

To: "ellerson@google.com" <ellerson@google.com>  
 From: "veedub@google.com" <veedub@google.com>  
 Cc:  
 Bcc:  
 Received Date: 2007-08-09 07:42:22 GMT  
 Subject: Re: Categories 2.0 Product Review Slidedeck

000001-00327194

Figueira Decl. Tab  
194

Redacted Pursuant to  
Protective Order at  
Request of Defendants

Hi Alex,

This is AWESOME - thanks so much for sharing!! Really highlights the need for us to get more premium content onto the site. But you already knew that :)

Is there any way we can get this data on an ongoing basis? (or anything I can do to help on this front?)

Some questions to help me better understand this data...

1. Do the Search query #'s include Google Search + YT Search, or just YT Search? Would be interesting to see how many of those views are coming from G-Search, esp. as we start down the path of automating Vertical-targeted YT video embeds in Google Search results (Sara and I talked with Philip about this today).
2. What's SRP? Did a search and found "Suggested Retail Price" :-)
3. Does this mean [REDACTED] playback are for Signed / Major Label Musicians?

- If so, then [REDACTED] Top 100 Content Searches (searches that resulted in a playback) are for premium content?
- I'm guessing the vast majority of what was watched was actually NOT uploaded by the copyright holder, is that your guess too?
- 4. Was there nothing other than TV in what was played back / searched for under Entertainment?

One last Q: Please remind me again of when you might be in SBO next so we can be sure to meet then.

Thank you!  
V :)

On 8/8/07, Alex Ellerson <ellerson@google.com> wrote:

- >
- > Great stuff, Virginia! Be sure to let us know how we can assist.
- >
- > I thought you might also be interested to see some query analysis that I did a month or so ago. The data below is with respect to the Top 100 queries. I've sensed also looked at slices of queries at about the 3000 mark, and 9000 mark to see if these percentages hold down the query stream, and they continue to hold at roughly the same percentages.
- >
- > I think this data is intriguing as it does more than determining whether or not a query is for "music," or "entertainment"; it also indicates whether a music query or ent. query is for "premium" content specifically in those respective categories (and to accomplish that assessment really requires human review).

>  
> Just fyi.  
>  
> I analyzed two categories of query stream data: First, "playback queries "  
> (i.e., queries for those playbacks that were referred from search), and  
> second, "search queries" (i.e., queries that generated SRPs, but not  
> necessarily playbacks)..

>  
> Of the Top 100 Playback Queries:

> [REDACTED]

> Of Music, [REDACTED] were well-known stars, albeit not always stars in the US  
> market. Of music:

> [REDACTED]

> Of "Premium" content queries:

> [REDACTED]

> Of the Top 100 "Search" Queries:

> [REDACTED]

> [REDACTED]

> Of "Premium" content queries:

> [REDACTED]

>  
> On 8/7/07, Virginia Wang <veedub@youtube.com> wrote:

>>  
>> Hi all,

>>  
>> Here's the deck presented to Chad in today's Product Review. Overall  
>> seemed to go ok though (as we all know) there is a ton of work yet to be  
>> done. Notes are below.  
>>  
>> Community Editors (CEs) - Will review this with you in tomorrow's Weekly  
>> Categories Check-in Meeting.  
>>  
>> BD/PSO - Slide 10 is the mock for v23 (not final yet, but is closer to  
>> it than the one we looked at yesterday). Will send a separate email with a  
>> wireframe layout of what we're hoping for come Q1 2008.  
>>  
>> Eng - There's a lot on here, but of course you'll have a chance to scope  
>> and sanity check what's buildable before any firm launch commitments are  
>> made.  
>>  
>> Please shout if you have questions!  
>>  
>> Thanks,  
>> V :)  
>>  
>>  
>>  
>> ----- Forwarded message -----  
>> From: Virginia Wang <veedub@youtube.com>  
>> Date: Aug 7, 2007 3:47 PM  
>> Subject: Categories 2.0 Product Review Sliddeck  
>> To: Chad Hurley <chad@youtube.com>, Hunter Walk <hunter@google.com>,  
>> Maryrose Dunton <maryrose@youtube.com>, Karen Seto <kseto@youtube.com>,  
>> Sakina Arsiwala <sakina@google.com>, Shashi Seth <shashis@google.com>,  
>> erik klein <erik@youtube.com>, Glenn Brown <gbrown@google.com>, Mia  
>> Quagliarello <mquagliarello@google.com>, Zahavah Levine <  
>> zahavah@google.com>  
>> Cc: maxcy@google.com, Kevin Yen <kyen@youtube.com>  
>>  
>> Thanks to those who could make it! Thanks especially to Karen Seto for  
>> taking notes (below).  
>>  
>> Please let me know if you have questions. Will be setting up that  
>> follow-up meeting soon to discuss the current lists of Categories and  
>> Subcategories.  
>>  
>> V :)  
>>  
>>  
>> \*Product Review: Categories - 8/7  
>> speaker:\* veedub  
>> attendees: chad, mrd, hunter, zahavah, mia, klein, glenn, shashi,  
>> karen, sakina  
>>  
>> \*decisions made/open issues: \*  
>>  
>> 1. rename games & gadgets (to "science & technology") - make more  
>> general so we can expand  
>> 2. before we rollout, have signoff for each of the category names  
>> 3. p.8 -- q1: take voting out (don't want digg style)  
>> 4. trusted users process via: natural clustering ("tastemakers"),  
>> viewcounts, or ....

- >> 5. switching category names is very difficult
- >> 1. hard-cut categories from other categories
- >> 6. category name changes doable - and localized
- >> 7. categories are very hidden from users
- >> 8. chat: if there's ability to search by age, potentially problematic - keep in mind
- >> 9. think about how to integrate channels, groups into categories?
- >> 1. last tab: categories that combines all 3: music channels, music groups OR
- >> 2. allow for cross-pollination... OR
- >> 3. bring back home tab
- >> 4. no concept of "music.youtube.com" ?
- >> 10. go through discussion points: p. 11
- >> 11. int'l (e.g. hongkong, russia): ppl like to browse more than type
- >> 12. v23 - first rollout, will go through product review process
- >> 13. explore ebay, itunes setup -- their cate/sub-categories (file view), is there a way to get the holistic picture for us?
- >>
- >>
- >>
- >>
- >
- >
- > --
- > If you received this communication by mistake, please don't forward it to anyone else (it may contain confidential or privileged information), please erase all copies of it, including all attachments, and please let the sender know it went to the wrong person. Thanks.

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V :)

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Virginia Wang  
Product Manager, YouTube  
veedub@youtube.com  
[REDACTED] direct

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