

From: "Susan Wojcicki" [REDACTED]
To: "Jonathan Rosenberg" [REDACTED]
Sent: Mon, 1 May 2006 22:15:11 -0700
Subject: Re: FW: youtube?

I was surprised he just noticed. I guess I should send him competitor updates more regularly. We have been focused on them for the last few months.

Susan

On 5/1/06, **Jonathan Rosenberg** <[REDACTED]> wrote:

Just that youtube kicked our butts.

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

From: Susan Wojcicki <[REDACTED]>
To: Jonathan Rosenberg [REDACTED]
Sent: Mon May 01 22:06:36 2006
Subject: Re: FW: youtube?

So what did Eric say today at emg about video. Bill mentioned it was discussed.

thx,
Susan

On 5/1/06, Susan Wojcicki [REDACTED] wrote:

We did look into them at the time and talk to them. They didnt want to be acquired and talked about a 500M valuation.

Susan

On 5/1/06, Jonathan Rosenberg [REDACTED] <mailto:[REDACTED]> wrote:

A hauntingly poignant email...

----- Forwarded message -----

From: Salman Ullah <[REDACTED]> <mailto:[REDACTED]>
Date: Nov 10, 2005 9:50 AM

Subject: Re: youtube?

To: Jeff Huber <[REDACTED]> <mailto:[REDACTED]> >

yep- sean is on this. although product folks seem reluctant.

On 11/9/05, Jeff Huber <[REDACTED]> <mailto:[REDACTED]> > wrote:

Fyi...

> I think we should look into acquiring them...note they were recently funded by Mike

> at [REDACTED]

>

> -L

----- Forwarded message -----

From: Larry Page <[REDACTED]>

Date: Nov 8, 2005 3:02 PM

Subject: Fwd: youtube?

To: David Drummond <[REDACTED]>, Megan Smith

<[REDACTED]> <mailto:[REDACTED]> >, Peter Chane <

[REDACTED]>, Sergey Brin

<[REDACTED]> <mailto:[REDACTED]> >, Jonathan Rosenberg <

[REDACTED]> <mailto:[REDACTED]> >, Eric

Schmidt <[REDACTED]> <mailto:[REDACTED]> >

I think we should look into acquiring them...note they were recently funded by Mike at Sequoia.

-L

----- Forwarded message -----

From: Jeff Huber <[REDACTED]> <mailto:[REDACTED]> >

Date: Nov 8, 2005 2:58 PM

Subject: Fwd: youtube?

To: Larry Page <[REDACTED]> <mailto:[REDACTED]> >

A recent thread (below) on YouTube (<http://www.youtube.com/> <<http://www.google.com/url?sa=D&q=http%3A%2F%2Fwww.youtube.com%2F>>), and potential acquisition.

Here's more info on them:

http://www.siliconbeat.com/entries/2005/11/07/youtube_and_the_many_paypal_fathers.html
<
http://www.google.com/url?sa=D&q=http%3A%2F%2Fwww.siliconbeat.com%2Fentries%2F2005%2F11%2F07%2Fyoutube_and_the_many_paypal_fathers.html>

-Jeff

----- Forwarded message -----

From: Jeff Huber <[REDACTED]> <mailto:[REDACTED]> >

Date: Nov 6, 2005 10:20 PM

Subject: Re: youtube?

To: Peter Chane <[REDACTED]> <mailto:[REDACTED]> >

Cc: Susan Wojcicki <[REDACTED]> <mailto:[REDACTED]> >, Salman

Ullah

<[REDACTED]> <mailto:[REDACTED]> >, Sean Dempsey

<[REDACTED]>, Jeff Donovan

<[REDACTED]> <mailto:[REDACTED]> >

Except that YouTube is ~here (Palo Alto), and Revver is farther away (NY).

I think we should talk to them, if nothing else to make it more expensive for Yahoo. They'll also eventually need a monetization/ads model, so should use ours instead of anything from Yahoo (if they don't go acquisition soon, and we maintain reasonable relations with them).

-Jeff

On 11/6/05, Peter Chane <[REDACTED]> <mailto:[REDACTED]> >
wrote:

> i was thinking about pitching it to our M&A group. however i dont really
> know their talent pool well and their systems wouldn't be valuable to us.
> they aren't doing anything on their site where i say "wow they have some big
> video brains there."

>

> and their content quality is worse than ours. they seem focused on the home
> video/community space while we want to be more like itunes/TV and include
> monetization and higher value content.

> if we pick them up it would be defensive vs yahoo but there are 20 more

> sites like this that yahoo could go out and buy. www.revver.com

<<http://www.google.com/url?sa=D&q=http%3A%2F%2Fwww.revver.com>> is the

> latest..
>
>
> On 11/6/05, Jeff Huber <[REDACTED]> wrote:
>> Is there any interest in acquiring them? We obviously know Mike Moritz
>> and Roelof Botha reasonably well. Guesstimated price tag would be
>> \$10-15M.
>>
>> They're obviously pretty passionate about the space, and it would be
>> nice for y! not to have them..
>>
>> We'd also get whatever assets & deals they've assembled so far.
>>
>> -Jeff
>>
>>
>> On 11/6/05, Peter Chane <[REDACTED]> wrote:
>>> we haven't talked to them; last we heard they took \$5m from Sequoia and
> were
>>> thinking about a acq with Yahoo.
>>>
>>> We have all of their features in our q4 plan and almost all of them are
>>> already mocked up and ready to go. we're constrained on UI/java
> development
>>> resources. Luckily Nikhil is pitching in to help on some things but we
> have
>>> 1.5 engineers working on UI things and that is slowing us down.
>>>
>>> i think if we had one more good java/ui engineer we'd be kicking butt
> vs
>>> youtube.
>>>
>>> P.
>>>
>>>
>>> On 11/6/05, Jeff Huber <[REDACTED]> wrote:
>>>> Just curious -- have we talked to the YouTube guys about coming here?
>>>> They're cranking interesting features a lot faster than we are, but
>>>> don't likely have a backend that will scale or plan to make money.
>>>> We, otoh, have those.
>>>>
>>>> It looks like it's mostly ex-PayPal guys, and they're local (Palo
> Alto):
>>>>
>>>>
>>>>

>

<https://www.linkedin.com/search?search=&sik=1131260109213&keywords=youtube&sortCriteria=3> <

<http://www.google.com/url?sa=D&q=https%3A%2F%2Fwww.linkedin.com%2Fsearch%3Fsearch%3D%26sik%3D1131260109213%26keywords%3Dyoutube%26sortCriteria%3D3>>

>>>>

>>>>

>>>> If we don't do something w/ them, we do need to do something to

>>>> seriously rev up our feature rate.

>>>>

>>>> (btw, heres the 'related pages' link in caribou for this thread --

>>>> <http://giesbers.net/video/>)

<<http://www.google.com/url?sa=D&q=http%3A%2F%2Fgiesbers.net%2Fvideo%2F%29>>

>>>>

>>>>

>>>> -Jeff

>>>>

>>>>

>>>>

>>>> ----- Forwarded message -----

>>>> From: Jeff Huber <[REDACTED]>

>>>> Date: Nov 6, 2005 1:35 PM

>>>> Subject: more...

>>>> To: Peter Chane <[REDACTED]>

>>>>

>>>>

>>>> Good (funny/interesting) commercials are actually pretty good content

>>>> for Google Video. YouTube has a bunch of Nike commercials that are

>>>> interesting. For example --

>>>>

>>>>

>>>

>

http://www.youtube.com/results.php?search=nike+ronaldinho&search_videos=Search+Videos <

http://www.google.com/url?sa=D&q=http%3A%2F%2Fwww.youtube.com%2Fresults.php%3Fsearch%3Dnike%2Bronaldinho%26search_videos%3DSearch%2BVideos>

>>>>

>>>> ("cross bar" being one of the better ones)

>>>>

>>>>

>>>> Given we have a relationship with Nike around Orkut, any chance we

>>>> could get their stuff?

>>>>

>>>>

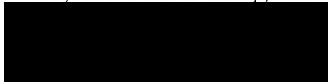
>>>> And could we get all the "best" commercials like at AdCritic

>>>> (<http://www.adcritic.com/>
<<http://www.google.com/url?sa=D&q=http%3A%2F%2Fwww.adcritic.com%2F> >)?
>>>>
>>>> And could we get all the superbowl commercials from the last, say, 25
>>> years?
>>>>
>>>>
>>>> Btw, the "recently viewed" feature on youtube seems like a useful &
>>>> trivial evolution of "random".
>>>>
>>>> Favorite video of the day:
>>>> <http://www.youtube.com/watch.php?v=PaluLFfv0EI>
<<http://www.google.com/url?sa=D&q=http%3A%2F%2Fwww.youtube.com%2Fwatch.php%3Fv%3DPaluLFfv0EI>>
>>>>
>>>> which has now inspired impersonation:
>>>> <http://www.youtube.com/watch.php?v=aErcsRSmLjM>
<<http://www.google.com/url?sa=D&q=http%3A%2F%2Fwww.youtube.com%2Fwatch.php%3Fv%3DaErcsRSmLjM>>
>>>>
>>>> Close follower:
>>>> <http://www.youtube.com/watch.php?v=EiBBudoC5iQ>
<<http://www.google.com/url?sa=D&q=http%3A%2F%2Fwww.youtube.com%2Fwatch.php%3Fv%3DEiBBudoC5iQ>>
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>>>> -Jeff
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>>> --
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>>> Senior Business Product Manager
>>> Google Video, <http://video.google.com> <<http://video.google.com/>>
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