

To: "Salar Kamangar" [REDACTED]  
From: "Steve Chen" <steve@youtube.com>  
Cc:  
Bcc:  
Received Date: 2006-10-08 06:58:25 GMT  
Subject: Re: diligence questions

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I have sent this already?

-s

On Oct 7, 2006, at 3:29 PM, Salar Kamangar wrote:

> Any luck on this one? Thx, salar

>

>

>

> -----Original Message-----

> From: Steve Chen

> To: Salar Kamangar

> Sent: Fri Oct 06 15:03:02 2006

> Subject: Re: diligence questions

>

> Will do in about 20. Just getting back to the office now. Thanks.

>

>

> -----Original Message-----

> From: "Salar Kamangar" [REDACTED]

> Date: Fri, 6 Oct 2006 14:57:25

> To: "Steve Chen" <steve@youtube.com>

> Subject: Re: diligence questions

>

> if you could send us a couple hundred random playbacks so we can get

> going with categorizing the playbacks, that'd be great.

>

> thx,

> --salar

>

> On 10/5/06, Salar Kamangar [REDACTED] wrote:

>>> \* What do you mean with upload sources? Because, with MySpace

>>> videos, they're still uploaded directly to YouTube and then the

>>> embed

>>> code is pulled from our site and pasted onto MySpace.

>>

>> sorry, i was confused. i meant embeds from myspace.

>>

>>> \* You should be able to tell what the # of embeds and total # of

>>> video views from the stats that I'm attaching.

>>

>> so only about 12% of playbacks are embedded? roughly what % of those

>> come from myspace? and can you breakdown the remaining 88% into

>> anything more specific, like the % that are discovered from the

>> youtube site, vs emailed, vs linked from web pages?

>>

>>> \* There is no filtration going on for the top browse lists. Let me

>>> know if you'd still like the breakdown of the 10,000 video views.

>>

>> if it's not difficult, it would be nice to see ~10k video views  
>> broken  
>> down into your 50 categories. the more important data would be  
>> categorizing a small random # of video views into the categories  
>> specified below (actually, only private vs public, and % of views  
>> where there may be a copyright issue; the language types we can guess  
>> at based on your country data, and category would be covered by the  
>> above 10K video request)  
>>  
>>> As for the growth rate dropping off, if you look at the history of  
>>> views in the past 12 months, we have hit certain artificial  
>>> bottlenecks that are lifted when we add more database machines,  
>>> image  
>>> servers, web servers, and video servers. In this case, we have had  
>>> an interrupted supply of servers from our vendors and we're running  
>>> at 0% capacity on image servers and web servers for the last 2  
>>> weeks.  
>>  
>> just quickly eyeballing the data (i didn't compute growth rates), it  
>> looks like the slowdown started about 4 weeks ago, not 2 weeks ago...  
>> is there are a different explanation, or did the slowdown actually  
>> start 2 weeks ago?  
>>  
>>> On the ops side, did you want me to wait until the conversation with  
>>> your folks to do the deep dive there? I could also do it through  
>>> email. I wanted to know what you meant with the "what securities  
>>> are  
>>> in place"? Is that pertaining to the physical security of our data  
>>> centers? Of our machines? Or of the software securities such as  
>>> firewalls and IP-address blocking?  
>>  
>> it'll be easier to get a couple of folks on the phone with you. i'll  
>> have names tomorrow. they'll probably want to ask those questions  
>> above and more...  
>>  
>>> Thanks. Don't hesitate to call if there are any follow-up  
>>> questions.  
>>  
>> thanks!  
>>  
>> --salar  
>>  
>>> -s  
>>>  
>>>  
>>>  
>>>  
>>> On Oct 5, 2006, at 2:10 PM, Salar Kamangar wrote:  
>>>  
>>>> Hi Steve,  
>>>>  
>>>> Nice talking with you, and I look forward to spending a lot more  
>>>> time  
>>>> in person. I'm very excited about joining forces with Youtube.  
>>>>  
>>>> Amit's email address is amitp@google.com. Kourosh's is  
>>>> kourosh@google.com. They both have a heads-up that you'll be  
>>>> setting

>>>> up a phone call with them to talk about logging.  
>>>>  
>>>> And below are the questions I referenced. If anything isn't  
>>>> clear, or  
>>>> you can get to the same question I'm asking in a way that involves  
>>>> less work, please let me know.  
>>>>  
>>>> Best,  
>>>> --Salar  
>>>>  
>>>> Prod:  
>>>> - definition of playbacks;  
>>>> - ave length of video, and ave length that a "playback" is seen  
>>>> - upload sources, including % of uploads from myspace  
>>>> - please categorize playback sources: embedded in pages (at least  
>>>> broken out for myspace) vs emailed vs discovered on youtube  
>>>> (search or  
>>>> browsed)  
>>>> - can you provide a random sample of playbacks (say 500), and  
>>>> roughly  
>>>> categorize them by categories including private, potentially  
>>>> copyright  
>>>> issues, language spoken, and type of video (music video, news,  
>>>> user-generated, etc); if easier you can give us the URL's and we'll  
>>>> categorize  
>>>> - can you categorize a larger random sample of playbacks (say  
>>>> 10,000)  
>>>> into your 50 topic categories? if you need to do this manually, a  
>>>> smaller set is fine  
>>>> - are the most frequently seen videos.. "Browse Video Today, This  
>>>> Week, This Month, All Time"... really the most frequent, or is  
>>>> there  
>>>> some filtering? if it's correct, it gvies us a sense of the most  
>>>> commonly played back videos, so we don't need to ask for any  
>>>> additional info on what videos are played most frequently  
>>>> - roughly in which countries are videos getting played  
>>>> - why has your growth rate dropped off this month relative to last  
>>>> - what metrics do you track? (Uploads, registered users, active  
>>>> users, revenue, advertisers, int'l breakouts, etc). please provide  
>>>> those.  
>>>> - what do you make of this comscore data and report:  
>>>> [http://www.marketwatch.com/News/Story/Story.aspx?  
>>>> dist=newsfinder&siteid=google&guid=%7B1425D570-12BE-4157-  
>>>> A598-5A7BBF5D2FBB%7D&keyword=  
>>>>  
>>>> Eng \[please set-up phone call with Amit Patel and Kourosh to figure  
>>>> out what's needed\]:  
>>>> - IP and other log data as needed, so that we can look at how you  
>>>> measure playbacks, and how you identify spam  
>>>>  
>>>> Ops \[we need to give you names of folks to set-up a meeting and  
>>>> figure  
>>>> out what's needed\]:  
>>>> - Understand video delivery infrastructure  
>>>> - Roughly what's your cost to store and serve each video, broken  
>>>> down  
>>>> into subparts  
>>>> - What securities are in place?](http://www.marketwatch.com/News/Story/Story.aspx?dist=newsfinder&siteid=google&guid=%7B1425D570-12BE-4157-A598-5A7BBF5D2FBB%7D&keyword=)

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