PX-170

11/30
s█████ return to office policy?
insider risk
dr d████/dei
      doing better on black+ , women , recruiting, retnetion, wrt google
      worse on latinx/native american
news

12/3
ads- addtl exercise . j███ + p████

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█████
- declines (PITA pm - m███ w█████? disappointed no spot bonus)
      - what is/is not payments data
      - decline reasons
      - messaging, changing billing dates….
            - -12% on starz
m█████ - process for managing deps between us/payments

12/9
s█████
- 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-aGHGJjfB7Cxm8A6IrQHtZPz0-ZFFYvY/edit?resourcekey=0-xaao4FXiwuMBXUscsJi5bw

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███ aligned on plan and options and how we go to m██ (v easy for s█████ to IM)
already communikcated it to r██/p████
how do you want ot earmark, how might this affect optics of play plan?
governance - pricing team needs to be involved
c█████ - 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███/p████.** s██████ has pinged them and planted the seed. **we should work with c██████ and s███** 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█████ 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█ ready
s███ s███ - 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███████ / p█████
  - solve fragmented buy flows
  -
  - will happen next week
  - shopping - pls maintain api for 1 more yr.

S█████████
- play pass t mo tuesday

  - app squad wtf, camera?

unity

----

gpay - IDV
clover
s█████ piracy
app squad
align w mmh on org and culture changes
idfa CY
deals prioritization

org
fix okrs

20210105

DOCKET ALARM

Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts

Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research

With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips

Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS
Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS
Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS
Sync your system to PACER to automate legal marketing.

fastcase®
Smarter legal research.