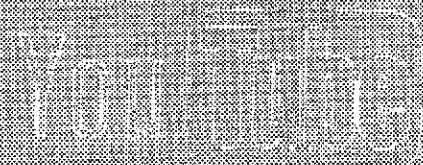


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YouTube Copyright & Content Policies

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EXHIBIT 27
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YouTube is a Market Leader in Copyright Protection For UGC

- YouTube respects copyright and copyright owners
- Accordingly, YouTube has implemented a host of policies and procedures to address copyright matters. These fall into four basic categories:

(1) User Education

(2) Technology

(3) Policies

(4) Business Partnerships

(1) User Education

- **Copyright Tips In Plain English**
 - YouTube instructs users in a “Copyright Tips” section of the YouTube website how to understand copyright infringement and strongly discourages infringement.
 - In plain language it explains what users may and may not do.
 - http://www.youtube.com/t/howto_copyright



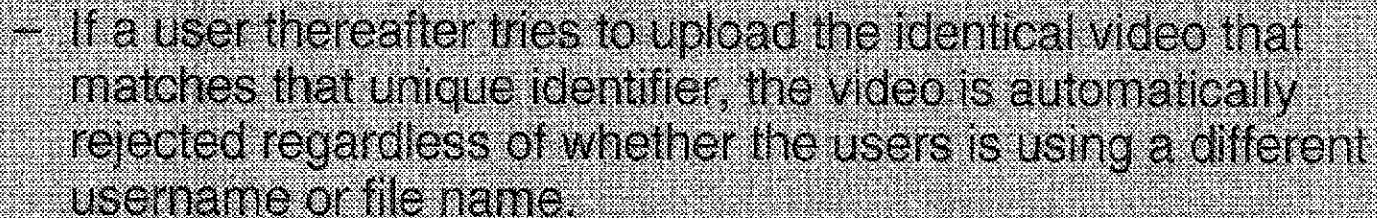
(1) User Education

- **Three Clear, Bold and Prominent Messages at Time of User Upload:**
 - “Do not upload copyrighted, obscene, or any other material which violates YouTube’s Terms of Use.”
 - “When clicking ‘upload Video’ you are representing that this video does not violate YouTube’s Terms of Use and that you own all copyrights in this video or have express permission from the copyright owner(s) to upload it.”
 - “Do not upload any TV shows, music videos, music concerts or commercials without permission unless they consist entirely of content you created yourself.”

(2) Technology

- **Digital Hashing: MD5**

- YouTube has implemented technology to prevent videos removed for copyright reasons from being uploaded again.
- The technology creates a unique identifier of each unauthorized video when it is removed.

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- If a user thereafter tries to upload the identical video that matches that unique identifier, the video is automatically rejected regardless of whether the user is using a different username or file name.