

To: "Chris Maxcy" <maxcy@google.com>
 From: "Shashi Seth" <shashis@google.com>
 Cc:
 Bcc:
 Received Date: 2007-05-15 17:51:23 CST
 Subject: Re: Classification of top queries

PEP/AD 800-631-8888
 Figueira Decl. Tab
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Redacted Pursuant to
 Protective Order at
 Request of Defendants

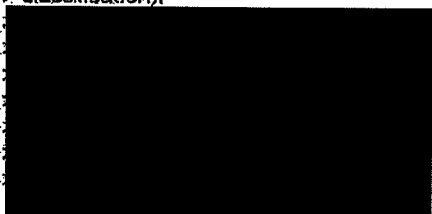
The number in the middle is simply classification number, so just ignore that.

Shashi

On 5/15/07, Chris Maxcy <maxcy@google.com> wrote:

- >
- > Thanks Shashi,
- >
- > Very interesting. Any way to break down the entertainment further?
- >
- > chris
- > -----
- > Sent from my BlackBerry Wireless Handheld
- >
- >
- > ----- Original Message -----
- > From: Shashi Seth <shashis@google.com>
- > To: Alex Ellerson; Chris Maxcy <chris@youtube.com>; Jordan Hoffner; Jamie
- > Byrne <jbyrne@youtube.com>; Jaime Schopflin <jaimes@youtube.com>; David
- > Eun; Kevin Yen <kyen@youtube.com>
- > Sent: Tue May 15 09:40:43 2007
- > Subject: Classification of top queries
- >

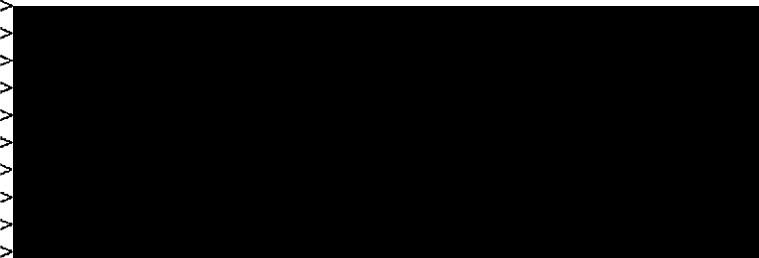
- > Just a quick update on a quick and dirty analysis of our top queries;
- >
- > [redacted] fall under entertainment - Not surprising. Here is a total of all
- > verticals (using taxonomy used by Adwords and Adsense for vertical
- > classification).



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 EXHIBIT
 Seth 4
 7/16/08



> If we further break it down into sub categories, here are some large
> verticals:



> Needless to say we need to concentrate on some of these to begin with. The
> disappointing verticals for me were pretty much [redacted]
> [redacted] etc. were dismal number - even [redacted]
> were small, but better than any [redacted] related vertical.

>
> Shashi
>
>
