

Message

From: John Yoo [Redacted@google.com]
Sent: 6/18/2018 6:26:39 PM
To: Ben Friedenson [Redacted@google.com]
CC: Paul Gennai [Redacted@google.com]; Mike Roszak [Redacted@google.com]; Jim Kolotouros [Redacted@google.com]; Yuki Richardson [Redacted@google.com]; Uira Caetano [Redacted@google.com]; Anna Kartasheva [Redacted@google.com]
Subject: Re: [Mon 6/18] Request from Philipp

Hi Jim and Paul,

The following documents have been updated for your review:

1) Overview of MADA / RSA Terms (doc),

link: <https://docs.google.com/document/d/1zZxPuWa3EVAHiI3Zdci4Ol3wj1VSpWgdiEFCLbclcpw/edit?hl=en>

2) Screenshots of MADA / RSA Devices (slides),

link: https://docs.google.com/presentation/d/1QkEB8R9t4rggWOuXNFRo8V1rTEhSx9qE250b86SmsUc/edit#slide=id.g39b8d8a80f_0_252

If okay in its current form, *@Jim could you kindly send to Philipp ahead of the meeting scheduled for 3:15pm?*

Thank you, and happy to address any further concerns / feedback.

Regards,
John Yoo

John Yoo | Android Partnerships Finance | [Redacted@google.com] | Redacted

On Mon, Jun 18, 2018 at 8:58 AM Ben Friedenson <[Redacted@google.com]> wrote:
Hi All,

This arose out of a separate conversation with Philipp where he had asked a x-finance team to look at major areas of economic opportunity. After discussing our Search-related partnerships (both Android and non-Android), he asked if we could produce the table here.

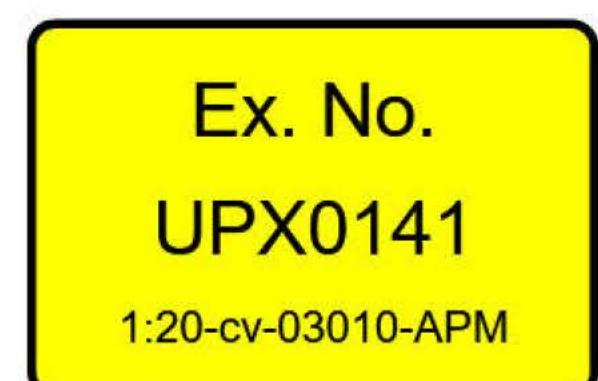
He alluded to 2 reasons for wanting this information:

- To have a "cheat sheet" of what we currently get with MADA/RSA to better inform his negotiations with non-Carrier/non-OEM partners (ex. parties who also have their own Assistant)
- To also understand among major Android partners what we currently get and when the next conversations might take place.

My read from the conversation is that the above is information that Philipp has in pieces, but not in a centralized cheat sheet. As understanding how our various products/services are treated in our Android partnerships would be applicable across a variety of contexts, the request for a cheat sheet that he could have as reference.

Please let me know if the above context helps.

Thanks!



Redacted

GOOG-DOJ-06443944

Ben

Finance Manager - Google Assistant
Financial Analyst - Search

Redacted@[google.com](mailto:Redacted@google.com)

On Mon, Jun 18, 2018 at 8:50 AM, John Yoo <Redacted@[google.com](mailto:Redacted@google.com)> wrote:
Hi Paul,

Thanks for your comments. Adding +Ben Friedenson and +Mike Roszak who can help provide more context on the request.

Best,
John

On Mon, Jun 18, 2018, 8:37 AM Paul Gennai Redacted@[google.com](mailto:Redacted@google.com)> wrote:
+Jim Kolotouros

Hey John,

I just made some edits in the doc.

Can you remind me what the context for this request is? I mentioned it to Jamie (and I recall you mentioning that it was for a conversation with Redacted) and he wanted more context before sharing.

Would also like to understand specifically why we need to share all of the partner detail here

Thanks,
Paul

On Sun, Jun 17, 2018 at 10:05 PM John Yoo <Redacted@[google.com](mailto:Redacted@google.com)> wrote:
Hi Paul,

If you may recall, Philipp S. had requested we put together a couple data points for him vis-a-vis MADA and RSA (pre EC state). Anna has helped us put together this doc outlining the requirements, as well as this slide with screenshots of Risk / Requirements.

Before we ask Jim to send to Philipp, I wanted to make sure you had a chance to review as requested.

The **meeting with Philipp S. is scheduled for Mon 6/18 at 3:30pm**, so we will likely send to Jim sometime Mon AM with your okay.

Thanks, and please let us know if you have any questions / comments.

Regards,

Redacted

GOOG-DOJ-06443945

John

John Yoo | Android Partnerships Finance | Redacted@[google.com](mailto:Redacted@google.com) | Redacted

Paul Gennai | Product Management Director | Redacted@[google.com](mailto:Redacted@google.com) | Redacted

Redacted

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Android Agreements

Summary of Current MADA + RSA
Review with Philipp, 5/10/18

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Redacted

GOOG-DOJ-04257815

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Key Partner RSA Overview

Partner	RSA Expiration Date	Paid Access Points
CARRIERS Bell Mobility au Optus America Movil Telstra T-Mobile Intl AT&T U.S. Cellular Rogers Group TELUS Group Orange S.A. Hutchison Telecom TIM XFINITY Mobile Bouygues Telecom 中華電信 Chunghwa Telecom Sprint Group T-Mobile US Group Verizon Wireless Vodafone Group	Redacted	For Carriers: <ul style="list-style-type: none">• GSA• Chrome (if hotseat & default)• SBrowser (if hotseat & default on Samsung devices)• -1 Feed Screen SERP (if default, ex-Samsung)• Assistant SERP• Messages (if hotseat & default)• Carrier Portal Site (if default homepage w/ Google Search Box) For OEMs: <ul style="list-style-type: none">• GSA• Chrome (if hotseat & default)• 1P Browser (if applicable w/ search set to Google)• -1 Feed Screen SERP (if default, ex-Samsung)• Assistant SERP• Messages (if hotseat & default)
TOP 5 OEM Samsung Huawei LGE Lenovo Sony		



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Current MADA Terms, but subject to change in EEA region

Search	Assistant	Security	UX / Preload
<ul style="list-style-type: none"> • Search app preloaded • Chrome preloaded & set to Google • Search Widget Placed on DHS & set to Google 	<ul style="list-style-type: none"> • Google set as default assist app • Long press on home button triggers assist app • Hotword enabled & can't be interfered with • Home button animation • 2 OOB E set up screens 	<ul style="list-style-type: none"> • Quarterly updates for any new SKU w 100K+ activations for 2 yrs since launch (<i>starting in 2018</i>) 	<ul style="list-style-type: none"> • 11 apps GMS mandatory: Search, Chrome, YT, Maps, Play Store, Gmail, Duo*, Photos*, Drive*, Play Movies*, Play Music* <i>*5 of those can be uninstalled by user</i> • Google Folder on DHS • Play icon on DHS



Current RSA Terms, but subject to change to reflect new regulatory environment

Search

- **Device exclusivity** (DHS in EU,TR,KR; placement only in RU)
- **Default** on all access points
- **Chrome** in hotseat and default
- **-1 screen reserved to Google** (no alternative Services as fallback)

Assistant

- OEM assistants OK
- **No 3P or carrier assistants**
 - on DHS & -1 screen
 - w/ active hotwords out-of-box
 - w/ HW buttons or gestures enabled out-of-box

Security

- **New devices must be updated quarterly** for 2 yrs after launch

Note: only new devices with partner rev-share client ID

UX

Optional Apps:

- Gmail, Calendar, Photos, Keyboard set as default
- Android Messenger in hotseat & default
- Duo on DHS

*Note: OEMs must opt into all apps to get UX bonus; **We will share revenue from Android Messenger (=RCS)***

Net Advertising Revenue Share [Redacted]

Screenshots of Current MADA and RSA requirements, subject to change

The image compares two mobile phone home screens: MADA (left) and RSA (right). An arrow points from MADA to RSA. The MADA screen shows a Google search bar (labeled 'QSB'), a Bing search bar, and various app icons. The RSA screen shows a Google search bar, a weather widget, and different app icons. Annotations include: 'Microsoft Edge in Hotseat', 'Search Provider Bing', 'Cortana, Bing, Bing widget on DHS', 'QSB', 'Google Apps', 'Play Store', 'Assistant long press' for MADA; 'Allowed but not likely' for the Bing search bar; 'Play Store, Collection of apps' for the app dock; 'Chrome in Hotseat & Default', 'No 3P Search (DHS exclusivity in EEA)', 'No 3P Assistant on DHS' for RSA; and 'Messages', 'Chrome' for the RSA dock. A 'Risk / Requirements' box is at the bottom left, and 'Confidential - Proprietary' is at the bottom right.

MADA → **RSA**

QSB

Allowed but not likely

Play Store, Collection of apps

Messages **Chrome**

Risk / Requirements

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- MADA Requirements:**
 - Microsoft Edge in Hotseat
 - Search Provider Bing
 - Cortana, Bing, Bing widget on DHS
 - QSB
 - Google Apps
 - Play Store
 - Assistant long press
- RSA Requirements:**
 - Chrome in Hotseat & Default
 - No 3P Search (DHS exclusivity in EEA)
 - No 3P Assistant on DHS

Overview: table below is intended to serve as a reference documenting the treatment of various components under MADA, as well as any additional coverage secured by RSA.

This represents the current state of agreements as of 5/10/18, and should be updated with future changes as they are formalized.

Component	MADA	RSA 2.0
Chrome on Device		
-- Can be deleted by user	No	No
-- Default Search Engine	Google	Google
-- Icon Placement	At minimum, placed in Google folder on default home screen (DHS)	Placed directly in hotseat and set as default browser (waived for 1st party OEM browsers and requires for Chrome to be placed on DHS outside the folder instead)
GSA on Device		
-- App can be deleted by user	No	No
-- Icon Placement	At minimum, placed in Google App folder on home screen	At minimum, placed in Google App folder on home screen + on OEM's -1 screen if Google Feed is not implemented on -1
-- Widget Placement	ROW: On DHS Russia: Search widget, but user choice defines if it is going to be set to Google or alternative search	ROW: On DHS Russia: Search widget, but user choice defines if it is going to be set to Google or alternative search
-- Widget can be removed by	Yes	Yes

user		
Third Party Browsers		
-- Default Search Engine	No restrictions	Google
-- Icon Placement	No restrictions	No preloads in ROW; No DHS placement in EEA, KR, TR No restrictions in Ru
Third-Party Search App		
-- Default Search Engine	No restrictions	Google
-- Icon Placement	No restrictions	No preloads in ROW No DHS placement in EEA, KR, TR No restrictions in RU
Google Assistant App		
-- Placement	Long-press on home button	Long-press on home button
-- Set as Default	Yes	Yes
-- Hotword enabled out of box	Yes (if hardware supports)	Yes (if hardware supports) + exclusivity for OOB enablement of hotword
-- Which invocation methods are enabled OOBE	Longpress + Google hotword	Exclusivity for OOB enablement of any gestures
-- Exclusivity provisions	No	DHS + OOB exclusivity for hotword and gesture
Third Party Assistant App		
-- Placement	No restrictions	No placement on DHS
-- Can be set as default	No	No
-- Hotword activated OOBE	Yes	No
Minus 1 screen	No	Optional, partner tab allowed for select partners