

"Polina Chernikova" Redacted @google.com>

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From: Jim Kolotouros  
Sent: Tue 10/13/2020 5:10 PM (GMT-00:00)  
To: "Polina Chernikova" Redacted @google.com>  
Cc: "Sam Dollery" Redacted@google.com>, "Anne Laurenson" Redacted @google.com>  
Bcc:  
Subject: Re: Sync on RU - question and heads-up

\*\* attorney client privileged \*\*

sounds good and many thanks... I think it would also be important to pinpoint how specific activities (not already contemplated or included in the Samsung and Xiaomi RSA's) will drive incremental search. For example (and I hate to keep bringing this up), how much incremental search traffic will an Assistant icon drive? do we have any evidence from other OEM implementations on how the icon drives search traffic or Assistant usage? and if it only drives Assistant usage, how important is it for us to spend real money on the icon?

I think we'll have a hard time building momentum for paying on the widget or Chrome. OEM browsers will be easy to get support for (and should be covered by OEM RSA's). 3rd party browsers (e.g., Firefox, Opera) are worth accounting for as well.

thanks for working on this (and syncing with Chris, Jinyoung, Patrick and Sidney).

Jim

On Tue, Oct 13, 2020 at 2:03 AM Polina Chernikova Redacted@google.com> wrote:  
\*\* attorney client privileged \*\*

Hi Jim,

thanks again for your comments and suggestions!

I shared the deck with Chris, Jinyoung and Sidney and got their initial thoughts and comments. We canceled the meeting for today and what I'll do - I'll talk live with them about opportunities etc. and come back to you with the recommendation shortly.



- Polina Chernikova
- Android Platform Partnerships, Head of Russia and CIS
- Redacted @google.com
- Redacted

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On Tue, Oct 13, 2020 at 12:05 AM Jim Kolotouros <sup>Redacted</sup>@google.com> wrote:  
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also, is it possible to summarize what we are getting in the Xiaomi and Samsung RSA deals to show what gaps exist? i.e., in the new Samsung deal, we already get S-browser with Google default on a device by device basis. and as I mentioned earlier, I don't place much value on the Assistant icon on the home screen (primarily because it just confuses users and they have no idea what the difference is between search and Assistant). We are also getting Messages and Discover commitments on a device by device basis... so understanding that landscape is critical. my apologies if it is already in the deck and I just did not see it.

thanks.

On Mon, Oct 12, 2020 at 1:39 PM Jim Kolotouros <sup>Redacted</sup>@google.com> wrote:  
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hello Polina,

There is another call I must participate in at 8:30am (pacific), but I understand Richard will be there. Also, have you asked Chris and Sidney what they would recommend we do to improve our search prospects in Russia via Xiaomi and Samsung? I think their input would be important before a meeting; indeed, i think their presence in the meeting is more important than mine. If the discussion topic (as referenced at the bottom of slide 2) orbits around Russia, Xiaomi and Samsung, then I think they should attend so they can help participants navigate around the partnership, the MADA, and the RSA.

thanks. Jim

On Mon, Oct 12, 2020 at 11:18 AM Polina Chernikova <sup>Redacted</sup>@google.com> wrote:  
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Hi Jim,

first of all - thanks for your questions!

We are ready to go through them tomorrow on the call (scheduled for tomorrow morning your time), would that work for you?



- Polina Chernikova
- Android Platform Partnerships, Head of Russia and CIS
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- Redacted

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On Fri, Oct 9, 2020 at 8:16 PM Jim Kolotouros <Redacted @google.com> wrote:

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thanks for sharing.

- not sure I believe the chart on slide 3. what is the source of the projection?
- I don't think I want Chrome in the hotseat if the user sets the default. Chrome exists to serve Google search. and if it cannot do that because it is regulated to be set by the user, the value of users using Chrome goes to almost zero (for me).
- setting an OEM first party browser to Google is I think the path that makes good sense.
- I'm not sure the Assistant icon adds any value; and especially if a 1st party browser is set to Google. I'd rather users select a browser that goes to Google. How many Assistant daily actives do we have in Russia? It might be #1 in Europe for MAU's... but if the daily number is still small, it could still be irrelevant. the Assistant team has admitted that the product does not have a market fit on mobile... IF the Assistant can be an on-ramp to search, my perspective would change.

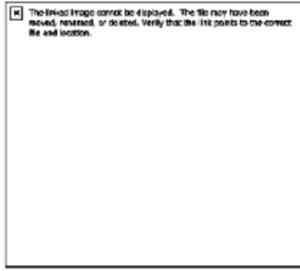
thanks.

On Fri, Oct 9, 2020 at 5:35 AM Polina Chernikova <Redacted @google.com> wrote:  
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Hi Jim,

as promised - here are the slides for our meeting on Monday.  
We'll walk through the narrative, but feel free to ask your questions prior to the meeting.

Have a calm Friday and great weekend!



- Polina Chernikova
- Android Platform Partnerships, Head of Russia and CIS
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On Mon, Oct 5, 2020 at 6:33 PM Jim Kolotouros <Redacted@google.com> wrote:  
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Thanks for the note and thinking of me. Happy to help if I can. thanks.

On Mon, Oct 5, 2020 at 7:20 AM Polina Chernikova <Redacted@google.com> wrote:  
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Hi Jim,

how are you? Hope everything is going well!

Together with marketing, finance, sales-ops we are working on a big cross-functional search plan for Russia. And I wanted to discuss with you different options for search distribution as part of the plan.

We will set up a sync with you next week - would it be ok with you? I'll also share slides prior to the meeting.

Let me know if you have any questions.



- Polina Chernikova
- Android Platform Partnerships, Head of Russia and CIS
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- Redacted

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