

PX-170

11/30

s [REDACTED] return to office policy?

insider risk

dr d [REDACTED]/dei

doing better on black+ , women , recruiting, retention, wrt google
worse on latinx/native american

news

12/3

ads- addtl exercise . j [REDACTED] + p [REDACTED]

mitby: 1000 apps use 300 of them....how to make that easy to find/access

- incremental
- moar deeplinks/appify

reengagement / appify / deeplinking

play pass - how to invest

- originals
- evolve

v [REDACTED]

- declines (PITA pm - m [REDACTED] w [REDACTED]? disappointed no spot bonus)
 - what is/is not payments data
 - decline reasons
 - messaging, changing billing dates....
 - -12% on starz

m [REDACTED] - process for managing deps between us/payments

12/9

s [REDACTED]

- 0% is currently riot-starting in team, meme of impossible to police.
- either way, who is eligible is the crux. we dont have the kyc needed to a good job. dont even know if it'll be enough (apple associated accounts)
- we probably need IDV, background checks etc.
- hbo asia
- hotstar, wholly owned sub of disney

- constrained by SMB focus. e.g. large dev incentives can serve as discincentive for some of this bad behavior

SQEX builds a spin off tomorrow and licenses some of their IP to this new company, will we fo to war?

<https://docs.google.com/document/d/15FjuVbrMiuU-aGHGJjfB7Cxm8A6lrQHtZPz0-ZFFYvY/edit?resourcekey=0-xaap4FXiwuMBXUscsJI5bw>

comp

- comp plan - 3.6M
- 450 base
- 525 bonus
- 2.6M equity
- cash flow: 3.3M

announce, retroactive to jan1

prioritize 99% don't pay full

ok w janky rebate approach

"savings to date"

'independent' - ok w hbo asia

? talk to developers...get their instinct (sqenix example)?

- try o draft off apple draconian practices, if any
- if they're applying, it could be really hard/angering small devs

99% is the message that landed well, but will it sustain as program rolls out

lock in something with finance so they're expecting it. might be matching apple, might be more, might be less (may or may not fly)

make sure s [redacted] **aligned on plan and options** and how we go to r [redacted] (v easy for s [redacted] to IM)

already communicated it to r [redacted]/p [redacted]

how do you want ot earmark, how might this affect optics of play plan?

governance - pricing team needs to be involved

c [redacted] - how to get 'approval'/ set expectations

1. **ok to delay an announce** until we see how apple actually administers the program and what dev agitation may arise. *[assuming there isn't burning pressure from pr/gapp/dev agitation to do something to match apple]*
2. **we should also do research with developers** to understand how or whether they'd try to do the 'create shell company, license IP to it, launch new app' routine with apple.

3. **we need to set expectations with r [REDACTED]/p [REDACTED]. s [REDACTED]** has pinged them and planted the seed. **we should work with c [REDACTED] and s [REDACTED]** to ensure they're aligned with what (any) plan might look like (e.g. this is how much it would cost to match apple, this is what B and C might cost), and figure out how we ' earmark' the costs
 - a. should consider if/how this affects the optics of the play plan
 - b. governance: understand pricing team may need to be brought in
4. other random s [REDACTED] feedback/notes:
 - a. would prioritize the '99% don't pay full 30%' message, over 'paying 0%'
 - b. would be ok with a janky rebate approach, if it helps address T&S concerns. could have a 'rebate earned to-date' type thing in console
 - c. need to get aligned on what devs would or would not be in the program. what ownership structure is ok, etc?
 - d.

payments team

- talked options
 - converge
 - issues: who owns, play sufficient control?
 -
 - status quo
 - ngbf, but need needed to created deconstructed bf for us, because we only use some
- get out of buy flows altogether

b [REDACTED] ready

s [REDACTED] s [REDACTED] - will go w shopping

left w yt , ads, google store

status quo works for us

- if yuo can deemphasize shopping or YT, put it into optimization
 - processing, fops, risk,
- we could take web for digital
 - ios flows
 - ads, cloud

- to retain talent and have enough data
 - everyone will go to apis
 - who wants to do ios
- to bundle

deals

rakuten sourcing/aggregating

? escalation / c [REDACTED] / p [REDACTED]

- solve fragmented buy flows
-
- will happen next week
- shopping - pls maintain api for 1 more yr.

S [REDACTED]

- play pass t mo tuesday

- app squad wtf, camera?

unity

gpay - IDV

clover

s [REDACTED] piracy

app squad

align w mmh on org and culture changes

idfa CY

deals prioritization

org

fix okrs

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