

Message

From: Jinyoung Baik Redacted @google.com]
Sent: 8/23/2016 12:30:06 PM
To: Jim Kolotouros Redacted @google.com]
CC: Sidney Lee Redacted@google.com]; Ashish Pimplapure Redacted @google.com]
Subject: Re: [Samsung Sidewinder] Quick question about placement discussion in global MADA

Thanks for sharing! Based on your guidance, we will make our message clear with Samsung on this.

On Tue, Aug 23, 2016 at 3:00 PM, Jim Kolotouros Redacted @google.com> wrote:
let me state it more stringently. The widget and Play Store icon are staying. And there is a 99% chance the folder stays on the default home screen as well.

so Jennie is conveniently interpreting their "ask" as a potential concession on MADA. and I would tell her "the message from our global MADA team is clear. the status quo is the current and future plan of record and is unlikely to change, but we want to listen to concerns. but until you hear otherwise, the placement obligations in the current MADA are the ones you should anchor on; and not a mythical clean UI concept which has merely been floated."

I would not quote me on this... but don't imply any flexibility or change in our plan. And more specifically, you can promise that the Sidewinder agreement will mirror the global MADA which means that a Play Store icon WILL be on the default home screen. thanks.

On Mon, Aug 22, 2016 at 8:32 PM, Sidney Lee Redacted@google.com> wrote:
Thanks for sharing Ashish. Very interesting...pretty aggressive move as you note in a different UI direction.

Yes, I think your suggestion is good..I think we have something that covers that situation but will need to doublecheck.

On Mon, Aug 22, 2016 at 8:26 PM, Ashish Pimplapure Redacted @google.com> wrote:
They have been pushing for an app-less homescreen. It is a UI concept, not set in stone yet. There are a lot of considerations that need to be addressed, so much of this is still a work in progress.

While app clutter on default home screen is sub-optimal, getting rid of all apps from homescreen has its own challenges and is an over-correction. The benefit of having high utility apps on homescreen far outweighs the benefit of "clean screen." Otherwise, app discoverability becomes an issue. Our current plan is to push back on app-less screen. Note that app-less does *not* mean widget-less. We will still have search widget, and they will put weather widget.

If they do insist on app-less, we may ask for placement in HotSeat.

In summary, nothing has been decided yet, so it may be premature to tweak SW because of "potential" MADA changes.

As an aside, you may want to include language in ACAS that requires OEM to provide a placement to GPCE that is "equal or better" than any other store (including their own or carrier stores?) .

On Mon, Aug 22, 2016 at 8:11 PM, Sidney Lee Redacted@google.com> wrote:

Ex. No.
UPX0741
1:20-cv-03010-APM

Guys, I wanted to make sure we checked in on this to understand Samsung's plans on this. I worry a bit given the idea of not having a homescreen seems a bit weird. Are they planning on doing any type of dynamic app placement model so they can move away from one-time preloads to something more fluid?

On Mon, Aug 22, 2016 at 8:06 PM, Jinyoung Baik [Redacted @google.com](#)> wrote:
Hi Ashish and Jim,

We are finalizing Sidewinder contract with Samsung and one final point (hopefully) raised and we would like to check with you is about current ongoing discussion especially with regard to GMS placement.

Jennie (from Samsung biz team) shared that they are considering *clean* home UI (e.g. limited apps shown on the home screen) concept, which is in discussion along with global MADA, and in connection to this conversation, she was asking to add additional language that our Sidewinder placement will follow the outcome from global MADA agreement.

Is it aligned with current ongoing negotiation? We want to make sure her ask is capturing current status correctly. If you have any questions, please let us know. If you could provide more context, that would be really helpful too.

Thanks!

Regards,
Jinyoung

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