

Produced in Native

Mike Roszak - /tick-201688212/email/mroszak/Mike Roszak

Redacted

Ex. No.
UPX0097
1:20-cv-03010-APM

GOOG-DOJ-23288618

REDACTED FOR PUBLIC FILING

From: [Mike Roszak](#)
To: [Carlos Kirjner](#)
Subject: Re: maps on apple
Date: Monday, June 8, 2020 7:06:35 PM
Attachments: [image.png](#)

I'll see what we can find. I'm not sure how much good intel we have going back this far, but will see what we know either from the historical shift or in general today about this usage question

On Mon, Jun 8, 2020 at 3:25 PM Carlos Kirjner [Redacted@google.com](#) wrote:

Do we have data on usage vs DAUs, as more intense users may be more likely to switch the default?

On Mon, Jun 8, 2020, 3:23 PM Mike Roszak [Redacted@google.com](#) wrote:

This is a bit dated, but here was one of the charts that we had examined around GMM usage on Apple after the iOS default was swapped to Apple's offering (compared to Android 7DA in blue). Almost two years later, we were at [Redacted](#) of the prior peak (and assumed the actual loss was greater since the Apple maps usage was also growing across this time):



--
Mike Roszak
Product Finance
Cell: [Redacted](#)

--
Mike Roszak
Product Finance
Cell: [Redacted](#)

GOOG-DOJ-23288618.001

REDACTED FOR PUBLIC FILING