

**Subject:** Re: Google vs. Bing RPM  
**From:** "Eddy Cue" Redacted  
**Received(Date):** Wed, 27 Apr 2016 16:45:03 +0000  
**To:** "Tim Cook" Redacted  
**Cc:** "Phil Schiller" Redacted "Craig Federighi"  
Redacted  
**Date:** Wed, 27 Apr 2016 16:45:03 +0000

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# Redacted

On Apr 27, 2016, at 8:21 AM, Tim Cook Redacted wrote:

I plan to talk to Satya later today.

Ex. No.

UPX0273

1:20-cv-03010-APM

Redacted

**REDACTED FOR PUBLIC FILING & ABRIDGED**

APLGOOGDOJ-00026974

Any views on this?

Redacted

# Redacted

Begin forwarded message:

**From:** Philip Schiller Redacted  
**Subject:** Fwd: Google vs. Bing RPM  
**Date:** April 17, 2016 at 10:59:44 PM PDT  
**To:** Tim Cook Redacted Eddy Cue Redacted Craig Federighi Redacted  
**Cc:** Brian Croll Redacted, Kevan Parekh Redacted Redacted

Here is an updated search revenue share analysis based on our latest discussions. I think the team has done a great job on it.

# Redacted