

Message

From: project-grieg@google.com [Redacted@google.com]
on behalf of William Echikson [Redacted@google.com]
Sent: 3/1/2010 8:20:38 AM
To: Redacted@google.com
CC: Sundar Pichai [Redacted@google.com]; Redacted@google.com; invisible-hands [Redacted@google.com]; project-grieg [Redacted@google.com]; Mark Larson (Google) [Redacted@google.com]; Min Li Chan [Redacted@google.com]; Al Verney [Redacted@google.com]; Simon Morrison [Redacted@google.com]; Gareth Evans [Redacted@google.com]
Subject: Re: Mozilla blog on browser choice / rollout of Choice Screen

And I woke up to a wonderful story on BBC which is [here](#). We need to press ahead with the press campaign.

Bill

On Mon, Mar 1, 2010 at 8:12 AM, Julia Holtz <Redacted@google.com> wrote:
This morning, the Choice Screen was a news item on Sky News (TV channel), where it was shown and briefly explained!

On Mon, Mar 1, 2010 at 2:44 AM, Sundar Pichai <Redacted@google.com> wrote:
1M per week seems more abt it, we overall expect to gain 3-5 million, so this seems a bit higher, lets keep fingers crossed!

On Fri, Feb 26, 2010 at 7:26 PM, Linus Upson <Redacted@google.com> wrote:
Correction: The 1M is spread over a week, but the 40M is spread over a month. Divide the previous numbers by 4 -- provided the many assumptions are correct, which they are likely not.

On Fri, Feb 26, 2010 at 2:35 PM, Linus Upson <Redacted@google.com> wrote:
On Feb 25 (MTV time) we had 23K installs from the ballot. There have now been 33K cumulative installs since it began. If the 1M / 40M ratio MSFT described below happens, we are likely to peak next week at around 1M installs/day from the ballot. This will almost double our current install rate if I read the charts correctly.

On Fri, Feb 26, 2010 at 7:19 AM, Linus Upson <Redacted@google.com> wrote:
On Feb 24 (MTV time) we had 12,300 installs from the ballot. If MSFT is actually delivering the ballot to 1M users uniformly over 7 days (wildly simplified approximation) we are getting an install rate of ~7%. I suspect the real number is closer to 5% because of the weekend and who knows how accurate the 1M number might be or the lag associated between windows update and reboot plus the remind me later button.

Linus

On Thu, Feb 25, 2010 at 7:46 AM, Linus Upson <Redacted@google.com> wrote:
As of 11:59 PM Feb 23 (MTV time) we have had 2,300 installs from the ballot. I don't know how many times the ballot was shown during that period. I suspect not many. Hopefully we will get impressions and clicks from MSFT at some point in the process. All clicks on the ballot go through a redirector at MSFT so they will have good impression and click counts.

Ex. No.

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1:20-cv-03010-APM

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On Thu, Feb 25, 2010 at 2:52 AM, Julia Holtz <Redacted@google.com> wrote:

Redacted - Privilege

Julia

<http://mozillalinks.org/wp/2010/02/web-browser-choice-matters/http://mozillalinks.org/wp/2010/02/web-browser-choice-matters/>

Our lives are full of choices. Where to eat? What to read? Who to spend time with?

The choices we make determine the quality of our life, and how we see the world. So many of these choices we take quite seriously, weighing the consequences, thinking about the implications, and choosing carefully and thoughtfully.

So it's strange, then, that the majority of people in the world haven't ever considered the Web browser on their computer or mobile phone — that so many people every day use the browser that comes by default.

It's an important choice because the Web browser has become one of the most critical and trusted relationships of our modern lives — with nearly perfect knowledge of everything we do. It is the lens through which we look at the virtual world, and the medium by which we connect, learn, share, and collaborate. The browser you choose is responsible for providing you with the necessary tools to manage your online life, and to protect your privacy and security.

And so we're pleased to support the European Commission and Microsoft in also recognizing how important choice is. In accordance with a landmark settlement, if you're using a Windows PC in Europe and you're still using the default Web browser, in the coming weeks and months you'll see a Browser Choice screen appear. That screen will provide you the opportunity to make an active choice in the source of the software that acts on your behalf to broker your online experiences, and meet your own unique needs and interests.

As an international non-profit organization, Mozilla has always believed that the freedom to make smart choices should be central to making the Web, and the world, a better place. This shows through with Mozilla Firefox, a free, open-source Web browser that more than 350 million people around the world have chosen to use every day. Values of choice and self-determination are built into everything that we do, including Firefox.

We believe that the Browser Choice screen is an important milestone towards helping more people take control of their online lives — and we hope for the conversation to become broader and deeper. We've set

up opentochoice.org as one place for you to discuss what this choice means to you — and we hope that you'll add your own voice to this conversation and those to come.

Whether or not you decide to keep your current Web browser, we encourage you to learn more about your browser and the impacts it has on the way you see the world, and to make your own choice.

Mitchell Baker, Mozilla Chair & John Lilly, Mozilla CEO

opentochoice.org

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Julia Holtz | Senior Competition Counsel - EMEA, China, India

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