From:	Mike Roszak Redacted@google.com]
Sent:	1/16/2016 3:02:53 AM
To:	Ben Friedenson Redacted@google.com]
CC:	Cristina Bita Redacted@google.com]; Patrick Orr Redacted@google.com]
Subject:	Re: Updated NYC Scenario Slides for Daniel

If I remember correctly, we started anchoring on the [Confidential] mobile (and not flexing it) when Amit said that was his best guess expectation of what would actually happen, so we started reflecting that scenario in most of our materials to show what he wanted to speak to.

On Fri, Jan 15, 2016 at 7:00 PM, Ben Friedenson Redacted@google.com> wrote:
Hi Cristina,

We have made the updates to the summary slide discussed, and you can find the revised slide here.

The 2 pieces which we still owe are:

- Slide summarizing why we chose [Confidential] for desktop/[Confidential] for Mobile in the [Confidential] recovery case, and [Confidential] for both in the [Confidential] recovery case.

  o I will continue to dig to see if we have already laid this out in a slide, but have not found anything off the shelf yet

  o With that said, I do see the following explanation as a note in the 2016 Search Plan review deck for Ruth (link):

[Confidential] **recovery on MacOS:** [Confidential] US FireFox default revenue recovery, adjusted for higher GDN share ex-US & Safari user's higher propensity to query both organically and via default settings

[Confidential] **recovery on iOS:** represents mid-point of best- and worst-cases below
- [Confidential] **Best Case:** [Confidential] US FireFox default recovery, adjusted for Safari user's higher propensity to also search on Google organically
- [Confidential] **Worst Case:** [Confidential] decline in iGMM usage following launch of Apple Maps

  o I know that at some point we landed on always using [Confidential] for Mobile and flexing the desktop, and am trying to pin down exactly when.

  o **However, as a question for you:** would it be ok to address our reason for using [Confidential] Mac OS/[Confidential] iOS in the [Confidential] scenario and [Confidential] across the board in the [Confidential] scenario via a footnote, rather than creating a fresh slide?

- Slide showing YoY Revenue Growth Rates by Month and Access Point

  o As noted, we'll add this Tuesday.

Please let us know if you have questions or further suggestions.

Thanks,
Ben

Redacted@google.com

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Mike Roszak
Product Finance
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NYC Scenarios

2016.01.14

Proposed deal [Confidential] revshare **Confidential** would cost an incremental [Confidential] TAC to secure [Confidential] net Safari Default Search revenue at risk

Current Economics **Confidential**	[Confidential] Recovery [Confidential] MacOS [Confidential] iOS)	[Confidential] Recovery [Confidential] MacOS/iOS)

Confidential

Confidential

Confidential

Note on Recovery Scenarios:
a) [Confidential] **Recovery:** Blended average of [Confidential] recovery on MacOS (rev impact on FF in US, adj. for country-specific GOOG share on MacOS) and [Confidential] recovery on iOS (sustained decline of GMM usage on iOS after release of Apple Maps)
b) [Confidential] **Recovery:** maximum loss on MacOS/iOS per Search PA feedback

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Default Search Recover Assumptions

[Confidential] Safari Default Revenue Recovery

- **iOS Recovery:** [Confidential] based on...
  - **Apple Maps:** Google Maps lost [Confidential] [Confidential] of active users following Apple Maps launch
  - **Mobile Defaults:** Defaults have more prominence in mobile due to screen size and UI
- **MacOS Recovery:** [Confidential] based on [Confidential] revenue loss following Firefox US default switch, adj for WW MacOS Google Share
- **Total Recovery:** [Confidential] weighted average based on iOS-MacOS revenue mix

[Confidential] Safari Default Revenue Recovery

- **iOS and MacOS Recovery:** Assumes all revenue subject to [Confidential] recovery based on:
  - Worst case assumption that all defaults observe similar losses and same organic recovery as Maps

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