



Gemini App

Alphabet Board Update

NTK

OCT 2024

Ex. No.

PXR0226

1:20-cv-03010-APM

1:20-cv-03715-APM

GOOG-DOJ-33845737

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Confidential

DAU with strong continued momentum

Proprietary and Confidential

Approaching

Confidential MAU

1.8X Growth

Confidential through app

Confidential

Advanced Subs

Confidential

Add'l Q4 opp via Assistant Upgrade

STRONG Q3 DAU GROWTH

Confidential

Q3 PRODUCT EXPERIENCE STRIDES

Feature launches


Live (first to market): Higher user engagement -  convo length **Confidential** median latency

Image Gen Relaunch: Over **Confidential** images created; punts dropped **Confidential** favorability

Gems: **Confidential** of WAU, primarily coding partner + brainstormer

Gemini as mobile assistant

Assistant Upgrade: Users love the Gemini App (4.5 star rating on Play Store, top 3 rated Google app), WoW retention showing some incrementality above classic Ass't (+3 pts non-English)

Pixel 8: "AI Gem" shows opps ~20% redemption of Extended Free

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Slide 3 Notes

DAU Growth (As of 10/12, rolling 7-day average was [Confidential])

- Crossed [Confidential] on Oct-8. DAU doubled in less than 4 months
- [Confidential] DAU at the end of the quarter vs [Confidential] at the start of the quarter (7-day rolling average). Of the [Confidential] DAU added, [Confidential] through the App. MAU was at [Confidential] at the end of Q3, [Confidential] at the start of Q3. [Confidential] MoM
 - Seeing general DAU momentum from back-to-school, but also broad overall growth across all sectors
 - A large share of the DAU growth came from Indonesia, India and the Philippines

[Confidential] MAU as of 10/12

Advanced: [Confidential] Advanced subs, [Confidential] G1 subs, [Confidential] MoM in trials post MBG

- [Confidential] paid subscribers [Confidential], [Confidential] in-trial subscribers [Confidential] at the EoQ3
- Trial to Conversion rate is [Confidential]. Paid retention % is [Confidential]
- Competitor nugget - Gemini is attracting more users who are new to paid AI - only [Confidential] of Gemini Advanced users have tried cGPT. Newest Gemini Advanced user cohorts are much less likely to have tried cGPT plus vs older cohorts - for Aug 2024 it was [Confidential] of new Gemini Advanced users who also paid for cGPT Plus in the last 12 months vs [Confidential] back in April 2024 ([source](#))
- cGPT Plus subs / cGPT DAU is now closer to [Confidential]. Our ratio remains at around [Confidential]

Assistant Upgrade: [Confidential] MAU additional Q4 opportunity via Assistant Upgrade

- This is the "true" addressable MAU in 2024 - Defined as all Assistant MAU (L28>0) on eligible devices, removes the power users that we are not rolling out to since we don't currently meet their need (e.g. Spotify usage), all countries except for ID/PH where we are already addressing them (but includes the high risk countries like US, JP, AU, EEA+)
- Current conversion rate is [Confidential] for the flow we're testing in LEs

Competitor