

Prabhakar Cinnamon Update

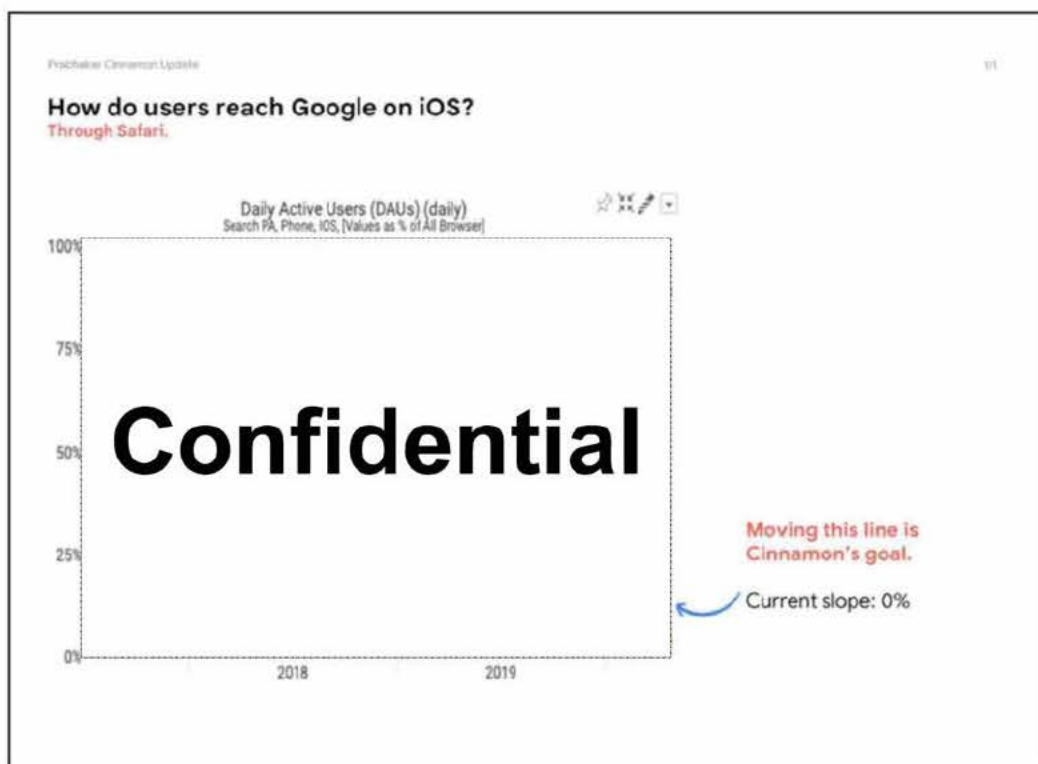
Search iOS Strategy



REDACTED FOR PUBLIC FILING & ABRIDGED

Ex. No.
UPX2051
1:20-cv-03010-APM

Redacted



Multiday source for Search PA DAU:

<https://screenshot.googleplex.com/BFNW2ooyFau> ("Search DAU" goes back further if we need)

wiggles within a few tenths of a percentage point. Both Search PA DAU and Search DAU appear to have benefitted since holidays due to post-holiday bump, COVID bump, and heavy app store promotion recently.

Search PA DAU slightly up: Confidential July 2017 --> Confidential today. (Search PA DAU available from Jul 2017 on). <https://screenshot.googleplex.com/9exm1mHittH> (multiday)

Search DAU slightly down: last 3 years Confidential --> Confidential
<https://screenshot.googleplex.com/oA2d7KcoJQW> (dasle)

Andrew please correct me, but I don't think this graph includes the COVID-19 period. The Feed only DAU growth was evident prior to that (likely a function of improvement in the Feed opt-it rate for iGA in 2018-19).

"Wait a minute-- do we really want the share goal to be Search PA DAU rather than Search DAU? Because that means we can continue to growth non-Search uses cases for the app to gain share (since those non-Search use cases won't exist on Safari).

"

Is serving our users primarily through Safari a risk for us? Yes. In Safari, users often *unaware they're using Google*

