

To: Scott Forstall [Redacted]
From: Brian Croll [Redacted]
Subject: Yahoo/Boomer - For Review
Received(Date): Fri, 20 Apr 2007 18:03:05 -0700
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Hey Scott,

Here is a draft I put together with a high level overview of what a deal would look like. I included a section on Yahoo distribution of Safari even though Phil may want to delete it.

I think we may want to do one more round with Marco and Bruce before we call Phil in. What do you think?

- BC

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Boomer Agreement - Terms

4/20/07

I. Definition of Safari Defaults

- Default search setting in the Safari search field, default homepage, default bookmarks, default custom toolbar

II. Default Providers

- Apple, Google, Yahoo, AOL(?)

III. Apple Distribution of Safari for Windows

- **Apple Distribution.** Apple distribution includes: Downloads from Apple web properties to a Windows PC, downloads from Apple Software Update for Windows to a Windows PC, and Safari bundled with Windows personal computers [I think we should limit the first installation choice outlined below to Safari downloads to non-Apple devices, i.e. we should be able to choose which Default Provider we use for Apple devices.]

- **First Time Installation.** When an end user installs Safari on a system for the first time, the end-user will be given the opportunity to select which Default Provider they would prefer. [note: I assume this would be during one of the following: the installation process, upon first launch of the browser, or on the download page].

- **Equal Prominence on the List of Default Providers.** The Default Provider shown first on the list of choices presented to the end-user will change on each successive download of the Safari browser so that each Default Provider will be first on the list an equal number of times.

- **Updates to Safari.** The Safari defaults will remain the same when an end-user installs an update to Safari or installs a new version of Safari on a system which already has a copy of Safari installed.

IV. Yahoo Distribution of Safari for Windows

- **Yahoo Distribution.** Yahoo distribution includes: Downloads from Yahoo web properties to a Windows PC [should we include Safari bundled on PCs via Yahoo distribution agreements?]

- **First Time Installation.** All copies of Safari that Yahoo distributes will be preset with the Yahoo defaults.

- **Updates to Safari.** The Safari defaults will remain the same when an end-user installs an update to Safari or installs a new version of Safari on a system which already has a copy of Safari installed.

V. Changing the Safari defaults after Safari has been installed

- Only the end-user can change the default settings. Except for purposes of security, the Default Providers cannot programmatically change the Safari Defaults.
- End-users can change their default Homepage, delete and add bookmarks, and delete and change the custom toolbar.
- For individual searches, end-users will be able to select search engine other than the default. After this search is completed, the Safari search field will return to the default search setting.
- End-users will be able to change the Safari search default setting.

VI. Revenue

- Apple will receive ^{Redacted} of the net revenue generated searches originating from the Safari search field and directed traffic originating from the default homepage, bookmarks, and custom toolbar.

VII. Branding.

- Apple exclusively retains the Safari name, branding, etc. Tool bar -{branding

opportunity for Default Providers?] **Names only in Bookmarks.** [Branding in UI where you choose which Default Provider you want to use?]

VIII. Term.

- 5 years.