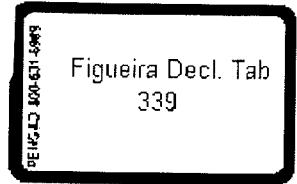


Redacted pursuant to protective
order at request of defendants



To: "Sathya Smith" <sathya@google.com>
 From: "David G King" <dgking@youtube.com>
 CC: "Franck Chastagnol" <fchastagnol@youtube.com>, "Richard Kuo" <rkuo@google.com>, "Matthew Liu" <matthew@youtube.com>, "Eric Mauskopf" <mauskopf@google.com>, "Mark Yoshitake" <myoshitake@google.com>, "Frey Waid" <frey@youtube.com>, "Adam Coates" <acoates@google.com>
 BCC:
 Sent Date: 2007-03-06 23:22:50 GMT
 Subject: Re: CYC Availability & Electronic Arts

Sorry, I've been locked up in meetings. I've answered some of your questions inline below. As Matthew said, bottom line is CYC only for non-music partners, and CVP for everyone else.

Sathya Smith wrote:

> Franck,
 >
 > "so for now we recommend giving the CVP tool to non-partner."
 >
 > I guess you meant partners not non-partners?
 >
 > David, can you provide more feedback? Your definition of partner vs.
 > non partner will be very helpful. Also what is the ETA on opening the
 > tool to non-partners?
 >
 > thanks
 > Sathya
 >
 >
 > On 3/6/07, *Franck Chastagnol* <fchastagnol@youtube.com
 > <mailto:fchastagnol@youtube.com>> wrote:
 >
 > adding david king PM responsible for CYC
 >
 > our guideline is to provide CYC tool only to partners for now.
 >
 >
 > David can give you more details
 >
 > thanks,
 > franck
 >
 > On Mar 6, 2007, at 11:12 AM, Sathya Smith wrote:
 >
 >> Thanks Richard.
 >>
 >> My stand until now has been if a partner signs a commercial
 >> contract with us then we will give them the tools. If not they
 >> will have to use the content verification tool and normal DMCA
 >> procedure. The sales team is pushing for everyone to have access
 >> to this tool.
 >>
 >> I think this is a bad idea, for the following reasons(to name a few):
 >> - stability of the tool
 >> - someone has to support it
 >> - volume of claims that will have to be validated
 >> - add to this the legal issues, and users removing content

>> because they can, etc.

>

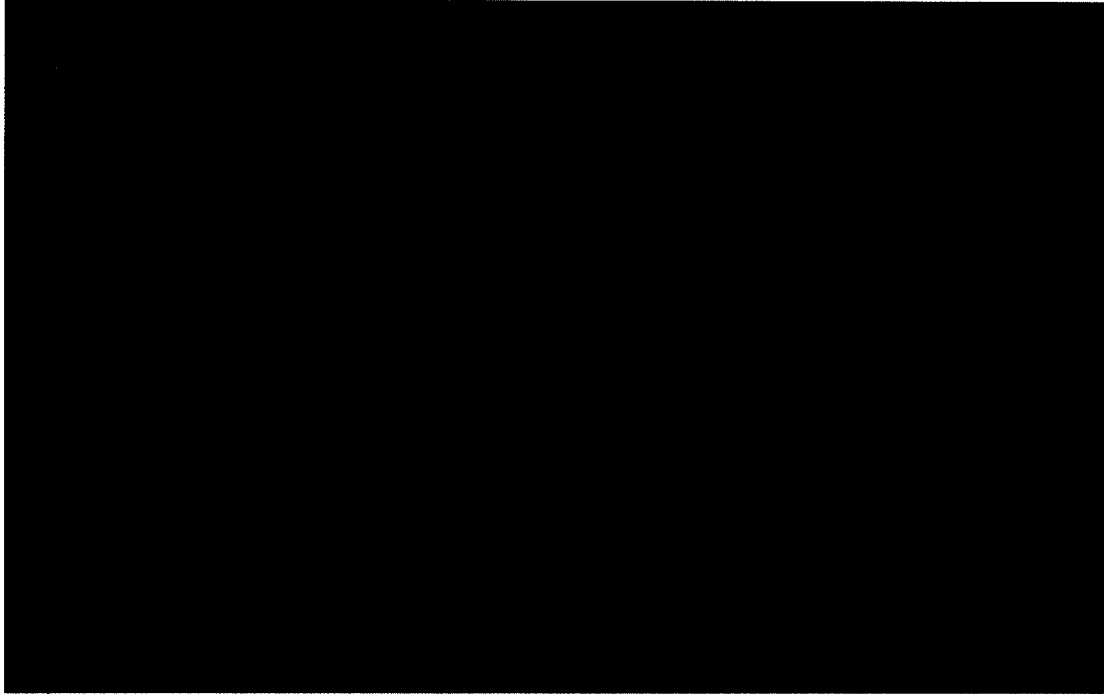
I agree with your reasons. We are only rolling out the tool to the first two partners this week. We need to stabilize the platform before we add tons of users to it. The tool was purpose built for partners and does not address the needs of non-partners. In particular, it is built around the idea of creating claims which then drive royalty reporting, and as claims require metadata to make reporting happen, the process is more effort than the streamlined CVP process. There seems to be a misapprehension that CYC is a higher service level when it is actually a means to manage parameters that relate specifically to partnerships.

>

>>

>> I need solid information I can use to push back on Sales.

>>



>>

>> Some of you might think that this is a bit harsh, but I have to consider the amount of work the TAMs and TSE will have providing support to partners.

>>

>> So, solid guidelines of YT's tools deployment will be very very helpful. Looking forward to hearing from you and YT's official policies.

>>

>> Cheers
>> Sathya

>>

>> On 3/6/07, *Richard Kuo* <rkuo@google.com
>> <mailto:rkuo@google.com>> wrote:

>>

>> Hey guys,

>>

>> This question came up again recently from the UK end. The

>> sales team is pushing to promote access to the CYC tool in
>> all their deals when the partner wants to be able to take
>> down content. Are there any general guidelines / timelines
>> around providing access to the CYC tool in deals? Aka, who
>> and when are we giving access out to?

>> Richard

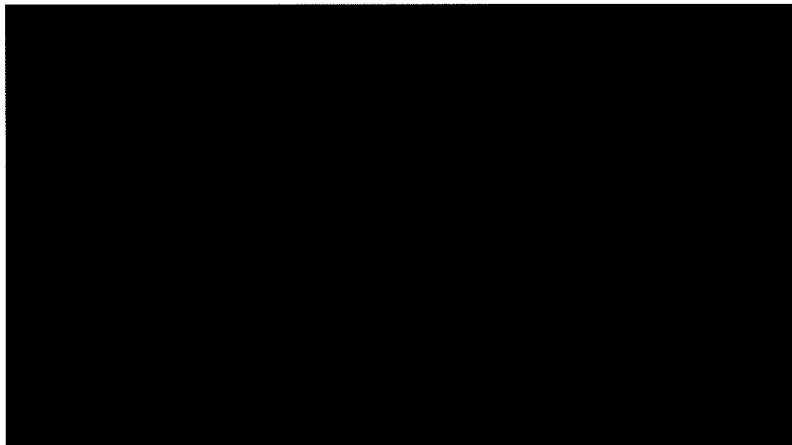
>> On 2/22/07, *Richard Kuo* <rkuo@google.com
>> <mailto:rkuo@google.com>> wrote:

>> Couple of questions...

>> What are the general criteria we are using to decide what
>> partners get access to the CYC tool? Are we going to be
>> promoting it broadly or only on a case by case
>> basis...and is there any sort of imagined timeline for
>> piloting more before rolling out more broadly? If case
>> by case, who is the gateway for that decision, if any?

>> Does setting the video to "Track" do anything right now,
>> then? Or is it an empty option at the moment?

>> On 2/21/07, * Matthew Liu * < matthew@youtube.com
>> <mailto:matthew@youtube.com>> wrote:



>> Matt

>> On Feb 21, 2007, at 11:37 PM, Eric Mauskopf wrote:

>>> Hi Mark and Franck -

