

IN THEIR OWN WORDS: YOUTUBE & GOOGLE

The Evidence: The Founders Built YouTube on Infringement

- "...concentrate all our efforts in building up our numbers as aggressively as we can through whatever tactics, however evil." (Chen) SUF 85
- "If you remove the potential copyright infringements...site traffic and virality will dropt to maybe 20% of what it is." SUF 55
- "We're going to have a tough time defending that we're not liable . . . when one of the co-founders is blatantly stealing content from other sites and trying to get everyone to see it." SUF 40
- "Steal it! ... We have to keep in mind that we need to attract traffic. How much traffic will we get from personal videos?" SUF 44
- "You can find truckloads of copyrighted content ..." (Chen) SUF 60

The Evidence: Google Knew of, and Supported, YouTube's Infringement

- "...is changing policy [to] profit from illegal downloads how we want to conduct business? Is this Googley?" (quoting Google founder Brin) SUF 162
- "It crosses the threshold of Don't be Evil to facilitate distribution of other people's intellectual property..." Google Video manager SUF 164
- "Audio fingerprinting system whereby the content partner can send 'reference fingerprints' to Audible Magic's database "are now live as well and are only offered to partners who enter into a revenue deal with us." (David Eun, February 17, 2007) SUF 216
- "Pressure premium content providers to change their model towards free ... Threaten a change in copyright policy" and "use threat to get deal sign-up." SUF 161