

Executive Summary: Review Overview

Review Type (Please highlight the appropriate type)	Decision /Approval	Requested Update	Steer
Context	<ul style="list-style-type: none">• The Search landscape is changing:<ul style="list-style-type: none">◦ New AI access points are rapidly expanding (e.g. chatbots LLM)◦ Search intent continues to shift off the web and into mobile apps (>90% of user time)◦ iOS continues to introduce 1P search experiences on device• To continue to drive Search growth & diversification in this new environment, we must introduce new user access points, meeting users where they are.• Aligned with Search Journeys Growth OKRs (<u>O15 KR1, KR2</u>) - drive topline Info Needs & cSUNs• Proposal:<ul style="list-style-type: none">◦ Pilot an <u>embedded Search experience</u> for 2 partner segments: Browsers/Search Engines (alongside AI chatbots) and Mobile Apps (AI/non-AI)• Leadership approval:<ul style="list-style-type: none">◦ Seeking leads approval due to potential risks to disruption of Google.com and partner sensitivities◦ Already reviewed with VP Search International & Growth [REDACTED]@, supportive of approach		
Problem Statement	<ul style="list-style-type: none">• The introduction of AI is creating new access points, allowing other providers to reach users rapidly; in order to continue delivering value to users, Google must expand access points, meeting users where they are.		
Review End Goals	<ul style="list-style-type: none">• Approval to pilot embedded Google Search with up to 15 Apps and Browsers in 2023 to validate hypotheses and refine offering		

Ex. No.

PXR0113

1:20-cv-03010-APM

1:20-cv-03715-APM

GOOG-DOJ-34233844

REDACTED PUBLIC VERSION



ATTORNEY CLIENT PRIVILEGED AND CONFIDENTIAL

Search entry points

May 2023
For xSRB



Confidential

GOOG-DOJ-34233845

REDACTED PUBLIC VERSION

Executive summary

Tl;dr: The introduction of AI is creating new access points, allowing other providers to reach users rapidly; Google should meet users where they are or risk ceding a new ecosystem

Context: A changing Search landscape

- New AI access points are rapidly expanding (e.g. chatbots LLM)
- Search intent continues to shift off the web and into mobile apps (>90% of user time)
- iOS continues to introduce 1P search experiences on device

Response: Explore new Google access points (in AI, in apps), by testing an embedded Search experience for 2 partner segments: Browsers/Search Engines (AI) and Mobile Apps (AI/non-AI)

Opportunity: Significantly advance our global strategy to...

- 1 **Integrate with new GenAI experiences** from LLM-based conversational AI providers
- 2 **Address shifting search intent** (particularly within GloYo and APAC); **TAM = 180B+ annual queries**
- 3 **Diversify Google Search pathways on iOS** + boost iGA engagement

Ask: Approval to pilot embedded Google Search with **up to 15 partners in 2023** to validate hypotheses and refine offering

Google

GOOG-DOJ-34233846