Subject:Re: Google vs. Bing RPMFrom:"Eddy Cue"ReclactedReceived(Date):Wed, 27 Apr2016 16:45:03 +0000To:"Tim Cook"ReclactedCc:"Phil Schiller"RedactedRedacted"Craig Federighi"Date:Wed, 27 Apr

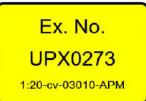
## Redacted

On Apr 27, 2016, at 8:21 AM, Tim Cook

I plan to talk to Satya later today.

Redacted wr

wrote:



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Any views on this?

## Redacted

Begin forwarded message:

 From: Philip Schiller
 Redacted

 Subject: Fwd: Google vs. Bing RPM

 Date: April 17, 2016 at 10:59:44 PM PDT

 To: Tim Cook
 Redacted

 Eddy Cue
 Redacted

 Cc: Brian Croll
 Redacted

 Kevan Parekh
 Redacted

Here is an updated search revenue share analysis based on our latest discussions. I think the team has done a great job on it.

## Redacted

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