

Message

From: Nitish Korula [nitish@google.com]
Sent: 3/16/2020 5:29:29 PM
To: Noam Wolf [nwolf@google.com]; Deepti Bhatnagar [deeptib@google.com]

• **Nitish Korula**, 2020-03-16 10:29:29

(Offline): It feels mean to give him this feedback, but since Ash is going to continue to work in this space, he needs to start saying pseudonymous rather than "pseudonymous";.

• **Deepti Bhatnagar**, 2020-03-16 10:30:20

haha okay I'll let him know

• **Nitish Korula**, 2020-03-16 10:30:39

Thank you, Deepti 😊

• **Nitish Korula**, 2020-03-16 10:37:29

Separately: I think Ash should continue to be the right product owner for Brownies, but I think it may not be Glenn/Hyewon from eng

• **Nitish Korula**, 2020-03-16 10:37:42

(I mentioned this to Noam before, but FYI, Deepti)

• **Deepti Bhatnagar**, 2020-03-16 10:38:00

okay, who do you think could be the right owner?

• **Nitish Korula**, 2020-03-16 10:38:38

It depends to some extent on how it develops, but Gang could be a good owner, given that it could be similar in some ways to privacy-preserving APIs

• **Nitish Korula**, 2020-03-16 10:38:43

and he's done a lot of work on that

• **Deepti Bhatnagar**, 2020-03-16 10:38:44

I see

• **Deepti Bhatnagar**, 2020-03-16 10:38:49

yeah that makes sense

• **Noam Wolf**, 2020-03-16 10:43:27

gotta run downstairs... brb

• **Nitish Korula**, 2020-03-16 11:25:10

Sorry to push so strongly on this, but I very firmly believe that if we don't find a way to equalize prices on all demand sources, we'll be in *exactly* this mess in a few years time, just with a different workaround from current HB.

• **Deepti Bhatnagar**, 2020-03-16 11:25:30

I completely agree, however I do worry deeply about losing lots of market share

• **Nitish Korula**, 2020-03-16 11:25:33

And at least larger publishers are likely to comply with their contractual commitments

• **Nitish Korula**, 2020-03-16 11:25:42

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So that's actually a question I was going to ask

- **Nitish Korula**, 2020-03-16 11:25:51

How much market share should we be willing to give up in the short term?

- **Deepti Bhatnagar**, 2020-03-16 11:26:02

yeah good discussion question

- **Deepti Bhatnagar**, 2020-03-16 11:26:03

Or maybe that's another way to solve the competition problem 😊

- **Nitish Korula**, 2020-03-16 11:26:30

If we move to a much better competition, privacy and identity space, is it worth giving up 5% market share? 10%? 20% in the short term?

- **Nitish Korula**, 2020-03-16 11:26:45

We've certainly had publishers who move away from us and come back when they realize how much worse the alternative are

- **Nitish Korula**, 2020-03-16 11:27:10

And losing some market share is also positive from the point of demonstrating to regulators that viable alternatives exist / we're not a monopoly

- **Deepti Bhatnagar**, 2020-03-16 11:27:35

So the hypothesis is that they lost money because they didn't have access to Google demand

- **Deepti Bhatnagar**, 2020-03-16 11:27:47

So that was before AppNexus started pitching their dual ad server setup

- **Deepti Bhatnagar**, 2020-03-16 11:28:10

With dual ad server and first look, you will keep your Google demand intact

- **Nitish Korula**, 2020-03-16 11:28:13

How likely is the dual ad server setup to get real adoption, especially since I imagine Xandr is investing less

- **Nitish Korula**, 2020-03-16 11:28:21

(Why first look?)

- **Nitish Korula**, 2020-03-16 11:28:29

With dual ad server, you can get Google demand

- **Deepti Bhatnagar**, 2020-03-16 11:28:57

With first look, you lose some Google demand

- **Deepti Bhatnagar**, 2020-03-16 11:29:09

With dual ad server, you don't lose any on paper

- **Nitish Korula**, 2020-03-16 11:29:09

But why do they need first look?

- **Nitish Korula**, 2020-03-16 11:29:16

Why not just dual ad server

- **Deepti Bhatnagar**, 2020-03-16 11:29:20

Less work

- **Nitish Korula**, 2020-03-16 11:29:42

Dual Ad Server + first look is less work than just dual ad server??

- **Deepti Bhatnagar**, 2020-03-16 11:29:43

So depends on how much resources you have in migrating your ad server

- **Deepti Bhatnagar**, 2020-03-16 11:29:47

Nopw

- **Deepti Bhatnagar**, 2020-03-16 11:29:57

First look is less work than dual ad server

- **Deepti Bhatnagar**, 2020-03-16 11:30:15

If you have dual ad server, you don't need first look

- **Deepti Bhatnagar**, 2020-03-16 11:30:20

Unless I am missing something

- **Nitish Korula**, 2020-03-16 11:30:30

Oh, agreed

- **Nitish Korula**, 2020-03-16 11:30:45

You meant "with either dual ad server or first look, you still have access to Google demand";

- **Nitish Korula**, 2020-03-16 11:30:48

I misunderstood

- **Deepti Bhatnagar**, 2020-03-16 11:30:49

yeah

- **Deepti Bhatnagar**, 2020-03-16 11:31:08

that's what I meant

- **Nitish Korula**, 2020-03-16 11:37:56

For what it's worth, injecting 500 ms latency early in BOW (as a reasonable proxy) induces up to 4.5% revenue loss on programmatic alone

- **Nitish Korula**, 2020-03-16 11:44:36

(Ok, spoke too soon - somewhere between 1% and 6% revenue loss)

- **Noam Wolf**, 2020-03-16 11:58:11

I'm just reading...I don't know if I've formed any valuable opinion yet

- **Nitish Korula**, 2020-03-16 11:58:25

reading what?

- **Noam Wolf**, 2020-03-16 11:58:52

You and Deepti going back and forth ;)

- **Deepti Bhatnagar**, 2020-03-16 12:05:06

Nitish, you mean revenue loss due to user latency?

- **Nitish Korula**, 2020-03-16 12:05:49

Yes

- **Deepti Bhatnagar**, 2020-03-16 12:06:11

Got it, same is also true for HB, right?

- **Nitish Korula**, 2020-03-16 12:06:13

Latency => Ads don't render => publisher doesn't get paid

- **Nitish Korula**, 2020-03-16 12:06:44

Yes (which is one cost publishers don't always consider), but if you use HB + dual ad server, then this is additive

- **Deepti Bhatnagar**, 2020-03-16 12:06:50

I see