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## Facebook Finance Chief Yu Becomes a Director at Vobile

By RIVA RICHMOND  
 October 9, 2007

Facebook Inc. Chief Financial Officer Gideon Yu has joined the board of Vobile Inc., a closely held provider of so-called fingerprinting technology for identifying video content.

Mr. Yu, 36 years old, joined the online social-networking firm in July from YouTube, the video-sharing site owned by Google Inc.

Vobile's VideoDNA software can examine video and identify specific content, allowing Web sites to automate the availability of copyrighted video on their properties, obviating the need to employ people to scour their sites for pirated content. It can also assess the content of videos in order to serve relevant online advertisements, the company says.

Mr. Yu's agreement to join Vobile's board signals his "support of technology and the company," says Vobile Founder and Chief Executive Yangbin Wang. "To have someone of that caliber pick Vobile as a potential winner... that means a lot to us."

In a statement, Mr. Yu said Vobile "is changing the economics of supporting broadband video across social networking, user-generated content and Web portal environments."

Mr. Wang said Mr. Yu will advise Vobile on strategic and financial matters. Mr. Yu couldn't be reached for comment.

Mr. Yu joined YouTube a year ago from Yahoo Inc., where he was treasurer. After playing a role in negotiating YouTube's more than \$1.7 billion sale to Google and integrating the company into its new parent, he joined Silicon Valley venture firm Sequoia Capital. Mr. Yu later joined Facebook.

Google is embroiled in a copyright infringement lawsuit with Viacom Inc., which wants YouTube to use fingerprinting technology to keep copyrighted Viacom video content off its site. Google has said it is developing the capability.

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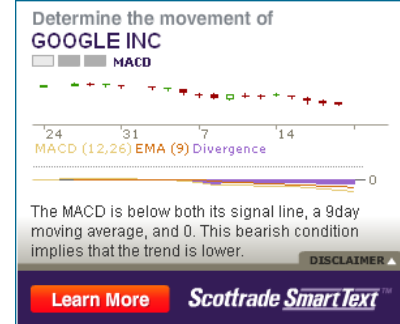
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