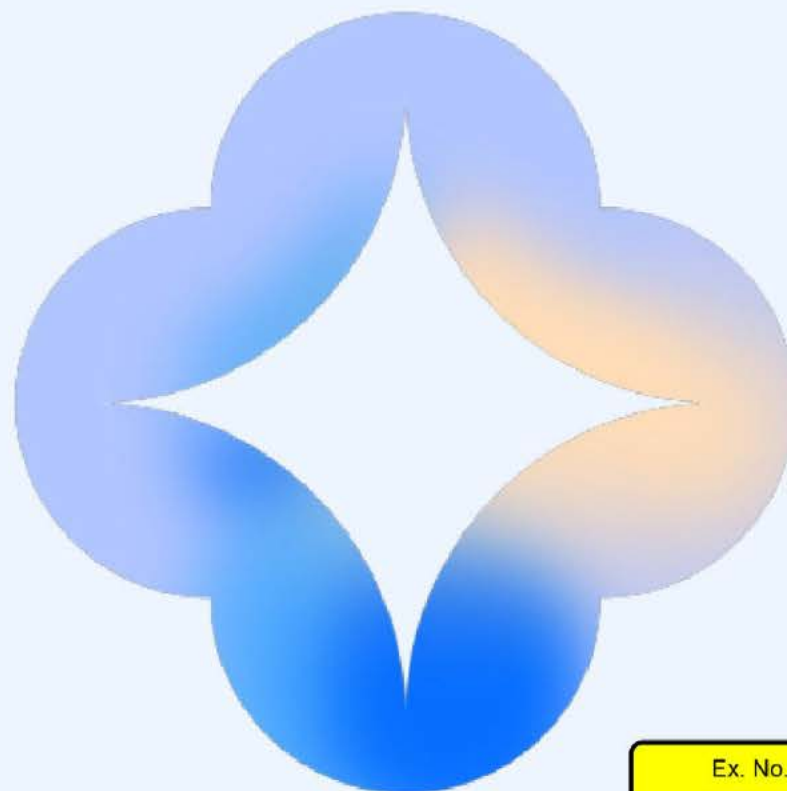


Search (incl SGE) Publisher Controls

Updated April 12, 2024



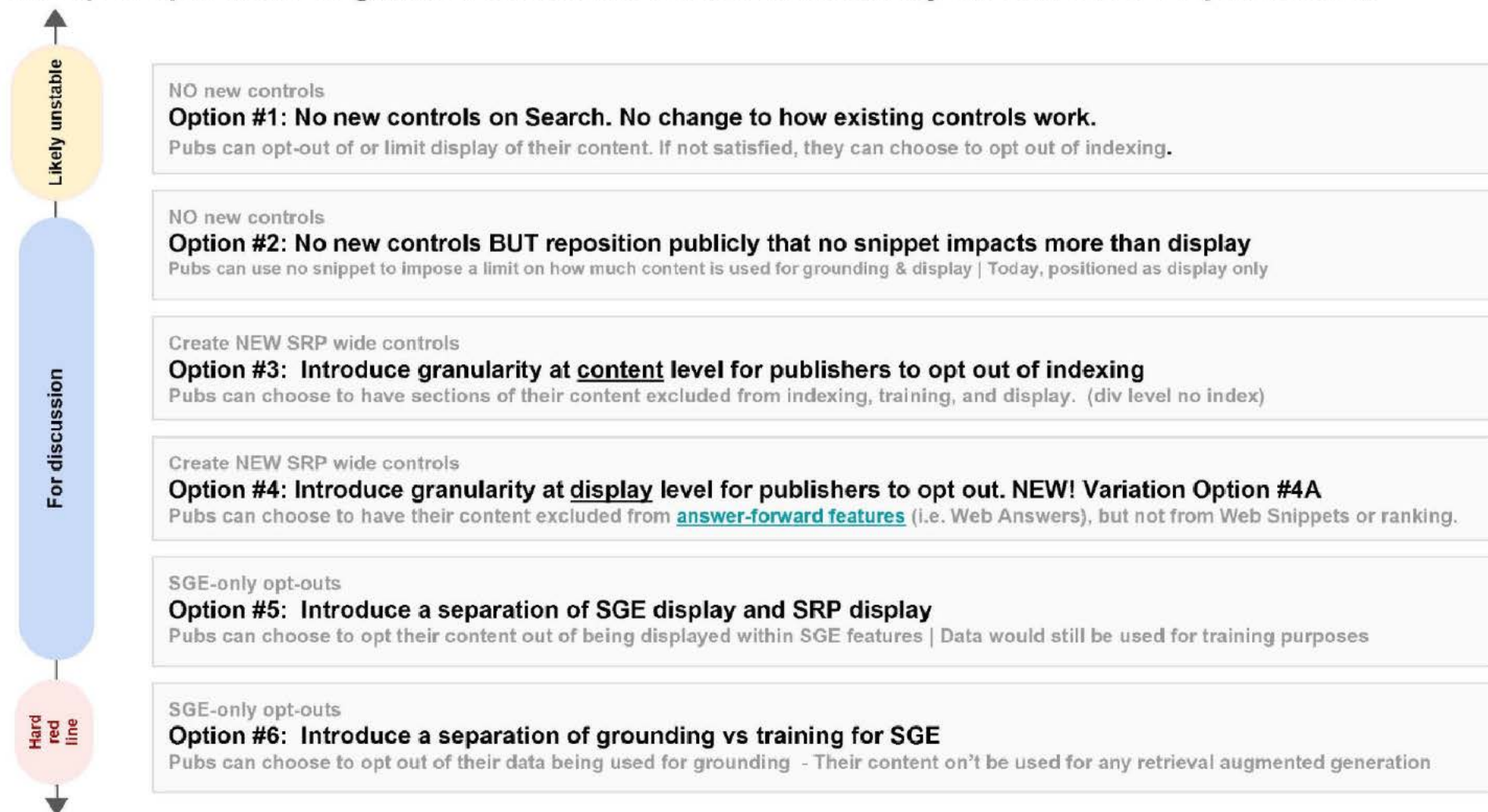
[NTK] Proprietary & confidential | March 2024 | Product POCs: cbindra@ chips@ msleem@ | Legal: rile@

Ex. No.
PXR0026

120-cv-03010-APM
120-cv-03715-APM

GOOG-DOJ-33825264

Recap of options: How granular should the control functionality on Search be for publishers?



NEW: Aligned product recommendation

At the minimum, we should have our current product holding position be Option 2 - *do what we say, say what we do, but carefully*

1. **Silently update**, no public announcement
2. Make it clear that no-snippet enables pubs to opt out of **more than just display**.
3. **Do not say this opts them out of training**, as we don't want to get into the details of distinction between Gemini training and SGE training, and KITE/MUM, etc.
4. **Recommend not saying this opts them out of grounding**, as this is evolving into a space for monetization. Note: Post meeting, there might be flexibility here.
5. Instead lean into something closer to saying **it opts them out display that includes corroboration**, and will also opt them out of having snippets shown for blue links.

If aligned, as a **next step**, we will work on actual language and get this out before I/O