Google

(NTK/ACP)

Anthropic grounding proposal

For GDM and Gemini app review

Oct 2024

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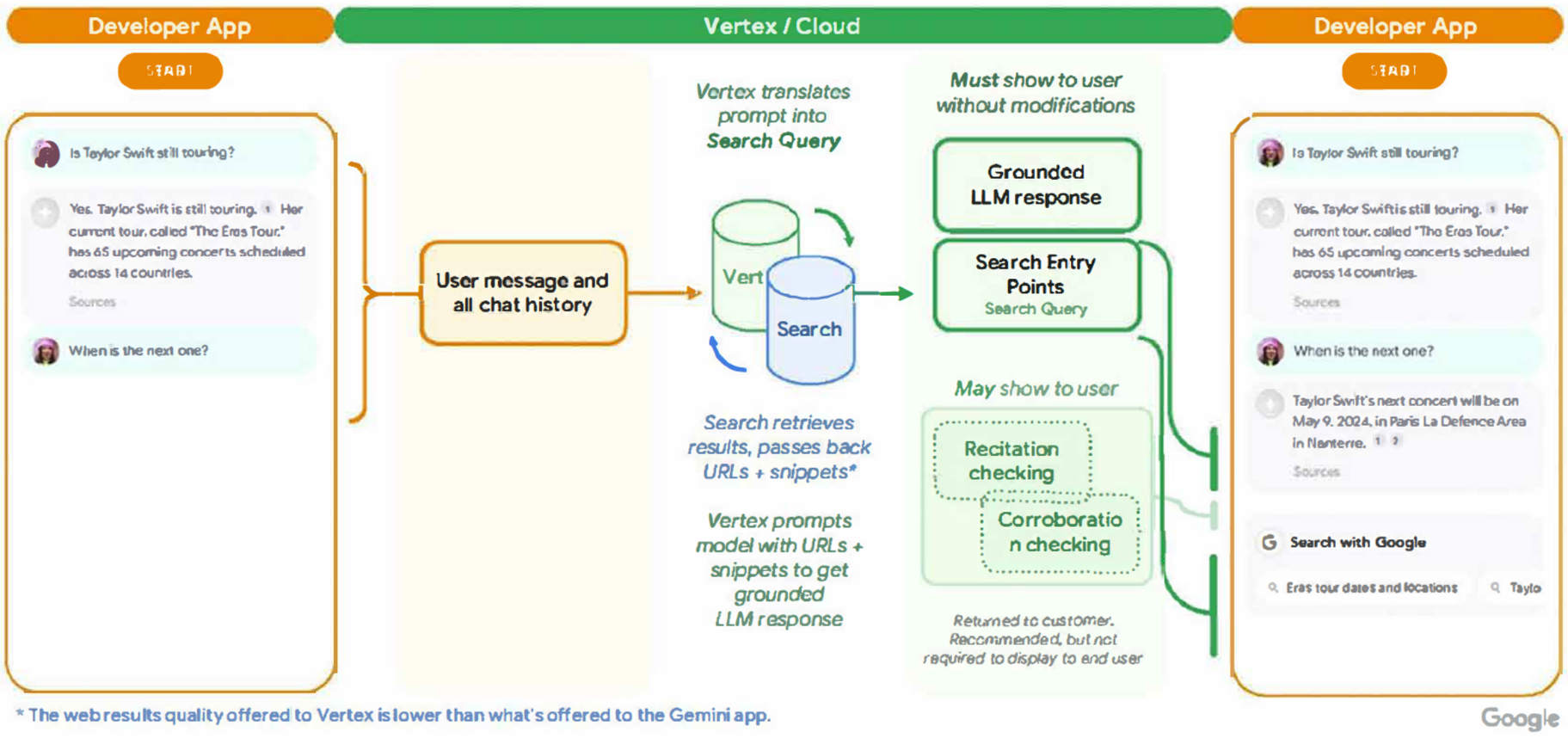
Ex. No.
PXR0153
1:20-cv-03010-APM
1:20-cv-03715-APM

GOOG-DOJ-34846476

Context: Grounding with Google Search was launched in May'24 on **Cloud Vertex AI APIs** for **Gemini models.**



* The web results quality offered to Vertex is lower than what's offered to the Gemini app.

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Gemini app mitigations in place: The web results quality offered to Vertex is lower than what's offered to the Gemini app.

Risk for Gemini app: Reduced differentiation for Gemini app relative to Claude.ai.

Mitigations:

1. Gemini app will continue to get much richer Search results (with KG, oneboxes and RelQ) than what's offered to Vertex (web results only). Anthropic will continue to only have access to what Vertex has access to (if not less).
2. Additionally, unclear if the quality gap between products changes significantly given Claude.ai could also rely on an alternate web grounding source.

Gemini app: Are you comfortable with a similar level of differentiation loss with Anthropic as Vertex grounded Gemini API?

Today snippet length is 160 chars

Product angle
Original position: make sure Bard is the best product on the market.
Today: make both Bard (serch companion) and Vertex (llm api) the best products.
Infra/Complexity angle → same configuration

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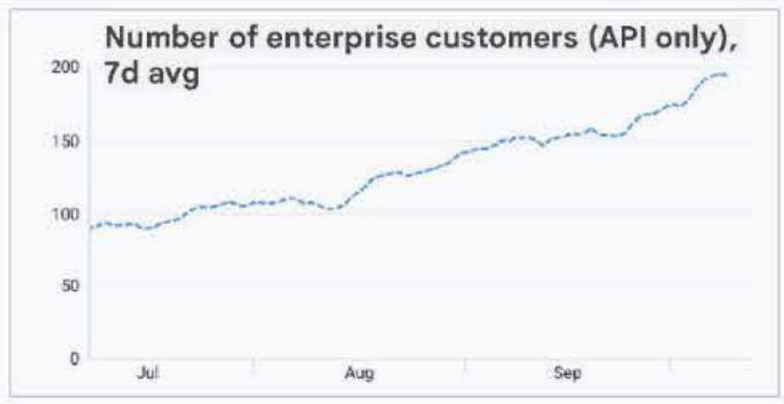
Grounding with Google Search adoption

- Biggest customers

[redacted]



Google

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