

Redacted Pursuant to
Protective Order at
Request of Defendants

To: *kwalker@google.com" <kwalker@google.com>
From: *Smith, Quincy" <quincy@cbs.com>
Cc: *deun@google.com" <deun@google.com>
Bcc:
Received Date: 10/18/2007 9:05:06 PM GMT
Subject: Re: Fw:

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Exactly.

Ok, maybe we all breathe and huddle Monday. Seems to me you at least have us all lassoed together, maybe you walk me and Lou through your changes and we can join 'yours' and you can join 'ours'. The off the record analogy I have right now is we are the studios asking the audience how to behave in the theater. You are the theater.

-q

----- Original Message -----

From: Kent Walker <kwalker@google.com>
To: Smith, Quincy
Cc: deun@google.com <deun@google.com>
Sent: Thu Oct 18 15:37:42 2007
Subject: Re: Fw:

The timing point is just silly. YouTube was attacked all spring by Viacom and NBC for being slow to launch content ID. Eric said in the spring that we would be doing this "very soon". Our lawyer told the Viacom court this summer that we'd be doing a public launch in September (which we clarified to "the fall"). We've had a pilot running for months with most of the big guys, and we've been getting killed in the blogs over "missing" our September launch date. I tell Braverman and Cappuccio last week that we're going to launch this week. And when we finally launch we get hit for announcing too soon. Meanwhile, they pick the day of our earnings release to launch. Grrrrrr.

The reporter also misses the point -- there is no "cooperative initiative" in the sense of an operating system. Our system (better than anything any of the companies is running now) actually does virtually everything they're talking about.

Call if it's helpful. I've got our earnings call at 1:30 - 2:30. [REDACTED]
-- Kent

On 10/18/07, Smith, Quincy <quincy@cbs.com <mailto:quincy@cbs.com> > wrote:

This is why it's so tough sometimes. Feel like I am out on a limb. We know the truth, do others?
-q

----- Original Message -----

From: McClintock, Dana L.
To: Smith, Quincy
Sent: Thu Oct 18 14:57:38 2007
Subject: FW:

What do you say to this?

Here's an interesting quote from one of the articles on line:

"Now we see why Google was in a rush to announce that it would soon employ a proprietary solution to inhibit the posting of copyrighted files — because once an industry initiative is formed, Google will be forced to

accept the common model rather than use its own solution as a competitive differentiator. The pressure on Google to go along with this cooperative initiative will be intense, as the fate of existing lawsuits will likely hinge on Google's acceptance of the common solution," wrote James McQuivey, a digital media analyst with Forrester Research, in an e-mail.
