

Message

From: Christopher Haire [Redacted@google.com]
Sent: 8/8/2018 4:15:27 AM
To: Joan Braddi [Redacted@google.com]
Subject: Re: Topics - Apple meeting

Thanks Joan!

This answers my question. I had remembered from ~2 years ago [Redacted] but I wasn't sure if that was contractually obligated. That topic came up this afternoon in a sync with Jeff/Liz/myself.

Liz is consolidating analysis and product questions/feedback from the team. She should have those by mid-next week. :)

Chris

On Tue, Aug 7, 2018 at 7:57 PM, Joan Braddi [Redacted@google.com] wrote:
It is probably easier if we talk or let me know what your thinking. In short, we are the default search provider in Safari.
We have had this position for ~16 yrs. Up to about 3 yrs ago, they only referred user to Wikipedia as a suggestion, the rest were provided by Google. However, ~2+ yrs ago we saw them increasingly offer the user other suggested redirections. This concerned us which is why we added into the agmt that they could not expand farther than what they were doing in Sept 2016 (as we did not wish for them to bleed off traffic). Also, they can only offer a "Siri" suggestion exclusively for quality and not because they want to drive traffic to Siri.

Those are really what the agreement states. [Redacted]

Redacted

Let me know if this answers your question.

On Tue, Aug 7, 2018, 6:45 PM Christopher Haire [Redacted@google.com] wrote:
-everyone

Hey Joan,

Ex. No.
UPX0309
1:20-cv-03010-APM

Do you have the Apple / Search contract laying around? As we build on the product ideas we presented last year (deck), I want to make sure I'm not overstepping our obligations.

Thanks!

Chris

On Tue, Aug 7, 2018 at 6:05 PM, Jeff Boortz Redacted@google.com> wrote:
My team is on point from the product side, specifically Liz. Chris will help with the suggest analysis.

On Tue, Aug 7, 2018, 4:25 PM Ben Friedenson Redacted@google.com> wrote:
+Kristen and Chris

Financial Analyst - Search

Redacted@google.com

On Tue, Aug 7, 2018 at 3:26 PM, Benedict Gomes Redacted@google.com> wrote:
Nick - I think this would be Ken mostly? (maybe with Unni given his past familiarity with the deal)?

ben

On Tue, Aug 7, 2018 at 11:06 AM Joan Braddi Redacted@google.com> wrote:
(moving some to bcc to spare them)

It would be good to get back to Apple with some questions or requested info they can send us to advance our theories on Redacted when we meet with them. They are offering to help with info or testing.

Who is the best "working team" who can tell me the relevant information that would be helpful in our analysis?

For example:

Redacted

- Do we need a contact on Chrome who can tell us what is normal browser behavior when it comes to browse history or abandonment, etc.

Let me know what we wish to ask of Apple to supply in order to answer some of these questions.

Joan

On Tue, Aug 7, 2018 at 9:42 AM, Jeff Boortz Redacted@google.com> wrote:
+Elizabeth Sartin

On Tue, Aug 7, 2018 at 9:21 AM Joan Braddi ^{Redacted}@google.com> wrote:
Sorry - here it is:

- 1) Google's understanding of ^{Redacted}
- 2) Google's recommendations about what we should be doing (individually or collectively) to generate incremental growth in queries and monetization, including by categories of monetization if relevant
- 3) What experiments Google would run (if Google were Apple) to identify additional sources of growth
- 4) What Google needs from Apple in order to make our joint efforts more successful

On Tue, Aug 7, 2018 at 9:13 AM, Nick Fox ^{Redacted}@google.com> wrote:
I didn't see the list of topics?

Thanks

On Tue, Aug 7, 2018, 9:13 AM Joan Braddi ^{Redacted}@google.com> wrote:
Nick, Jeff, Mike, Ben, Juting, Chris and Ken:

Here are the topics sent by Apple for the late Aug meeting.

We are trying to determine who should attend from our side to lock in the date for this meeting and schedule an internal prep on the info we plan to share.

Nick / Mike - can you advise?

Thanks
Joan

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