com> wrote:

>  
 > Hooray. I totally agree with you, which is why I've been a bit baffled by  
 > this constant comparison to sales on iTunes (which is architected and pri=ed  
 > to sell hardware, but is fundamentally limited in multi-device and cross  
 > platform potential), and traffic/uploads on the unprofitable YouTube (whi=h  
 > is doing little to stem its traffic growth on the back of pirated content=  
 > unsustainable and irresponsible). Google, if it focuses on the big pictur=  
 > could blow them all away. We're not late at all if we focus on our streng=hs  
 > - massive traffic, reliability and distribution potential monetized  
 > primarily through ads and syndication - and see electronic sell through a=  
 > only one important piece of the big pie.

> I missed the team meeting on Wednesday. Is the away day happening?

> On 04/03/06, Hunter Walk < hunter@google.com> wrote:

>> that's the million dollar question - i don't think it's a question of  
 >> beating any one other property right now. There are certainly early ent=ants  
 >> in the "best of their class" niches, but what Google needs to do is dec=de  
 >> how we want the world of online video to evolve and then use our resour=es  
 >> (money, talent, reach) to make it so. Right now we're chasing a variety=of  
 >> different start-ups and established companies, deciding how to win the =ace  
 >> because we were late to it with a solid single strategy, when we really  
 >> should be architecting the race course.

>> That being said, I think we need to fast forward on the integration of  
 >> an ads and syndication platform - leverages our unique assets and talen=s.  
 >> Help longtail monetize for the first time and mainstream content provid=rs  
 >> extend the value of their product. While using "free" and "DTC" as the =eff  
 >> and right pillars giving a full range of distribution options.

>> best,

>> hw

>> On 3/4/06, Patrick Walker < pjwalker@google.com> wrote:

>>> I hope that's soon! But what would you say is the best property now?  
 >>> Who, in your opinion, do we need to 'beat'?

>>> Sent from my BlackBerry Wireless Handheld.

Redacted Pursuant to  
 Protective Order at  
 Request of Defendants



WALKER  
 EXHIBIT NO. 12  
 DATE 7-22-08  
 Y.FENNELLY CSR5495

Highly Confidential

000001-00562062

>>>

>>>

>>> -----Original Message-----

>>> From: Hunter Walk <hunter@google.com>

>>> To: Patrick Walker <pjwalker@google.com>

>>> Sent: Sat Mar 04 07:19:24 2006

>>> Subject: Re: [Harappa-team] google vid - 'unable to connect'

>>>

>>> i'll sleep when we're the best video property on the internet :-)

>>>

>>>

>>> On 3/4/06, Patrick Walker <pjwalker@google.com <mailto:pjwalker@google.com>

>>> > wrote:

>>>

>>> Very strange. Still can't get it here regardless of browser,

>>> but always could before and everything else working fine.. T

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>

>>>  
>>>  
>>>  
>>>  
>>>  
>>> --  
>>> Hunter Walk  
>>> Business Product Manager, Google  
>>> hunter@google.com <mailto: hunter@google.com>  
>>> (P) [REDACTED]

>>>  
>>>  
>>> --  
>>> Patrick Walker  
>>> Head of Content Partnerships  
>>> Google Video, EMEA  
>>>  
>>> Belgrave House  
>>> 76 Buckingham Palace Road  
>>> London SW1W 9QT  
>>> Office: [REDACTED]  
>>> Mobile: [REDACTED]  
>>> pjwalker@google.com

>>> --  
>>> Hunter Walk  
>>> Business Product Manager, Google  
>>> hunter@google.com  
>>> (P) [REDACTED]

>>>  
>>>  
>>> --  
>>> Hunter Walk  
>>> Business Product Manager, Google  
>>> hunter@google.com  
>>> (P) [REDACTED]

>>>  
>>>  
>>> --  
>>> Patrick Walker  
>>> Head of Content Partnerships  
>>> Google Video, EMEA  
>>>  
>>> Belgrave House  
>>> 76 Buckingham Palace Road  
>>> London SW1W 9QT  
>>> Office: [REDACTED]  
>>> Mobile: [REDACTED]  
>>> pjwalker@google.com

>

--  
Hunter Walk  
Business Product Manager, Google  
hunter@google.com  
(P [REDACTED])

---