

# branch

# **Branch Board Meeting**

### April 14th, 2021 **Remote Conference Call**





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## Branch controls the majority use case







## And we're just getting started



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#### direct app access

#### Branch app search

Google web search



## Reminder: old integration vs LDS integration

#### Local Discovery System (LDS) **Old Search Integration** ~80% CTR ~4% CTR 11:49 🔺 🖬 🖉 • ₩ 🖘 🛧 44% 🛔 11:49 🛦 🖬 🖉 • 4:47 🕈 🛥 📾 4 8 4 0 New Message Profile Send a New Message in Messenger Ŧ ofile on Facebook Branch New Message Facebook Messenger 0 riends 6 Open Facebook Messenger App Send a New Message in Messanger ends on Facebook stuff Facebook Messenger Facebook $\odot$ Camera f Open Facebook Messenger App en Facebook mera on Facebook Camera acebook facebook facebook camera facebook friends 9 Camera on Facebook pen Facebook App Local apps Facebook • Facebook - Official App Open Facebook App G ison yourself, 1 like at a time. **OEM** controlled Facebook facebook messenger facebook lite messenger facebook lite facebook Q fac 0 Q fac 0 Q fac $(\mathbf{Q})$ face Facebook Factory Facebook's Facebook's Facebook faced Facebook 1 2 3 4 5 6 7 8 9 0 2 5 0 3 4 8 -5 6 - 6 qwertyuiop 0 fghjkl d a s a S g a S a d h zxcvbnm 🖾 **†** × b 1 b 1 C С V m z X V Z n . Done !#1 English (US) . \* . !1🙂 !10 English (US) English (US) 111 0 V 10.03 Ш 0 >

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Full Branch control

### Deep dive on Samsung





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## Google RSA 3.0 language / scope change: ::::

In order for Samsung to qualify for revenue share ...

**RSA 2.0** "Google must be the only <u>web search engine</u> on device"

**RSA 3.0** "Google must be the only <u>connected search</u> and internet search on device

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