
From: Eric Petitt Mozilla <Redacted@mozilla.com >
Sent: Monday, November 17, 2014 10:16 PM
To: Mitchell Baker
Cc: Geoffrey MacDougall; Chris Beard; Erica Jostedt; Mary Ellen Muckerman
Subject: Re: A longer version from me -- not the main post, but either mine (if needed) or a FAQ answer ...

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First, the search experience in the US. The Yahoo search that will be released for Firefox users in the US next month is dramatically different than the current Yahoo experience; we think people will be very pleasantly surprised. That's the pre-requisite and we've spent a lot of time making sure this is the case.

The search results also have some features that we think people will also enjoy. I'll give 2

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examples here. The first example, is the set of searches were one is looking for [x or y or z]. The new Yahoo search experience for Firefox users will show a range of content from the best sources around the web. If you do X, then perhaps you'll see results from Yelp. Or if you're looking for Y, you'll see results from TripAdvisor. This is different from Google's strengths and we expect it to be useful for our users. As a second example, we hear over and over that people find online tracking to be creepy. So Yahoo will be enabling DoNotTrack for all Firefox users for searches and all other interactions with Yahoo.

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