

Message

**From:** Nitish Korula [nitish@google.com]  
**Sent:** 2/11/2020 7:00:42 PM  
**To:** Gregory Donaker [gdonaker@google.com]; Deepti Bhatnagar [deeptib@google.com]

- **Nitish Korula**, 2020-02-11 11:00:42

If the only change for AdX direct was retagging, but "AdX direct" still existed as a concept for antitrust, would you both still be concerned?

- **Deepti Bhatnagar**, 2020-02-11 12:14:08

So the way I think about it is that let's say we had a limited budget to spend on things that would lead to bad PR, would this be one of them?

- **Deepti Bhatnagar**, 2020-02-11 12:14:29

Wouldn't we get bigger bang with let's say something like UPA?

- **Deepti Bhatnagar**, 2020-02-11 12:14:51

We just have to pick our battles this year very carefully

- **Nitish Korula**, 2020-02-11 12:15:00

Sure, but is a budget the right model, and to what extent would it be bad PR?

- **Nitish Korula**, 2020-02-11 12:15:35

To a point George made before, throwing engineers at PR problems is not great, either

- **Deepti Bhatnagar**, 2020-02-11 12:15:52

yeah I don't disagree, I am just being realistic ☐

- **Deepti Bhatnagar**, 2020-02-11 12:16:41

we should obviously defer to the PR team on that, so maybe there is an option where the PR will be okay

- **Nitish Korula**, 2020-02-11 12:17:13

As am I, I think - I'm just venting. I asked <https://www.google.com/url?q=https://moma.corp.google.com/person/dbc&sa=D&source=hangouts&ust=1581538633688000&usg=AFQjCNHhr1sZutpfVdHIPHBDCCRoU0qeMQ>>dbc@ to work with Josh and Pavol on figuring out the design in more detail

- **Deepti Bhatnagar**, 2020-02-11 12:17:57

yeah I am hoping that they come back with it's not too bad

- **Nitish Korula**, 2020-02-11 12:18:24

Also, they should see the actual list of publishers

- **Nitish Korula**, 2020-02-11 12:18:45

If we can move the top 20 manually, does that lower the PR risk?

**PTX0933**

**1:23-cv-00108**