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**From:** Brad Bender [bradbender@google.com]  
**Sent:** 11/10/2016 8:06:00 PM  
**To:** Payam Shodjai [pshodjai@google.com]

• **Brad Bender**, 2016-11-10 12:06:00

hey payam

• **Brad Bender**, 2016-11-10 12:06:06

just found out

• **Brad Bender**, 2016-11-10 12:06:17

that when DBM buys on AFC/AdMob

• **Brad Bender**, 2016-11-10 12:06:26

we retain a 32% margin on AFC/AdMob

• **Brad Bender**, 2016-11-10 12:06:28

?

• **Payam Shodjai**, 2016-11-10 12:06:31

yup

• **Payam Shodjai**, 2016-11-10 12:06:36

that's the way it works

• **Brad Bender**, 2016-11-10 12:06:39

So the total net == 32+9 or whatever

• **Payam Shodjai**, 2016-11-10 12:06:43

yup!

• **Brad Bender**, 2016-11-10 12:06:44

is there a good reason for that?

• **Payam Shodjai**, 2016-11-10 12:06:47

we make A LOT of money

• **Brad Bender**, 2016-11-10 12:06:56

feels like we are disadvantaging AFC/AdMob

• **Payam Shodjai**, 2016-11-10 12:07:00

yes

• **Payam Shodjai**, 2016-11-10 12:07:05

we've had many discussions on this

• **Payam Shodjai**, 2016-11-10 12:07:31

there were multiple reasons for keeping it

• **Payam Shodjai**, 2016-11-10 12:07:48

(btw, my point of view was that we should reduce it to 20%, but didn't feel strongly)

• **Payam Shodjai**, 2016-11-10 12:08:00

one of the reasons cited as keeping the margin at 32% was...that we can

**PTX1736**

**1:23-cv-00108**

- **Brad Bender**, 2016-11-10 12:08:05

ok...

- **Payam Shodjai**, 2016-11-10 12:08:06

smaller pubs don't have alternative revenue sources

- **Payam Shodjai**, 2016-11-10 12:08:09

so we are giving up margin

- **Payam Shodjai**, 2016-11-10 12:08:24

and in an environment where margin pressure is high, we felt we shouldn't give it up

- **Payam Shodjai**, 2016-11-10 12:08:41

the other reason seemed to be a technical one (I forget exactly what it was)

- **Brad Bender**, 2016-11-10 12:09:04

k

- **Payam Shodjai**, 2016-11-10 12:09:07

happy to bring up the discussion again if you feel strongly about lower rev share for AFC

- **Brad Bender**, 2016-11-10 12:09:08

may be worth re-opening

- **Payam Shodjai**, 2016-11-10 12:09:10

it would apply to all buyers 😊

- **Payam Shodjai**, 2016-11-10 12:09:12

not just DBM...

- **Brad Bender**, 2016-11-10 12:09:22

given the latest margin discussions

- **Brad Bender**, 2016-11-10 12:09:26

hmm

- **Payam Shodjai**, 2016-11-10 12:09:37

because AFC pubs are opted in to AdX

- **Brad Bender**, 2016-11-10 12:09:40

would rather fix for our frontends

- **Payam Shodjai**, 2016-11-10 12:09:48

yeah

- **Payam Shodjai**, 2016-11-10 12:10:00

i think we might have to do some non trivial engineering work in that case

- **Brad Bender**, 2016-11-10 12:10:05

k

- **Payam Shodjai**, 2016-11-10 12:10:19

also, i am planning to go to australia for the holidays (December)

- **Payam Shodjai**, 2016-11-10 12:10:35

i might go a week earlier for some clients meetings, after talking to the sales team in sydney

- **Payam Shodjai**, 2016-11-10 12:10:41  
just wanted to see if that's ok with you
- **Payam Shodjai**, 2016-11-10 12:11:18  
i would leave probably 2nd week of December
- **Brad Bender**, 2016-11-10 12:11:34  
oh nice!
- **Brad Bender**, 2016-11-10 12:11:59  
love the idea of adding on client mtgs there
- **Brad Bender**, 2016-11-10 12:12:06  
& Oz rocks 😊
- **Payam Shodjai**, 2016-11-10 12:12:10  
😊
- **Payam Shodjai**, 2016-11-10 12:13:07  
i usually try to split the travel expenses in some thoughtful way between personal/business
- **Brad Bender**, 2016-11-10 12:13:18  
y, makes sense
- **Payam Shodjai**, 2016-11-10 13:47:14  
btw, the more i see deepti in action, the more impressed i am by her
- **Payam Shodjai**, 2016-11-10 13:47:28  
she has tremendous capacity
- **Payam Shodjai**, 2016-11-10 14:39:51  
So this anecdotal feedback from sales doesn't seem solid...