

**Subject:** MSFT Search & Advertising Draft Analysis - PRIVILEGED AND CONFIDENTIAL

**From:** "Adrian Perica" [Redacted]

**Received(Date):** Wed, 05 Dec 2018 02:52:14 +0000

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**Attachment:** Search & Advertising v21.key

**Date:** Wed, 05 Dec 2018 02:52:14 +0000

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PRIVILEGED AND CONFIDENTIAL

Tim,

Attached below is our draft analysis regarding the MSFT Bing Search and Advertising opportunity. [Redacted]

# Redacted

Thanks,

Ex. No.

UPX0460

1:20-cv-03010-APM

[Redacted]

**REDACTED FOR PUBLIC FILING & ABRIDGED**

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# Search & Advertising

December 6, 2018

**DRAFT**

AMAZON

Google and Commerce

	Grow Siri Organically	Collaboration on Knowledge Graph Feature	Co-Ownership of Bing	Acquisition of Bing
Benefits	Redacted	Improve Siri/Spotlight question answering abilities Redacted	Redacted Could help increase Bing's reach on mobile Redacted	Redacted
Considerations	Redacted	Redacted	Terms and economics of new search deal and impact to Google relationship Redacted	Timing relative to Google contract Requires commitment to compete with Google against their core product

Redacted

Redacted

Redacted  
Apple takes on <sup>Redacted</sup> in annual server and operating costs (could potentially offset with savings from Siri program)