



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

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GOOG-DOJ-30340493

Android's Core Commercial Agreements



- Secures baseline distribution of our apps on Android
- Gives us a vehicle to drive consistency of experience
- Ensures regular security updates

- Reinforces MADA's distribution with creating more visibility to our apps
- Provides a mechanism to help fund the ecosystem

MADA: Overview



- Secures baseline distribution of our apps on Android
- Gives us a vehicle to drive consistency of experience
- Allows us to define a baseline security level



MADA: What we're looking to solve

Secures baseline distribution of our apps on Android



Reevaluate the apps in the collection, without changing overall collection size

Gives us a vehicle to drive consistency of experience



Incorporate key use cases that have become important to users and will benefit from platform-wide scale

Allows us to define a baseline security level



Tighten policies related to quality of preloaded apps and Android build expiration

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MADA v2019 and beyond: 8 Candidates for 3 slots, which we'll review with the following principles

Search					
Media					
Communication					
Payments					
Photos / Storage					
Health					

Recommend retaining Considering Changes

- Suggested guiding principles:
- Preload apps that...
- Generate revenue for Google*
 - Position Android as an attractive OS for users and partners*
 - Align with Google's long-term strategic priorities*

Id	Date	Text	Attorney-client privilege
1	08/27/2019 20:34:32	will do, thanks	
		Redacted@google.com just fyi	
2	08/27/2019 20:35:15	or maybe we find a better way to say it's not only MADA	
1	08/27/2019 20:56:35	I'd delete this	
2	08/27/2019 20:56:35	It's just the "protections" framing that's unhelpful. It sounds exclusionary. Open to other suggestions, if you want to keep some notion of it in the deck.	

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