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Figueira Decl. Tab
224-Part 1

Redacted Pursuant to
Protective Order at
Request of Defendants

Advertising Operations - Summary & Overview

October 2006

Ad Operations – Who we are

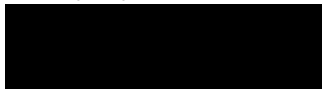
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Need something? Pick up the phone

Audience

October 2006

Users By The Numbers

Unique Users

- Captured 30 million USA unique users
- Ranked 14th among web destinations
- Reached 19% of USA internet users

Registered Users

- 200,000 new registered users per day
- 19 million registered users to date

Video Uploads

- 70,000 videos uploaded per day
- ~6 million videos uploaded to date

Community Dynamics

- 50,000 subscriptions per day
- 80,000 friends added per day
- 800,000 videos “favorite” per day

Nielsen: September 2006

October 2006

Metrics

Unique Visitors (mo)	30 Million (Avg) US only
Active Reach	19.2%
Web Destination Rank	14th

Source: HBX October 2006, Nielsen 2006

Gender	Audience Composition
Male	56%
Female	44%

Source: Nielsen 2006

Age	
2 – 11	2%
12 – 17	14%
18 – 24	7%
25 – 34	16%
35 - 49	36%
50 - 54	9%
55 – 64	10%

Source: Nielsen 2006

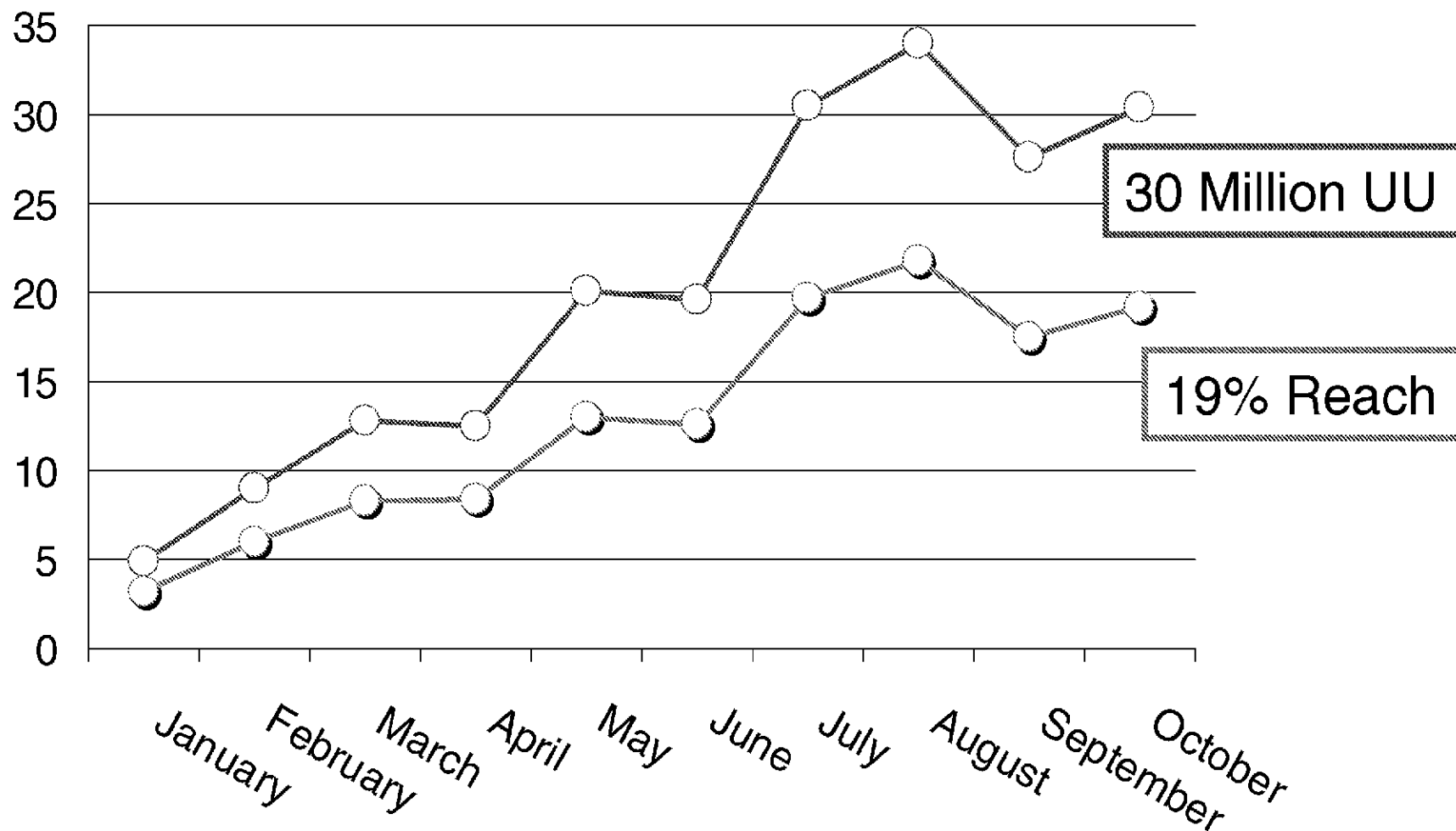
Metrics cont.

Household Income	
\$0 - 24999	6%
\$25000 – 49999	20%
\$50000 – 74999	26%
\$75000 - 99999	21%
\$100000 - 149999	16%
\$150000+	10%

Source: Nielsen 2006

Unique Users & Reach Growth

October 2006



Source: Nielsen 2006

User Demographics (USA only)

September 2006

	UU (millions)	% UU	% Page Views	Reach %
Age	All	27.7	-	18%
	< 18	4.5	16%	14%
	18 - 34	6.3	23%	20%
	35 - 49	9.9	36%	23%
	45 +	9.8	36%	15%
Gender	Male	15.5	56%	21%
	Female	12	44%	15%
Stickiness	Time/UU = 33 min ; Sessions per month = 3.13 Pages per Person: 46*			

* Contrast to Myspace: 550 Pages/Person

Source: Nielsen 2006

Comparative Reach Vs. Cable TV

Average Daily Visitors to YouTube August 2006: 6,745,962

Top 20 Cable Networks By Average Daily Primetime Reach

	Network	(000)
1	USA	2,583
2	NICK	2,514
3	DISNEY	2,372
4	TNT	2,259
5	ESPN	2,107
6	TBS	1,723
7	NICK/NITE	1,627
8	LIFETIME	1,596
9	TOON	1,556
10	FOXNC	1,548
11	SPIKE	1,234
12	FX	1,237
13	FAMILY	1,149
14	HISTORY	1,086
15	SCI-FI	1,071
16	HALLMARK	1,052
17	TV LAND	1,051
18	DISC	1,029
19	COMEDY	1,004
20	MTV	966

Source: Nielsen, May 2006
Source: DART, August 2006

Audience – YouTube vs. The Competition

Site	Level	Unique	Active	Web	Sessions	Web	Time
		Audience	Reach	Page Views	Per	Pages	Per Person
		[000]	(%)	[000]	Person	Per	(hh:mm:ss)
						Person	
YouTube	Parent	27,627	17.58	1,269,813	3.13	46	0:33:45
Google Video	Channel	16,676	10.61	241,630	1.96	15	0:07:16
MSN Video	Channel	12,607	8.02	52,521	2.37	4	0:08:05
Yahoo! Video	Channel	5,699	3.63	124,538	1.96	22	0:06:11
Metacafe	Parent	3,066	1.95	101,433	2.36	33	0:25:58
Heavy.com	Parent	2,706	1.72	6,643	1.44	2	0:01:05
iFILM	Brand	2,138	1.36	12,990	1.83	6	0:02:01
Atom Films	Brand	1,247	0.79	4,775	1.25	4	0:02:43
Grouper^	Parent	870	0.55	5,299	1.05	6	0:01:54
GUBA	Parent	713	0.45	27,267	2.22	38	0:17:39
Veoh*	Brand	706	0.45	2,045	1.47	3	0:02:53
Revver*	Parent	448	0.29	1,793	1.1	4	0:06:51

Source: Nielsen 2006

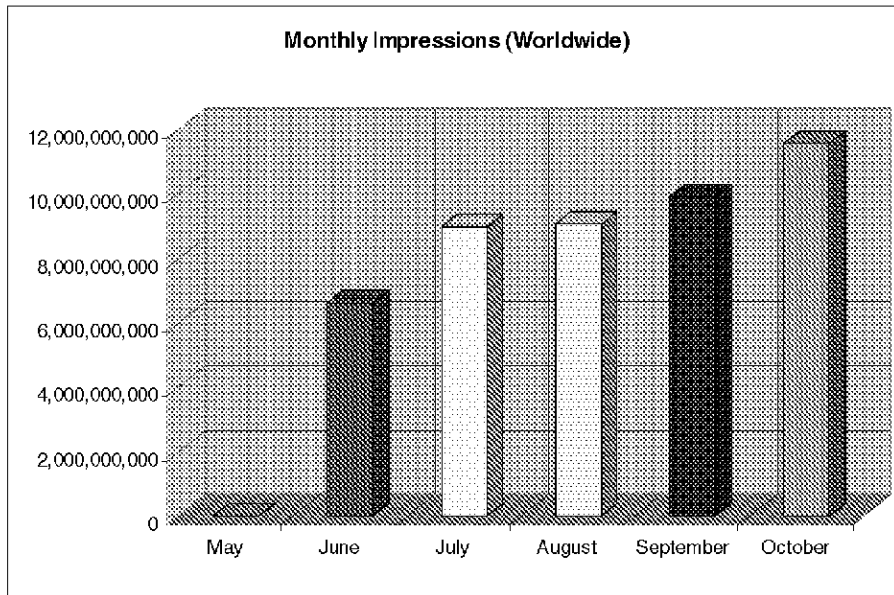
Ad Inventory

October 2006

Summary

Ad Impressions per month (Average)		
	Average	High
United States	2.8 Billion	4 Billion
International	6 Billion	8.5 Billion
Total	8.8 Billion	11.5 Billion

Source: DoubleClick 2006



Highlights

- 12.5% (Avg) month over month growth
- October 2006 **11.5 B** Impressions ** highest month to date
- Forecasting 8% month over month growth into 2007
- Projection **25.B** Impressions by August 2007

September 2006

By Content Filter

Percentages of Clean vs. Non-Clean Inventory (WORLDWIDE)		
	%	Total
Safe	35%	1.8 B
Risky	65%	3.2 B

Source: DoubleClick 2006

Percentages of Clean vs. Non-Clean Inventory (US ONLY)		
	%	Total
Safe	35%	490 MM
Risky	65%	900 MM

Source: DoubleClick 2006

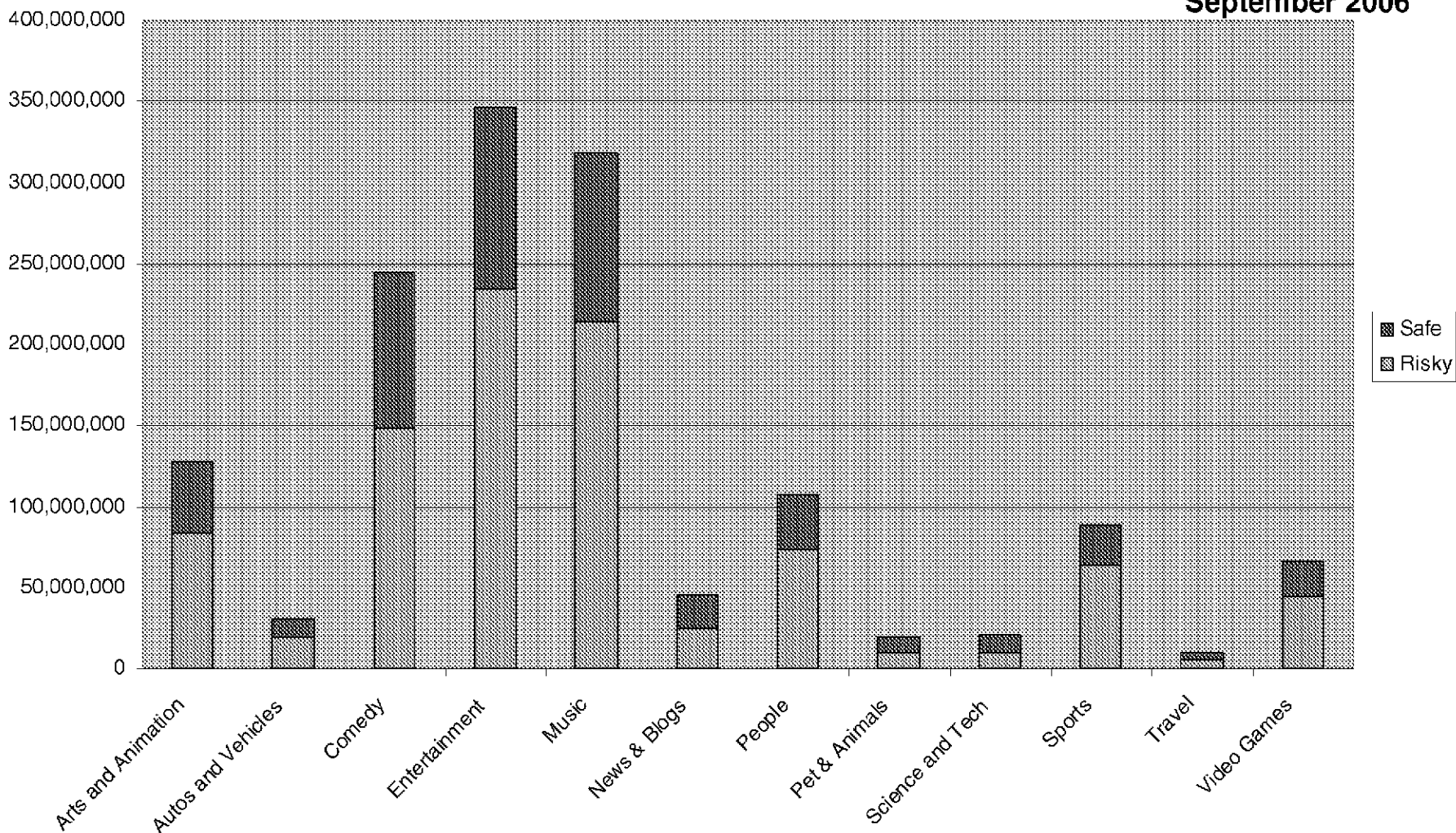
Safe = C,N,A

Risky = R, F, H

Safe content is only 35% of our inventory!

By Channel, By Watch Page Categories

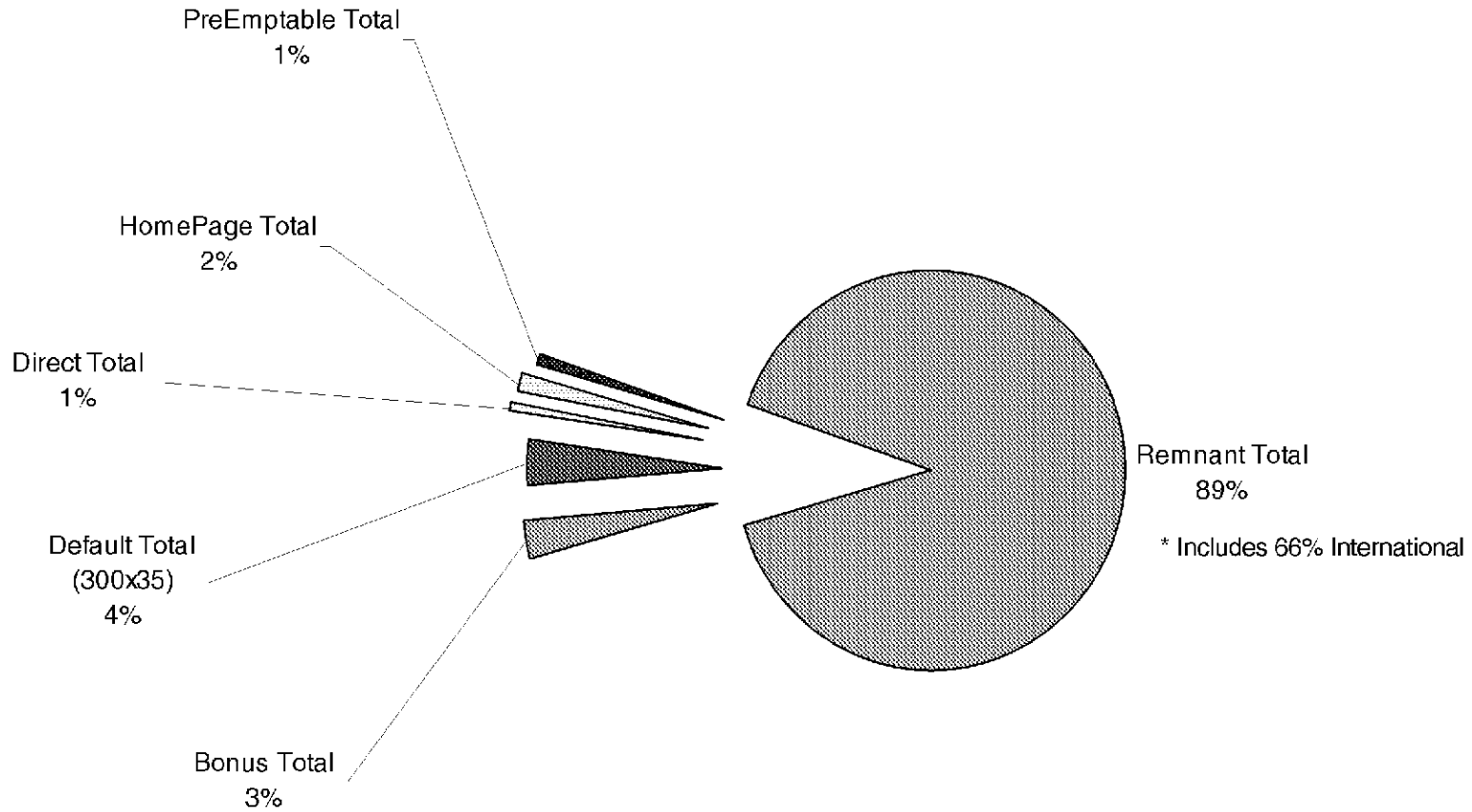
September 2006



Source: DoubleClick 2006

Impressions By Ad Type, All

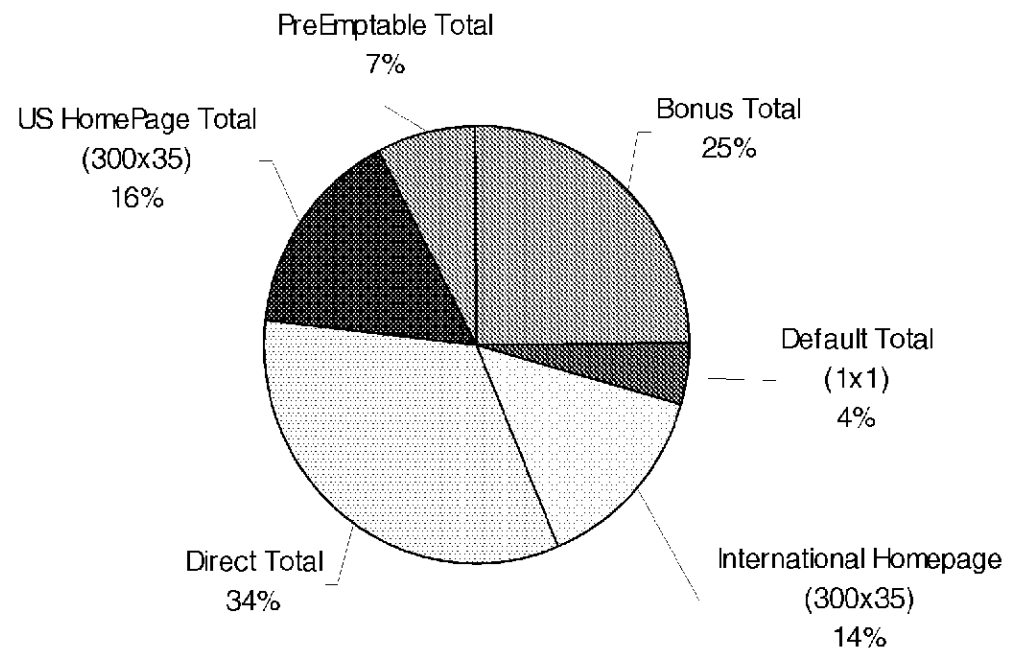
September 2006



Direct = \$3.00+ | Pre Emptible = \$1-3.00 | Remnant = >\$1.00

Impressions By Ad Type, with International (No Remnant)

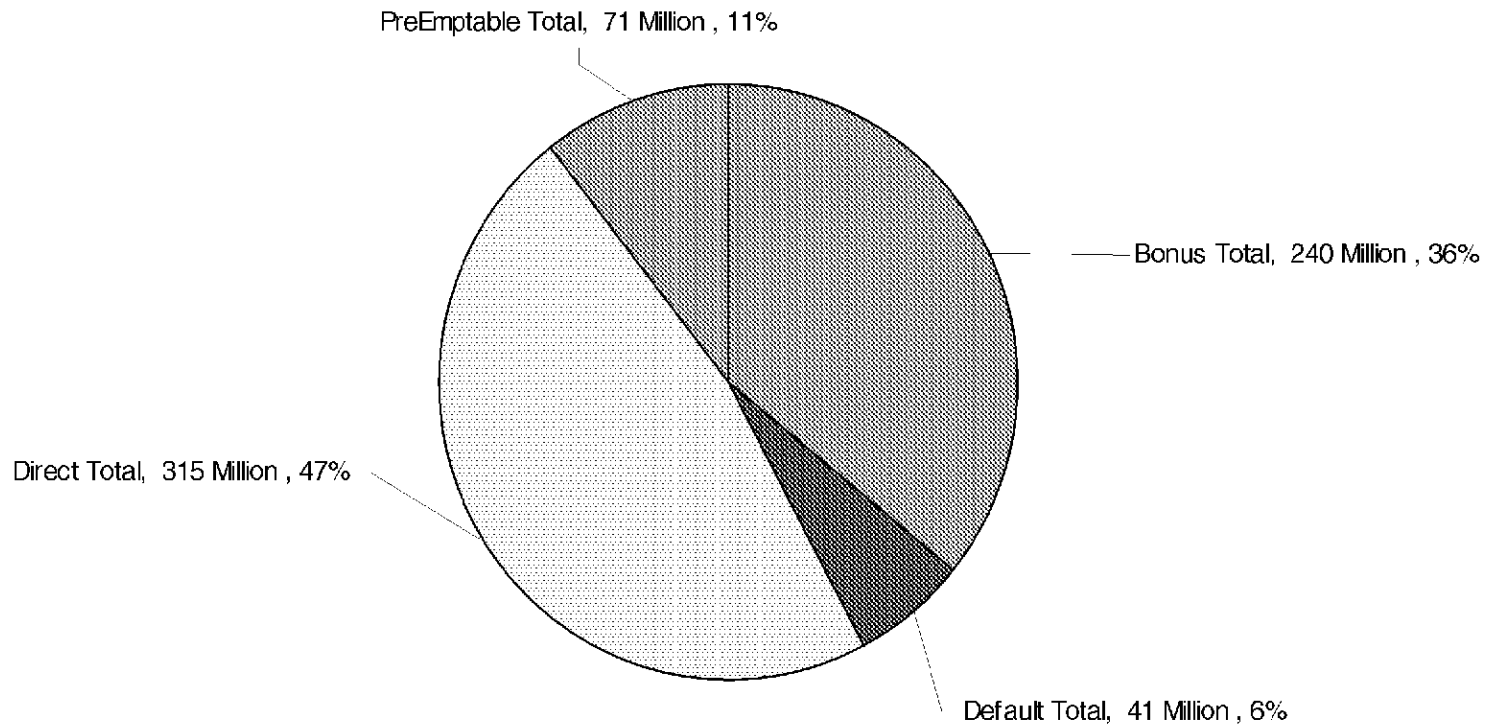
September 2006



Direct = \$3.00+ | Pre Emptible = \$1-3.00 | Remnant = > \$1.00

IAB Standard Ads, Exclude International (No Remnant)

September 2006



Direct = \$3.00+ | Pre Emptible = \$1-3.00 | Remnant = > \$1.00

By Channel

September 2006

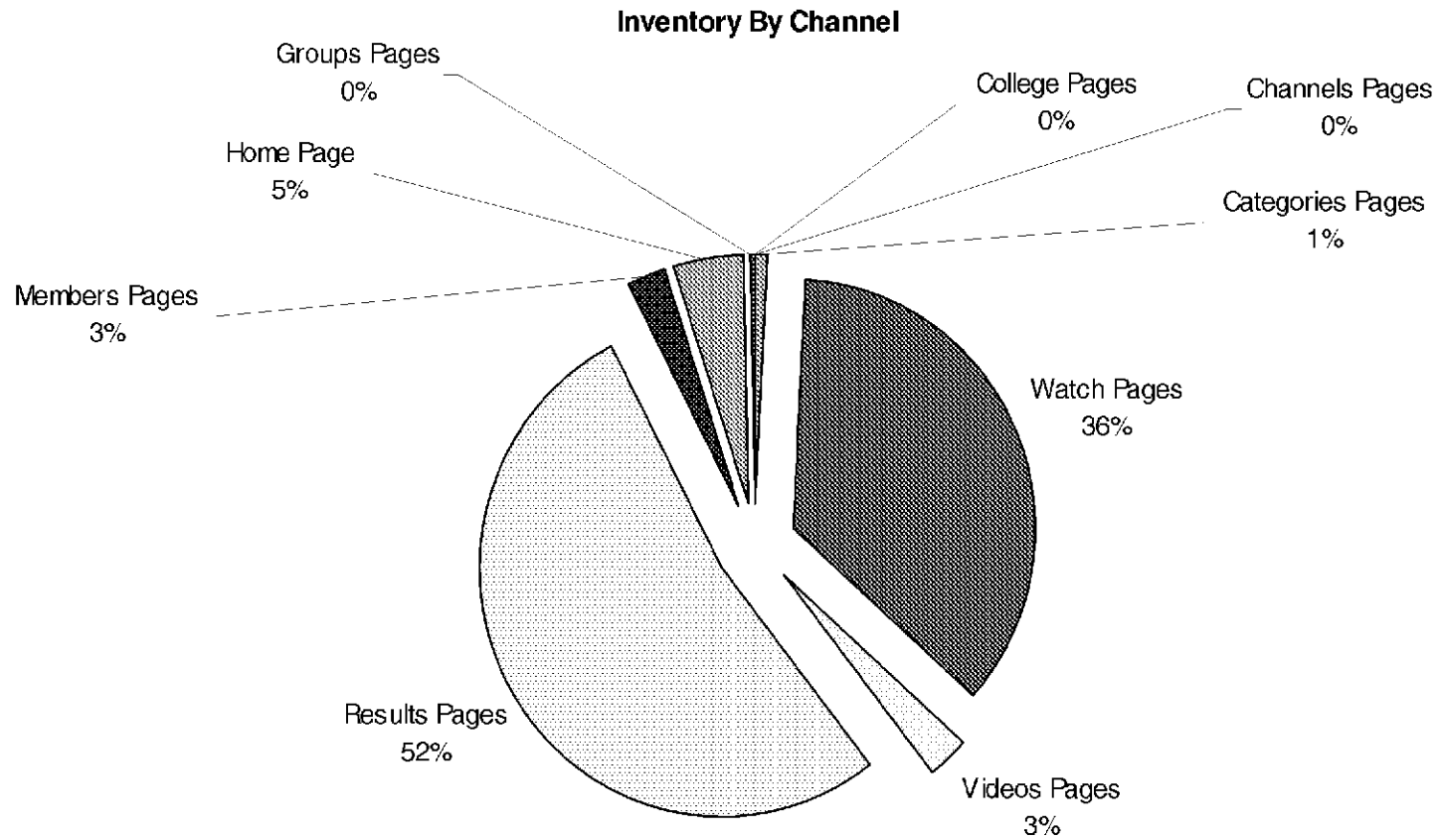
Channel Impressions per month				
	US	International	Total	%
Categories	27 M	55 M	82.6 M	1%
Channels	8 K	33 K	41 K	.0003%
College	80 K	45 K	125 K	.001%
Contests	1 M	400 K	1.4 M	.012%
Groups	10 M	17 M	27 M	.2%
Home	204 M	391 M	595 M	5%
Members	119 M	153 M	272 M	3%
Search Results	2 B	4.5 B	6.5 B	52%
Upload	1.6 M	3 M	4.6 M	.04%
Videos	114 M	166 M	280 M	3%
Watch	1.4 B	3 B	4.4 B	36%

Source: DoubleClick 2006

Watch & Search channels represent 88% of US & International Ad Impressions

September 2006

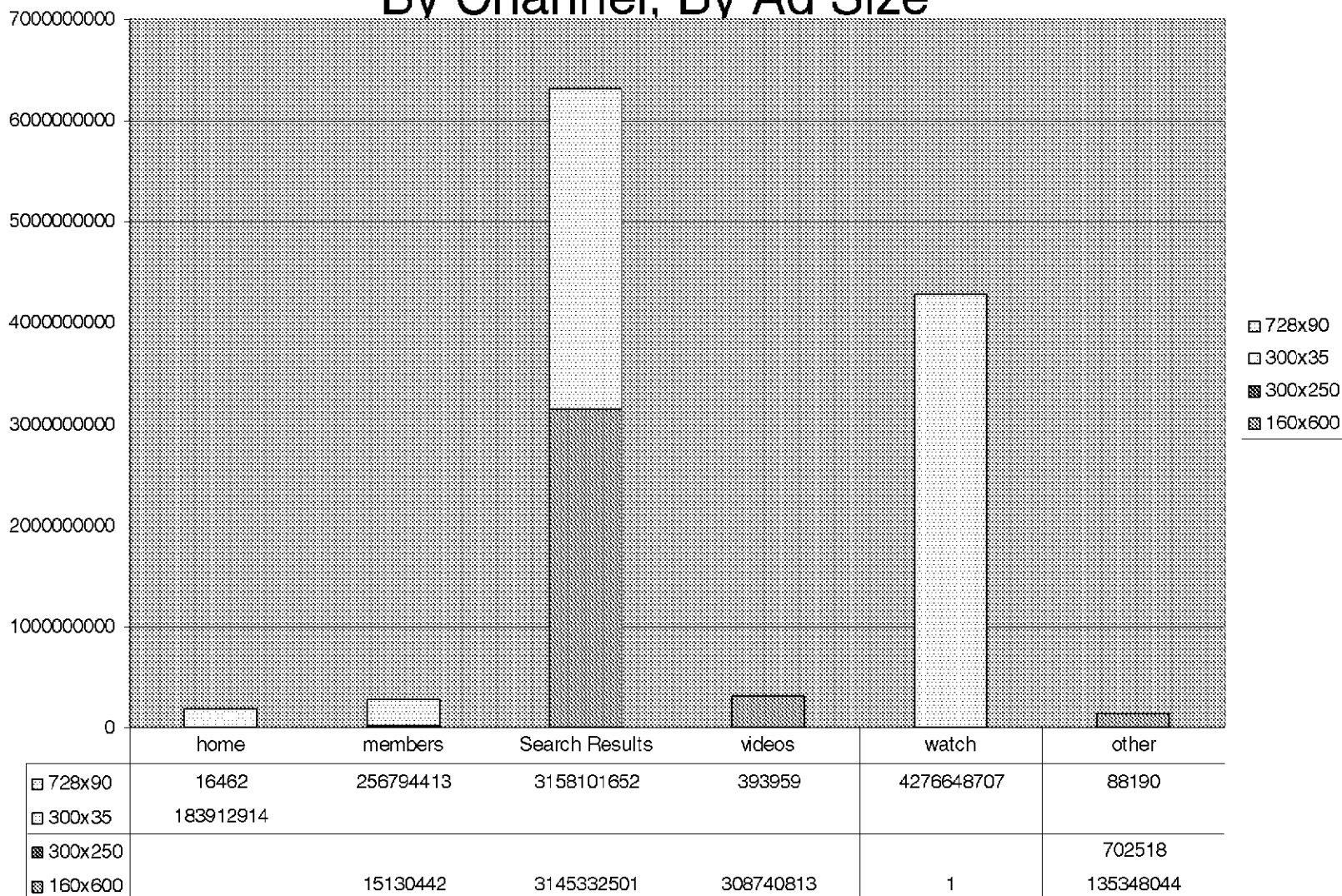
By Channel Graph



Source: DoubleClick 2006

September 2006

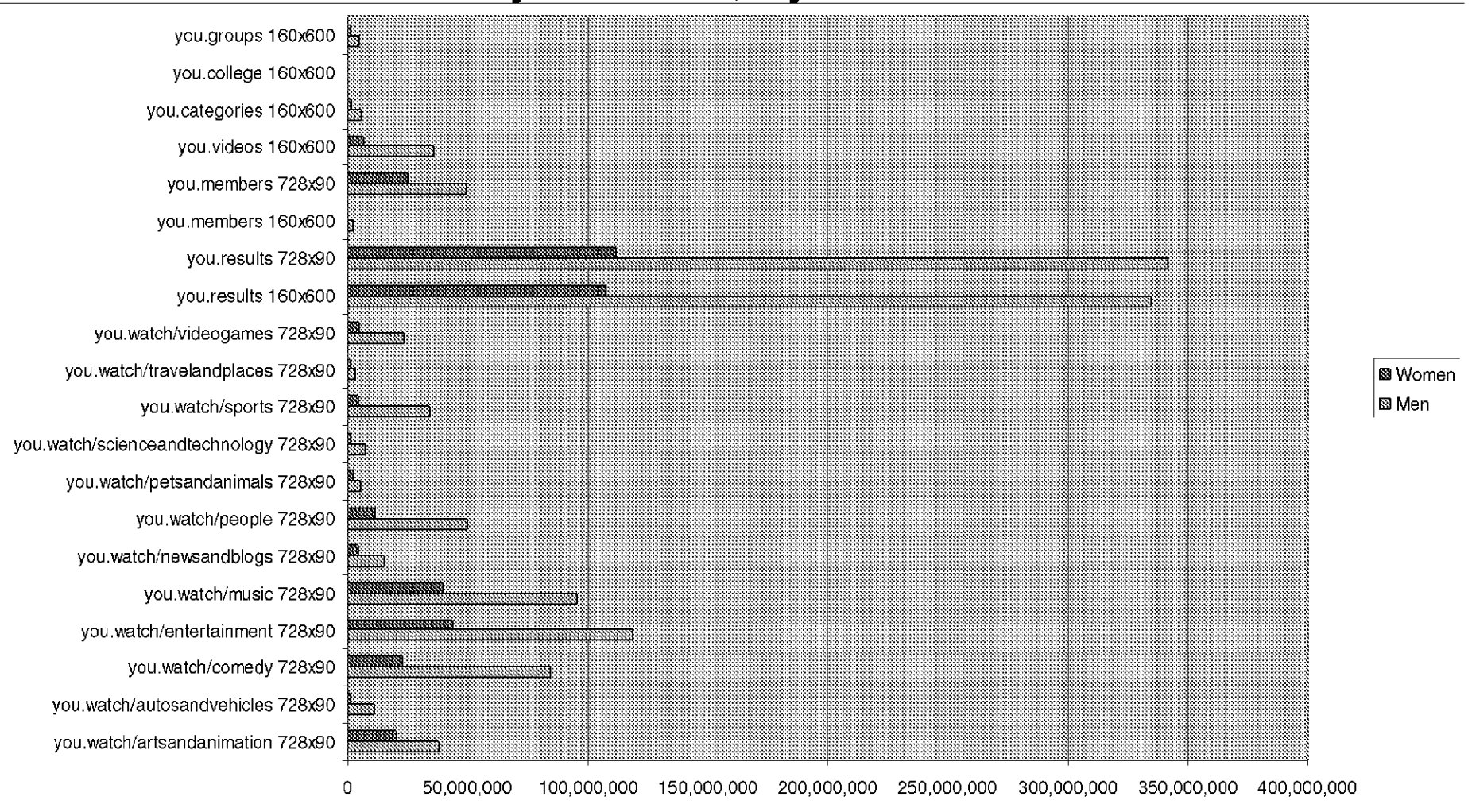
By Channel, By Ad Size



Source: DoubleClick 2006

September 2006

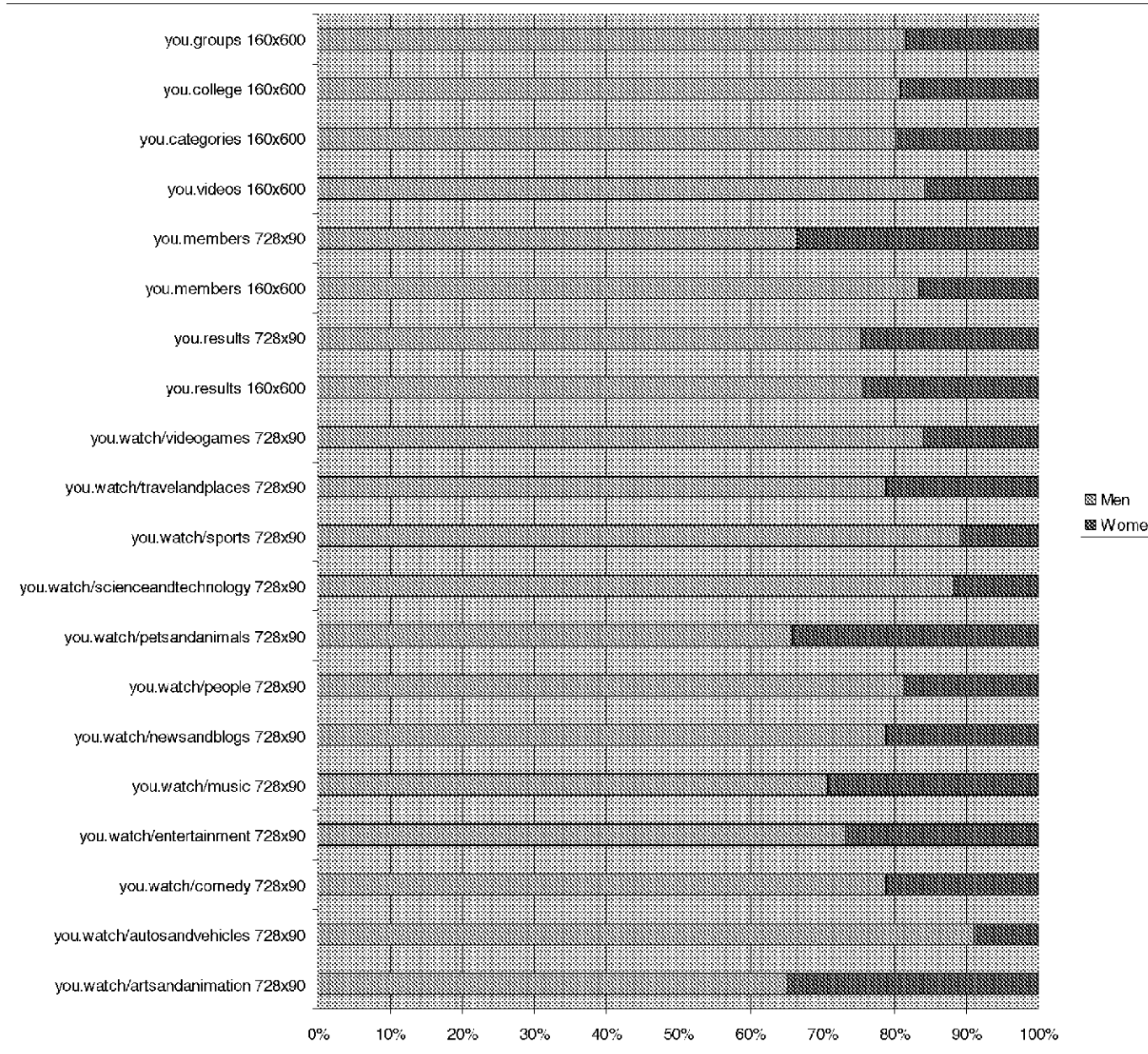
By Channel, by Gender



Source: DoubleClick 2006

By Channel, by Gender (%)

September 2006



Source: DoubleClick 2006

Ad Impressions – By Day of Week, entire site

* Note these impressions are US only across the entire site, and represent a running average.

Day	Totals US	Percentage of weekly traffic(%)
Sunday	137 M	16%
Monday	115 M	13%
Tuesday	122 M	14%
Wednesday	122 M	14%
Thursday	112 M	13%
Friday	124 M	14%
Saturday	129 M	15%

Numbers show higher usage on the weekends

Homepage Ad Impressions – By Day of Week

September 2006

* Note these impressions are US only, and represent a running average.

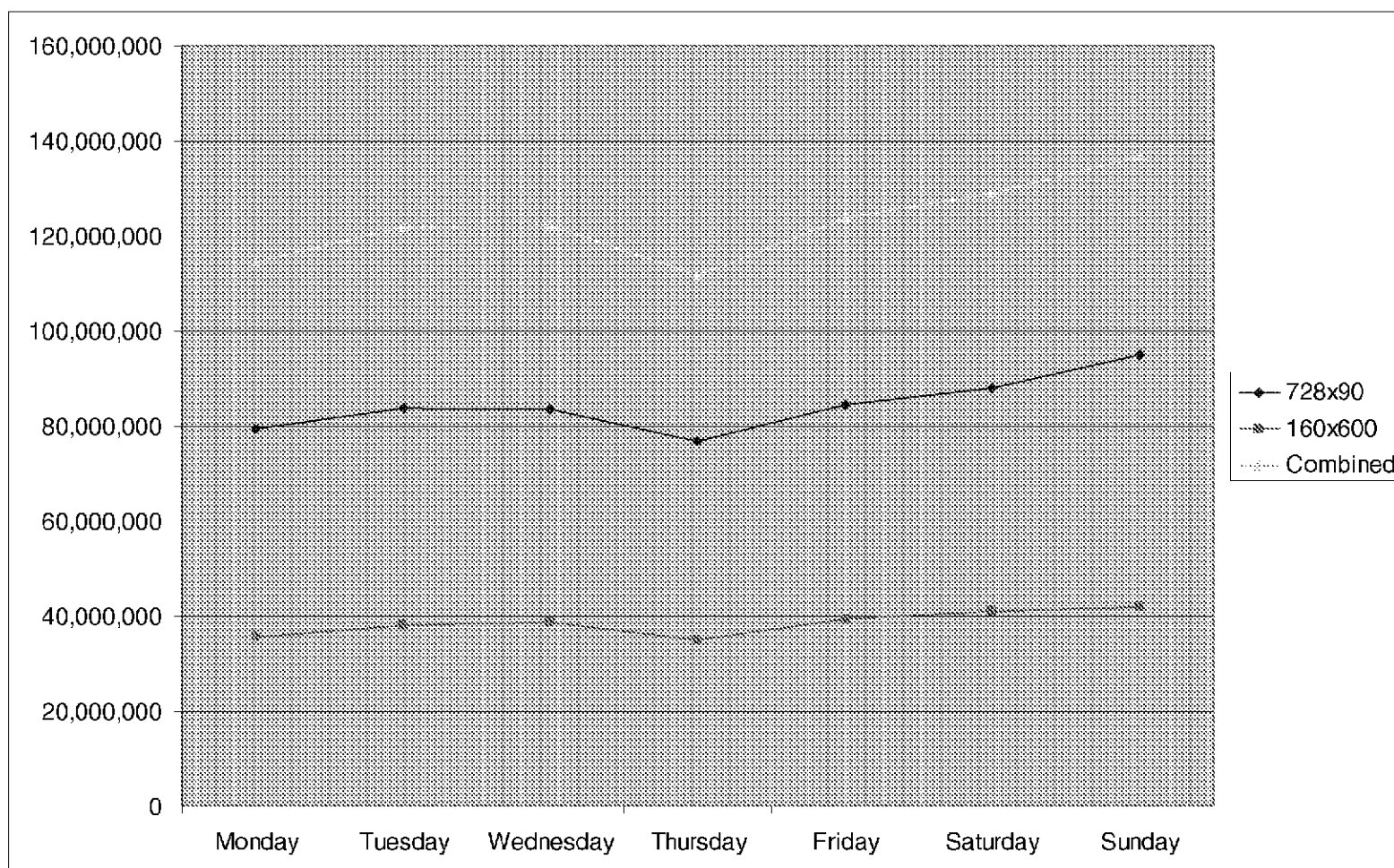
Day	Totals US
Sunday	7 M
Monday	6.5 M
Tuesday	6.3 M
Wednesday	6.8 M
Thursday	6.6 M
Friday	7.2 M
Saturday	7 M

Source: DoubleClick 2006

Friday is the highest, followed by the weekend (Sat & Sun)

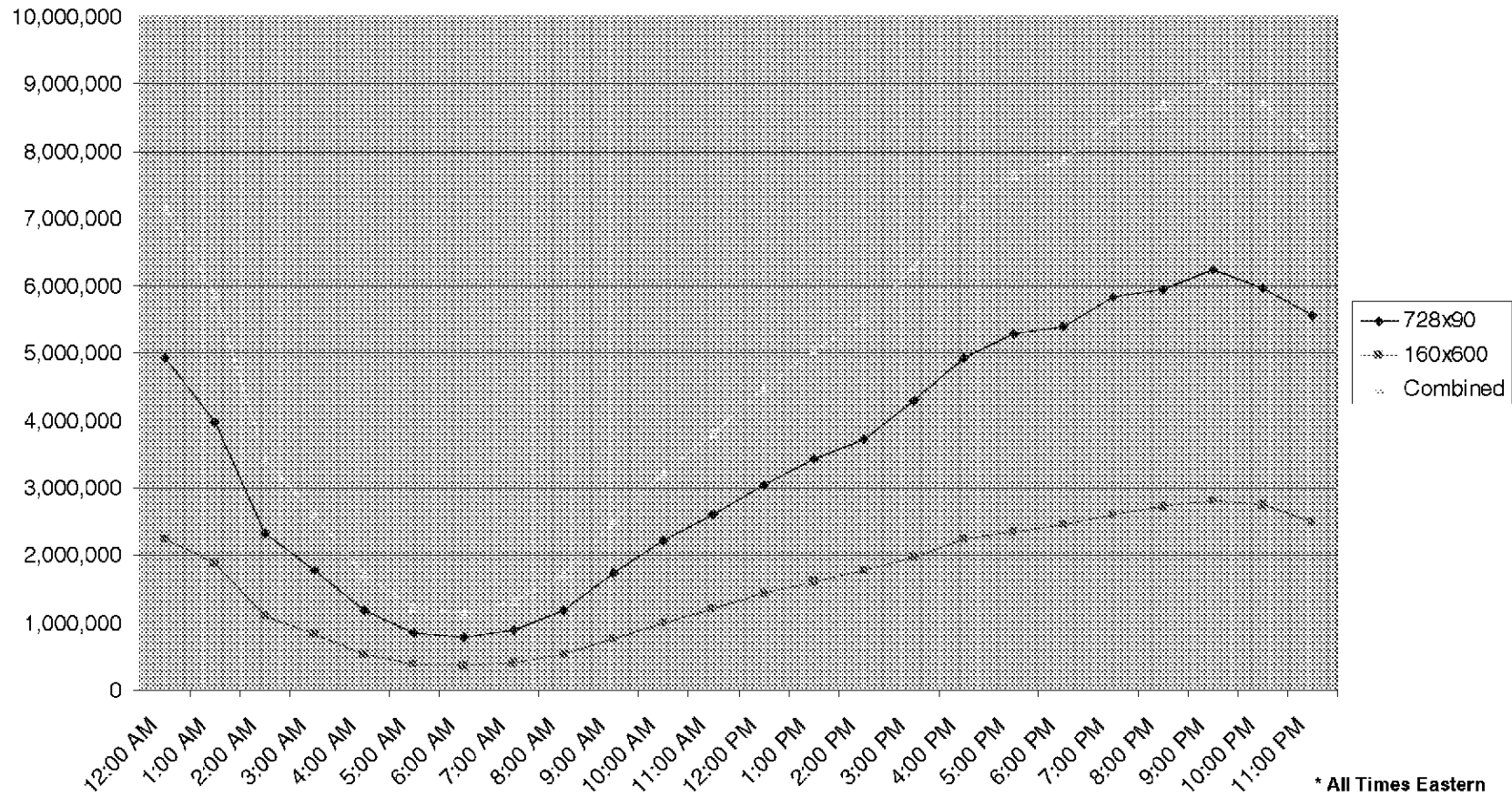
Ad Impressions – By Day of Week, By Ad Size

* Note these impressions are Worldwide across the entire site, and represent a running average.



Source: DoubleClick 2006

Ad Impressions –By Time of Day, By Ad Size



Impressions peak at around 7pm pst / 10 pm est

Source: DoubleClick 2006