

**From:** Larry Page [REDACTED]  
**To:** David Drummond [REDACTED]  
**Sent:** Mon, 23 Jan 2006 06:12:14 -0800  
**Subject:** Fwd: [Idea 3753] Partner/Acquire YouTube Before the Competition

Where are we at on this?

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

**From:** **Dan O'Connell** [REDACTED]  
**Date:** Jan 22, 2006 10:54 PM  
**Subject:** [Idea 3753] Partner/Acquire YouTube Before the Competition  
**To:** [ideas@google.com](mailto:ideas@google.com)

We should look to either strike a significant partnership with YouTube or simply acquire them before someone else (namely Yahoo!) does. Yahoo's been on a tear of late acquiring some very interesting and popular sites such as Flickr and [del.icio.us](http://del.icio.us) - it would make sense with our release of Video for them to look in this company's direction. They also just so happen to be down the street in San Mateo.

According to a Nielsen/NetRatings YouTube had more than 3 million visitors in December (triple the amount from November) - they get an estimated 20,000 new videos a day with users watching some 10 million. They're really the Flickr of Video with an almost identical interface that users love.

A second option would be to overhaul the UI for Video and finally depart from our standard interface with something similar to Lighthouse? It's apparent that users really want to tag, comment and share.

**Rate this idea:**

- 5) Great idea! Make it so.
- 4) Very good idea.
- 3) Definitely has potential.
- 2) May not be worth the effort.
- 1) Probably not a good idea.
- 0) Dangerous or harmful if implemented.

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