

Message

From: Jamie Rosenberg [Redacted]@google.com]
Sent: 8/22/2019 4:44:08 AM
To: Uira Caetano [Redacted]@google.com]
CC: Christian Veer [Redacted]@google.com]; Paul Gennai [Redacted]@google.com]; Anna Kartasheva [Redacted]@google.com]; Kate Lee [Redacted]@google.com]
Subject: Re: MADA/RSA deck for Hiroshi / Google leads

Attorney Client Privileged

Hi all,

I sent Hiroshi the current version of the deck and he's quite happy with it. He had two minor points of feedback:

- 1) Given that we just rolled out the new Android branding, pls make sure any Android brand elements reflect the new branding -- Lorraine will be in the room. :)
- 2) He had some issue with how we categorized some apps on Slide 10 and was worried that categorization might be a source of debate. He flagged Gmail and Photos in particular. I already moved Gmail to Comms, where I think it fits better (though I might not have gotten the formatting exactly right). Can you pls look at the categories again and see if something is a better fit for Photos? (If not, we'll manage as is).

Thanks for all the work on this. I'll be sending to Philipp later tonight or tomorrow a.m.

Jamie

On Mon, Aug 12, 2019 at 9:26 AM Uira Caetano [Redacted]@google.com> wrote:
Attorney Client Privileged

Hi Jamie & Paul,

We've incorporated your feedback into the deck.

We're still working on adding a couple backup slides (apps by category and other ways Google achieves distribution), but the main flow is complete.

Please take a look and let us know if any changes are needed or if you'd like to discuss it further.

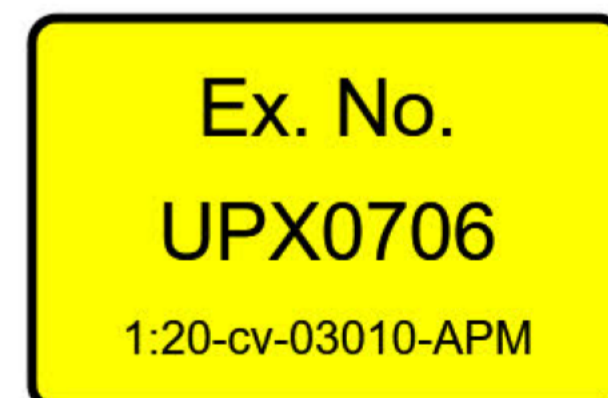
Best,
Uira.

On Thu, Aug 8, 2019 at 8:22 PM Christian Veer [Redacted]@google.com> wrote:
Attorney Client Privileged

Thank you very much for the detailed feedback Jamie!

We started to address it.

Do you want time to discuss before sending to Philipp and Don early next week or rather review offline?



Thanks,
Christian

On Thu, Aug 8, 2019 at 4:04 PM Jamie Rosenberg Redacted@google.com> wrote:
Attorney Client Privileged
(Kate, please advise)

Hi all,

I reviewed the deck and the approach with Hiroshi today. Overall he's aligned with the direction, including not (yet) providing a specific recommendation for how to use the three discretionary slots. I put some of the feedback directly in the deck. A few other general comments:

- * Make sure to make each slide as Privileged and have Kate on the distribution for her review
- * For Slide 5 onward, consider removing Play from the list entirely and just focusing on how we use the 10 slots that are not Play... for the purpose of the presentation/ discussion. Could also modify the visual treatment of Play before slide 5 to acknowledge that it is different from the rest and closer to just being part of the platform
- * We might not use it, but it would be helpful to see a view of this bundle (and the potential additions) categorized by type of app, and not just the app icons themselves. The rationale is that a particular app might not yet be great or have broad usage, but the use case could be super important/ strategic to us (i.e., Health/ Fit). So it might be helpful to look at our bundle through the lens of core usage categories (Communications, Information, Entertainment, Payments, Health, Local/ Navigation, etc.)
- * Add back into the appendix the slide that has the master grid of data on core usage/ user metrics for each of the apps in the bundle and under consideration
- * Also have in the Appendix a slide on what Play does to help promote Google apps that are not in the bundle. (For example, I believe at one point we had a "download all" cluster that promoted G suite apps... not sure if we still do that). Trying to anticipate a question of, "beyond MADA, how is PLayer helping get distribution for Google apps?"
- * We could also have examples of how certain Google apps are promoting the download of other Google apps -- such as the YT main app promoting download of the YT kids app, and the Drive app promoting download of the Gsuite apps, etc. Just to show that MADA is not our only vehicle to help ourselves with distribution.

Beyond that, overall I'd suggest a pass through the slides to make sure the visuals are sharp and understandable and the text is direct and concise. I'd like to be able to send Philipp, Don and Hiroshi a revised version of this some time early next week for their review -- and offer a pre-meeting to walk through it.

Thanks!

Jamie

On Wed, Aug 7, 2019 at 9:37 PM Jamie Rosenberg Redacted@google.com> wrote:
Privileged

Thanks... will let you know how tomorrow's discussion goes.

On Wed, Aug 7, 2019 at 1:56 PM Uira Caetano ^{Redacted}@google.com> wrote:
[Attorney-client privilege]

+Kate Lee for advice

On Wed, Aug 7, 2019 at 1:31 PM Uira Caetano ^{Redacted}@google.com> wrote:
Hi Jamie,

We've updated the MADA/RSA deck based on your feedback on Monday for your meeting with Hiroshi.

Please take a look and let us know if you'd like any changes before the meeting.

Best,
Uira

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Uira Caetano | Android Strategy | ^{Redacted}@google.com | Redacted

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Uira Caetano | Android Strategy | ^{Redacted}@google.com | Redacted

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Christian Veer
Director, Platforms & Ecosystem Strategy
^{Redacted}@google.com
M: Redacted

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Uira Caetano | Android Strategy | ^{Redacted}@google.com | Redacted