



 **MADA & RSA**
Android Commercial Agreements
Aug 2019

Ex. No.

UPX0129

1:20-cv-03010-APM

Android's Core Commercial Agreements



- Secures baseline distribution of our apps on Android
- Gives us a vehicle to drive consistency of experience
- Ensures regular security updates

- Reinforces MADA's distribution with additional protections for our revenue generating services
- Provides a mechanism to help fund the ecosystem

Google

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MADA: Overview



- Secures baseline distribution of our apps on Android
- Gives us a vehicle to drive consistency of experience
- Allows us to define a baseline security level

Coverage

2.3B actives
~1B activations / year

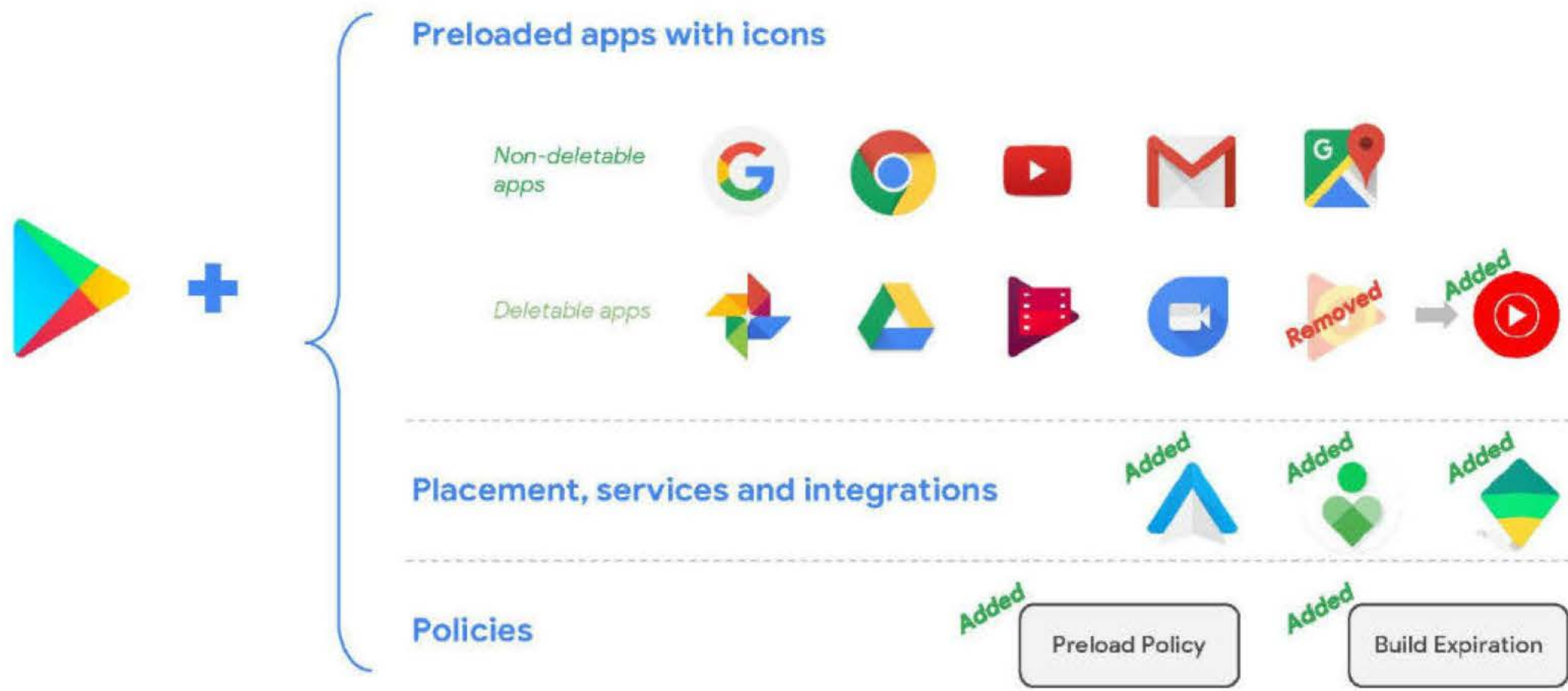
We give

- Play Store + 10 Google apps
- App ecosystem
- Security / malware scanning

We get

- Play + 10 apps preloaded
- Search widget + Assistant gestures & hotword
- Security updates

MADA v.2019: Update rolling out now (2-year contract)



Google

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RSA: Overview



- Reinforces MADA's distribution with additional protections for our revenue generating services
- Provides a mechanism to help fund the ecosystem

Coverage

REDACTED
actives
REDACTED
activations /
year

We give

Search revenue
share on Android

We get

- Out-of-the-box search defaults and exclusivity
- Out-of-box Assistant gesture, hotword and homescreen exclusivity

RSA evolution into RSA 3.0: Two key goals governed our update

RSA 2.0 [Search Revenue Share Agreement, 2016 version]

RSA 3.0 [2019 version]

Where we are today

Search and Assistant protections secured on
Redacted of Android devices
Additional placement for key apps secured on
Redacted of Android devices
No protections for Play

Key goals

1. Platform-wide protections for key access points not covered by MADA (browsers and assistant)
2. Stronger alignment with OEMs on key apps and ecosystem services (Play, apps, UI)