

Content SQUAD Department Meeting January 3, 2007



# Happy new year!



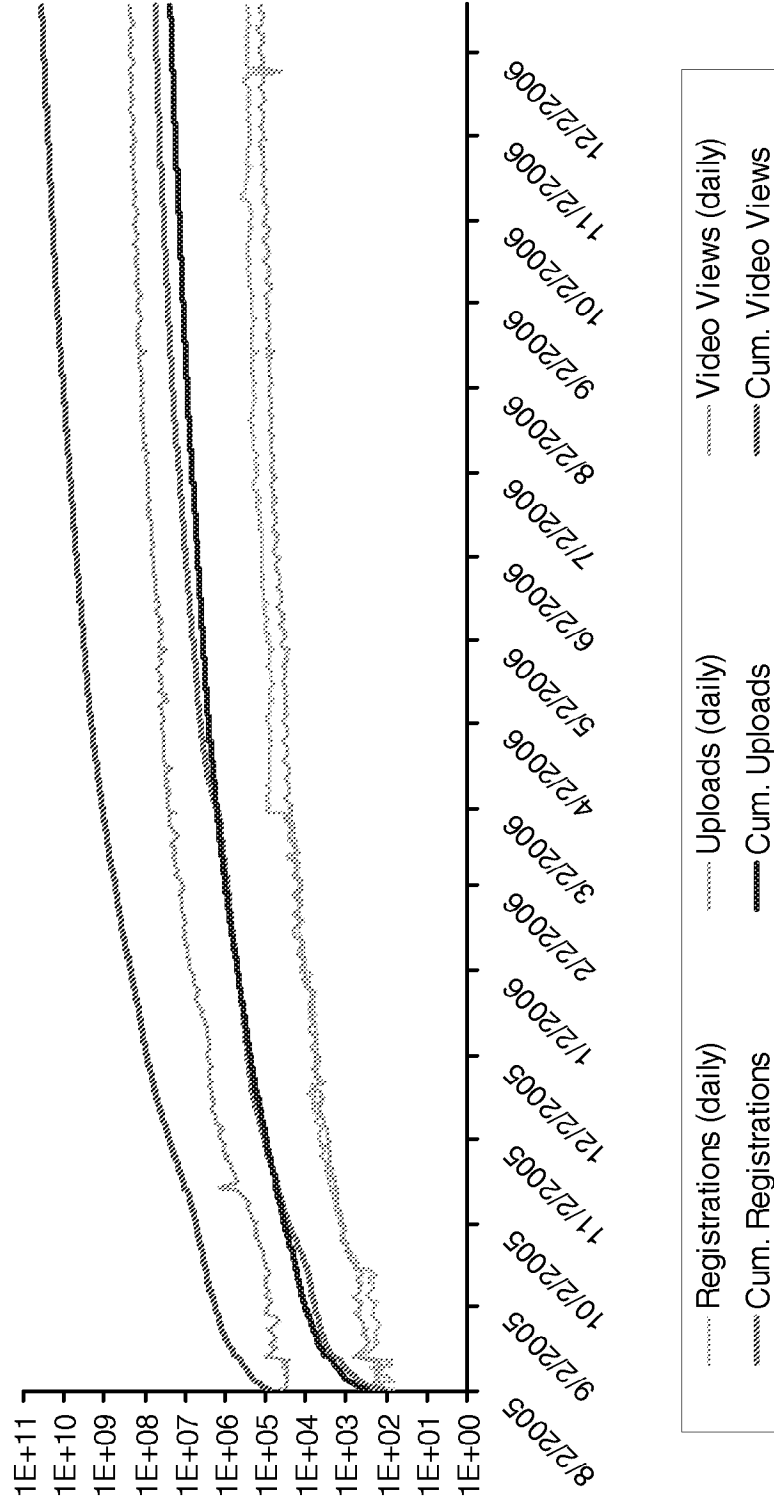
## Content SQUAD Department Meeting January 3, 2007

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- A Year of YouTube - Site numbers and Admin work
- Notes on Policies and Procedures
- SQUAD Stats
- Boo boos and Warm Fuzzies
- Best Practices and Gold Stars
- Email of the Week / Best/ Worst Video of the Week
- Questions?

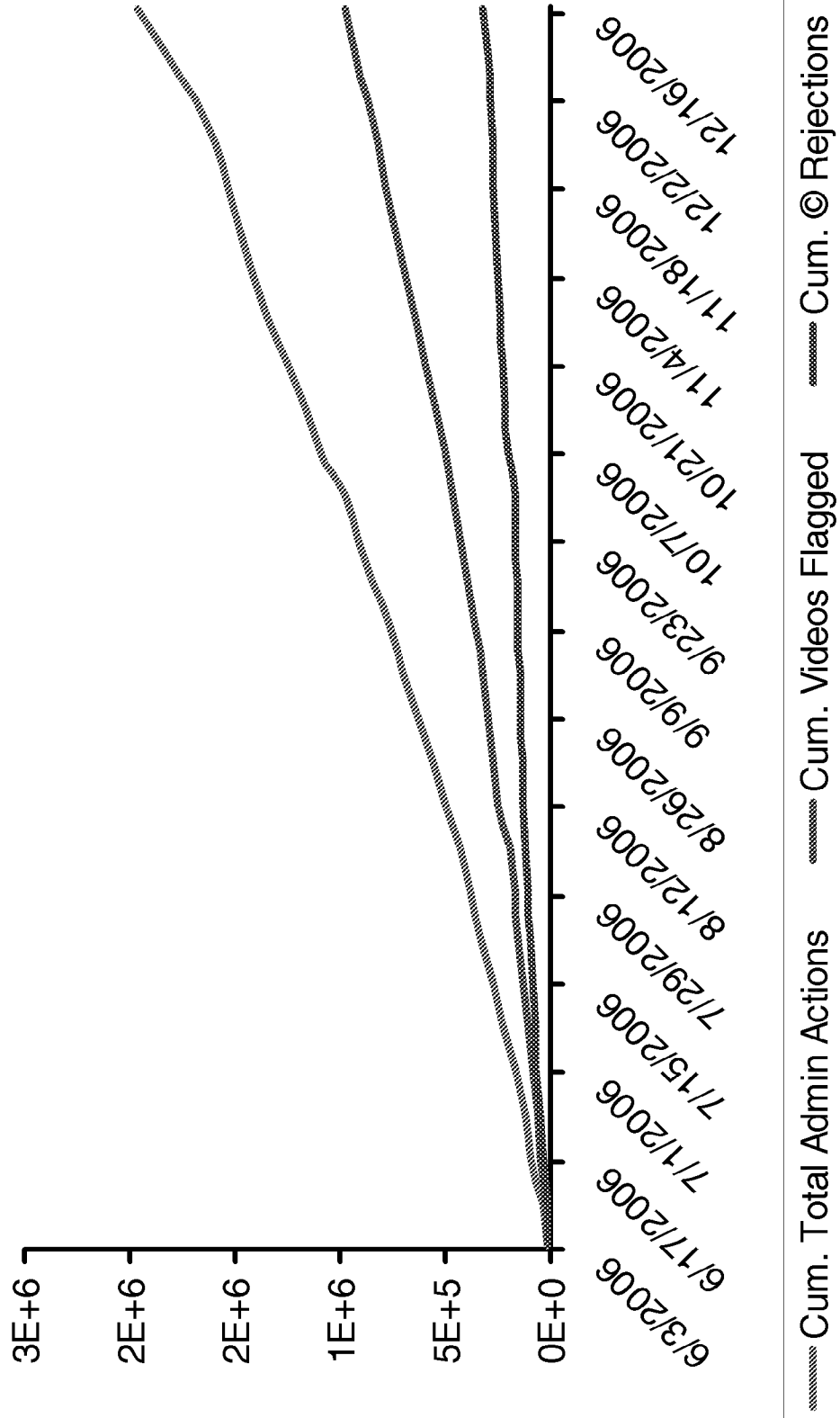


# YouTube Site Growth, Aug 2005 - Dec. 2006



As of 12/16/2006  
Cum. Registrations 55482648  
Cum. Uploads 23022448  
Cum. Video Views 34195516086

# Admin Workload, June - Dec 2006





## Policies and Procedures

- As I work on preparing the documents that contain the solutions to these situations

Please communicate to me all cases you come across in which

- existing policies are wanting
  - because there is not an existing policy for dealing with the case
  - because the policy for dealing with the case is not written/clearly communicable to another
  - because applying the policy a written seems to produce an undesired outcome
  - etc.
- protocols or procedures are unclear
  - edge cases videos where the rules as expressed in the content policy guide are inadequate
  - emails where the escalation path is unclear
  - etc.

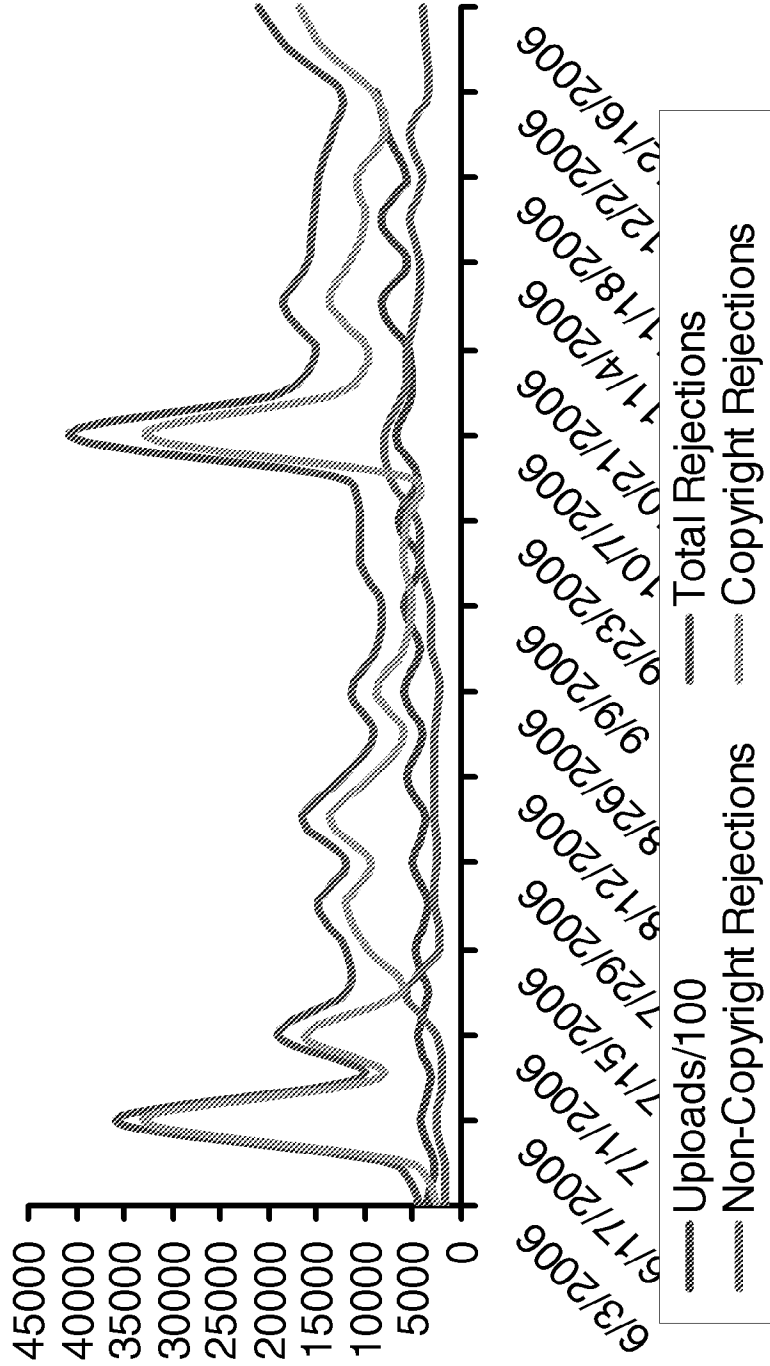
For edge case videos, follow your procedures as you have been doing, and keep me cc'ed on the decisions on them.

**Please send me any item which needs to be escalated to Google**

- I will log the item, escalate it, and handle integrating the outcome into our protocols as appropriate



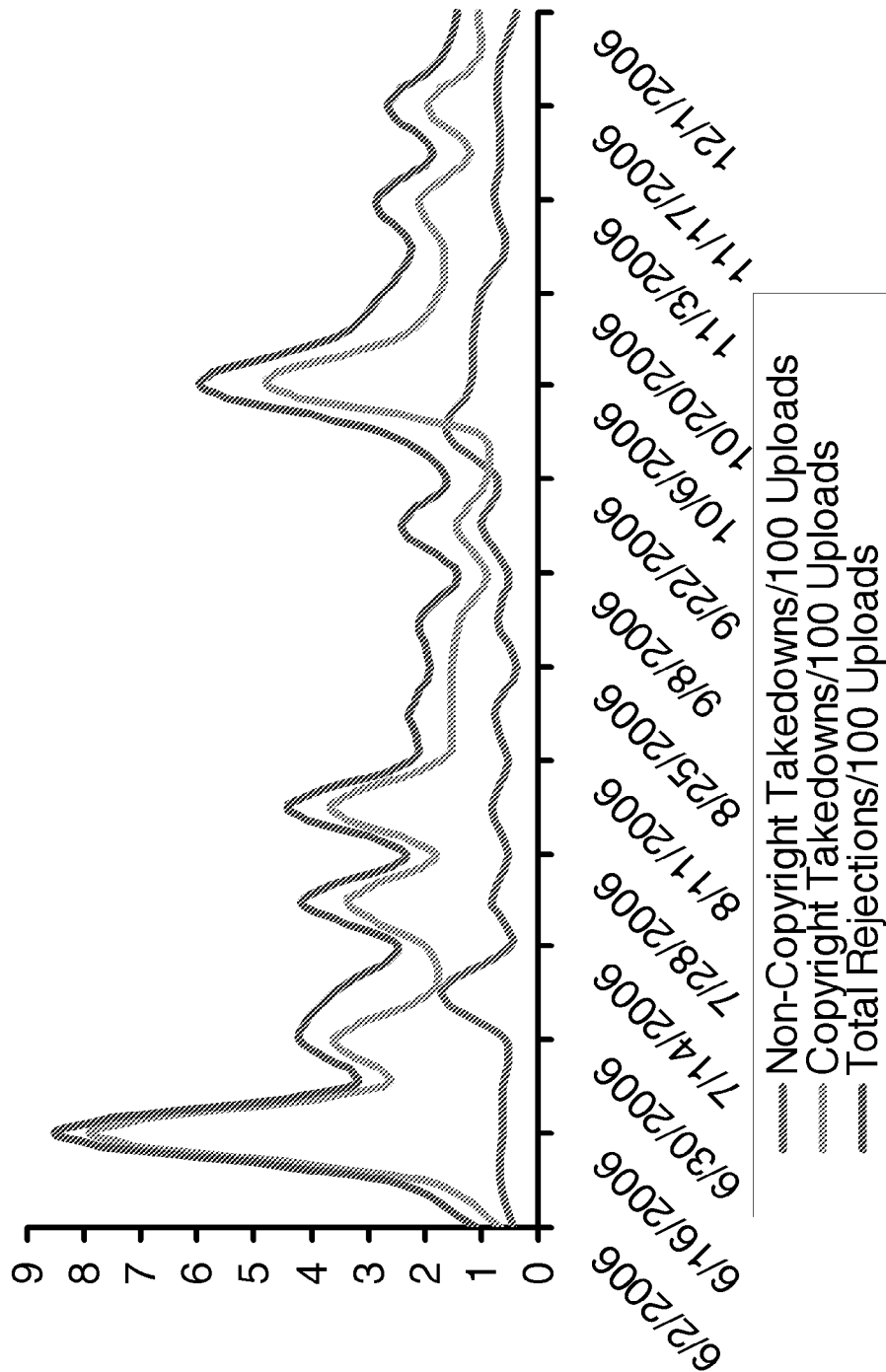
# Video Uploads, Rejections by Week





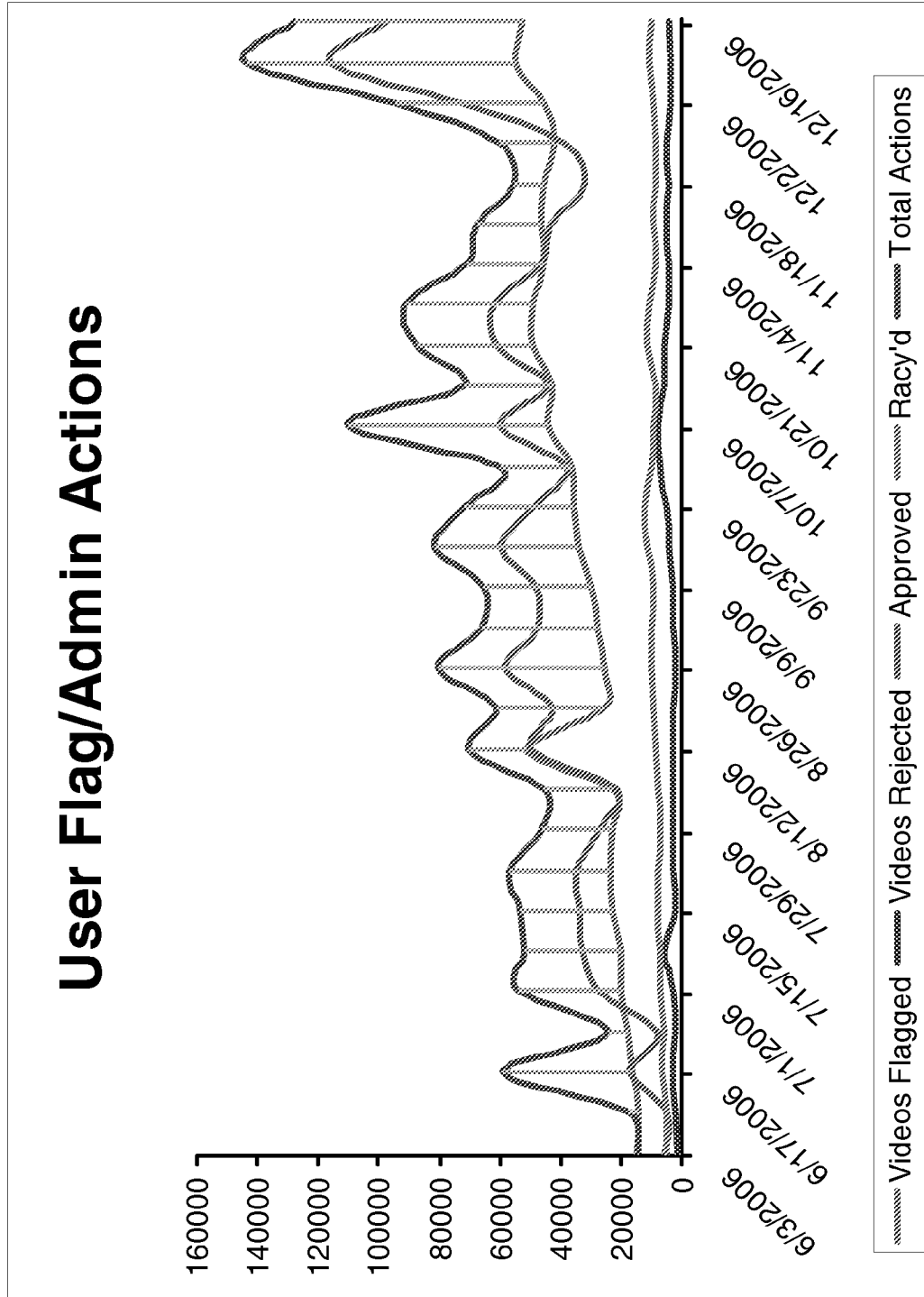
Nothing new here

## Videos Rejected Per 100 New Uploads by Week



Confidential

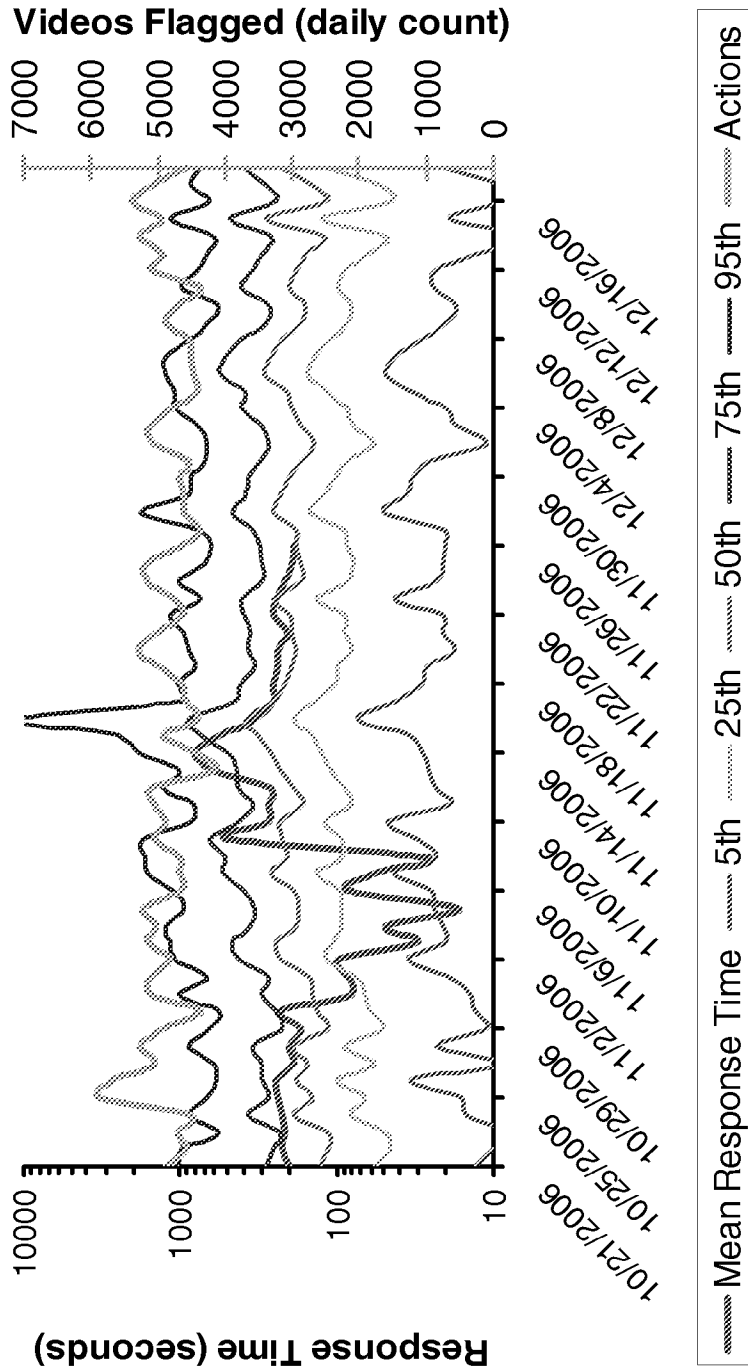
# User Flag/Admin Actions



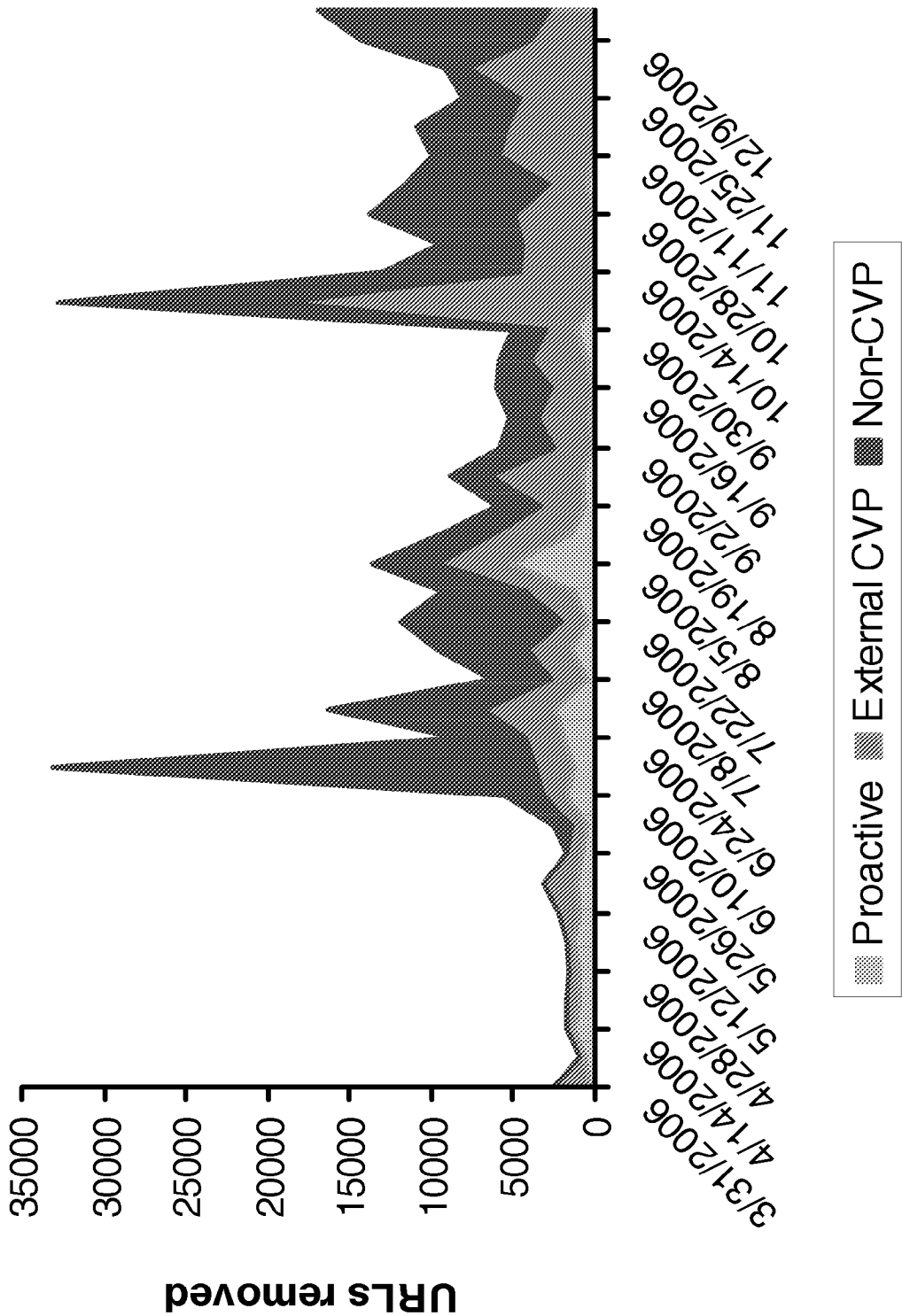




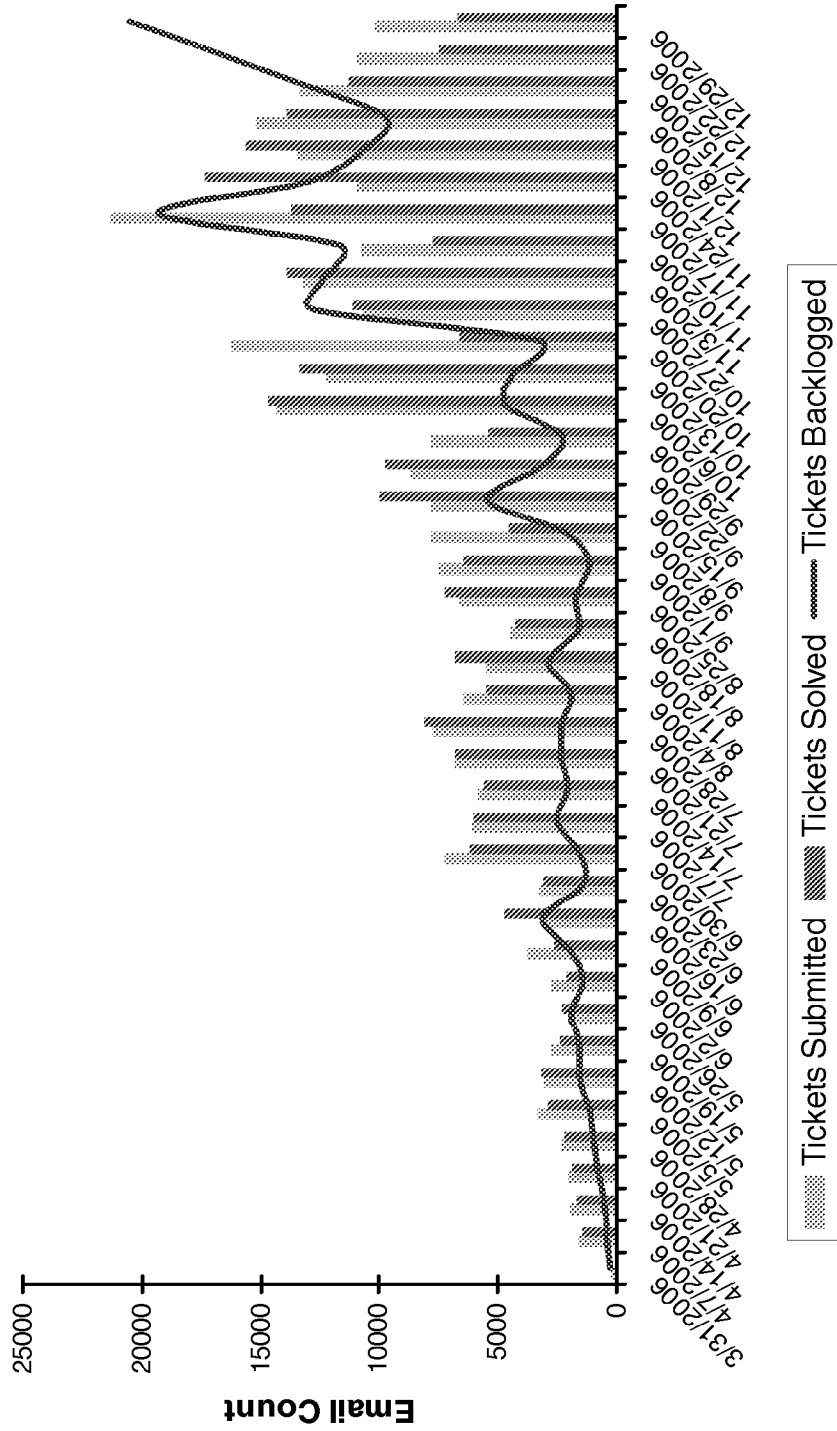
# Flagged Videos Response Time Mean and Percentiles



# Copyright Actions Breakdown



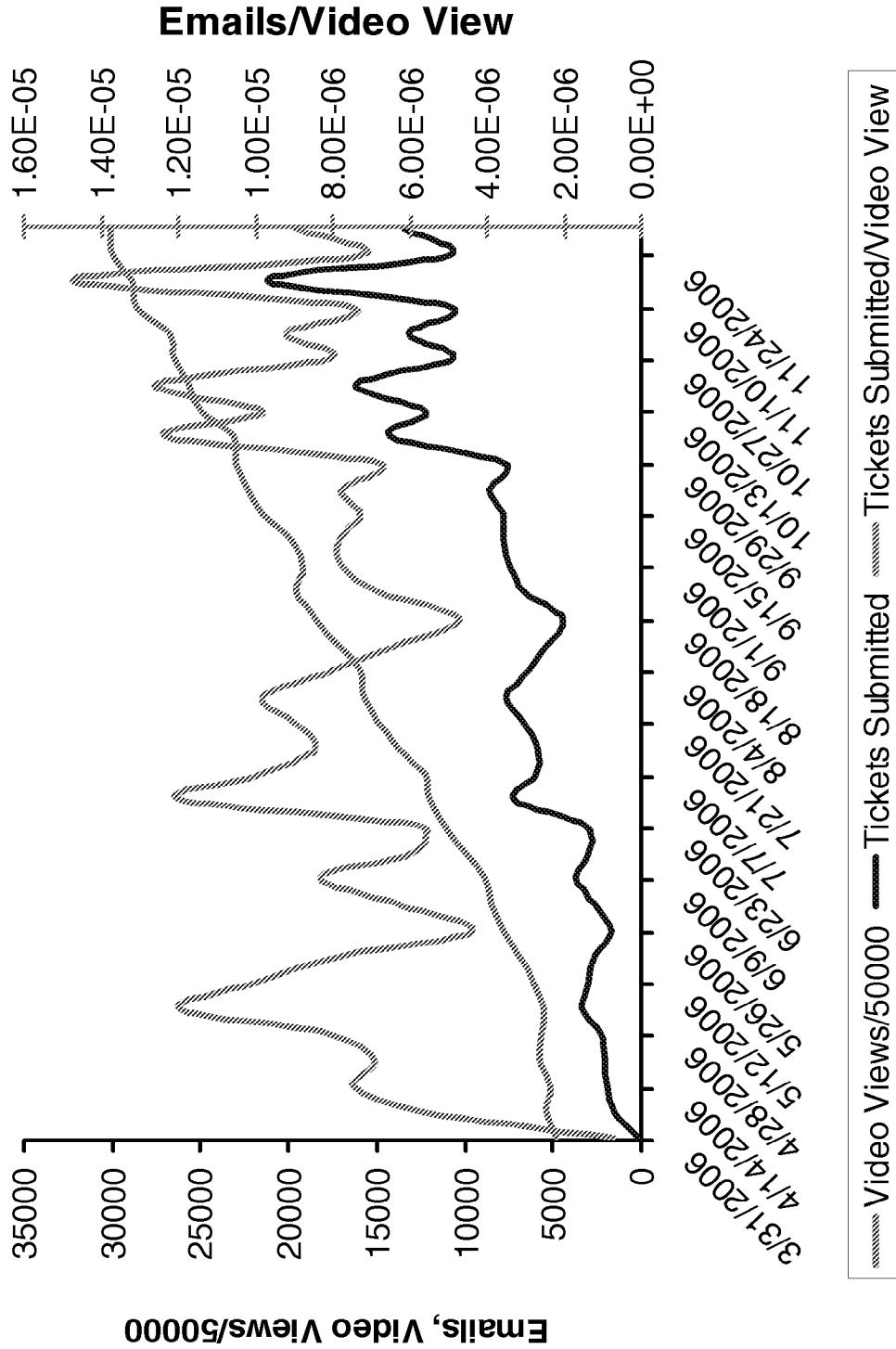
# Customer Support Email by Week





Nothing new here

## Email Volume vs. Video Views

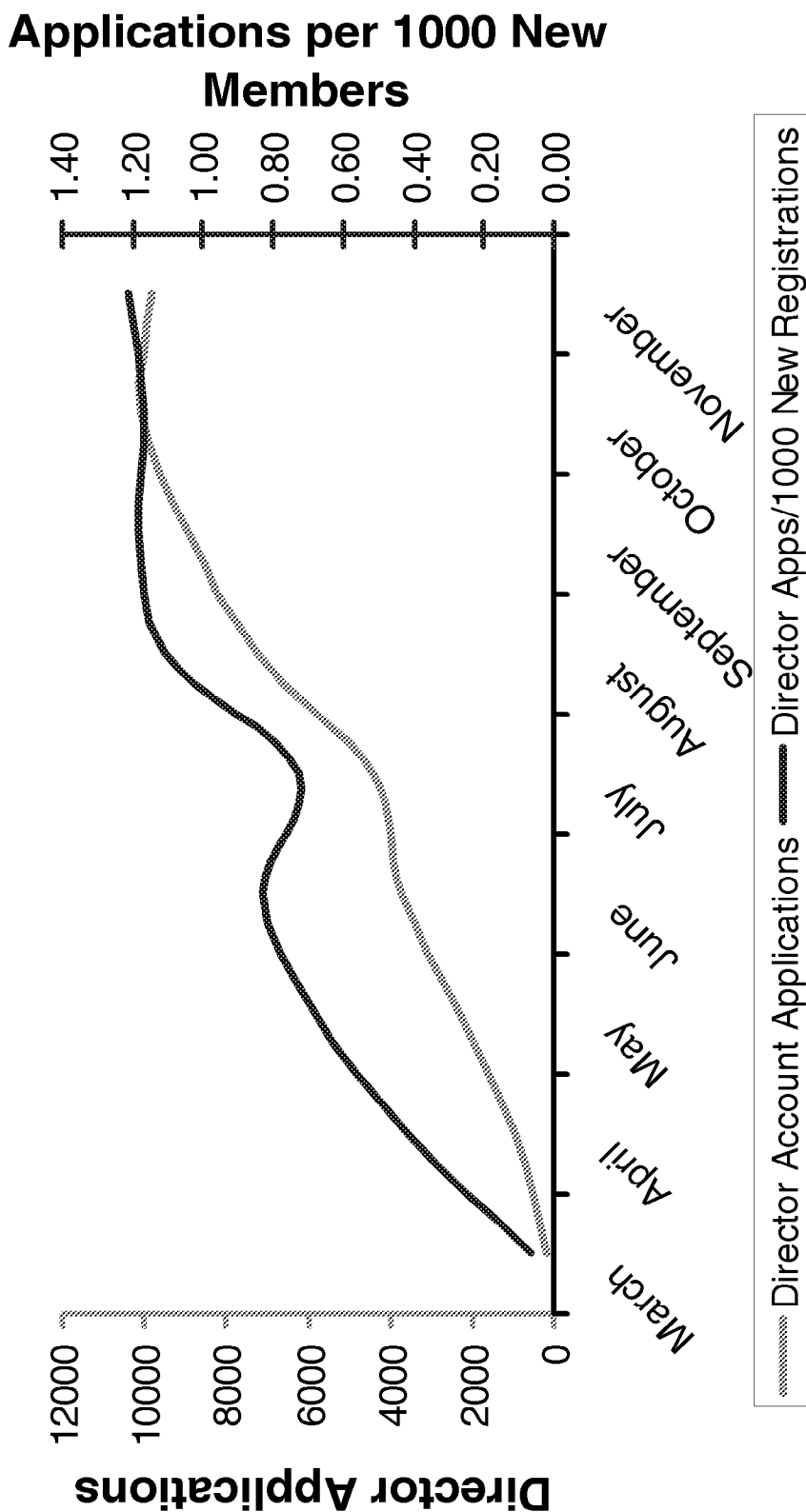


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Nothing new here

# Director Account Applications

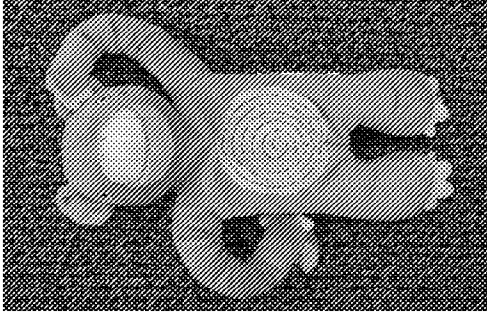


Total Director account applications to date: 47768  
 Overall application acceptance rate: 81%

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## **BOO BOO!**

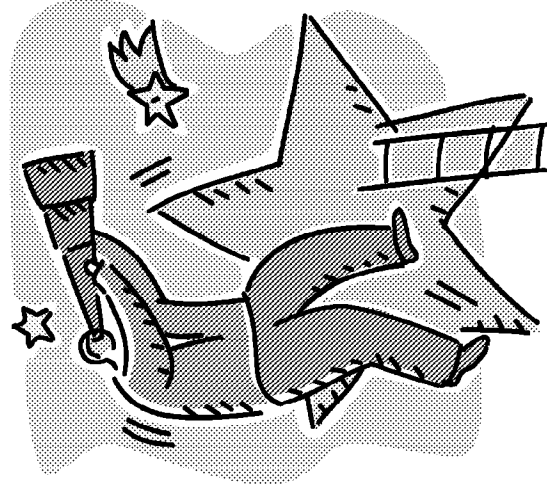


The person who wins with best "boo boo" gets to keep our team mascot for the week.

## **Warm Fuzzies**

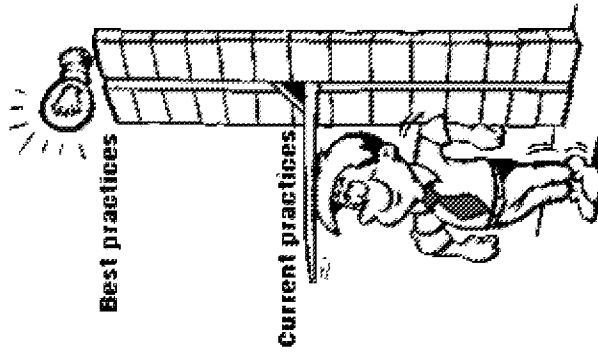
"Thank you very much. I appreciate your attention even during the holiday season. I will fax back the form soon and one of my admins will work on locating content. Happy New Year."

## Gold Stars



Who helped you out this week?

## Best Practices



Tips and Tricks?

This is where you can give helpful tips to the rest of the team to make our jobs easier or more efficient.

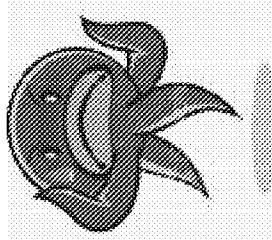
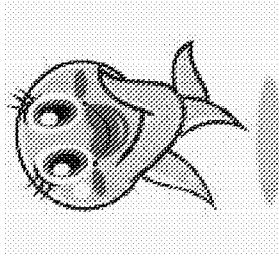


## Email of the Week



Email Misty your favorite email, we will vote and the winner will get their email framed to place on their desk for the week. Your email might even make it to the "wall of shame"

## Best/ Worst Video of the Week



Send your submissions to Misty, with subject line best or worst, we will have a vote and keep the link on the shared admin folder.



Questions?

