

T-Mobile / Google Discussion Doc

17 January 2017

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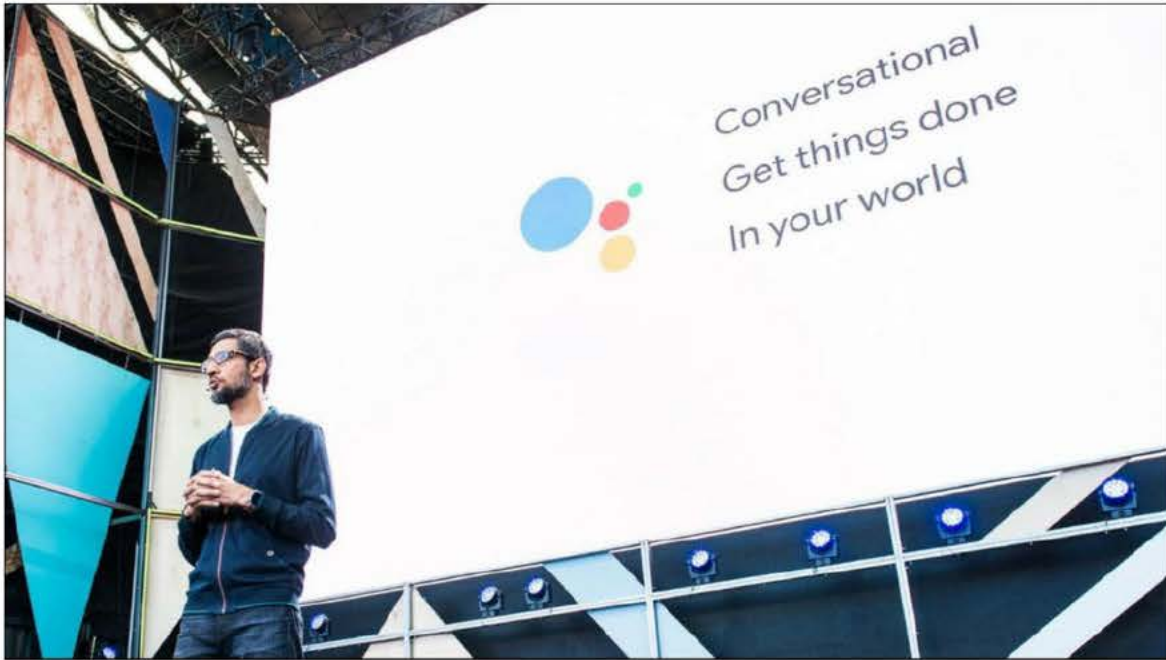
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Everything shared in the meeting is shared under **NDA** and not to be communicated without Google's consent

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Sundar introduced the Google Assistant at Google I/O earlier in the year.
The Google Assistant represents a powerful interface that is easy to use and can help in the daily lives of your customers.

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GOOGLE ASSISTANT 2016



Allo



Pixel



Home



Actions on
Google

Google

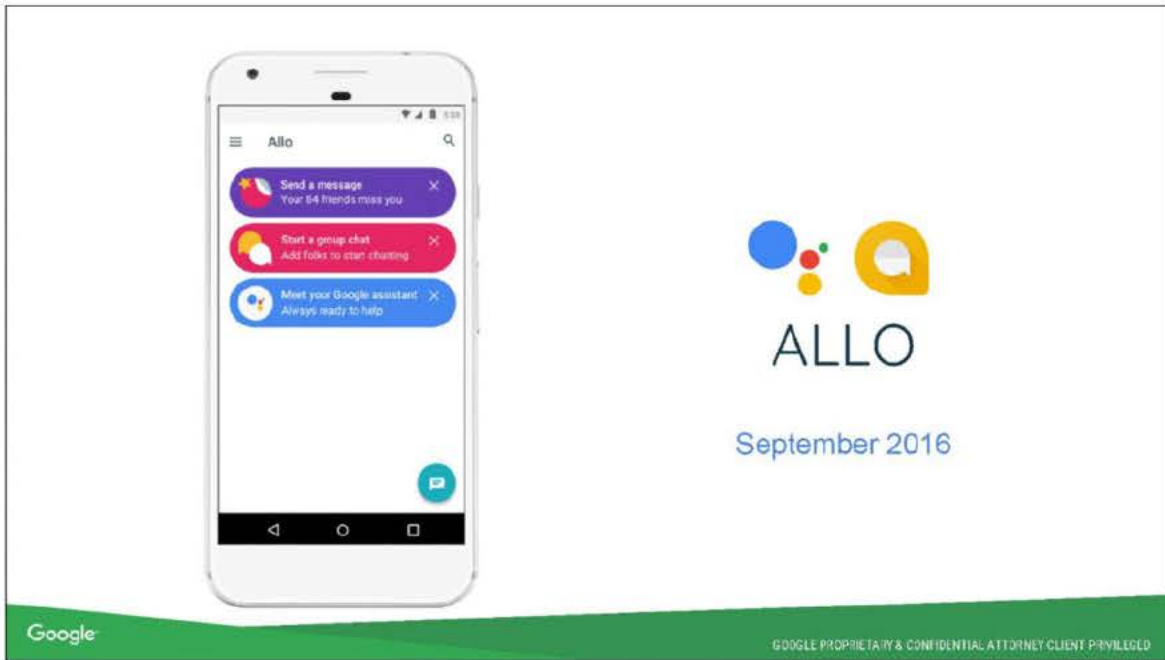
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We've been busy since May in bringing Google Assistant across a number of surfaces.

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In September we launched the Google Assistant on Allo. This launch helped us develop and evolve the notion of engaging the user in a conversation.

The UI and interaction design here has profoundly influenced our user interface and personality of the Google Assistant. We learned so much from this product and continue to learn from it.

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In October, we launched the Google assistant on Pixel. Our design goal was to explore what's possible when you deeply integrate the Google Assistant the Phone. The user engagement has been terrific. We are seeing users interact with Google assistant in ways that were simply not possible with basic voice search. We're convinced that bringing this experience more Android phones will benefit both our users and partners like you.

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3
December 2016

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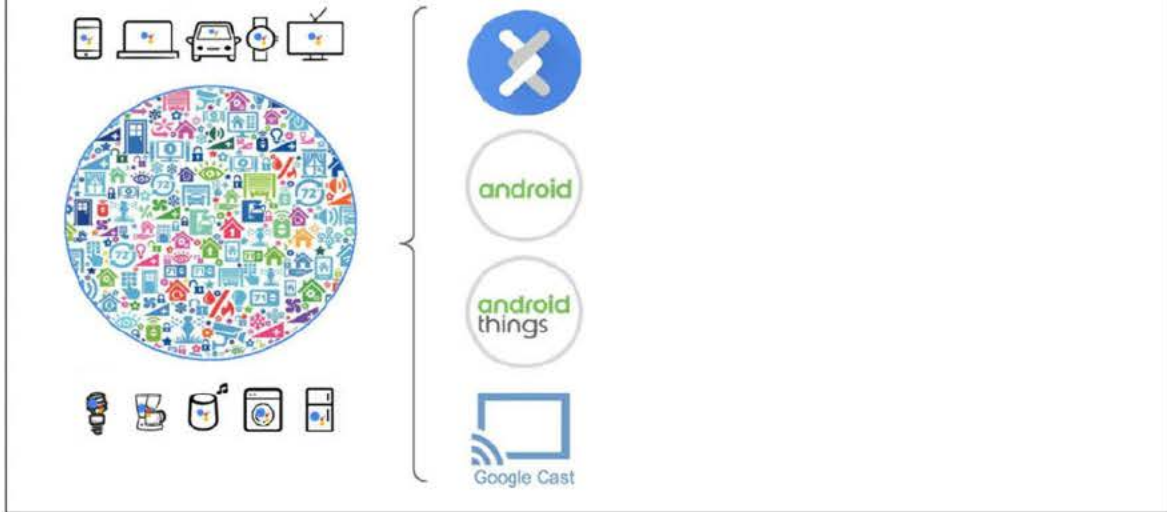
Just last week, we announced the start of our program to allow third Parties to integrate with the Google Assistant. This will initially be for Google Home device but we plan on extending the ecosystem to all surfaces in which the Google Assistant is available over time.

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A platform toolkit for building a world of connected devices...

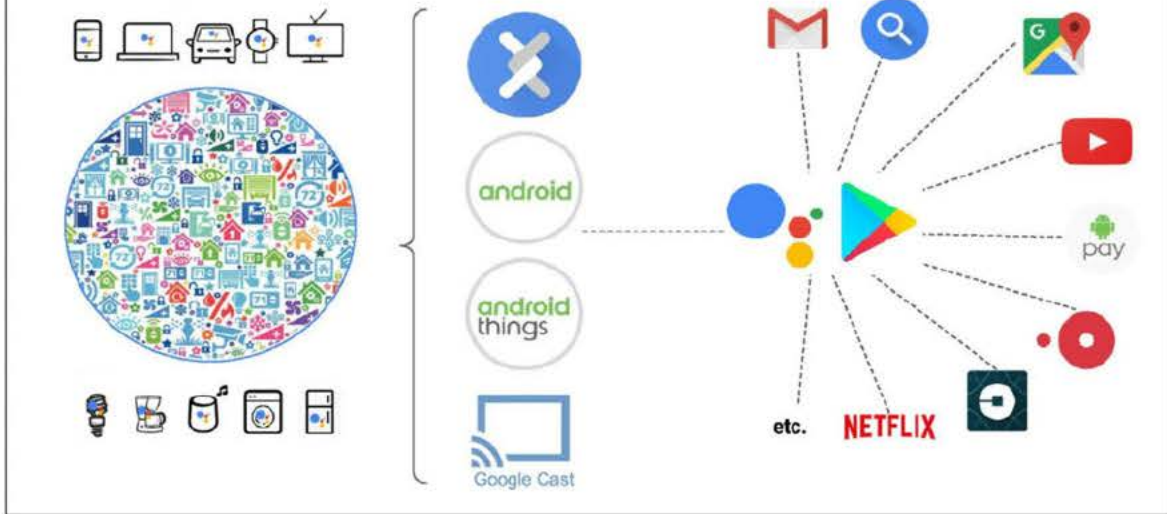


One more one more thing: Android Things/ Weave very high level overview should be between Slide 5 and 6 -- i.e., we're evolving our platform toolkit for this new world... THEN assistant will tie it to together at UX level

SMARTER AND BETTER

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... with a services layer enabled by Google Play and the Google Assistant



One more one more thing: Android Things/ Weave very high level overview should be between Slide 5 and 6 -- i.e., we're evolving our platform toolkit for this new world... THEN assistant will tie it to together at UX level

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Ensuring a consistent experience for the Google Assistant across Android

Home button 'petals'



Authentication gestures



Ok Google hotword

The assistant will be coming to L, M and N devices in Q1 as part of a Google App update

Speaker notes:

We're bringing the Assistant to the rest of the Android ecosystem.

Google Assistant is a massive commitment for Google and we'll be putting enormous amount of resources to make it successful.

To the extent that there are great experiences in the OEM ecosystem, we are excited to bring them to the forefront in our external communications.

In addition, we really want to allow partners to use the Google Assistant to differentiate.

We're excited to explore how Partners can use the Google Assistant as a differentiator in your marketing as well, provided a very high quality bar.

Lastly, it's important for us to build a strong, consistent Assistant brand just like it's important for you to build a strong brand so we want to work closely to get all the brand requirements right, working cooperatively.

Need to clarify that we expect this fully optimized Assistant experience to roll into devices throughout the year

OK Google hotword

Home button "petals" animation similar to on Pixel

Screen-off physical action (i.e., long press on fingerprint)

REVENUE SHARE DISCUSSION

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REVENUE SHARE TODAY

Proprietary & Confidential

Search

- **Exclusivity**
- **Default** on all service access points

1. Google Chrome Browser
2. Browser frame on 3P browsers (aka address bar)
3. Default home/start/new tab page on all 3P browsers
4. All search intents, requests and defaults

Net Advertising Revenue Share **Confidential**

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REVENUE SHARE

T-Mobile

**In 2016, T-Mobile earned
Confidential more than in 2015¹**

Confidential

Confidential MORE revenue
per device in 2016 vs.
2015 due to Google
investments in product

Google

Jan'15-Dec'15 vs. Jan'16-Dec'16

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REVENUE SHARE - WHY ARE WE MAKING CHANGES

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As our ecosystem evolves rapidly, we would like to take this opportunity to **ensure key ecosystem priorities** (e.g. Assistant, Security) are reflected

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REVENUE SHARE - NEW TERMS

Android / Confidential

Search	Assistant	Security	UX
<ul style="list-style-type: none">• Exclusivity• Default on all service access points• Chrome in hotseat and default• @-1 screen reserved to Google	<ul style="list-style-type: none">• 1P assistants OK• No 3P assistants:<ul style="list-style-type: none">• on DHS & -1 screen• w/ active hotwords out-of-box• w/ HW buttons or gestures enabled out-of-box <p><i>Note:</i> Co-branded = 3P</p>	<ul style="list-style-type: none">• New devices must be updated quarterly (90d within patch release) for 2 yrs after launch• Requirement is phased in over time <p><i>Note: only new devices with partner rev-share client ID</i></p>	<ul style="list-style-type: none">• Gmail, Calendar, Photos, Keyboard set as default• Android Messenger in hotseat and set as default• Duo on DHS <p><i>Note: Android Messenger will be an Assistant Access pt, Net Rev will be shared</i></p>
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*To determine compliance,
we will only use NEW
devices with new client ID
as a denominator*

T-Mobile already updates

Confidential *of devices*



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SEARCH

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SEARCH ACCESS POINTS

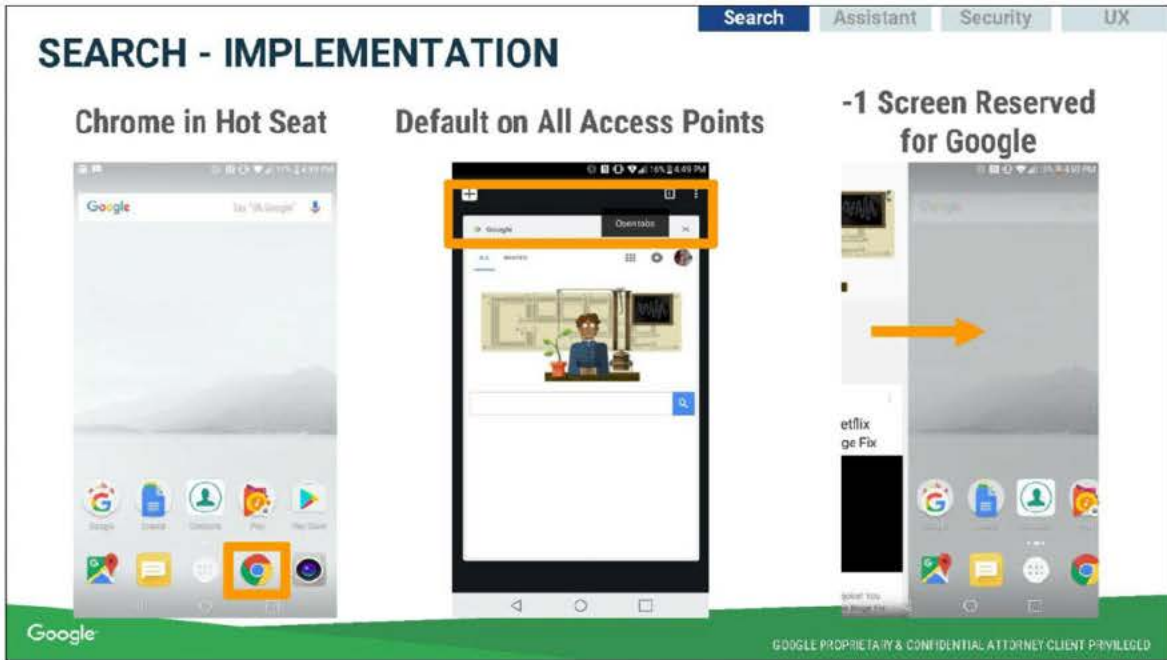
MORE ACCESS POINTS MEANS MORE SEARCH REVENUE

EXISTING

1. Google Search widget
2. Google Chrome Browser
3. Browser frame on 3P browsers (aka Omnibox, address bar)
4. Default home/start/new tab page on all 3P browsers
5. All search intents, requests and defaults

+ NEW ADDITIONAL

6. Minus One Screen
(Google Assistant or other service determined by Google is OK)
7. Preloaded Launcher(s)



Also chrome behavior is changing - https://drive.google.com/file/d/0B9_9AwsN_7GZSTVHdWdTZWZLMm8/view

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ASSISTANT

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ASSISTANT - CLASSIFICATION

3P ASSISTANTS



The 3P Assistants box contains four logos: Amazon Alexa (a blue location pin with 'amazon alexa' text), Siri (a silver microphone icon with 'Siri' text), Facebook M (a blue 'M' icon with 'Facebook M' text), and Cortana (a blue circle with 'Cortana' text).

1P ASSISTANTS

*CARRIER OWN ASSISTANT;
OEM's ASSISTANTS ARE 3P*

CO-BRANDED ASSISTANT TREATED AS 3P

*CO-BRANDED = DEEPLY INTEGRATES OR TAKES CORE FUNCTIONALITY OF 3P
ASSISTANT LABELED WITH CARRIER OWN BRAND*

ASSISTANT - IMPLEMENTATION

	3P Assistant	White Labeled Assistant	1P Assistant
DHS	No	No	Okay
-1 Screen	No	No	No
Hardware Button enabled out of box	No	No	Okay
Hotword Voice activated out of box	No	No	Okay
Preload (outside of -1 & DHS)	Okay	Okay	Okay

SECURITY

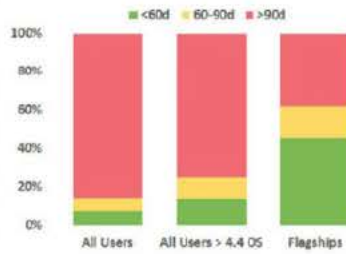
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SECURITY - WHY CHANGING?

Users not getting security updates



Increasing attack sophistication



Constant public attention

“Android 'Gooligan' Hackers Just Scored **The Biggest Ever Theft Of Google Accounts**”

-Forbes, Dec 2016

SECURITY - WE WORK TO MAKE UPDATES EASY

Make **Android updates easier** for partners to distribute



Project Treble modularizes SW stack to reduce dependencies



Google OTA (GOTA) ensures OEMs have OTA infrastructure available



Tracking & data sharing with all partners - OEMs, Carriers and SOCs



Quality improvements with monthly security bulletins

SECURITY - WE WORK TO MAKE UPDATES EASY

Help **manage SKUs** and complexity



**Play Auto
Installs** enable
OEMs to reduce
of SKUs

Improve **user uptake**

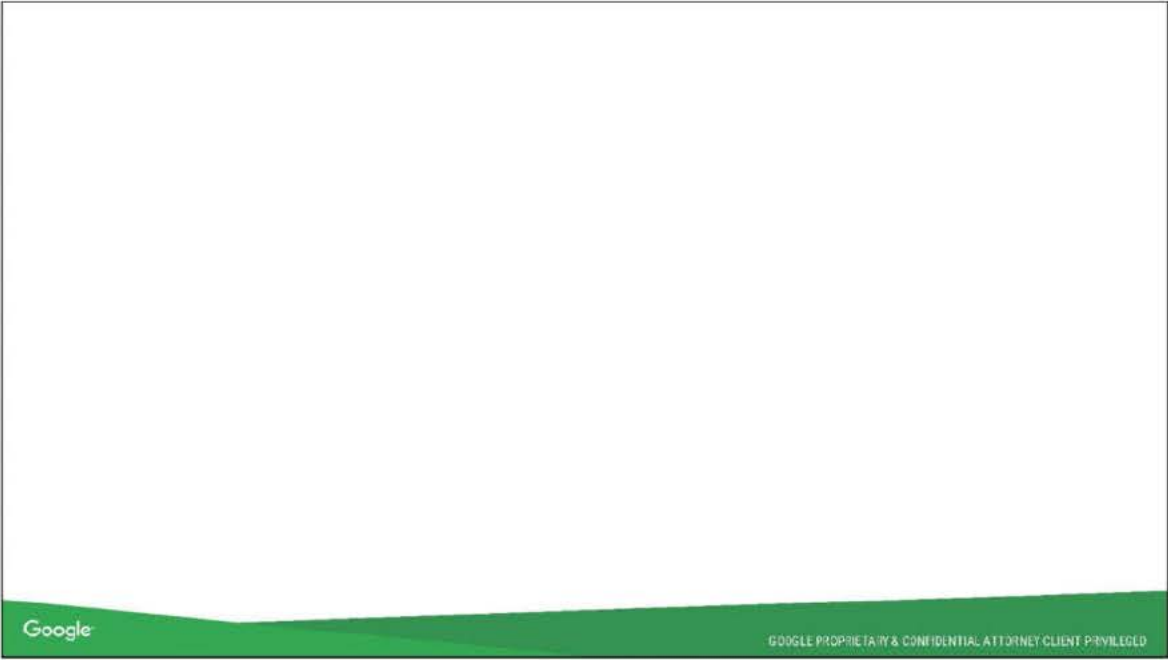


Seamless updates
via A/B partitions &
Streaming Updates

Incentivize **healthy ecosystem** behavior



MADA requirement
for quarterly security
updates



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UX

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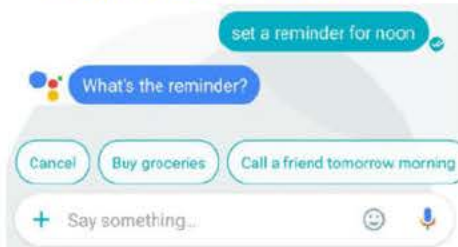
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UX- WHY CHANGING?

Assistant gets better if other Google apps are used more



"...Once Assistant connects to more Google services ... then it'll really be your own personal Google." -Mashable

Android Messenger: Hotseat & Default



iMessage is #1 reason users switch to iOS; RCS improves native Android messaging and may help attract users

RCS: TURN SMS INTO A RICH AND ENGAGING PLATFORM

"For consumers who gain access to the new messaging experience...they'll be able to take advantage of features that rival Apple's iMessage or other third-party messaging apps."



*"...it's worth noting how many cool features Messenger has. Google's humble texting app supports GIFs, stickers, photos, videos, and of course all the **Emoji** your phone supports."*



"Android Messenger is the best all around texting app for Android devices"



PRODUCT EVOLUTION & MESSAGING AS A PLATFORM



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