IN THE UNITED STATES DISTRICT COURT FOR THE DISTRICT OF COLUMBIA

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UNITED STATES OF AMERICA, ET AL., )
    Plaintiffs,
    vs.
GOOGLE LLC,
    Defendant.
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)
) Washington, D.C.
) September 20, 2023
) 9:45 a.m.
)
) Day 7
) Morning Session

TRANSCRIPT OF BENCH TRIAL PROCEEDINGS BEFORE THE HONORABLE AMIT P. MEHTA UNITED STATES DISTRICT JUDGE

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WITNESSES DIRECT CROSS REDIRECT RECROSS PLAINTIFF's:

MIKE ROSZAK 16011699

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DEFENDANT'S ADMITTED
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 at UPX38.

MR. HAFENBRACK: And, Your Honor, before we publish -- Mr. Penado -- may we publish UPX38 on the screen?

THE COURT: This is the document we were talking about the end of the day yesterday?

MR. HAFENBRACK: Yes, Your Honor.
THE COURT: Since we're in closed session, we're all in agreement that it can be shown.

MR. BENNETT: That's fine, Your Honor. BY MR. HAFENBRACK:

Q And, Mr. Roszak, before I get into the document, I want to put the metadata for this document up on the screen.

And this is the metadata sheet that was produced to us in association with this document by your counsel.

And did you see that under both custodial --
custodian fields your name is there?

A I see what is highlighted, yes.

Q And you see that that's your name, correct?

A Yes.

Q And you see the e-author is mroszak@google.com?
A Yes.

Q Is that your email address?

A Yes.

Q And you see the file path is a file path for Mike Roszak?

A I see that.

Q And that would be a file path to a folder you have on your work computer or server?

A I do not know what that is.

Q Okay. And you see the file name is "Search Advertising Speech"?

A Yes.

Q And the date created, July 27, 2017, correct?

A Yes.

Q We can go back to UPX38, Mr. Penado.

THE COURT: I'm sorry. What was the date again?
I missed that.

MR. HAFENBRACK: July 27th, 2017, Your Honor.

BY MR. HAFENBRACK:

Q And, Mr. Roszak is -- to the best of your recollection, is UPX38 a document you wrote on a Google computer?

A I don't recall, but $I$ would assume so.
Q Okay.
Is it your standard practice to write work-related documents on your work computer?

A I write most things on my work computer.
Q Okay.

And I believe you testified that you presented -this is notes for a speech; is that right?

A Yes. I mentioned as part of a training class, there was an afternoon communications course. And there were some tips around presentation that, you know, jotted this down as part of that communications training.

Q And that was a training at Google?
A It was a training -- it was not on -- it was not on, like, at Google. It was off-site. I don't know if that's what you're asking.

Q An off-site training, but hosted or sponsored by Google; is that right?

A Yes.

Q And do you recall how big the class was?

A I don't recall.

Q And were the other attendees at the class also Google employees?

A Attendees, yes.
Q And who gave the -- if there was a leader of the presentation, who was the leader of the training?

A There was an external firm, I forget who.
Q Okay.
And you don't recall who the other Google employees at the training were?

A I don't recall.
Q Would it have been members of your team or people you didn't know?

A People I did not know.
Q Okay. Okay.
Let's take a look at UPX38 and direct your attention to the first paragraph, Mr. Roszak, and we'll highlight that on the screen for you.

And there's a reference here to a dinner with a person named Christian. Do you see that?

A Yes.
Q And Christian is Christian Cramer, C-r-a-m-e-r; is that right?

A I think when we touched on this last time, I said that was maybe the case. I do not think it was him.

Q Who do you think it was?

A I do not know who this Christian was off the top of my head.

Q Between your deposition and today, what made you think -- what made you think it wasn't Mr. Cramer?

A Connecting the date to this training, Christian was not at this training.

Q I see.
Were you able to figure out anyone else who was at the training?

A No.

Q Okay.
And in the first paragraph here -- strike that.

Do you recall who you had this dinner with?

A I don't recall.

Q Okay.

The first paragraph, I'm going to read it, it says, "Search advertising is one of the world's greatest business models ever created - maybe Windows is on that same level as Christian and I discussed at dinner. And there are certainly illicit businesses (cigarettes or drugs) that could rival these economics, but we are fortunate to have an amazing business."

Did I read those words correctly?
A I believe so, yes.
Q And that's a bullet point that you wrote; is that
right?
A Yes.

Q And the reference to Windows, does that refer to the Microsoft -- the Microsoft computer platform?

A I don't recall the specifics of what we were talking about around that.

Q And, again, just asking about this bullet point. In the context of this bullet point when you say, "We are fortunate to have an amazing business," you're referring there to Google's search business, right?

A Yes.

Q Okay.

Let's go to the second and third bullets.
And the first bullet says, "Part of what's been so amazing about that is that we've essentially been able to ignore one of the fundamental laws of economics - businesses need to worry about supply and demand-businesses," correct?

A Well, I see that.

I don't know if $I$ would say it's correct.
Q I just meant --
A I just know this exercise is -- yeah.
I don't necessarily believe that was the case, but that is what -- if you're saying is that what it says, that's what it says.

Q I just meant that $I$ read that correctly, right?

A Yes.
Q And that's another bullet point that you wrote, correct?

A Yes.
Q And the next bullet point down that's highlighted says, "When talking about revenue, we can mostly ignore the demand side of the equation (users and queries), and only focus on supply side of advertisers, ad formats, and sales," correct?

A Well, again --
Q That's what it says?
A When you say "correct," that's what it says.
Q That's what it says, correct?
A Yes.
Q And you wrote that one as well, right?
A Yes.
Q And the "we" in "we can mostly ignore the demand side of the equation" is Google; is that right?

A So this is where I'm not -- this is where it's, like, full hyperbole and exaggeration. Like, I don't know if I really had any thoughts in mind around what these things were. It was much more around, like, playing around with the hyperbole and exaggeration in terms of this document.

Q Okay. But my question is just when you say, "We
could mostly ignore the demand side of the equation," is the "we" there a reference to Google, correct?

A I would assume it was Google.
Q Okay.
And then one more bullet point, and the next one says, "Sure. We had to build the best product, made smart marketing/distribution investments to get our product everywhere, but we could essentially tear the economics textbook in half."

Did I read that correctly?
A Yes.

Q And you wrote that sentence as well, correct?

A Yes.

Q And the smart distribution investments that got Google everywhere were defaults, correct?

A I don't recall what $I$ was thinking about at that time.

Q Okay.

And with respect to all of these bullet points, you -- at the time you wrote these bullet points, you were the finance director for the Google Search product, correct?

A I believe so, yes.
Q And you'd been in the finance department at Google for almost a decade, correct?

A Yes.

Q And you're a vice president at Google today, correct?

A I am today.

MR. HAFENBRACK: No further questions, Your Honor, at this time.

THE COURT: Okay. Thank you, Mr. Hafenbrack.
MR. HAFENBRACK: Actually, I do have one more question, if $I$ may, Your Honor.

THE COURT: Okay.
BY MR. HAFENBRACK:

Q We briefly discussed a Christian Cramer, and you mentioned you didn't think that the first bullet point in UPX38 was referring to him?

A Yes.

Q Mr. Cramer is an employee at Google, correct?
A Yes.

Q And he, like you, is a finance employee at Google; is that right?

A Yes.

Q Okay.

MR. HAFENBRACK: Thank you, Your Honor.
MR. CAVANAUGH: Your Honor, we have no questions of this witness.

THE COURT: Okay.
All right. We'll begin with Google's examination.

MR. BENNETT: We do, Your Honor.

CROSS-EXAMINATION

BY MR. BENNETT:

Q Good afternoon. Ted Bennett from Williams \& Connolly on behalf of Google.

Good afternoon, Mr. Roszak. It is afternoon.

A few questions for you. I'll try to be brisk.

Just looking at Exhibit 38, which is in front of
you, yeah, $I$ noticed in the meta --
Can we put the metadata up?
The metadata indicates that this document was created and last saved during about an hour-long period, oh, a little over seven years ago. Does that sound about right when you went to this training?

A Yes, that sounds about right.
Q And you haven't accessed the document in more than seven years?

A No.

Q The metadata doesn't indicate that you sent that document to anybody. Does that seem about right?

A Oh, yes, I did not spend this to anyone. I would not have sent this to anyone.

Q This training you went to, did Google assign you to go to the training or was this something you did
voluntarily, specifically the public speaking training?

A It was part of a broader training. It was part of like a six-day training one afternoon then.

I don't remember exactly how $I$ ended up in the overall training.

Q But was there a menu of things you could take, of different breakout sessions?

A No, it was a pretty set curriculum in terms of -the curriculum was set as we entered the training.

Q Okay.
The first four bullets on Exhibit 38, I'm not going to walk back through them. First of all, do you believe the statements made in those first four bullets to be true?

A No, I do think Google has to care about supply and demand. I do think Google has to care about demand.

Part of this exercise was playing around with, like, how to get attention upfront, and I used this training as an opportunity to work on hyperbole and exaggeration and say things that $I$ do not think are true.

Q Thank you. You can put that aside.












## C ERTIFICATE

I, William P. Zaremba, RMR, CRR, certify that
the foregoing is a correct transcript from the record of proceedings in the above-titled matter.

Date:__September 20, 2023


William P. Zaremba, RMR, CRR

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|  |  |  |  | $\begin{aligned} & 1695 / 151695 / 18 \\ & 1695 / 221695 / 23 \end{aligned}$ |  |
|  |  | $\begin{aligned} & 1598 / 101598 / 10 \\ & 1598 / 11 \end{aligned}$ | $\left\lvert\, \begin{gathered} \text { smart [2] } 1697 / 6 \\ 1697 / 14 \end{gathered}\right.$ |  |  |
| need [1] 1695/17 | $\begin{aligned} & \text { PLAINTIFF's [1] } \\ & 1599 / 5 \end{aligned}$ |  | Smurzynski [1] 1598/2 so [5] 1692/5 1694/24 1695/14 1696/19 1697/22 | $\begin{aligned} & 1695 / 23 \text { 1695/25 } \\ & 1695 / 25 \text { 1696/2 } \end{aligned}$ |  |
| 2] | Plaintiffs [2] 1596/41597/2 |  |  |  |  |
| 1 |  | revenue [1] 1696/6 right [13] 1692/12 |  | 1696/15 1696/18 |  |
| 1698/4 1698/22 | platform [1] 1695/4 playing [2] 1696/22 1700/17 |  |  | 1697/10 1697/12 |  |
| 1699/19 1700/ |  |  |  | 1697/14 1697/16 |  |
| 1700/15 |  | 1695/25 1696/15 | some [1] 1692/15 |  |  |
| 2] | point [7] 1694/25 1695/7 1695/8 1696/2 | 160851609 | $\begin{aligned} & \text { something [1] 1699/25 } \\ & \text { sorry [1] 1691/22 } \end{aligned}$ |  |  |
| 181692 | 1695/7 1695/8 1696/2 | $\begin{aligned} & 1698 / 251699 / 14 \\ & 1699 / 161699 / 21 \end{aligned}$ |  |  |  |
| 1693 |  |  | sorry [1] $1691 / 22$ sound [1] 1699/14 sounds [1] 1699/16 | 1699/20 1699/21 |  |
| 1694/1 1694/6 1696/19 |  | $\begin{aligned} & \text { rival [1] } 1694 / 21 \\ & \text { RMR [2] } 1711 / 2 \text { 1711/8 } \end{aligned}$ |  | $\begin{aligned} & \text { 1700/20 1700/21 } \\ & 1711 / 2 \end{aligned}$ |  |
|  |  |  | speaking [1] 1700/1 specifically [1] 1700/1 |  |  |
|  | practice [1] 1692/7 <br> presentation [2] <br> 1692/15 1693/5 | Roszak [6] 1690/11 1690/22 1691/11 1692/2 1693/16 1699/7 | specifically [1] 1700/1 specifics [1] 1695/5 speech [2] 1691/17 1692/12 <br> spend [1] 1699/22 | $\begin{array}{\|l} \text { that's [10] 1690/20 } \\ 1691 / 41692 / 20 \\ 1694 / 251695 / 24 \\ 1696 / 24696 / 51696 / 11 \\ 1696 / 121696 / 13 \end{array}$ |  |
|  |  |  |  |  |  |
|  |  | S |  |  |  |
| 598/3 |  |  |  |  |  |
| [1] |  |  |  | them [1] 1700/12 <br> then [2] 1697/5 1700/3 <br> there [9] 1691/2 |  |
| 0 | $\begin{aligned} & \text { proceedings [4] } \\ & 1596 / 9 \text { 1598/14 1600/2 } \\ & 1711 / 4 \\ & \text { produced [2] 1598/14 } \end{aligned}$ | Sallet [1] 1597/10 same [1] 1694/18 saved [1] 1699/13 say [5] 1695/8 1695/19 | standard [1] 1692/7 <br> State [1] 1597/10 statements [1] 1700/13 |  |  |
| $\begin{aligned} & \text { off [3] 1692/19 169 } \\ & 1694 / 1 \end{aligned}$ |  |  |  | 1692/14 1692/14 <br> 1693/4 1693/6 1694/19 <br> 1695/10 1697/2 1700/6 |  |


| T | UPX38 [6] 1690/12 | 1695/23 1695/24 | 1693/12 1693/17 |  |
| :---: | :---: | :---: | :---: | :---: |
| there's [1] 1693/18 | 1690/14 1691/21 | 1696/11 1696/12 | 1693/19 1693/25 |  |
| these [4] 1694/21 | 1692/3 1693/15 1698/13 | 1696/13 1696/21 | 1694/3 1694/4 1694/8 1694/13 1694/13 |  |
| 1696/21 1697/19 1697/20 | us [1] 1690/25 | what's [1] 1695/14 | 1694/25 1695/8 1696/2 |  |
| things [4] 1692/9 | usdoj.gov [2] 1597/5 | when [6] 1693/23 | 1696/12 1696/15 |  |
| 1696/22 1700/6 | 1597/9 | 1695/8 1696/6 1696/1 | 1696/25 1697/12 |  |
| 1700/20 | used [1] 1700/18 users [1] 1696/7 | 1696/25 1699/15 where [2] 1696/19 | $\begin{aligned} & 1697 / 201697 / 20 \\ & 1697 / 201698 / 6 \end{aligned}$ |  |
| think [9] 1693/23 | V | 1696/19 | 1698/11 1698/12 |  |
| 1694/4 1694/4 1698/12 |  | which [1] 1699/9 | 1698/17 1698/21 |  |
| $\begin{aligned} & 1700 / 15 \text { 1700/16 } \\ & 1700 / 20 \end{aligned}$ | vice [1] 1698/1 | who [8] 1693/4 1693/5 | 1699/8 1699/10 |  |
|  | voluntarily [1] 1700/1 | 1693/6 1693/8 1693/25 | 1699/15 1699/17 |  |
| thinking [1] 1697/16 | vs [1] 1596/5 | 1694/1 1694/8 1694/13 | 1699/20 1699/24 |  |
| third [1] 1695/13 | W | William [4] 1597/16 | 1699/24 1699/25 |  |
| this [27] 1690/15$1690 / 23$ 1690/24 | walk [1] 1700/12 | WILLIAMS [3] 1598/3 | 1700/21 1700/21 |  |
|  | want [1] 1690/23 | $\begin{gathered} \text { VVILIANS [3] } \\ 1598 / 6 \\ \hline \end{gathered}$ | you'd [1] 1697/23 |  |
| 1690/25 1692/12 | was [31] 1690/24 | Windows [2] 1694/18 | you're [4] 1692/20 |  |
| 1692/16 1693/23 | 1691/22 1692/14 | 1695/3 [2] 1694/18 | yous/9 1695/23 1698/1 |  |
| 1694/1 1694/5 1694/6 | 1692/17 1692/18 | witness [2] 1599/2 | your [20] 1690/13 |  |
| 1694/13 1695/7 1695/8 | 1692/18 1692/18 | 1698/23 | 1690/17 1690/20 |  |
| 1695/21 1696/19 | 1692/19 1692/24 | WITNESSES [1] | 1690/25 1691/2 1691/4 |  |
| 1698/5 1698/23 | 1693/4 1693/5 1693/6 | 1599/4 | 1691/8 1691/14 |  |
| 1699/12 1699/15 | 1693/24 1693/24 | words [1] 1694/23 | 691/24 1692/2 16 |  |
| 1699/22 1699/23 | 1693/25 1694/22 1694/6 | work [5] 1691/14 | 1692/8 1693/11 |  |
| 1699/24 1699/25 | 1696//2 1697/3 | 1692/7 1692/8 1692/9 | 1693/15 1694/3 169 |  |
| 1700/17 1700/18 | 1697/16 1698/13 | 1700/19 | 1698/8 1698/3 |  |
| those [2] 1694/231700/13 | 1699/12 1699/25 | work-related [1] | 1698/22 1699/1 |  |
|  | 1700/2 1700/2 1700/6 | world's [1] 1694/17 | Your Honor [9] 1690/13 1690/17 |  |
| thoughts [1] 1696/21 through [1] 1700/12 | 1700/8 1700/9 1700/17 | worry [1] 1695/17 | 1690/20 1691/24 |  |
| time [4] 1693/23 | Washington [6] 1596/5 | would [6] 1691/13 | 1698/4 1698/8 1698/21 |  |
|  | 1597/3 1597/7 1598/4 | 1692/5 1693/11 | 1698/22 1699/1 |  |
| 1698/5 | $1598 / 71598 / 12$ wasn't [1] 1694 | 1695/19 1697/3 | Z |  |
| tips [1] 1692/15 | wc.com [2] 1598/5 | write [2] 1692/7 1692/9 | Zaremba [3] 1598/9 |  |
| titled [1] 1711/4 | 1598/8 | wrote [6] 1692/3 | 1711/2 1711/8 |  |
| today [3] 1694/3 1698/1 1698/3 | we [20] 1690/13 | 1694/25 1696/2 |  |  |
|  | 1690/14 1690/15 | 1696/15 1697/12 |  |  |
| touched [1] 1693/23 <br> training [19] 1692/13 | 1691/21 1693/23 | 1697/20 |  |  |
|  | 1694/21 1695/5 1695/8 1696/6 1696/17 | Y |  |  |
| 1692/16 1692/17 | 1696/17 1696/25 | yeah [2] 1695/21 |  |  |
| 1692/18 1692/21 | 1697/2 1697/6 1697/8 | $\begin{array}{r} \text { yeah [2] } \\ 1699 / 10 \end{array}$ |  |  |
| 1693/5 1693/9 1694/5 | 1698/11 1698/22 | years [2] 1699/14 |  |  |
| $\begin{aligned} & 1694 / 61694 / 91699 / 15 \\ & 1699 / 24 \text { 1699/25 } \end{aligned}$ | 1699/1 1699/11 1700/9 | 1699/18 |  |  |
|  | we'll [2] 1693/16 | yes [27] 1690/17 |  |  |
| 1700/1 1700/2 1700/3 | 1698/25 | 1691/3 1691/5 1691/7 |  |  |
| 1700/5 1700/9 1700/18 | we're [2] 1690/18 | 1691/9 1691/18 |  |  |
| transcript [3] 1596/9 1598/14 1711/3 | 1690/18 | 1691/20 1692/13 |  |  |
|  | we've [1] 1695/15 | 1692/23 1693/3 |  |  |
| transcription [1] | WEBB [1] 1597/17 | 1693/20 1694/24 |  |  |
| TRIAL [1] 1596/9 | well [4] 1695/18 | 1695/2 1695/11 1696/1 |  |  |
| true [2] 1700/141700/20 | $\begin{aligned} & \text { 1696/10 1696/15 } \\ & 1697 / 12 \end{aligned}$ | 1696/4 1696/14 1696/16 1697/11 |  |  |
|  | went [2] 1699/15 | 1697/13 1697/22 |  |  |
| try [1] 1699/8 | 1699/24 | $\begin{aligned} & 1697 / 251698 / 142 \\ & 1697 \end{aligned}$ |  |  |
| TYLER [1] 1597/17 | were [9] 1690/15 | 1698/16 1698/19 |  |  |
| U | 1692/15 1693/1 1693/9 | 1699/16 1699/22 |  |  |
| U.S [1] 1597/2 <br> under [1] 1691/1 <br> Unit [1] 1597/12 <br> UNITED [3] 1596/1 <br> 1596/3 1596/10 <br> up [3] 1690/23 1699/11 <br> 1700/4 <br> upfront [1] 1700/18 | 1694/8 1695/5 1696/22 | yesterday [1] 1690/16 |  |  |
|  | wfcavanaugh [1] | York [1] 1597/19 |  |  |
|  | wfcavanaugh [1] <br> 1597/20 | you [48] 1691/1 1691/4 1691/6 1691/10 |  |  |
|  | what [15] 1691/3 | 1691/13 1691/16 |  |  |
|  | $1691 / 151691 / 22$ | 1692/3 1692/11 |  |  |
|  | 1692/20 1694/3 1694/4 | 1692/11 1692/15 |  |  |
|  | 1695/5 1695/23 | 1692/24 1693/8 |  |  |

