

FIGURE DECL. TAB
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Received Date: 2007-06-08 21:57:58 GMT
Subject: Meeting Notes: YouTube APLA Monetization

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YouTube Monetization Meeting Notes
June 4, 2007

Action Items/Next Steps:

- (Jenny/Crid/Sakina) Map ad products and countries – which are most appropriate
- (Jenny) schedule meeting with ad and operations leads to determine preliminary operating model circulate back to the broader team
- (Jenny) schedule follow up with broader team

Attendees:

- YouTube: Dick Soule: YT International Sales Liaison, Shashi Seth: YT Group Product Mgr (Ads), Matthew Liu: YT Product Manager (Ads, Search PV, PYV), Jamie Byrne: YT Marketing, Alex J: YT Sales Operations Team Lead, Mayo: Mgr YT Sales Operations, Sakina Arsiwala: YT International PM, Luis Garcia: YT Latam PM
- APLA: Tara Green: Mgr APLA Sales Operations, Susan Humphries: Manager, Consumer Product Specialist, Crid Yu: APLA Branding Lead, Jacquie Duncan: Head of VMG, Jenny Stefanotti, Special Projects

YouTube Ad Products

Three distinct advertising opportunities:

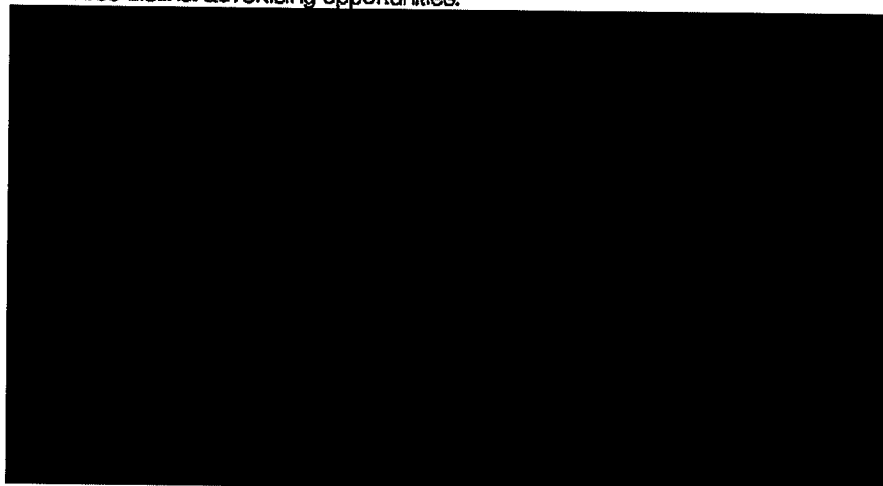
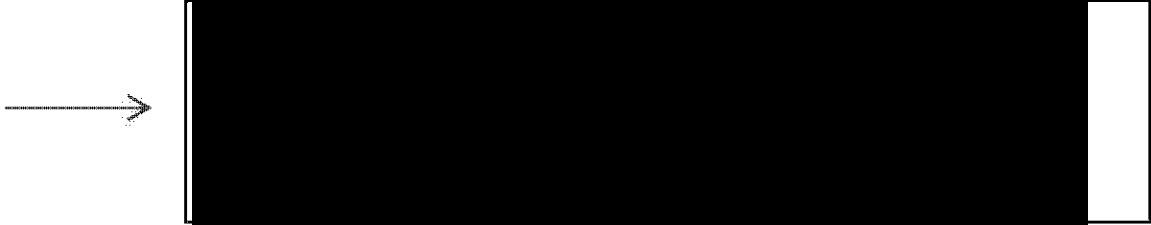


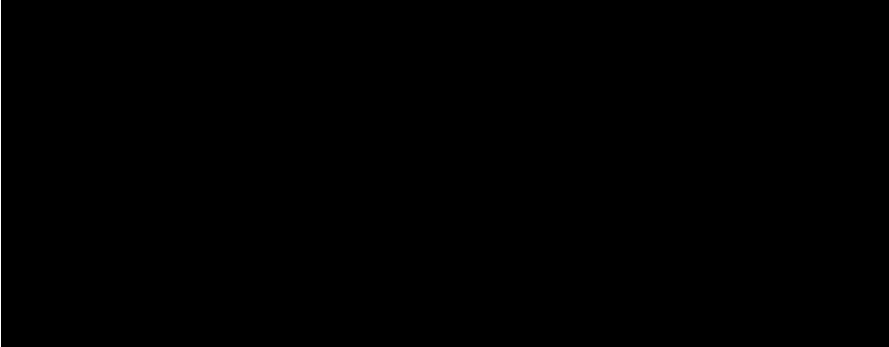
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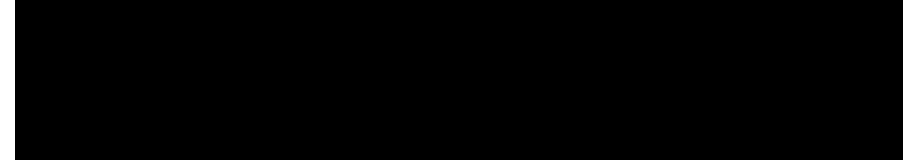


Specific Ad Products



Internationalization of Ad Products:





Advertising Operations

- How team is set up:
 - Experts on channels, contests, understand how to turn on
 - Sales person gathers info through RFP or meeting with advertiser, pre planning process. Jeff's team provides inventory information, units of video. Then pitches the client
 - After sale, order goes into one of Jeff's regionalized teams for fulfillment, ops goes into doubleclick inventory and reserves.

Team comes

- in with assets from agency and execute campaign in doubleclick.
- Takes calls from agencies on optimization, strategist and account manager rolled into media coordinator role, works with agency on the =ack end
- Right now have regional people in the US. They can support international initially. Vision is to have swat teams in US to be avail=ble for international sales roll outs.

Longer term

- Marketing has a packaging group to pull together inventory (YT and Google network) for sales teams to sell to client, based on needs, could proactively push out to high potential verticals. Also may do reactive stuff reacting to an RFP, customize. Could potentially have a sales per=on put together program with account manager.

Current APLA DSO Teams

- Equivalent of Region 4 in EMEA, up to 15 offices in 10 countries, scouts in many more
- Just now creating robust DSO organizations
- Only go 3 roles deep in a pod vs. up to 7 in naso - sales manager, maximizer, customer service
- Starting to put in a few account coordinators for paperwork
- Just starting to verticalize, just hiring vertical heads, industry marketing, vertical operations teams. No country will be fully vertical=zed for the next few years
- 2-4 pods in most countries, supporting multiple verticals
- 5 pods in Australia covering multiple verticals
- China building out before revenue but capped at 6 pods
- Can't get regional teams in most apac countries bc of language, can get some in English and Spanish speaking Latin America
- AUS only market where not the case, young stage three market, trying to evolve from service org to where UK is but probably 2 years behind. Would market the most sense to start here, most built out and mature DSO organization

APLA traffic stats

- April watch pages: Brazil at almost 400M watch pages per month, followed by Mexico, Australia, Hong Kong, Taiwan, and Argentina
- Limited opportunity in China and Korea - huge potential markets but traffic isn't there. Need product focus before monetization

Initial Thoughts

- Only launching in Brazil on June 19 - rest of countries do not yet have launch dates
- Figure out what is suite of products we want to offer to each tier of countries (AI for Jenny/Crid)
- Could train product specialist / PMM role to support in country teams
- Move into existing pod structure
- Hire 1-2 dedicated YouTube people in country
- Elsewhere train existing pods
- Phased approach before can hire and train people

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