

Message

From: Jamie Rosenberg [Redacted@google.com]
Sent: 8/27/2018 3:43:20 AM
To: Jim Kolotouros [Redacted@google.com]
CC: Kristin Reinke [Redacted@google.com]; Christian Cramer [Redacted@google.com]; Megan Johnston [Redacted@google.com]
Subject: Re: TAC mtg?

Thanks, all. I promise it wasn't a strategy to take a few months to schedule the meeting. :) Sorry about that.

Please do let us know if this comes up again and how we can help. In the meantime, as Jim says we're working on proposed updates to our various commercial structures in the wake of EC and developments with Samsung and will of course continue to partner closely you on that.

Jamie

On Sun, Aug 26, 2018 at 7:55 PM Jim Kolotouros <[Redacted@google.com]> wrote:
Thanks for the note.

To answer Christian's question: I have not discussed anything with Philipp since I briefed him on the Samsung/Chrome in hotseat/US/Note9 opportunity.

But allow me to offer a glimpse of things to come: I am working on a master plan/recommendation for Samsung that will endeavor to optimize for all of i) MADA expiration at [Redacted], ii) RSA expiration [Redacted], iii) ACC [Redacted], iv) Europe, v) Chrome in hotseat, vi) Bixby, and vii) S-browser defaults. Our payment to Samsung exceeded [Redacted] last month and it is my goal to apply regimented discipline to TAC management in connection with Samsung, while being sensitive to the partnership dynamic at the same time.

I'm looking forward to seeing where this lands.

thanks.

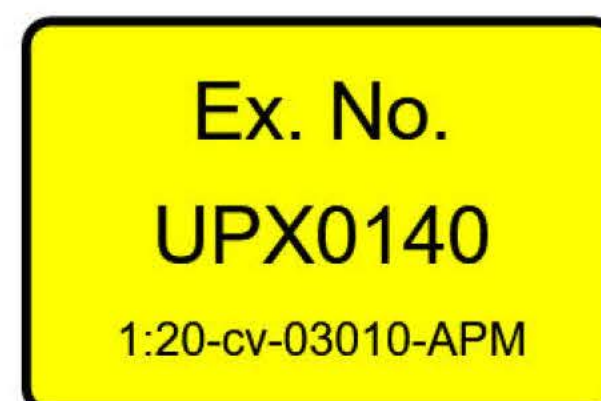
On Sun, Aug 26, 2018 at 4:45 PM Kristin Reinke <[Redacted@google.com]> wrote:
We've been trying to get this on calendar for a few months now -- I guess if you wait long enough things have a way of working themselves out :)

In all seriousness, we will continue to bring to you these types of things if they come up in the future in an effort to keep everyone on the same page.

Kristin

On Sun, Aug 26, 2018 at 4:33 PM, Christian Cramer <[Redacted@google.com]> wrote:
[+Kristin]

Hi Jamie,



I think we can cancel this and give ourselves 60 min back tomorrow.

Here some context:

This meeting was originally set up as Philipp was interested in understanding opportunities across many areas that drive net revenue, including TAC, and thus we wanted to share with you some of the analysis that was underway. However, after the analysis they defaulted to other areas to go deep, so no need to discuss further now from my perspective.

Also we worked with Paul and Jim at the end of June to pull a comparison of MADA and RSA together to support the conversation.

@Jim: Did you get a chance to discuss this with Philip at the time?...or is there anything else worth sharing from recent discussions you may have had with Philip around MADA and RSA?

Have a nice rest of your weekend all!

On Sun, Aug 26, 2018 at 8:15 AM Jamie Rosenberg <Redacted@[google.com](mailto:Redacted@google.com)> wrote:
Hi guys,

I see that we have a 1-hour "TAC Meeting" with Kirstin on the calendar for Monday. Do you know what this is about? I haven't seen any prep for it.

Thanks,

Jamie



Android Agreements

Summary of Current MADA + RSA
Review with Philipp, 5/10/18

Confidential + Proprietary

Key Partner RSA Overview

Redacted

	Partner
CARRIERS	Bell Mobility
	au
	Optus
	America Movil
	Telstra
	T-Mobile Intl
	AT&T
	U.S. Cellular
	Rodgers Group
	TELUS Group
	Orange S.A.
	Hutchison Telecom
	TIM
	XFINITY Mobile
	Bouvaues Telecom
	中華電信 Chunghwa Telecom
	Sprint Group
T-Mobile US group	
Verizon Wireless	
Vodafone Group	

	Partner
TOP 5 OEM	Samsung
	Huawei
	LGE
	Lenovo
	Sony

Paid Access Points

- For Carriers:**
- GSA
 - Chrome (if hotseat & default)
 - SBrowser (if hotseat & default on Samsung devices)
 - -1 Feed Screen SERP (if default, ex-Samsung)
 - Assistant SERP
 - Messages (if hotseat & default)
 - Carrier Portal Site (if default homepage w/ Google Search Box)
- For OEMs:**
- GSA
 - Chrome (if hotseat & default)
 - 1P Browser (if applicable w/ search set to Google)
 - -1 Feed Screen SERP (if default, ex-Samsung)
 - Assistant SERP
 - Messages (if hotseat & default)



Confidential - Proprietary



Current MADA Terms, but subject to change in EEA region

Search	Assistant	Security	UX / Preload
<ul style="list-style-type: none"> • Search app preloaded • Chrome preloaded & set to Google • Search Widget Placed on DHS & set to Google 	<ul style="list-style-type: none"> • Google set as default assist app • Long press on home button triggers assist app • Hotword enabled & can't be interfered with • Home button animation • 2 Oobe set up screens 	<ul style="list-style-type: none"> • Quarterly updates for any new SKU w 100K+ activations for 2 yrs since launch (<i>starting in 2018</i>) 	<ul style="list-style-type: none"> • 11 apps GMS mandatory: Search, Chrome, YT, Maps, Play Store, Gmail, <i>Duo*</i>, <i>Photos*</i>, <i>Drive*</i>, <i>Play Movies*</i>, <i>Play Music*</i> <i>*5 of those can be uninstalled by user</i> • Google Folder on DHS • Play icon on DHS



Current RSA Terms, but subject to change to reflect new regulatory environment

Search

- **Device exclusivity** (DHS in EU,TR,KR; placement only in RU)
- **Default** on all access points
- **Chrome** in hotseat and default
- **-1 screen reserved to Google** (no alternative Services as fallback)

Assistant

- **OEM assistants OK**
- **No 3P or carrier assistants**
 - on DHS & -1 screen
 - w/ active hotwords out-of-box
 - w/ HW buttons or gestures enabled out-of-box

Security

- **New devices must be updated quarterly** for 2 yrs after launch

Note: only new devices with partner rev-share client ID

UX

- Optional Apps:**
- Gmail, Calendar, Photos, Keyboard set as default
 - Android Messenger in hotseat & default
 - Duo on DHS

Note: OEMs must opt into all apps to get UX bonus; We will share revenue from Android Messenger (=RCS)

Net Advertising Revenue Share (OEM ^{Redacted} + ^{Redacted} bonus for UX; Carrier ^{Redacted} of revenue)

Screenshots of Current MADA and RSA requirements, subject to change

MADA → **RSA**

MADA Requirements:

- Microsoft Edge in Hotseat
- Search Provider Bing
- Cortana, Bing, Bing widget on DHS
- QSB
- Google Apps
- Play Store
- Assistant long press

RSA Requirements:

- Chrome in Hotseat & Default
- No 3P Search (DHS exclusivity in EEA)
- No 3P Assistant on DHS

Callouts:

- Allowed but not likely (pointing to Bing widget)
- Play Store, Collection of apps (pointing to Play Store icon)
- Messages, Chrome (pointing to app icons)

Risk / Requirements

Confidential - Proprietary