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 wrote:

Just that youtube kicked our butts.

-----Original Message-----
From: Susan Wojcicki
To: Jonathan Rosenberg
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 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 wrote:

A hauntingly poignant email...

-------- Forwarded message --------
From: Salman Ullah
Date: Nov 10, 2005 9:50 AM
Subject: Re: youtube?
To: Jeff Huber <mailto:Jeff.Hub@GOOG.COM>

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

On 11/9/05, Jeff Huber <mailto:Jeff.Hub@GOOG.COM> 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 <mailto:Larry.P@GOOG.COM>
Date: Nov 8, 2005 3:02 PM
Subject: Fwd: youtube?
To: David Drummond <mailto:David.D@GOOG.COM>, Megan Smith <mailto:Megan.S@GOOG.COM>, Peter Chane <mailto:Peter.C@GOOG.COM>, Sergey Brin <mailto:Sergey.B@GOOG.COM>, Jonathan Rosenberg <mailto:Jonathan.R@GOOG.COM>, Eric Schmidt <mailto:Eric.S@GOOG.COM>

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

-L

-------- Forwarded message --------
From: Jeff Huber <mailto:Jeff.Hub@GOOG.COM>
Date: Nov 8, 2005 2:58 PM
Subject: Fwd: youtube?
To: Larry Page <mailto:Larry.P@GOOG.COM>

A recent thread (below) on YouTube (http://www.youtube.com/) and potential acquisition.

Here's more info on them:


-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

Excerpt 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
> 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. Guessed 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 Chan <[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):
> >>>>
> >>>>
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 --

Good (funny/interesting) commercials are actually pretty good content for Google Video. YouTube has a bunch of Nike commercials that are interesting. For example --

("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
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:

which has now inspired impersonation:

Close follower:

-Jeff

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Peter Chane

Senior Business Product Manager

Google Video, http://video.google.com

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Peter Chane

Senior Business Product Manager

Google Video, http://video.google.com