



## Business Requirements Document for New Features

**Feature Name:** Claim Yo Content, fool! (claim your content)  
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**Date Created:** asap  
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### **1.0 Description:**

*What is this feature?*

This feature would allow content partners (top networks, music labels and studios) to "claim" video content uploaded by average users to which they (the network, studio or label) own the copyrights.

### **2.0 Goal:**

*Why are we developing this feature?*

→ The goal of this feature is to encourage content partners to leave more of their content on the site (even if it was uploaded by users, i.e. a clip of a tv show) and to share in ad revenue related to this content with YouTube. "Claimed" content will become part of an increasingly large bucket of "licensed" video from the major media companies and will enable YouTube to generate significant ad revenue based on that content, while providing users with a much better experience (less of their uploaded content will be removed) and providing a valuable incentive for media companies to support the upload of much more of their content to YouTube.

### **3.0 Scope:**

*General feature scope as well as any constraints on how the feature should be implemented*

This is a complex feature. We are pursuing audio filtering technologies like audible magic as well as other filtering options. We're looking for the most cost-effective and time-effective method for identifying the video on YouTube and assigning it to specific partners (i.e. identifying all NBC-owned videos etc.). We'd then want to be able to send partners a list of videos that we believe are "their videos" in an automated way, so they can "claim" them – or choose to remove them – from YouTube.

### **4.0 Future Directions:**

*Long term vision and future considerations for the feature*

TBD



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### **5.0 Priority:**

*General priority of the feature and expectancy for time to market*

This feature is a high-priority as it will help us in deals with Warner Music and other labels in particular. Also will help with networks and studios.