

Message

From: Chris LaSala [chrisl@google.com]
Sent: 8/18/2020 5:54:07 PM
To: Nash Islam [nashislam@google.com]

• **Chris LaSala, 2020-08-18 10:54:07**

hi

• **Nash Islam, 2020-08-18 11:02:26**

hi

• **Chris LaSala, 2020-08-18 11:03:00**

need 30 mins - in mtg with Philipp re: chrome

• **Nash Islam, 2020-08-18 11:03:32**

k no prob, ping me after. im avail in 30

• **Nash Islam, 2020-08-18 11:53:16**

on separate note from IDFA, we have burning issues with a multicall launch

• **Chris LaSala, 2020-08-18 11:53:27**

uh oh

• **Nash Islam, 2020-08-18 11:53:30**

you'll hear about it if not across your desk already

• **Chris LaSala, 2020-08-18 11:53:39**

not caught up on email

• **Nash Islam, 2020-08-18 11:53:39**

will likely be VP escalations

• **Chris LaSala, 2020-08-18 11:53:45**

why?

• **Nash Islam, 2020-08-18 11:54:27**

major negative revenue impact to a number of off platform pubs

• **Nash Islam, 2020-08-18 11:54:46**

who are multicalling. There are two camps - aggressive and non aggressive multicall

• **Nash Islam, 2020-08-18 11:55:12**

this was a buy-side launch with sell-side PM informed, but not as approvers

• **Nash Islam, 2020-08-18 11:55:27**

we learned about it at 20% rollout last week and its scaled up to 50% yest

• **Nash Islam, 2020-08-18 11:55:53**

for Jeff Birnbaum's book alone its \$20M+ impact, \$10M to Zynga

• **Nash Islam, 2020-08-18 11:56:22**

siyoung and I can brief you directly soon if helpful

• **Nash Islam, 2020-08-18 11:56:43**

PTX1818

1:23-cv-00108

and Siyoung will send an email brief too

- **Nash Islam**, 2020-08-18 11:56:45

to you

- **Nash Islam**, 2020-08-18 11:56:57

impact list -

- **Nash Islam**, 2020-08-18 11:56:58

https://docs.google.com/spreadsheets/d/1l22TKgWUBfprLiEXvSqDJpiHEJcJdAh4sHAU9WfiEc/edit#gid=0

- **Chris LaSala**, 2020-08-18 12:02:53

are you free in 15 mins?

- **Nash Islam**, 2020-08-18 12:05:30

Yep for multicall or idfa or both?

- **Nash Islam**, 2020-08-18 12:05:42

If multicall will include siyoung

- **Chris LaSala**, 2020-08-18 12:08:20

both

- **Chris LaSala**, 2020-08-18 12:08:23

3;20 EST

- **Nash Islam**, 2020-08-18 12:21:19

Cool ping when ready

- **Chris LaSala**, 2020-08-18 12:21:20

ok

- **Chris LaSala**, 2020-08-18 12:21:24

ni-cl

- **Nash Islam**, 2020-08-18 12:21:28

Siyoung joining too

- **Chris LaSala**, 2020-08-18 12:21:38

ok

- **Nash Islam**, 2020-08-18 12:51:03

impact nums are ~50M for Jeff B's \$250M book. \$25M from Zynga and \$25M for Unity. Unity may be a sissie escalation given her relationship

- **Chris LaSala**, 2020-08-18 13:01:59

do you know how much buy-side changes are because of 'efficiency'?

- **Chris LaSala**, 2020-08-18 13:02:07

vs decreased win rate

- **Chris LaSala**, 2020-08-18 13:02:24
because if a big part is decreased win rate, we'd expect buy-side to adjust
- **Chris LaSala**, 2020-08-18 13:02:30
so the loss will come back
- **Nash Islam**, 2020-08-18 13:02:53
don't know but will look into. good q
- **Chris LaSala**, 2020-08-18 13:03:06
ok
- **Chris LaSala**, 2020-08-18 13:03:18
also, maybe start an off the record ping thread with Duke, you, me
- **Chris LaSala**, 2020-08-18 13:03:20
about this
- **Chris LaSala**, 2020-08-18 13:03:28
and let's the 3 of us get on the same page
- **Chris LaSala**, 2020-08-18 13:03:37
about what, if anything, we (sell-side) should do about it
- **Nash Islam**, 2020-08-18 13:03:57
k kicking off now