John Yoo resolved action items and comments in *PRIVILEGED* RSA Update for JG - June 2017

Resolved

1 action item, 1 comment

Resolved

Action Items

John Yoo

Where does ? Estimate near full coverage of [Confidential] in potentially exposed 2017F Search revenue

Redacted @google.com Had a thought - Possible to use a bar chart with just the total revenue by access point (labels on left side) with breakouts of Organic / Distribution paid / unpaid on the right side?

Assigned to Patrick Orr

Yuki Sugawara

Redacted @google.com Hi Patrick - just to confirm... does the [Confidential] in mobile Android revenues here include organic? I assume yes, since the number is roughly the same as slide 13 (probably rounding?) but wanted to confirm

Patrick Orr

Yes - this is Total Mobile Android Revenue - I will include the breakouts of organic vs paid vs non-paid dist

Patrick Orr

Also - assuming I can get a hold of the data, I may pivot this to total android so that I can tie out to John's numbers earlier in the deck

Yuki Sugawara

Got it... Makes sense. If difficult, we can note what the tablet amount (the difference) is, in order to make it easy for folks to reconcile numbers. Thanks Patrick!

Mike Roszak

should this slide go between slides 13-14?

Christian Cramer

I think that is a good idea for the flow

Patrick Orr

Redacted@google.com Updated to be mobile + tablet, also include the splits between organic and distribution (paid/unpaid)

Yuki Sugawara

thanks Patrick!

John Yoo

Marked as done

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Comments

Christian Cramer

I wonder if Samsung is a good OEM example - yes, they are important, but they are different from the average OEM in many ways

I also need to understand the table better: What are the ranges - also the TAC/Rev Loss considerations

How does the table show the value of RSA? What do we get incremental?...or this this the wrong way to think about this table?

Patrick Orr

I chose Samsung as an example because 1) they are the most material player 2) S Browser is the only real contender in terms of mobile browsers (currently at least).

The ranges represent the different revenue recovery assumptions:

For S Browser we assume we [Confidential] clawback based on the loss we saw from iOS Maps default change [Confidential] and our current google usage on Edge browser [Confidential]

For Chrome and GSA with MADA protections we used [Confidential] recovery, the [Confidential] was the recovery assumption in Jon Gold's previous model, while the [Confidential] represents Google Usage on desktop overall.

For Chrome/GSA without MADA protections we assume the same as S Browser above.

The key takeaway here is if we believe the MADA sufficiently protects Chrome/GSA (first column) we are over-paying for the revenue we are protecting on SBrowser.

However, if we believe Samsung would put Chrome/GSA at a further disadvantage (e.g. moving app folder off the DHS) or the MADA is weakened then we are getting value out of the RSA.

Mike Roszak

how easy or hard would it be to replicate this for a non-Samsung partner example?

Patrick Orr

Redacted@google.com

Per John's request I pivoted this to total paid distribution (oems + carriers).

Mike Roszak

got it - could we also keep the Samsung specific example in the Appendix?

And should we move this earlier in the financials section?

Christian Cramer

how does the [Confidential] distribution revenue connect to the [Confidential] in chart 13?...what is the difference?

Christian Cramer

is the difference unpaid distribution?

Patrick Orr

Exactly, the delta represents unpaid distribution.

John Yoo

Marked as resolved

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