

Message

From: Christian Veer [PII]@google.com]
Sent: 6/20/2019 12:53:03 AM
To: Michael Murphy [PII]@google.com]; Adam Schwarzwald [PII]@google.com]; [PII]@google.com; Christian Cramer [PII]@google.com]; Jim Kolotouros [PII]@google.com]; Paul Gennai [PII]@google.com]; Anna Kartasheva [PII]@google.com]
Subject: Re: BC Deal Review: Agenda for Wednesday, June 19 and Thursday, June 20

*Privileged
(-most)*

Hi Mike, Bibin and Adam

quick follow up re your question GDAF Deal Representatives and "no more than 3 deal team representatives" and trying to clarify some confusion/contradictions between the mail below and the current GCal invite

a) **P&E:** Belowou asked whether +Paul Gennai or I would attend in addition to +Anna Kartasheva (main presenter -- Anna and I will, Paul will skip. (Hiroshi and Jamie will also be there.)

b) **Finance:** Yuki is listed below, but not invited on the separate gcal invite. I think it would be really crucial to have her, but will let +Christian Cramer make the call.

c) **Partnerships:** The mail below lists no one from Don's team. On the separate GCal invite, there are 3 invitees from the Partnerships team: Jim K, Jon G, Sidney Lee. I think we should not have this discussion without +Jim Kolotouros in the room and leave it up to you and Don to decide how many additional team members they can bring.

Thanks,
Christian

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Ex. No.

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2. GDAF (materials)

- Reason for BC review: Minimum Guarantee, Change to Program
- Asks for BC: Mobile Search Rev Share of [Confidential] B in total in 2020 (+ [Confidential] M to previously approved in 2016) growing to [Confidential] B (+ [Confidential] M) in 2023 across Search and Play for carriers and non-Samsung OEMs

Confidential

- Deal Representatives:
 - Hiroshi Lockheimer (SVP, Platforms & Ecosystems)
 - Jamie Rosenberg (VP, Android & Comms)
 - Paul Genai or Christian Veer (confirming now) (Product Management Director) (Director, Platforms & Ecosystems Strategy)
 - Anna Kartasheva (Senior Manager, Platforms & Ecosystems Strategy)
 - Kate Lee (Director, Android & Play Business Legal)
 - Yuki Richardson (Finance Lead, Platforms & Services)
- Rationale in support of deal:
 - Secures platform protections for Search, and Play and critical apps protections on more devices

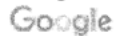
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- Ability to monetize devices fast is a key concern of growing Chinese OEMs due to their slim HW margins. Today, as device enrollment is low, these partners are not seeing
- significant value in opting devices into RSA. Offering a guarantee will allow Google to ramp up RSA coverage in the next few months
- Sharing Play revenue share minimizes the risk of OEMs seeing -1 screen and 1P App Store as attractive additional revenue streams



- Michael Murphy
- Risk Management & Compliance | Global Lead

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BC: GDAF (Google Distribution on Android Framework) - evolution of RSA deals (BC19-019)

Submitted (PDT): 6 May 2019
Meeting date (PDT): 20 Jun 2019

Basic Information:

Slides we are planning to present [here](#)

Representatives	hiroshi, jamiero, pgennai, cveer, akartash, jimk
Primary Presenter	akartash
Summary Document of previous related submission	previous submission
Reason for Escalation	Revenue share, Minimum Guarantee, Non-standard Exclusivity or Commitment
Product(s)	Ads, Assistant, Android, Chrome, and/or Play, Search, Discover (-1), Gboard
Organization(s)	Platforms & Ecosystems, Ads - GMS
Region(s)	GLOBAL

Detailed Information

Term Length (months)	24
Ask	Confidential
Rationale	Search and Assistant: <ul style="list-style-type: none">EC ruling created opportunity for rivals to secure full Search exclusivity on devices in EEA Confidential

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Partner overview

Financial summary

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Guarantees to the partner

Guarantees from the partner

Termination rights	Confidential
Exclusivity	
Liability caps & indemnities	

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Risks and Mitigation			
Risk	Description	Mitigation	Accountable
Confidential			

Success Metrics

% Devices covered with protections for search, feed, Play and Assistant	
Expected Performance	Increase RSA device coverage from the current <input type="text" value="Confidential"/> to <input type="text" value="Confidential"/>
Date of Reporting Availability	Confidential

Cross-Functional Stakeholder Feedback

Function	Feedback / comments
Required stakeholders shown in green	<<please enter LDAP: please enter comments>>
Sales / BD	Confidential
jongold, jimk	

Comment [1]: PII @google.com for inputs (BC x-functional Feedback)

Comment [2]: PII @google.com
Please review and adjust as you see appropriate

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Finance

cramer, johnyoo, sugawara, jolin

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Product

pgennai, akartash