



Exploring Gemini in Search

Exec Review

Confidential | Proprietary | NTK

Ex. No.
PXR0109
1:20-cv-03010-APM
1:20-cv-03715-APM

GOOG-DOJ-33954812

REDACTED PUBLIC VERSION

Project Goal

Explore integration of conversational Gemini into Search to grow information retrieval and task completion with AI

Overview of explorations

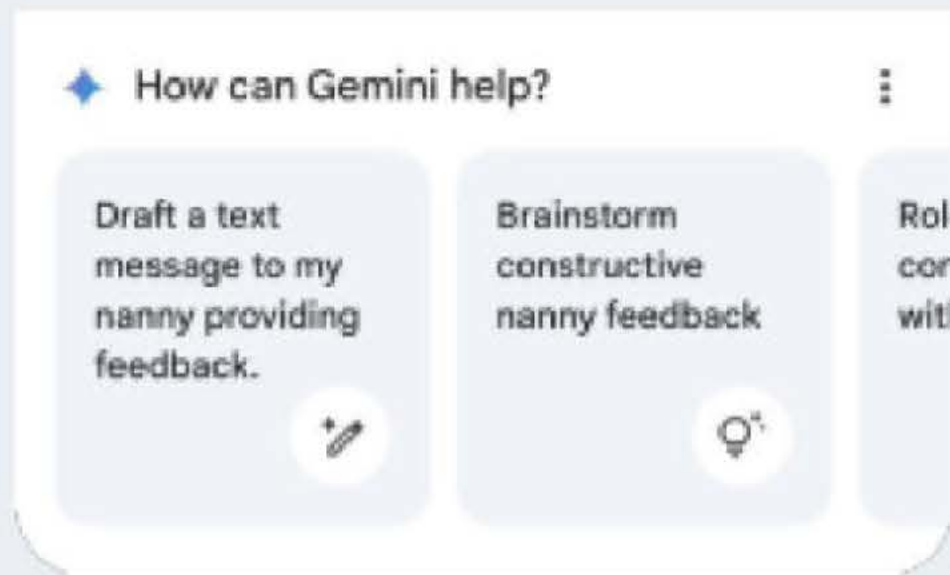
Objectives

- Best enable Search to use gen AI to meet growing info needs of people
- Drive daily active users of the Gemini app and Gemini advanced

Principles

- North star is a product users find valuable and delightful to use
- Grow the total pie for user needs
- Preserve a healthy ecosystem
- Regulatory compliance
- Preserve ads revenue

Explorations



Gemini suggestions

Provide rankable Gemini suggestions depending on query



Search mode

Users explicitly switch between search and a Gemini-powered conversational mode



Persistent Gemini entry point

Provide persistent & deterministic access to conversational Gemini for deeper engagement

GOOG-DOJ-33954819