

IN THE UNITED STATES DISTRICT COURT  
FOR THE DISTRICT OF COLUMBIA

UNITED STATES OF AMERICA, ET AL.,	)	
	)	
Plaintiffs,	)	
	)	
vs.	)	CV No. 20-3010
	)	Washington, D.C.
	)	November 7, 2023
GOOGLE LLC,	)	9:30 a.m.
	)	
Defendant.	)	Day 36
_____	)	Morning Session

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

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## 1 P R O C E E D I N G S

2 COURTROOM DEPUTY: All rise. The Honorable  
3 Amit P. Mehta presiding.

4 THE COURT: Good morning, everyone. Please be  
5 seated.

6 COURTROOM DEPUTY: Good morning, Your Honor.  
7 This is Civil Action 20-3010, United States of America,  
8 et al., versus Google LLC.

9 Kenneth Dintzer for the DOJ.

10 Jonathan Sallet and William Cavanaugh for  
11 Plaintiff States.

12 John Schmidlein on behalf of Google.

13 THE COURT: Okay. Good morning, everyone.

14 All right. So let's get started.

15 So I understand there's a representative on behalf  
16 of *The New York Times* who's here who wishes to be heard on  
17 the proposed sealing of Ms. McCallister's testimony.

18 MR. McCABE: Good morning, Your Honor. For the  
19 record, my name is David McCabe. I'm a reporter for *The New*  
20 *York Times*. That's spelled D-a-v-i-d, M-c-C-a-b-e.

21 We just want to briefly respectfully object to the  
22 proposed sealing of Ms. McCallister's Testimony that the  
23 parties previewed yesterday.

24 We just note that the Supreme Court has ruled that  
25 the First Amendment prohibits the exclusion of the public

1 from trial proceedings without findings of fact that  
2 identify the overriding interest to be protected and the  
3 necessity of closure to protect it. Additionally, courts  
4 rule that openness is a constitutional presumption and more  
5 than speculation or conciliatory assertion of harm is  
6 required to justify closure.

7 Now, to the extent that, Your Honor, you do decide  
8 to close the courtroom, we would just ask that the closed  
9 session be as short and as focused as possible.

10 THE COURT: All right. Thank you. I appreciate  
11 it, Mr. McCabe.

12 Mr. Schmidtlein, any updates on Ms. McCallister  
13 and your current thinking of how we'll proceed?

14 MR. SCHMIDTLEIN: Thank you, Your Honor.

15 You know, I have gone back. I am going to ask for  
16 a short closed session that is focused specifically on  
17 particular aspects of the agreements that are currently in  
18 place. I anticipate it will be, her examination is going to  
19 be, in total, relatively short, less than an hour; and I  
20 anticipate that the portion that will be -- that we've asked  
21 to be closed will be five to ten, maybe ten minutes.

22 THE COURT: Okay.

23 MR. SCHMIDTLEIN: I've tried to get it as focused  
24 as I possibly can.

25 THE COURT: I appreciate it.

1 MR. SCHMIDTLEIN: And --

2 THE COURT: And, again, just to preview of what  
3 you expect to elicit in the closed session, obviously at a  
4 high level?

5 MR. SCHMIDTLEIN: We will be presenting  
6 information that would include the final terms of those  
7 agreements. Some of the strategic back-and-forth and  
8 discussions between individual carriers, which is both  
9 sensitive and confidential to Google, but I would also add  
10 that the carriers also consider this information  
11 confidential and important.

12 As you've heard, I think in other settings, not  
13 just confidential vis-à-vis Google and some of the things  
14 that go back, but obviously confidential vis-à-vis one  
15 another. The carriers obviously view themselves in  
16 competition, and so the terms that they negotiate, the  
17 strategic positions and the back-and-forth with them that  
18 they have individually, we understand they obviously do not  
19 want revealed publicly so that other carriers would learn  
20 about some of the different terms, and you will hear about  
21 the fact that in some respects, there are different terms  
22 between the three companies.

23 THE COURT: Can you just state for the record what  
24 the subject matter of those terms are? Again, just  
25 generally without descending into specifics.

1           MR. SCHMIDTLEIN: They could -- they would include  
2 the actual dollars that are at issue, the certain coverage  
3 or scope of the agreements, and some differences in final  
4 provisions that were either negotiated or asked for,  
5 carve-outs asked for by particular carriers.

6           THE COURT: Okay.

7           MR. SCHMIDTLEIN: So, again, I know that they view  
8 those as competitively sensitive. We agree with -- we  
9 obviously agree with that.

10          THE COURT: Okay. All right. Thank you,  
11 Mr. Schmidtlein.

12          MR. SCHMIDTLEIN: And as I said yesterday,  
13 Mr. Holden, who's the first witness, we will conduct wholly  
14 open.

15          THE COURT: Right. Okay.

16          Plaintiffs wish to be heard any further in light  
17 of those representations.

18          MS. BELLSHAW: No, Your Honor. I think we're  
19 hoping to do the entirety of our -- the planned portion of  
20 our cross using redacted documents in a public session, and  
21 then I guess we'll see what comes up during the closed  
22 session. But I would anticipate any cross on that topic  
23 would be very brief.

24          THE COURT: Mr. Sallet.

25          MR. SALLET: We are not anticipating any questions



1 on cross.

2 THE COURT: Okay.

3 All right. You know, I'm mindful of the  
4 constitutionality of an open session and the presumption of  
5 open sessions and have been throughout, have done that  
6 through the course of the trial; however, there are certain  
7 circumstances in which brief closed sessions are warranted,  
8 and I think based upon the description of the information  
9 that is sought to be elicited, it is appropriate to have a  
10 short closed session with respect to Ms. McCallister's  
11 testimony.

12 To the extent the *Hubbard* factors are what I'm  
13 supposed to consider for the purposes of a closed session,  
14 those factors obviously weigh in favor. The first in six  
15 factor weigh in favor of open testimony. The information is  
16 both -- at issue both Google's and a third party's  
17 information, and so there are third parties interests,  
18 proprietary interests at issue here, and so it's not simply  
19 those of a party.

20 And to the extent I presently have an  
21 understanding of this, the provisions that are to be  
22 discussed have not been previously made public. So those  
23 factors, the proprietary interest of the third party as well  
24 as the nonpublic disclosure favor a closed session.

25 And ultimately I think that, given that this is

1 information that, if disclosed, as it's been described to  
2 me, based upon the subject matters, in particular the dollar  
3 amounts, the scope of coverage, and any carve-outs, could be  
4 used to the strategic detriment of the parties to these  
5 agreements, particularly in future negotiations, I think it  
6 is warranted now to have that testimony in a closed session.

7 Now, all that said, consistent with my prior  
8 practice, I will review, of course, any transcripts of any  
9 closed session to satisfy myself once the testimony has been  
10 put on the record, that it, in fact, meets the standards  
11 that would allow for there to be confident -- you know, that  
12 that testimony remain confidential and so we have that as a  
13 backstop ultimately in ensuring full public access to the  
14 proceedings as is appropriate, okay?

15 All right. So with that, just one other public  
16 access related issue, and that concerns the United States  
17 filing last evening concerning a couple of exhibits, JX24  
18 and JX33 and the public posting of those materials.

19 Is Google and/or Apple intending to file a  
20 response, and if so, when can I expect it?

21 MR. SCHMIDTLEIN: We do intend to file a response  
22 to that.

23 I believe Apple is also going to --

24 MR. TRAVERS: We will as well, Your Honor.

25 MR. SCHMIDTLEIN: -- will also be filing a

1 response.

2 I guess the timing of that response, I don't have  
3 in mind a timing. I don't believe, as I understand it, that  
4 the documents that have been provided or this dispute,  
5 relates to something that is live to a witness coming in the  
6 future; in other words, this doesn't relate to a witness  
7 that, you know, they want to be able to use the document  
8 with.

9 THE COURT: Right.

10 MR. SCHMIDTLEIN: And so I'm not trying to delay  
11 the time that we have, I'm just trying to prioritize things  
12 that need to be decided and when they need to be decided.  
13 And I don't understand that to require an imminent ruling by  
14 the Court.

15 And we'll be guided as to providing a response  
16 when you obviously want one from us. But these are, you  
17 know, very, very sensitive documents having to do with the  
18 highly confidential, commercially sensitive agreements that  
19 heretofore, I believe Your Honor in other contexts, have  
20 already looked at, and the government had previously taken  
21 different positions and I think, as I understand it now,  
22 press are taking positions with the government or trying to  
23 to get them to change their mind and so now we find  
24 ourselves in this position.

25 THE COURT: Right.

1           MR. SCHMIDTLEIN: So we'll respond on whatever  
2 timetable you want. But these are things that we will be --  
3 would want to make a real material submission on.

4           THE COURT: Okay.

5           All right. I mean, look, hopefully you've had a  
6 chance to review it, I looked at it earlier this morning.  
7 I think the question, at least, that's been primarily raised  
8 in the government's submission or the plaintiffs' submission  
9 is the extent to which some of this has already been made  
10 public through other testimony that has been already on the  
11 public record, so I think that's really where my focus is in  
12 terms of getting a response from Google and Apple.

13           Look, there's a lot happening. At the same time,  
14 I'd like to move quickly on these, given the public interest  
15 that's been expressed and particular exhibits and the  
16 process that we have set up. So if I could get something  
17 from you by tomorrow evening, that would be helpful, and  
18 from Apple as well.

19           MR. SCHMIDTLEIN: Will do.

20           MR. TRAVERS: Yes, Your Honor.

21           THE COURT: And that way -- is today Tuesday --  
22 get it by Thursday, I can rule -- I'll rule Friday morning,  
23 okay?

24           All right. So with -- oh, no, hang on. So we're  
25 actually off Friday because it's a holiday.

1           Oh, so, right, tomorrow evening would be Wednesday  
2 and so I can rule Thursday. Right. Perfect.

3           All right. Great. So we're on track. It's hard  
4 to keep track of the days of the week, truth be told.

5           All right. So with that, anything else we need to  
6 discuss before we get started?

7           MR. DINTZER: Not from the DOJ Plaintiffs,  
8 Your Honor.

9           MR. SALLET: Not from us, Your Honor.

10          THE COURT: All right. Let's hear then from  
11 Google's next witness.

12          MS. MAIER: Google calls as its next witness,  
13 Richard Holden.

14          COURTROOM DEPUTY: Please raise your right hand.

15          (Witness is placed under oath.)

16          COURTROOM DEPUTY: Thank you.

17          THE COURT: All right, Counsel, whenever you're  
18 ready.

19          MS. MAIER: This is Gloria Maier for Google,  
20 Your Honor.

21          THE COURT: "Maynor," right?

22          MS. MAIER: Maier, M-a-i-e-r.

23          THE COURT: Thank you, Counsel.

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RICHARD HOLDEN, WITNESS FOR THE DEFENDANT, SWORN

DIRECT EXAMINATION

BY MS. MAIER:

Q Good morning.

A Good morning.

Q Could you please state your name for the record.

A Richard Holden.

Q And could you please spell your last name for the court reporter?

A It's H-o-l-d-e-n.

Q Mr. Holden, are you a Google employee?

A I am.

Q When did you begin working at Google?

A June 2002.

Q Prior to joining Google, what was your educational background?

A I have a AB degree in history from Princeton University, and a JD and an MBA from Stanford University.

Q What led you to join Google in June of 2002?

A Two reasons. One was the person who hired me at a company called At Home Network that I worked for for five years out of graduate school, Jonathan Rosenberg, was the first head of product at Google, he joined in early 2002. And I was the first product manager he hired at Google.

1           And the second reason was, I was just fascinated  
2 in what this small interesting company was doing at the  
3 time.

4           Q     When you joined Google, what area of Google were  
5 you working in?

6           A     Well, when I was first hired, I was actually hired  
7 as a product marketing manager because Larry and Sergey  
8 wouldn't hire anybody as a project manager who didn't have a  
9 CS degree, which I don't. But Jonathan knew he wanted me to  
10 do project management and said, but don't worry about that.  
11 But for two months, I worked in product marketing.

12          Q     And then after working in product marketing, what  
13 division or what area of responsibility did you have after  
14 that?

15          A     I shifted over in August of 2002 to be a product  
16 manager on what was AdWords at the time, that was our cost  
17 per click advertising program that we had just started that  
18 today is called Google Ads, our search ads.

19          Q     And did there come a time when you transitioned  
20 into a role in relating to Google travel?

21          A     Yes.

22                     In August 2013, I left my ads role and moved over  
23 to leading product management for the travel team.

24          Q     And do you recall what your title was at that  
25 point?

1           A     I was director of product management.

2           Q     And for which products?

3           A     For our travel products, which included Flight  
4 Search, Hotel Search.

5           Q     And so I want to sort of focus on, so when you  
6 were referring to travel products, what does that refer to?

7           A     It refers to a set of vertically specific oriented  
8 products for consumers. One of them being a hotel search  
9 offering to allow consumers to find information about hotels  
10 and then connect with partners for making those  
11 reservations.

12                   We also had a similar product for flight search,  
13 where consumers could look for flight information and then  
14 ultimately connect with an airline or an online travel  
15 agent.

16                   Those were our primary products at the time, plus  
17 some other search features that we had for travel.

18           Q     And so how do those travel products relate to  
19 Google Search?

20           A     Well, they are really just a vertical slice of  
21 Google Search, I would say. It's really about the types of  
22 queries that users are generating that are travel specific,  
23 and so it's just a different form of travel -- of search  
24 overall, I would say.

25           Q     How long did you work on the travel team?



1           A     I worked on the travel team from August 2013 until  
2 this past May, so May 2023.

3           Q     And what were your different capacities over that  
4 decade?

5           A     I was first, as I mentioned, a director of product  
6 management for a number of years, leading the product  
7 managers on the team. And then I don't remember exactly  
8 when, but a few years later I became a vice president of  
9 product management on the team.

10                     And then in 2020, Bill Ready who headed the  
11 commerce organization which travel reported into, asked me  
12 if I wanted to take on the general manager role for travel,  
13 which meant that I was leading then the product management  
14 team and the software engineers that built the product.

15           Q     And how many Google employees worked under you on  
16 the travel team?

17           A     Among those product managers and software  
18 engineers, there were probably 480 or 490 when I left the  
19 team.

20           Q     And what was the ratio between product managers  
21 and software engineers?

22           A     It varies in the company, but typically, you have  
23 sort of ten software engineers to every product manager so  
24 that ratio was -- about that ratio -- probably in travel, so  
25 there were probably about 50 or so product managers, and the

1 rest were software engineers on the team.

2 Q So the rest being 400 or so?

3 A 4-, 430, 440, something like that.

4 Q And you mentioned that you worked on the travel  
5 team until May of 2023; is that right?

6 A That's correct.

7 Q Recently have you taken on a new role at Google?

8 A I have. I'm the vice president for product  
9 management for Google Chrome, which includes the Web browser  
10 and the web platform part of the business.

11 Q Were there recent changes to the organization of  
12 the travel team?

13 A There were.

14 Back in January, the travel team moved from what  
15 was called our commerce organization that contained  
16 shopping, payments, and travel.

17 And we moved into the search organization in  
18 January. And at that time -- or by the time they came  
19 around, we merged the travel team and the local team  
20 together. And the head of local went off to do another role  
21 in the company and I went off to do this role in Chrome at  
22 that time.

23 Q And so who now manages the combined local and  
24 travel team?

25 A There's a head of engineering and a head of

1 product, and they report into Liz Hamon Reid who heads this  
2 portion of search.

3 Q So during your time on the travel team, did your  
4 role involve strategy relating to Google's specialized  
5 travel-related search results?

6 A Yes, I was in charge of building the product and  
7 the strategy, our direction in the product area.

8 Q And did your role relate to both the paid and  
9 unpaid aspects of Google's specialized travel results?

10 A Yes.

11 When I joined the team, I was responsible for both  
12 building the ad products that were related to our travel  
13 products, as well as the organic search experience for  
14 consumers.

15 Q And so focusing on those travel-related products  
16 on Google Search results, what are the primary kinds of  
17 specialized travel results offered by Google Search?

18 A You can think of them primarily around hotel  
19 search capabilities, helping a user find information about a  
20 hotel and connect with a partner.

21 You can also -- another piece of this is the  
22 flights business, helping consumers find information about  
23 flights, pricing, availability, et cetera and then connect  
24 with partners.

25 We also have a product in what we would call

1 things to do, or you can think about as the activities  
2 space, where consumers in a market try to figure out what  
3 they want to do when they're traveling as well. That's  
4 another subvertical that we look at. Those are the primary  
5 products.

6 Q Does the Google travel team have a mission?

7 A We do. It's very similar to the overall Google  
8 mission, to organize the world's information, make it  
9 accessible and useful.

10 We build off of that and we talk a lot in the team  
11 and have all my years in it, about utility, helping a user  
12 find what they need quickly and easily.

13 And we focus on comprehensiveness just like we do  
14 in search in general. The user should be able to trust that  
15 they can come to Google and find all the information they're  
16 looking for objectively presented to them, as well as  
17 advertising information. And so our mission is very  
18 comparable to the overall Google mission.

19 Q Do consumers have other places they can go to find  
20 travel-related information?

21 A Yes, they can go many places on the web to find  
22 travel information. They can --

23 Q What are some of those places?

24 A They can go to online travel agents, large and  
25 small. They can go to metasearch providers. They can go to

1 other general search engines. There are many different  
2 locations on the web they can go for information about  
3 travel.

4 Q Can you explain for the Court what you mean by  
5 metasearch engines?

6 A Metasearch engines are companies that gather  
7 information related to travel across the web, and they're  
8 presenting to consumers in one place many different offers  
9 from online travel agents, from suppliers directly as well.  
10 So they're another level of aggregation, you could say,  
11 in -- where a consumer can go to look for travel specific  
12 information.

13 Q And can you provide some examples of those types  
14 of companies?

15 A Yeah. Large, good examples of that are  
16 Tripadvisor, Kayak was primarily in flights in the past but  
17 hotels also. Those are examples of that. There are others  
18 as well, too.

19 Q And you mentioned online travel agents. Can you  
20 describe for the Court what those are.

21 A Online travel agents are places where consumers  
22 can go to look for information about flights or hotels or  
23 car rental or things to do.

24 And they can get pricing and availability  
25 information there, they can find review information, other

1 information about the products.

2           And then ultimately, they can reserve a room or a  
3 hotel through that online travel agent and enter a consumer  
4 relationship with that company.

5           Q     And can you provide some examples of large  
6 companies in that that are online travel agents?

7           A     Sure.

8                     There are a couple of large ones.

9                     One's the Expedia group, which owns a set of  
10 online travel agencies underneath that umbrella  
11 organization.

12                    And then there's Booking Holdings, which also owns  
13 a whole suite of online travel agents as well.

14           Q     So I'd like to transition and go back in time and  
15 turn our focus to a decade ago when you joined the travel  
16 team.

17                    What was the state of Google's search results for  
18 travel queries when you joined the team in 2013?

19           A     Well, we had started to recognize probably four or  
20 five years before I joined the team, that there was a set of  
21 queries that were starting to decline on Google over time  
22 that were related to general queries in travel. This was  
23 also happening in other verticals, we noticed as well. And  
24 so we were focused, over time, that potentially consumers  
25 were starting to go elsewhere to get their questions

1 answered.

2 And then our belief was that we were falling  
3 behind from a consumer perspective, that we weren't doing an  
4 effective job at answering those questions.

5 So when I joined the team in 2013, we had started  
6 some of those efforts to try to build a more full offering.

7 Q Originally, at the very beginning at Google, did  
8 Google offer any specialized search results for travel  
9 related queries?

10 A At the very beginning, no, we just had general  
11 search offering at that point.

12 MS. MAIER: And I'm -- at this point I'm going to  
13 use a demonstrative, so I can introduce the demonstrative  
14 and pass out the hard copies.

15 I'll note for the record that this demonstrative  
16 is numbered DXD30, and we have renumbered the demonstrative  
17 from yesterday from Ms. Fitzpatrick to be DXD31 and I'll  
18 pass that out at the close.

19 Your Honor, may I approach?

20 THE COURT: You may. Thank you.

21 MS. MAIER: So for the record, on Slide 2 of  
22 DXD30, we have an image from an exhibit that has been  
23 admitted into evidence. It's DX0072 and it's an internal  
24 Google document titled "Hotels Product Update from October  
25 of 2015." And so the image in the demonstrative is taken

1 from that 2015 document.

2 BY MS. MAIER:

3 Q So, Mr. Holden, the first image here in the  
4 evolution of hotel search that's labeled "10 Blue Links,"  
5 can you describe what's reflected there?

6 A Yes.

7 This is an early screenshot of a Google Search  
8 results page for a navigational query for a particular  
9 hotel. And what it shows here is an ad at the top and then  
10 a set of blue link -- what we would call blue links,  
11 traditional organic links on the page.

12 Q And then after this period, we can -- the next  
13 image on this demonstrative in the evolution of hotel search  
14 shows something called Hotel Finder Commercial Unit. Can  
15 you describe what was the evolution from the 10 blue links  
16 to this early hotel-related unit?

17 A Yeah, this is an example of when we had started to  
18 build a services around hotel search, in particular for  
19 consumers.

20 And the difference that's occurring here now is  
21 that before, that information on the page was everything  
22 about crawling the web, it was organic unstructured content,  
23 we would call it, that you can crawl from the web in  
24 general.

25 What you're seeing in the red box here is the



1 start of our hotel search offering, where we started to  
2 gather what we would call structured data, where you need to  
3 enter into relationships with partners to gather this data  
4 that's not generally available on the web. It can't be  
5 crawled. So we started to gather pricing information,  
6 availability information, review information and the like,  
7 and started to gather that on the search results page  
8 because we recognized the consumers were looking for this  
9 type of information and starting to go elsewhere to find it.

10 Q And could you briefly describe what Google's  
11 flight -- so and -- let me ask a question before that.

12 So when you joined the travel team, what -- at  
13 what state was the evolution of the hotel search capability?

14 A When I joined in 2013, we had launched Hotel  
15 Finder at that point, which would represent something like  
16 this on the search results page, plus hotel search  
17 capability behind this if somebody were to click into that  
18 unit. But it was the early stages of building the product.

19 Q And then for Flight Search, where was Google in  
20 the stages of building that product?

21 A We had made an acquisition in 2011 of ITA, which  
22 is a technology company that had a lot of information about  
23 flights, and we had closed that deal in 2012.

24 And then between then and 2013 when I joined the  
25 travel team, we had launched our first initial version of

1 Flight Search as well.

2 Q Were there any shortcomings in Google's  
3 travel-related offerings at this point in time?

4 A Definitely.

5 We didn't have complete information on the hotel  
6 side. We didn't have all the pricing information. Again,  
7 our goal was always to be comprehensive for users.

8 We were just starting to gather that data, which  
9 is a time-consuming tech -- heavy tech lift over time to do  
10 that.

11 And on Flight Search, we were at the early stages  
12 of doing. We had a lot of the technology but we didn't have  
13 all the data yet and all the systems in place to fully  
14 deliver the full product.

15 Q Did Google have a sense that these products were  
16 falling short?

17 A Yes, we did.

18 Q And can you describe -- how did Google have that  
19 sense at this point in time?

20 A Well, it was a combination of looking at user  
21 feedback and gauging what the products initially and what  
22 they were seeing on Google.

23 And then there was an aspect of also looking at  
24 competitive products in the market and doing comparison of  
25 what features we were lacking or not.

1 Q And so at this time, I'd like to show you an  
2 exhibit that's been admitted into evidence in this case,  
3 it's been marked as DX46.

4 MS. MAIER: Your Honor, may I approach?

5 THE COURT: You may.

6 BY MS. MAIER:

7 Q And, Mr. Holden, at this time, were there any  
8 trends in queries that Google had observed?

9 A Yes, we had been observing for a while that we  
10 were seeing a decline of what we would call a generic or  
11 categorical queries related to travel over time. And what  
12 I mean by that is a broad query like "hotels in Washington,  
13 D.C."

14 Q And so turning to Defendant's Exhibit 46,  
15 do you recognize this document?

16 A I do.

17 Q And what is it?

18 A This is a document that was created for a BC  
19 review, BC, I think, meant business counsel review, that we  
20 would have between the leadership on the sales side and the  
21 leadership on the product and engineering side of the  
22 company.

23 Q And when was this prepared?

24 A Late 2013.

25 Q What was the purpose of the BC travel -- sorry,

1 the travel BC review at this point in time?

2 A This was -- the point of this presentation and the  
3 meeting was to talk about what our plans for 2014 were and  
4 hopefully get approval on what we wanted to invest in  
5 related to travel going into the next year.

6 Q Were you involved in this presentation?

7 A I was.

8 Q What was your roll?

9 A I was the product lead so I was responsible for  
10 the product direction or product strategy.

11 Q So I want to turn to Slide 7 of this presentation.  
12 It's a slide titled "Hotels context and 2013 progress."

13 Are you there?

14 A I am.

15 Q Okay.

16 What was being communicated at this point in the  
17 presentation with this slide?

18 A Well, there were a couple of things that we were  
19 trying to convey.

20 The first one was that we had very strong  
21 competition in the market, and we believe that they had  
22 superior UX, or user experience, and we pointed in  
23 particular to large OTAs, such as Priceline, which part of  
24 the Booking.com and Expedia.

25 And then also we were looking at the metasearch

1 providers in the market, like Tripadvisor, Kayak, Trivago.

2 Q So I want to ask you, so who did Google view as  
3 its competitors in this space at this time?

4 A The companies listed on the slide here in  
5 particular, the large online travel agencies underneath  
6 booking.com, like Priceline and all the competitors -- all  
7 the companies within the Expedia holding group as well too.

8 And then, as well, the metasearch providers in  
9 particular, Tripadvisor, Kayak, Trivago.

10 Q And what was meant by the statement that there  
11 were strong competitors with superior UX?

12 A Well, what we meant is that they were strong  
13 competitors in the sense that they had lots of resources  
14 focused on this set of queries from users that were very  
15 focused on travel in particular, and they had invested years  
16 and many, many resources in building what we thought at the  
17 time was a superior user experience and we were falling  
18 behind as a result.

19 Q And then the second point on this slide says  
20 decline in generic queries and there's a chart. Can you  
21 describe what this chart was communicating?

22 A Yeah, what we were showing was year over year  
23 growth and traffic growth related to queries. We were  
24 seeing strong growth on Google related to supplier queries.  
25 People were coming, looking for what we would call a

1 navigational query, looking for a particular hotel, typing  
2 something like "Hilton, Washington, D.C."

3           There were strong query growth for online travel  
4 agencies themselves. There was strong query growth for  
5 metasearch providers as well.

6           There was growth, but not as strong, related to  
7 hotel queries overall.

8           And then what we were most worried about was there  
9 was an actual decline in queries, not slower growth but  
10 actual declining queries on generic queries; again, the  
11 categorical queries, the ones like "Hotels in Washington,  
12 D.C."

13           Q     And what was the significance of that analysis?

14           A     Well, we were worried at that point that we were  
15 losing relevance with consumers. And they were voting with  
16 their queries. They were going elsewhere to get their  
17 answers related to travel queries, broad travel queries.

18           And, you know, our objective is to address user  
19 queries, address their information needs, and serve them on  
20 Google, and we clearly weren't.

21           Secondary concern about that is that this is a  
22 highly commercial category or vertical for Google. If these  
23 generic queries are going elsewhere, our advertisers would  
24 have less reason to come to Google over time, buy  
25 advertising, and we would have less relevant leads to

1 deliver to them over time, thereby harming our business as  
2 well.

3 Q There's a similar slide in this presentation for  
4 flights, so can we turn to page 15 of this presentation.

5 And this slide is titled "Flights, context and  
6 2013 progress."

7 Are you there?

8 A I am.

9 Q What was the flight's context being described at  
10 this point in the presentation?

11 A Similar to the hotels' situation in the sense that  
12 there were very strong alternatives out there for consumers  
13 for doing flight shopping at the time. We had launched the  
14 initial version of Flight Search, but there were strong  
15 competitors in the market that we were concerned about.  
16 Some of them more regional in nature.

17 Skyscanner has now become a very large company,  
18 but at that time it was very Europe focused, and we were  
19 definitely worried about our ability to compete in Europe.  
20 Expedia had flight information as well. And Priceline, via  
21 Kayak, in particular, was a very well-known offering at that  
22 time too.

23 And then in many cases, consumers would go to the  
24 airlines direct as well, too.

25 Q So when it comes to the strong alternatives at

1 that point, what companies did those include?

2 A It included Kayak. It included Skyscanner, in  
3 particular, and Expedia overall.

4 Q So at this time at this point and with this  
5 presentation, what was Google proposing to do at this time?

6 A Well, our goal at that time was we wanted to  
7 invest more in our Flight Search offering to make it richer  
8 and better and more competitive over time. We thought we  
9 had the technology and the infrastructure to offer a  
10 fantastic flight product, and we just wanted to invest more  
11 in making sure it was global in nature as well.

12 Q Was Google's plan to invest and improve its travel  
13 vertical part of a larger strategy?

14 A Well, we had a broader strategy, given what I was  
15 saying that multiple years before this, we had started to  
16 observe a decline in generic queries across a number of  
17 verticals.

18 There were a number of companies that are then  
19 merging from 2008, 2009 that, in essence, were sort of  
20 cherry-picking some of these most interesting commercial  
21 verticals, and we were seeing declines in queries in each  
22 one of these segments.

23 And from that point forward, we started to invest  
24 in a number of verticals. Travel was one of them. Shopping  
25 was another. Finance. There were a number of other



1 verticals as well.

2 Shopping and travel seemed to be the ones that we  
3 had the most momentum on building great products in so we  
4 continued that investment.

5 But, yes, we were seeing a trend and we were very  
6 worried about what was the consumer engagement with us over  
7 time.

8 Q And at this time, did Google analyze the features  
9 that its competitors in the travel space were offering?

10 A We did.

11 Q And why did Google do that?

12 A Well, we wanted to be able to convey to others in  
13 the company who were in charge of resources that we were  
14 falling short and we needed to do a lot of hard work to  
15 catch up and have a competitive offering for consumers.

16 Q And so turning to Slide 14 of this presentation,  
17 there's a slide that's titled "Hotels feature comparison."  
18 Can you describe what Google was communicating or what your  
19 team was communicating in this part of the presentation?

20 A Yes, this is a product comparison chart that  
21 product managers on the team would have assembled, and it  
22 shows a set of competitors across the top. In this case,  
23 Kayak, Hipmonk, Tripadvisor, Booking, and then Google is in  
24 the yellow color there.

25 And then the rows are a set of features or

1 functionality that we thought was important looking across  
2 this range of products.

3 And then the Xs indicate where there was  
4 completeness, or at least where there was an offering for  
5 each of those other products out there. And what we were  
6 trying to do is demonstrate the feature richness of one  
7 product versus another in the marketplace.

8 Q And particularly as it related to the category of  
9 search here, can you describe what that reflected about the  
10 state of Google's offerings at this time?

11 A Well, in that category, we were looking across a  
12 range of things. Functionality that would allow a consumer  
13 to drill down in and find the particular hotel that they  
14 might most be interested in.

15 As you can see from the chart, all of our  
16 competitors were -- had some functionality, some more  
17 complete than others. And then Google, we had nothing in  
18 that space at that point. We were not complete.

19 Q And so what was the sort of overarching conclusion  
20 of this hotel's feature comparison?

21 A The message was internally that we had work to do  
22 and we wanted to make investments to be able to complete  
23 along these lines also.

24 Q And did Google also compare its Flight Search  
25 features to its competitors at this time?

1           A     We did.

2           Q     And if you turn to page 17 in that exhibit,  
3 do you see there's a slide titled "Flights feature  
4 comparison"?

5           A     Yes, I do see it.

6           Q     Okay.

7                     What was the point of this flight feature  
8 comparison?

9           A     Well, similarly to the hotels example, a set of  
10 product managers would have worked on putting together this  
11 chart.

12                     Again, looking at a set of competitors, Kayak,  
13 Hipmonk, Expedia, Orbitz, and then Google as well, looking  
14 across a set of features and functionality and then showing,  
15 you know, where we had gaps or where the others had gaps as  
16 well.

17           Q     And what was the conclusion relating to the  
18 flights features?

19           A     Well, this one we also indicated that we had gaps  
20 relative to some of the parties.

21                     You'll see WIP or work in progress in a number of  
22 the cells there under Google.

23                     So we recognized that we had started to have the  
24 rudimentary offerings in some of these spaces but we had  
25 more to do to have the offering be more complete.

1           And I think that represents where we were on  
2 Flight Search. We were sort of further along in building a  
3 robust flight search offering than we were on hotels at that  
4 point.

5           Q     So based on this analysis for hotels and flights,  
6 what did Google set out to do?

7           A     We set out to invest more in engineering and  
8 product management resources going into 2014 and many years  
9 beyond that to try to build a more competitive offering for  
10 both flights and hotels.

11          Q     And so there's -- if you go to Slide 8 in this  
12 exhibit, there's a slide titled "Hotels 2014 Plan."

13          A     Yes.

14          Q     Can you summarize what was the plan going into  
15 2014 for hotels?

16          A     Yeah, what we were trying to suggest going into  
17 2014 is we wanted to invest in a number of areas.

18                 First and foremost was UX or user experience. We  
19 wanted to build the best in class hotel search offering for  
20 users to get any question they want answered related to  
21 searching for a hotel and so we wanted to invest in that.

22                 Secondly, we wanted to build out our content  
23 experience. We thought we needed a much richer set of  
24 information for -- to help a user make a decision about what  
25 the right hotel is and we were lacking on photos, we were

1 lacking in reviews at that time. We wanted to invest  
2 resources in building that out.

3           And then third, we wanted to make sure we had  
4 comprehensive pricing and deal information. We knew we  
5 didn't have all prices out there, we wanted a user to come  
6 to Google and trust that they were seeing all offers in one  
7 place and that we had an objective presentation of that.  
8 Again, a reason they come to Google often is to trust the  
9 results and so our goal there was to build the most  
10 trustworthy results as well.

11           And then four, we wanted to build out the  
12 effective modernization within this to help our advertising  
13 partners reach consumers more directly, generated higher  
14 qualified, higher ROI leads through the product as well.

15           Q     And then for flights, was there also a plan going  
16 into 2014 for flights?

17           A     There was.

18           Q     And if we turn to Slide 16, can you summarize what  
19 was the plan for the flight search at that time?

20           A     Similar to the one in hotel search in the sense  
21 that the number one theme for the 2014, going into it was we  
22 wanted to build the best in-house flight search. We thought  
23 we had the raw materials to do so, but we had to make a lot  
24 more investment to actually produce that at the end of the  
25 day.

1           And, again, that's acquiring pricing, availability  
2 information and doing it globally.

3           And then second, there was a set of content that  
4 we thought we needed in the product to help consumers make  
5 the best decision possible about what flight they wanted.

6           In the flight space, a little bit differently  
7 here, was international expansion. We knew that we had a  
8 product that was U.S. based at that time and that we were  
9 facing a lot of competition from Skyscanner and others in  
10 Europe and we wanted to get into that market so we had to  
11 work on gathering all the data, the partnerships, et cetera  
12 to be able to launch in Europe and worldwide.

13           And then there was a set of other things that we  
14 wanted to work on that we thought the technology that we had  
15 built would allow us to do some unique things in the flight  
16 search space over time.

17           Q     So looking at these plans, did Google act on these  
18 plans?

19           A     We did.

20                     We didn't deliver all of it in 2014, but we  
21 started the process of doing that and it was a multi-year  
22 effort to build out the functionality, both for hotels and  
23 flights.

24           Q     Did your team, the travel team, ultimately  
25 accomplish the objectives that were set out in these plans

1 from 2014?

2 A I'd like to think so. I think we accomplished a  
3 lot over the last ten years when I was working on the  
4 product.

5 MS. MAIER: So I want to turn now to the -- back  
6 to the demonstrative at Slide 5.

7 BY MS. MAIER:

8 Q And so, again, so this is an image from 2015. Can  
9 you describe what's reflected here at this stage in the  
10 evolution labeled "Hotel Search"?

11 A Yeah, this is sort of the early stages of us  
12 starting to build out that more competitive offering, more  
13 comprehensive structured data, again, data that you can't  
14 get across the web but you need to gather across partners.

15 And we had started to represent that on the search  
16 results page in an effort to address user queries, which  
17 were more generic in nature of hotels in New York City. We  
18 wanted to be able to answer that question for a user, at  
19 least indicate to them that we had rich information to help  
20 them make that decision.

21 Q Does Google test user features like the hotels  
22 search reflected here prior to launching them?

23 A Yes, we test them extensively.

24 Q And what is the purpose of that testing?

25 A The testing is to ensure that we're delivering

1 something that's for the benefit of users that we see  
2 metrics driving in the right direction from a user  
3 engagement standpoint. And that's first and foremost what  
4 we focus on, anything that we launch on Google.

5 Q How did making the improvements reflected here,  
6 the early improvements to the hotels unit on the search  
7 results page, impact Google's ability to compete with the  
8 competitors you've identified?

9 A Well, it allowed us to indicate to a user that we  
10 had information that would help them make a decision about a  
11 hotel they might want to stay in. And it was effective in  
12 helping address their information need, which is what we  
13 were in the business of doing.

14 So building this more structured data to  
15 compliment the unstructured data, the web data on the page  
16 allowed us to start to provide to the user a more complete  
17 answer.

18 And when we generated 10 blue links in the past,  
19 it was often about just giving information to a user. As we  
20 evolved the product not just in travel but across Google, we  
21 started to try to help answer questions for users as well  
22 and that's what we were starting to do here as well.

23 Q Did you view this as an improvement in Google's  
24 response to categorical queries?

25 A Yes, this is triggered for categorical queries in



1 this case and it was meant to address the information needs  
2 that a user had when asking a question like hotels in  
3 New York City.

4 Q So in the decade since or, I guess, in the eight  
5 years since this presentation here showing this version of  
6 the hotels unit, has Google continued to improve the hotels  
7 unit?

8 A Yes, we've had that large team that I referred to  
9 before, many resources on that team, working on ongoing  
10 iterations of this product, data connections with partners,  
11 ensuring quality of data, ensuring immediate instantaneous  
12 delivery of the content, building the infrastructure to do  
13 that, building out the content behind this, the photos, the  
14 reviews, many, many things that we invested in to try to  
15 make this a better product.

16 MS. MAIER: Turning to Slide 6 of the  
17 demonstrative, I'll note for the record this is an image  
18 from defense Exhibit 341 which is in evidence.

19 BY MS. MAIER:

20 Q First, Mr. Holden, can you describe for the Court  
21 what's reflected here in the zoomed-in portion of this  
22 demonstrative?

23 A Yes, this is a more modern day version of that  
24 hotels unit that we were talking about before. And  
25 so this is, again, a unit that would be triggered based on a

1 categorical or generic query related to hotels in  
2 Washington, D.C.

3 Q And so looking -- using this demonstrative, can  
4 you describe for the Court some of the additional  
5 improvements that your team made to this hotels unit since  
6 the last image?

7 A Yeah, a number of things.

8 You can look across the top of the unit here and  
9 there are a number of pivots that you can make as a user on  
10 the content such as top rated or budget options or luxury  
11 stays. These are intended to allow a user to be able to  
12 quickly drill down on part of, various segments of content  
13 that they might be interested to help them make a decision  
14 faster about that.

15 We've enhanced the listings themselves, you see on  
16 the left-hand side there. We have larger imagery to give  
17 them a better sense of what that hotel might be about. But  
18 we also have review information there of score on reviews  
19 there, star ratings for that, an indication of how many  
20 reviews might be behind that score. So if 3,000 reviews in  
21 one case here on the first item so the user knows whether  
22 that is a weighty review score, a star rating for the hotel.

23 Also information about amenities at the hotel as  
24 well, you can see in some of them free WiFi or  
25 eco-certified. We have a description in many cases of the

1 hotel, where we're trying to distill down to a few words  
2 what that hotel might be about to give a user a sense of the  
3 hotel.

4 And then we have a map on the right with pricing  
5 information on that map for the user which they can also  
6 engage with and get additional information as they roll over  
7 each price.

8 Q And let's go ahead to the next slide, which this  
9 is a demonstrative that reflects the rollover that you  
10 described.

11 A Yeah, a user can take their cursor on desktop,  
12 roll over, as this animation is showing, the information at  
13 that hotel will pop up, the hotel will be highlighted on the  
14 left as well if it's there, and they get quick information  
15 about where that hotel is located.

16 And part of what we're trying to do here is when a  
17 person is just getting a general sense of a market, they  
18 often want to know where are these hotels located in  
19 relation to sites that I might want to visit or in relation  
20 to one another or to restaurants, et cetera.

21 Q I'm going back to Slide 6 now.

22 So I want to ask you about the search results page  
23 that the hotels unit appears on which is -- it's a bit small  
24 there, maybe we can zoom in on the left side of the page.

25 Can you briefly explain to the Court on the search

1 results page, what portions of those results are, paid  
2 results versus unpaid organic results?

3 A Yes.

4 So the left-hand side here is a search-results  
5 page for a categorical query, hotels in Washington, D.C.

6 What you see at the top in this case are two  
7 sponsored elements which are advertisements.

8 As you scroll down the page, you might want to  
9 zoom out a little bit again, the red box there that's  
10 highlighted is an organic unit on the page, it's unpaid,  
11 that is the hotels unit. This is fully organic information.

12 And then as you go down the page, you see  
13 additional organic results on the page for other websites.

14 Q And can you describe for the Court how the  
15 location of the hotels unit is determined on the  
16 search-results page?

17 A Yeah, it's a fully organic unit, where our  
18 traditional organic search ranking algorithms control where  
19 that unit shows up on the page. And so it may show up in a  
20 variety of places on the page.

21 Q Now, if a user interacts with the hotels unit, can  
22 you describe, is there an additional step to the  
23 capabilities that a user is able to access?

24 A Yeah. If the user interacts with the hotels unit,  
25 then we will trigger into what we call the immersive

1 experience. They'll go into the full hotel search  
2 experience. And we do that at that point because we think  
3 the user has shown intent that they want to inquire more  
4 about hotels.

5 Q And I should clarify. We showed that there's some  
6 interactions that a user can do on the SERP itself;  
7 is that right?

8 A That's correct.

9 Q Can you explain the type of interaction that would  
10 take the user to the immersive?

11 A Well, if they clicked on a particular hotel on  
12 that listing, those three hotels on the left, that would  
13 take them into the unit, or if they clicked on to "view," I  
14 can't see the exact -- 286 hotels at the bottom, that would  
15 take the user into the full search experience as well.

16 Q And so turning to Slide 8 --

17 THE COURT: Before you do that, could I ask a  
18 couple of just questions, and more for curiosity.

19 In terms of the structured data that Google  
20 obtains, the pricing information and vacancy information, is  
21 that something that comes from hotel companies, information  
22 aggregators, all of the above?

23 THE WITNESS: Yeah, it's a good question because  
24 it can be confusing at times.

25 It does come from all of the above.

1           We gather that data through working with online  
2 travel agents and setting up data feeds with them to gather  
3 the data.

4           And we also go to hotels themselves, the  
5 suppliers, and gather that data.

6           There's a whole bunch of other players in the  
7 industry often called bed banks or consolidators, and we  
8 gather data from them.

9           There's many different parties that gather that  
10 data.

11           THE COURT: Okay.

12           So you mentioned online travel agencies, for  
13 example, Expedia, and I don't know whether you ever deal  
14 with them or not, but are you also acquiring data from what  
15 companies that you would consider to be competitors?

16           THE WITNESS: Definitely.

17           We're acquiring data from online travel agents,  
18 such as Expedia, such as Booking and all their children  
19 company as well.

20           We're acquiring data from metasearch providers  
21 like Tripadvisor, Kayak and others, and we're also going out  
22 to the consolidators in the industry.

23           Basically, we work across any of the parties in  
24 the industry, competitors or not, because we're seeking  
25 comprehensive information, all the information.

1 THE COURT: And then in terms of the hotel unit  
2 and the features, three hotels here, there are hundreds and  
3 hundreds of hotels in the District of Columbia or any city  
4 that you're searching, how does Google determine which  
5 hotels to feature on the SERP?

6 THE WITNESS: Yeah, that's a good question also.  
7 These hotels that are featured in the three there  
8 are organically ranked.

9 Just like you might look at a restaurant or  
10 something on Google, it's the same type of organic ranking  
11 that applies for these listings.

12 And it's aspects of what the organic model has  
13 found over time that might be relevant to the consumer; they  
14 might have been looked at or engaged with more by consumers  
15 over time.

16 But it's purely based on black -- organic ranking  
17 models. There's nothing paid about it. It's based on  
18 attributes of engagement over time with those, and  
19 relevancy, we think, to that query.

20 THE COURT: All right. Thank you.

21 BY MS. MAIER:

22 Q So, Mr. Holden, here we have the hotels immersive.  
23 Can you briefly summarize the capabilities and features of  
24 the hotels immersive?

25 A Yeah, in the immersive here, towards the top,

1 you'll see a range, again, of capabilities that a user can  
2 pivot on across the data, as well as similar to what we saw  
3 on the search-results page but expanded here to allow  
4 somebody to look at four star hotels or look at hotels that  
5 might have free parking, et cetera.

6           What you'll see on the -- you'll also see dates  
7 selection so a user can quickly change their date of arrival  
8 and departure. They can also just change the query here,  
9 too, if they want to look at a different location.

10           What they'll first see here as well are a set of  
11 hotels on the left-hand side. The first two in this example  
12 are sponsored hotels, they're ads, they're promoted hotels  
13 in the listing, and then beyond that are a full set of  
14 organic listings for hotels.

15           And then within each hotel listing, again, you'll  
16 see a star rating, reviews, number of reviews, amenities for  
17 the hotel, pricing information for that particular date of  
18 arrival and departure, and then again, but larger, a map in  
19 this context with all the prices on the map itself.

20           Q     And then turning to the next page of the slide,  
21 and maybe we can zoom in on the left side of the page, can  
22 you describe what is reflected on this part of the  
23 demonstrative.

24           A     So this is an example of a user that's come into  
25 the immersive experience for hotels and they've said that



1 they're interested in looking at more information related to  
2 the YOTEL Washington, D.C. that you can see on the left-hand  
3 side. So they would have looked at that list and clicked on  
4 YOTEL.

5 And then the page alters, such as the middle  
6 column here is a hotel listing page, or you can think of it  
7 as a knowledge panel for this hotel in particular, the  
8 YOTEL.

9 We provide at the top there information related to  
10 the hotel, address information, rating information,  
11 et cetera, and a website link, link to directions, ability  
12 to share information on this hotel, and then pricing  
13 information.

14 And then on the right-hand side, it's cut off, but  
15 then you have the map as well, with this hotel in particular  
16 highlighted on the map.

17 Q Can you describe what's reflected in the red boxed  
18 area that we've zoomed in on?

19 A Yeah.

20 Then below the photos and dates selection  
21 information, we have a box, which is what we would call the  
22 booking module, and that is where partners would show up who  
23 want to have offers for consumer for staying in that hotel  
24 for that arrival and departure date, what the price of a  
25 room would be on those days.

1           Q     And can you describe the difference between the  
2 sponsored featured options and all options?

3           A     Yes.

4                     The sponsored portion of the booking module is the  
5 advertisement. So this is where partners are purchasing  
6 hotel ads to appear in this box to have their offers  
7 presented to users.

8                     And then there's a section called "All options,"  
9 which is an organic listing of all offers on hotels.

10                    And as I was mentioning earlier, our goal is to  
11 have all offers, all pricing information for a consumer, and  
12 so we have both a paid section of the booking module, as  
13 well as an organic section.

14                    Some partners may not want to bid for particular  
15 placement. They want to just make sure that that offer is  
16 presented to a consumer, and that's what we want to do as  
17 well.

18                    THE COURT: So, I'm sorry to interrupt, but if  
19 there's a purchase or a booking here, does Google earn any  
20 revenue on the booking itself?

21                    THE WITNESS: Google's earning revenue when  
22 somebody, a user, clicks on one of the links in the  
23 sponsored section.

24                    Then the consumer's passed to the partner site.  
25 But we have gathered revenue at that point when the ad is

1 clicked. It's not based on conversion on the partner site.

2 The partner at the end of the day will judge the  
3 conversion over time and then alter their bids based on how  
4 it converts. But we don't necessarily know what the  
5 conversion is at the end of the day.

6 THE COURT: So Google's revenue in this hotel and  
7 flight module is still based upon -- is it exclusively based  
8 on advertising?

9 THE WITNESS: This module here, it's based on the  
10 click, the advertised click and not -- there's plenty of  
11 other links that go out from this page that aren't paid at  
12 all, but just within this booking module, if somebody  
13 clicked on the price in the all -- the "all options"  
14 section, there would be no charge to the partner, it would  
15 go to the partner, and OTAs can show up in that section as  
16 well.

17 And just a small correction, you had mentioned a  
18 flights unit. There is no monetization in the flights unit  
19 so when consumers go to the airlines or the OTAs, there's no  
20 charge.

21 THE COURT: Thank you.

22 BY MS. MAIER:

23 Q And I want to go to the next slide of the  
24 demonstrative, which shows what happens when you click "view  
25 more options."

1           Looking at this slide, can you describe what this  
2 slide is showing?

3           A     So this is a case where a consumer is on that  
4 particular hotel listing page, the YOTEL, and they saw the  
5 "all options" at the bottom of the booking module, and there  
6 was a button, I think, that says "more options." They  
7 clicked on that and then the page then expands.

8           So what you're looking at is if they were to  
9 scroll, they would scroll through this page and they would  
10 see the part on the right-hand side and indicating here that  
11 there are many, many options for the consumer to choose from  
12 for this hotel for booking options for them. So there are  
13 many unpaid options that the consumer can connect with a  
14 hotel through.

15           And you'll see in that, typically, a range of  
16 online travel agents, a range of metasearch providers, and  
17 often you'll see the supplier themselves to or meaning the  
18 hotel.

19           Q     Can you explain for the Court how the data that  
20 enables Google to present this information relates to the  
21 suppliers and partners themselves? Is that the data that  
22 they provide Google with?

23           A     This is data that we're working with our partners,  
24 whether that be the supplier or the online travel agent or  
25 the metasearch provider, to gather this data and present

1 this data, both in a paid format and in an organic free  
2 format.

3 Q And can the partners choose whether to provide  
4 Google with the data to show these booking links?

5 A Yeah, this is entirely up to the partner decision  
6 whether they want to share the data.

7 They share the data because it generates leads for  
8 them, and they judge whether those are higher -- or high  
9 return on investment leads for them. And they make the  
10 decision whether it's worth sharing the leads, sharing the  
11 data with us to generate leads.

12 Q And if any one of these particular partners opts  
13 not to provide a booking link or pricing information for a  
14 given hotel, does Google have other information from which  
15 to present information about that hotel?

16 A Well, we have a number of partners providing us  
17 with data, so if a partner chooses not to share that data,  
18 we may be not as comprehensive, we may not have a price that  
19 may be appealing to the consumer there. So we are very  
20 interested in having that show to consumers.

21 A partner can also choose to have their data --  
22 share their data and say, I don't want to buy advertising,  
23 I just want to show up organically, and we will show it in  
24 the organic listings as well.

25 Q Does Google have a name that it used internally

1 for the introduction of these unpaid booking links?

2 A Yeah, there was an internal name of Hubble that we  
3 used when building the all options feature of this as well.

4 Q And why does Google include the unpaid booking  
5 links in the booking module?

6 A Well, we include them there because our goal is to  
7 be comprehensive in our listings. We want, at the end of  
8 the day, in the consumer mind to think, Google has all  
9 prices. I'm not going with to -- I can go to Google and  
10 trust that I'm not going to be missing out on something  
11 elsewhere.

12 And the purchase decision around travel is a high  
13 stakes one for most consumers. They don't do it often, it  
14 costs a lot, and there's a lot of stress that goes into  
15 purchasing travel, and so our objective is to reduce that  
16 stress and help them make a decision more easily, and by  
17 being comprehensive, we can help drive that.

18 It was something that we were doing more broadly  
19 at Google, too, in shopping as well. We were trying to  
20 expand and provide all listings.

21 Q Could we go back to Slide 8, please.

22 And so this is the hotel immersive which shows the  
23 filters and features that you talked about.

24 Who does Google view as its competition for  
25 providing comprehensive hotel search features like the ones

1 in the immersive and the booking module?

2 A Well, we view our competitors in this space as  
3 online travel agents, metasearch providers. There could be  
4 other general search engines as well. We view all of them  
5 as competitors in terms of users getting their information  
6 needs served related to looking for hotels.

7 Q And can we turn to Slide 11.

8 So, Mr. Holden, this is another search-results  
9 page for the query "Hyatt Regency McCormick Place."

10 And I'll note that the feature on the right-hand  
11 side of the page with the red box, that is what is being  
12 expanded on the right side of the demonstrative, but we had  
13 to break it up so you can see it.

14 Mr. Holden, can you explain what is that feature  
15 on the right-hand side of the search-results page?

16 A So in this case, we have a different type of query  
17 than we were talking about before, this is what we would  
18 call a navigational query. A user is looking for a  
19 particular hotel. And so we've generated a search-results  
20 page that provides them with organic listings on the page  
21 and advertisements related to this property.

22 What we're looking at on the right side of the  
23 page is what we would call knowledge panel. This is --  
24 comes out of the work that we've done across Google, not  
25 specific to travel, but where we've invested a tremendous

1 amount of resources over the last decade-plus in building  
2 out what we call the knowledge graph, which is a  
3 knowledge -- or a structuring data around the world around  
4 all entities that exist in the world. We do it for  
5 restaurants, we do for a variety of things. And so we've  
6 worked with our teams across Google to use the knowledge  
7 panel capability or the knowledge graph capability to  
8 provide a comprehensive listing for a hotel as well. And  
9 so this is -- stems from that same type of work.

10 Q So what is the functionality of a knowledge panel  
11 for a navigational hotel query?

12 A So we think in this case often a consumer is  
13 interested in -- you know, their intent is, I want to know  
14 more about this hotel in particular.

15 So we generate the knowledge panel on the right to  
16 try to provide as much information about the hotel. We  
17 provide imagery at the top; we provide a link to a map, if  
18 they want to see it in context; we provide a big button for  
19 the website if they want to just go the website of the  
20 hotel; directions, as well; and then they could save this  
21 listing, too, to their maps information. We provide the  
22 address of the hotel, phone number. Often they might want  
23 to just call the hotel.

24 And then we also think, well, maybe they're  
25 interested in staying in this hotel also so we provide



1 information about booking below that as well.

2 Q So where there it says "Sponsored Featured  
3 Options" and "All Options," is that also a booking module?

4 A That's the same idea, the same booking module that  
5 we were seeing in the immersive experience. But in the case  
6 of a navigational query, we show that booking module on the  
7 search-results page itself, and their partners such as  
8 online travel agents and hotels and metasearch providers are  
9 there as well.

10 Q And so does that portion of the knowledge panel,  
11 does it include any advertising abilities?

12 A It does.

13 The section there that says sponsored or featured  
14 options, those are hotel ads that our partners have  
15 purchased to show up against this query against this type of  
16 property.

17 Q And so for this type of query and navigational  
18 query for a particular hotel, hotel ads can show on the  
19 first page of the search results that a user encounters?

20 A Yes, for navigational queries, very often in a  
21 hotel context, you would have a booking module here, and  
22 partners would show up on the search-results page in that  
23 booking module.

24 Q Mr. Holden, I want to switch gears and talk about  
25 flights. So I want to talk about the improvements that

1 Google has made over time to the flight search  
2 functionality.

3           So we can go to Slide 12 of the demonstrative.

4           Using this demonstrative, as well as your  
5 experience, can you describe what are the improvements at a  
6 high level that Google has introduced to its flight search  
7 capabilities?

8           A     Yes, this a query. In this case the user is  
9 typing "Chicago to New York flights."

10           We think the intent is about looking for flights  
11 in particular, and we generate at this point a unit on the  
12 page called the flights unit, that's the unit in the red box  
13 on the left.

14           This is a unit where our intention is to try to  
15 tell a user in as condensed a space as possible what their  
16 options might look like for flying from Chicago to New York.

17           They can trigger or play with the date of  
18 departure and arrival, they can click on economy and choose  
19 business if they want, they can choose round trip versus one  
20 stop or two stop itineraries, and to change this immediately  
21 and change the results within it.

22           There's a price graph below that allows the user  
23 to grab and drag that and immediately see different pricing  
24 because in the case of flights, the pricing can be extremely  
25 volatile from day to day. And the user --

1 Q Let's go -- sorry, just I'll pause there.

2 Let's go to Slide 13, there's a demonstrative.

3 Can you tell me, does this demonstrative reflect what you  
4 just described?

5 A Yeah, the user can roll over any particular date,  
6 and it will show, for a two-day stay or a three-day stay or  
7 a four-day stay, depending on what's been chosen above on  
8 dates what the price for those days are. They can also use  
9 their cursor and drag across it and the prices will  
10 re-render and the bar charts will change immediately for  
11 them as well.

12 And then as well on that, they see what are the  
13 airlines that fly on this routing as well and get a sense of  
14 what the pricing might be.

15 And our objective here is really to just try to  
16 answer a question quickly because a user may not be quite  
17 shopping yet, they may be in the case of just trying to  
18 understand what would pricing look like if I was traveling  
19 around this time.

20 We also could be wrong. That's why we provide at  
21 the top of the unit a flight status button. They might be  
22 trying to pick up somebody at the airport and not know what  
23 flight it was. So flight -- they can pick the flight status  
24 quickly or they might be looking for information about an  
25 airport and they can pivot to that as well too.

1           Q     So you've just described some of those  
2 functionalities. Is this a better unit in 2023 than it was  
3 in 2015?

4           A     It's definitely a better unit than it was in 2015.  
5 A lot of investment went into building this out.

6           Q     And so I want to highlight some of the pricing  
7 tools and features that you began to describe.

8                     So we looked at the price graph here on the  
9 search-results page.

10                    Like with the hotels unit, is there also an  
11 immersive that applies to flight search?

12           A     There is.

13           Q     Okay. Let's go to the next slide here. Is that  
14 what is reflected on this demonstrative?

15           A     Yes, this is when a user has said, I'm interested  
16 in, you know, the X number of flights, clicked on that  
17 button on the search results page, they would end up in the  
18 immersive experience because we think that they're now truly  
19 interested in shopping.

20           Q     And so within the flights immersive, there's  
21 another, I see there are two icons here for date grid and  
22 price graph. I want to talk to you about those features.  
23 So advancing to the next slide --

24                    THE COURT: I'm sorry. May I interrupt?

25                    MS. MAIER: Yes.

1           THE COURT: So what would you click to go from the  
2 unit to the immersive? If you go back to 13, what is it  
3 that puts you into the immersive? Is it "show flights"?

4           THE WITNESS: Show flights. If you manipulate the  
5 other things within that unit, like dates or destination and  
6 the like, that doesn't take you to flights because it allows  
7 you to quickly find information within that unit. But if  
8 you want to see more flights and you tell us that  
9 explicitly, you go to the immersive.

10           THE COURT: I see. Okay.

11 BY MS. MAIER:

12           Q     And then, so looking at the price graph that's  
13 within the flights immersive, Slide 15, we have an animation  
14 of this one as well. Can you describe the robustness of  
15 this price graph compared to the price graph on the SERP?

16           A     Yeah, this is just giving a user a more complete  
17 picture of this. They have an ability to pivot the length  
18 of their trip at the top there where you can see the cursor  
19 hovering because, again, the trip pricing can change  
20 dramatically based on the number of days.

21                     And then if they scroll or they roll over the  
22 chart below, they'll see different pricing for that two  
23 day -- that five-day trip that they may have highlighted  
24 now, if they pivoted to a four-day trip or a three-day trip,  
25 it would be showing the pricing for each date of departure

1 across that graph.

2           And, again, the volatility can be extremely high.  
3 And this is particularly useful for a consumer to be able to  
4 get a quick sense of, wow, I could change my trip to be a  
5 four-day trip rather than a five-day trip, or I can leave  
6 one day earlier or one day later, get a dramatically  
7 different price.

8           Q     And then there was another feature called the date  
9 grid, which is shown on Slide 16.

10                   Can you describe what features and functionalities  
11 does the date grid offer consumers?

12           A     So the date grid is the pretty cool functionality  
13 that allows a user to look at a date of departure and the  
14 date of return on the grid, that's where the blue box shows  
15 what the price point for that would be.

16                   But it's hard to see kind of in a static setting.  
17 But when you're on your computer, you can take your cursor,  
18 click on it, drag it up and down and around and change and  
19 look at that volatility in pricing.

20                   And what's interesting about it is if you scroll  
21 off the screen and around, pricing filters in almost  
22 instantaneously. And it doesn't seem like a big deal but  
23 it's actually a very big deal to do this. In the flight  
24 space in particular, when you think about the combination of  
25 every origin, destination, plus every flight option, plus

1 nonstop or one stay, and across every departure date and a  
2 return date, the combination of that combinatorially is  
3 massive. And being able to do that very quickly and  
4 efficiently requires the infrastructure that we've built  
5 over the last decade plus, plus the technology that we've  
6 developed to do this and be able to cache this information  
7 and deliver it instantaneously to users, it's an impressive  
8 feat.

9 Q And can you explain a bit more, like, how much  
10 time and how many engineers did Google put towards the  
11 effort to build these tools?

12 A Well, I mean, our flights team was based mostly in  
13 Cambridge, Massachusetts, and Zurich. It was probably more  
14 than half of the overall travel team.

15 And most of that team was focused on data quality,  
16 data connections, data responsiveness such that would make  
17 this possible. So you know the majority of the team would  
18 be focused on capabilities like this.

19 Q And can you tell us, like, does Google cache data,  
20 how does the cache and the compute work to make features  
21 like this function?

22 A We do.

23 And this is what -- what goes in a little of work  
24 is working with all the carriers in the world, flight  
25 carriers and working with all the online travel agencies

1 that we can connect with, gathering their data.

2 And part of what we do is making sure that because  
3 this pricing is highly volatile, we care deeply about  
4 having, you know, 99 percent plus accuracy that at any one  
5 moment, you might change the date on this or change the  
6 destination and that you get accurate pricing.

7 Doing that requires building probably the world's  
8 largest cache, which means taking this data, storing this in  
9 the infrastructure, all this pricing and availability  
10 information across all those permutations that I spoke about  
11 before, and then also refreshing that cache constantly to be  
12 able to deliver a result that might be something that a user  
13 doesn't search for all the time but we think they might  
14 search for it and we want to be able to deliver that as  
15 efficiently as possible. That's the magic that goes into  
16 what we do that requires vast amounts of compute  
17 infrastructure, knowledge, and people to build that software  
18 to do that.

19 THE COURT: Do you mean to say that what you're  
20 caching, a user's queries, in other words, if I'm a user who  
21 routinely regularly flies to New York, that the second,  
22 third, fourth time I punch in D.C. to New York, that the  
23 results will come up more quickly, is that what you mean?

24 THE WITNESS: Well, I'm not talking about caching  
25 the queries, I'm talking about caching the data.



1 THE COURT: The data, okay.

2 THE WITNESS: I'm talking about caching the  
3 pricing and availability information. So that if you change  
4 any parameter around what you're looking for on that  
5 itinerary, and millions of people are doing that  
6 instantaneously also, that we're able to deliver that  
7 pricing information that's 100 percent or nearly 100 percent  
8 accurate to that user instantaneously. So it's really about  
9 the data that I'm talking about. I'm not talking about the  
10 queries.

11 THE COURT: I see.

12 MS. MAIER: Do you want to slide back to 14 for a  
13 moment.

14 BY MS. MAIER:

15 Q So here looking at, you know, the flights  
16 immersive and Google's flight search feature overall?

17 A Yes.

18 Q Today, how do Google's flight search capabilities  
19 compare to those of its competitors?

20 A Very well.

21 In fact, we're usually looked at as the leading  
22 flight search product in the market.

23 A lot of it has to do with our comprehensiveness.  
24 A lot of it has to do with the instantaneousness of how we  
25 deliver results.

1 Q What has user feedback been on these features?

2 A Enormously positive.

3 We have lots of feedback that comes back through,  
4 people generating comments in the product. We do user  
5 studies where we get that feedback. I've gone to a lot of  
6 cocktail parties over the last ten years where people ask me  
7 what I work on at Google, and I mention Flight Search, and  
8 they're like, "I love that product." So a lot of good  
9 feedback.

10 Q So today, how would you describe the overall trend  
11 in competition in the travel vertical in the last ten years?

12 A I'd say it's been very competitive and gets  
13 increasingly competitive over time.

14 Q And today, who would you consider to be Google's  
15 most significant competitors in the travel vertical?

16 A The biggest players in the industry, such as  
17 booking.com and their holdings; Expedia Group and their  
18 holdings within that. Tripadvisor, Kayak, Trivago. New  
19 emergents such as Airbnb or newer to the stage.

20 I'd say even things like Facebook where a lot of  
21 travel spend happens there as well too.

22 And TikTok has become more and more present in our  
23 minds as well.

24 Q And when you think about competition in this  
25 travel space, does it matter in your mind that Expedia and

1 Booking offer the ability to fully complete a travel  
2 booking, whereas Google does not?

3 A No, I don't think so.

4 At the end of the day what we're looking at is  
5 consumers trying to satisfy an information need that they  
6 have.

7 Consumers come to us, or they come to Expedia or  
8 they come to Booking looking for information about travel.

9 They go through a process of looking at and  
10 ferreting it down and finding maybe an option that looks  
11 interesting to them.

12 They may go back up in that process on us or on  
13 another party, look for something else, look for another  
14 hotel, look for another flight, go down that process again.

15 It's an iterative process that happens over many  
16 days often, over many sessions often, and consumers do that  
17 across us and our competitors as well.

18 The very last stage of that is like, yes, I'd like  
19 to reserve that. That's a pretty small part of the process  
20 at the end of the day. At that point, they've made their  
21 decision and they're just doing the transaction.

22 Q And does -- and we've looked at the booking module  
23 and does Google offer a consumer the ability to choose what  
24 they want to book?

25 A Well, the consumer in that booking module can --

1 sees a range of parties that they can go book with; again,  
2 could be an online travel agent, could be a metasearch  
3 provider, it could be the supplier themselves directly.

4 Q And then another question. So thinking about  
5 Expedia and Expedia's capabilities, is it fair to say that  
6 if a user searches for something not travel related, like  
7 UFOs, on Expedia, that they won't get a particularly good  
8 result?

9 A I think that's fair to say.

10 Q To you and in your --

11 THE COURT: You could book a flight on a UFO.

12 THE WITNESS: Maybe in the future.

13 BY MS. MAIER:

14 Q Well, but is it fair to say -- or so in your role  
15 at Google and thinking about competition in the travel space  
16 has it mattered to you that a user won't get a particularly  
17 good result at Expedia for something not travel related?

18 A No.

19 I mean, my job and what I focus on is this  
20 vertical segment, or have, is travel. And what I care about  
21 is what that consumer is looking for in the travel context  
22 and what they come to Google to do it find information  
23 related to travel and what they might find on a competitor  
24 site. So I don't really care about UFOs.

25 Q At present, how does Google continue to compete

1 with competitors like booking.com and Expedia?

2 A Well, we continue to compete in the sense that we  
3 every day are working on improving the product.

4 The job of having data quality is never done. In  
5 terms of making sure that it's highly accurate, highly  
6 available, that's an ongoing task that will never end.

7 And, you know, we're not, our competitors aren't  
8 sitting still either. They've been diversifying in other  
9 areas, like things to do and activities space that I  
10 mentioned before. We are working on products in that space  
11 as well.

12 In the lodging space, it's no longer about hotels  
13 alone. It's also about vacation rental properties. They  
14 are looking at that space.

15 We could be building the best hotel search  
16 offering and we would be left in the dust as consumers start  
17 to look across the spectrum of lodging options. They're no  
18 longer thinking just hotel. They're thinking vacation  
19 rentals as well. So we're investing in those areas too.

20 So the competition continues and the iteration in  
21 the products continue day in and day out.

22 Q Have there been any emerging technological  
23 developments in the competitive space?

24 A I would say the last couple years for sure related  
25 to artificial intelligence.

1           A lot of us in the travel industry have been  
2 excited about what can happen with AI. I described before  
3 that the inquiry timeline for a user is often very lengthy  
4 in travel. It involves a lot of drilling down on a  
5 particular offer of going back up on a hotel, for example,  
6 looking at a different hotel, coming back up, going away for  
7 a couple days, coming back and re-engaging in that process.

8           We often see that sessions can take or inquiries  
9 about a travel problem can take, you know, 30 days for a  
10 person to finally make a decision.

11           And AI offers a lot of promise to streamline some  
12 of that.

13           And, for example, we talk a lot about comparative  
14 capabilities. We'd love to be able to have a user come and  
15 do a search for hotels with a particular set of attributes  
16 and say, can you tell us, tell me about what set of hotels  
17 and let me compare across them.

18           AI shows the promise of being able to deliver that  
19 back with a table that has comparison of features,  
20 et cetera, across structured and unstructured data.

21           So we're looking at that, and our competitors are  
22 certainly looking at that as well. And that offers an  
23 opportunity for some to leapfrog others very rapidly in this  
24 space.

25           Q     Have other general search engines made improvement

1 to their travel search results as Google has done so over  
2 the years?

3 A Well, in the general search space, I would think  
4 mostly about Bing in that context, and I would say in most  
5 cases, you know, they look at a lot of what we launch, and I  
6 could best describe it as they often copy what we do.

7 I would say on the surface, they copy it.  
8 I'm not sure they're delivering the same product beneath  
9 that from a back-end perspective.

10 But, yes, there's a lot of iteration that they're  
11 doing to copy a lot of what we do over time.

12 MS. MAIER: And, Your Honor, now is probably a  
13 good time to take a break.

14 THE COURT: Okay.

15 All right. So it's 11:00 right now. We will  
16 resume at 11:15.

17 And, Mr. Holden, I'll just ask you please not to  
18 discuss your testimony during the break.

19 Thank you, sir.

20 THE WITNESS: Thank you.

21 COURTROOM DEPUTY: All rise. This Court stands in  
22 recess.

23 (Recess from 11:01 a.m. to 11:22 a.m.)

24 COURTROOM DEPUTY: All rise. This Honorable Court  
25 is again in session.

1 THE COURT: Please be seated. Thank you,  
2 everyone.

3 All right. Ms. Maier, whenever you're ready.

4 BY MS. MAIER:

5 Q Mr. Holden, does Google offer advertising products  
6 to businesses in the travel space?

7 A Yes, we do.

8 Q What types of ads does Google offer to businesses  
9 in the travel space who wish to advertise?

10 A Businesses in the travel space can use Google  
11 search ads, the text ads, they can buy those. And they can  
12 also buy hotel ads, which are another form of search  
13 advertising.

14 Q And are there different varieties of hotel ads?

15 A Well, there's different places where the hotel ads  
16 will appear. They appear in the booking module that we  
17 referred to before in the immersive, as well as on the  
18 search results page in the knowledge panel.

19 They could also appear in promoted hotels, which  
20 is the list at the top of the list of hotels in the  
21 immersive experience.

22 Q What is the purpose of Google's advertising  
23 products for travel advertisers?

24 A Well, these products are designed just like our  
25 general search ad products are, to help our advertising



1 partners connect with consumers who are interested in their  
2 products or services, and our goal is to make that as ROI  
3 positive for our partners at possible.

4 Q And can you describe in what way both text ads and  
5 hotel ads can be served in response to a user query?

6 A Yeah, a user could be looking for, again, a  
7 categorical query, like hotels in Washington, D.C., as we  
8 were looking at before. There may be advertisements at the  
9 top of the search results page which are the standard text  
10 ads.

11 There could be hotel ads showing on that  
12 search-results page also if it was a navigational query in  
13 the knowledge panel.

14 And then if a user engages with the hotels unit  
15 and then looks at a particular hotel and engages with the  
16 booking module, they'll see advertisements there, the hotel  
17 ads, in that case as well.

18 Q What kinds of travel businesses buy text ads and  
19 hotel ads on Google?

20 A Online travel agents do, metasearch providers.  
21 The suppliers themselves do. And they usually buy across  
22 both sets, both hotel ads and text ads.

23 Q Where else do those travel businesses advertise?

24 A Well, they have many other places they can go and  
25 advertise as well.

1           In many cases, you'll see online travel agents  
2 advertising on metasearch providers for traffic. They can  
3 go to other general search engines and advertise there as  
4 well.

5           They could go -- they often go to places like  
6 Facebook, who've feature travel content. And more and more,  
7 they're spending time advertising on places like TikTok,  
8 too.

9           Q     Do those other platforms for advertising also  
10 offer advertising based on user queries?

11          A     They do. They offer the ability for the  
12 advertisers to identify and find consumers based on their  
13 queries and intent. You know, a user might go to Expedia  
14 and they express their intent and do a query based on a  
15 location and date selection.

16           They might be on a metasearch provider doing that  
17 as well.

18           They could be in Facebook looking at particular  
19 content and also searching on Facebook, or they could be on  
20 TikTok looking at content or doing searches on TikTok as  
21 well.

22          Q     And based on your experience working with Google's  
23 travel advertisers, how do they typically look at their  
24 portfolio of advertising, including Google?

25          A     They look collectively.

1           They have a set of money that they are spending to  
2 try to drive marketing dollars and distribution dollars that  
3 they're trying to drive traffic to them over time, and they  
4 look at a combination of what they can generate from search  
5 engine optimization through the organic links.

6           They look at what they can drive through search  
7 engine marketing, which is both the text ads, as well as  
8 through the hotel ads.

9           They look at that as a pool of funds. And they  
10 look collectively at the spend that they make across all  
11 those things and determine whether they're getting a  
12 positive return on that investment.

13           And they frequently will shift their spend from  
14 one to the other based on whether they feel the ROI is  
15 better in one area or another.

16           Q     And when discussing that portfolio, are you  
17 referring to of their Google advertising alone or of their  
18 advertising dollars for other platforms as well?

19           A     Speaking of Google, but also they're looking  
20 across all properties as well. So they may be looking at  
21 their spend on metasearch providers, they may be looking at  
22 their spend on other sites across the web.

23           And, yes, there's a one grand pool that they're  
24 looking at they're spending across to generate their leads  
25 and looking at their ROI on it. But they're also doing ROI

1 calculations on each of those properties individually. And  
2 within Google, they're looking at search engine optimization  
3 and search engine marketing together as well.

4 Q I want to switch gears slightly and talk about  
5 Google's relationships and partnerships. Does Google  
6 partner with other travel companies in connection with the  
7 travel results that Google provides?

8 A We do. We have many partners that we work with to  
9 gather data to be able to either show advertising if they  
10 want or show organic listings.

11 We work with them to gather photos and reviews and  
12 other information as well.

13 Q This courtroom has heard a bit about a company  
14 called Hopper. Are you familiar with Hopper?

15 A I am.

16 Q What is Hopper?

17 A Hopper is a provider of -- was typically in the  
18 past, flight search capabilities. I think they might have  
19 hotel search capability as well now too. But it's another  
20 place that consumers can go to to look for travel  
21 information.

22 Q Has Google ever had a partnership with Hopper?

23 A We have not.

24 Q And then thinking about Google's partnerships with  
25 larger travel SVPs, referring to online travel agencies or

1 metasearch, can you describe at a high level the types of  
2 discussions and dialogue that Google will engage in with its  
3 travel partners?

4 A We would have lots of discussions with them. We  
5 would have semiannual summits that we would -- either in  
6 their location or our location.

7 They would come and I would be meeting with the  
8 senior leads on those teams. And my engineering  
9 counterparts, and other functions in the company would join  
10 those meetings as well from sales representation.

11 And we would talk about what our product direction  
12 is, how we were evolving our product, both advertising and  
13 the organic offering. They would talk about how they're  
14 evolving their product as well.

15 They would spend a great deal of time talking to  
16 us about how -- try to understand better how our product was  
17 evolving, because their goal and interest was often trying  
18 to maximize their ability to generate highly qualified leads  
19 from the product as well. That would happen at that level.

20 And then there was ongoing engagement also between  
21 the product managers and engineers among the teams.

22 I think, for example, in our Cambridge, Boston office, we  
23 had at least an annual, if not nice twice a year, summit  
24 that was a technical summit that we would have with booking,  
25 where we would have with Expedia or other partners where

1 they would bring their engineering and product counterparts  
2 and we would bring ours and we would talk about how the  
3 product was evolving. A lot of those discussions were about  
4 data connections, how we could make them more efficient to  
5 make it more cost effective for them to deliver content to  
6 us.

7           Some of that was about the advertising products,  
8 how they could get better performance from the ad products.  
9 It was very much conversations that were along the lines of  
10 joint development of product. In fact, the Booking execs  
11 would often say to me, like, how can we grow the market  
12 together; what are some new opportunities that we can look  
13 at. And we would spend a lot of time talking about where  
14 growth could come in the travel space.

15           Q     Has there been any tension in Google's  
16 relationship with its large travel SVP partners?

17           A     Well, I guess I would say with any high stakes  
18 business relationship, that there's tensions there, and the  
19 tensions I mean are because each party is trying to maximize  
20 what their opportunity is.

21                     We're trying to deliver fantastic results to  
22 consumers and stay relevant to them over time so that we can  
23 generate effective leads for our partners, paid and unpaid.  
24 And their interest in time is utilizing those tools that we  
25 provide as effectively as possible. But they also have an

1 incentive to try to build their products and make them  
2 better and better and have that consumer come to them  
3 directly and maybe not go through Google over time which  
4 falls directly to their bottom line from a profitability  
5 standpoint. So there are natural tensions in that, of  
6 course.

7           And then there are just natural tensions and when  
8 you're jointly developing products together and utilizing  
9 them, they would give us feedback on products. Sometimes we  
10 didn't want to make those changes because our goal at the  
11 end of the day is the consumer experience first, and maybe  
12 not the advertiser experience, but we would balance those  
13 interests as we built out the products as well.

14           Q     Have there been any major travel SVPs who have a  
15 more limited relationship with Google than, say, Expedia  
16 and Booking.com?

17           A     Yeah, a good example of that would be Airbnb.  
18 Airbnb used to be a strong advertiser of ours. We also  
19 worked with them on our vacation rental offering in terms of  
20 getting data connections from them just for purely  
21 organically listing their offerings.

22                     Airbnb made an effort not long before they went  
23 public in a statement that they were going to make that they  
24 were able to generate more traffic directly to themselves  
25 and they weren't going to work through intermediaries or

1 rely less on intermediaries for traffic. And they reduced  
2 their ad spend with us.

3 They also turned off the data feeds to us for  
4 sharing vacation rental content purely organically through  
5 us as well.

6 And since they've gone public, they've continued  
7 to advertise to some degree but a far less degree than they  
8 ever did before.

9 Q And can you describe how apps have impacted the  
10 competitive landscape?

11 A Yeah, we've had a lot of concern about the growth  
12 of native apps on mobile devices over time.

13 For us, we have been a web-oriented, web-first  
14 company and we've had a lot of efforts to try to iterate to  
15 be a relevant player in the native app space.

16 And in the travel space in particular, we  
17 definitely were concerned about that.

18 It's a strategy for sure that many of the large  
19 online travel agents have invested a lot in building out  
20 their native apps with an objective of trying to have  
21 consumers connect with a good app and no longer come to  
22 Google for that connection with the partners over time.

23 And they've been effective in doing that in many  
24 cases.

25 Q So thinking of Airbnb and Airbnb's efforts to



1 generate its own direct traffic in the vacation rental  
2 space, how has that affected Google competitively?

3 A Well, Airbnb has come out with a great offering  
4 the consumers engage with highly. They have a wonderful  
5 native app that people enjoy using. And when people often  
6 think of vacation rental content, they think Airbnb. And  
7 there's definitely a mind-share aspect there that consumers  
8 are focused on that space. We're concerned about that space  
9 because, again, we've been iterating and building a great  
10 hotel search offering.

11 And as I was alluding to before, we're worried we  
12 might have a great hotel search offering, then a consumer  
13 will be looking for hotels and vacation rental in the space  
14 same space. We worry about Airbnb being able to very easily  
15 add hotel content to their product and have a much richer  
16 lodging search experience. And they have taken steps  
17 towards that. They acquired HotelTonight a number of years  
18 ago. And we were then concerned about them plugging in the  
19 hotel data that they have as well through that.

20 So Airbnb has done a very effective job at driving  
21 traffic directly for their vacation rental continent, and,  
22 you know, as a result, they're not sharing that data with us  
23 at this point.

24 Q And I want to turn to another large OTA, Vrbo.  
25 Do you recall a complaint raised by Expedia in 2019 about

1 the amount of money that Vrbo was spending over time at  
2 Google?

3 A I do recall that.

4 Q And were you involved with Google's response to  
5 that complaint?

6 A I was involved in the response.

7 Q How so?

8 A I was notified by, I believe, Philipp Schindler,  
9 who I think got the complaint. Philipp Schindler was the  
10 head of sales at Google, and he took the complaint and  
11 he said, can you guys investigate this and figure out what's  
12 the issue here. And we did a bunch of research on this and  
13 we came back with a response to Philipp based on that.

14 Q And what did you determine based on your research?

15 A We found two things primarily.

16 The first was, you have to remember in the  
17 context, I was referring to Airbnb before. This is the time  
18 when Airbnb was rising in prominence quickly with consumers  
19 and consumers were engaging with our content heavily. Vrbo  
20 was in direct competition with Airbnb.

21 The first thing that we found was that on the  
22 organic search results themselves, the consumers were just  
23 looking for Airbnb very frequently in the search results and  
24 they weren't looking for Vrbo as frequently as they might  
25 have in the past. And as a result, consumer engagement with

1 the search results over time was more toward Airbnb and Vrbo  
2 was following in the results because consumers weren't  
3 engaging with those results. So their SEO, or search engine  
4 optimized traffic, was falling over time and they were  
5 having to expend more efforts to try to figure out how to  
6 build that traffic back.

7           The second part of this was, because consumers  
8 were engaging less with Vrbo and more with Airbnb, that was  
9 affecting them on the advertising side as well too.  
10 Airbnb -- well, consumers were engaging more with Airbnb ads  
11 on Google, and as a result, just like our ad model auction  
12 is designed with higher click-through rates over time, the  
13 partners that enjoy that higher click-through rate have  
14 higher predicted click-through rates in the future and they  
15 can bid less to show up in the same location in the ad  
16 results that's designed, by design, for consumer benefit.  
17 If ads perform better, partners should have to bid less  
18 because users find those ads valuable.

19           And what was happening to Vrbo at the time is that  
20 their ads, to show up in the same location, they were having  
21 to bid more and more and more because their ads were  
22 becoming less relevant to consumers. Consumers were not  
23 engaging with those ads. So as a result, they were having  
24 to spend much more to acquire the same level of traffic over  
25 time because they were being outcompeted.

1 Q Did Google communicate that back to Expedia?

2 A We did. We shared that information back with  
3 Philipp and team. They communicated back to Expedia/Vrbo.  
4 And the feedback we got back from them was, oh, we have some  
5 work to do. Thank you.

6 Q Thank you. I have no further questions.

7 THE COURT: Okay. Mr. Sallet.

8 Let me ask you. Are the DOJ Plaintiffs not  
9 seeking to examine or just going to go after Colorado  
10 Plaintiffs?

11 MR. JONES: So, good morning, Your Honor. Matthew  
12 Jones for the DOJ.

13 If it pleases the Court, the State Plaintiffs will  
14 examine Mr. Holden first and DOJ Plaintiffs may or may not  
15 have a few questions afterwards.

16 THE COURT: Terrific. Thank you.

17 MR. JONES: Thank you.

18 THE COURT: Mr. Sallet.

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1           SVPs are some of Google's biggest advertisers;  
2 is that correct?

3           A     Yes, they are, some of them are.

4           Q     And that's true in travel as well?

5           A     Some of the largest travel advertisers are some of  
6 our largest advertisers.

7           Q     And that's true for companies like Booking and  
8 Expedia, correct?

9           A     Booking and Expedia are some of our largest  
10 advertisers.

11           MR. SALLET:   So we have binders that we will hand  
12 up.

13           Your Honor, they're bigger than they look, that's  
14 all I can say.

15           May I approach?   I'm sorry, I should have asked.

16           THE COURT:   Uh-huh.   No problem.

17 BY MR. SALLET:

18           Q     Mr. Holden, when you get a minute, I would like  
19 you to turn to the Defendant's Exhibit 254.

20           I believe the way this is done is that their  
21 exhibits, I guess they're not -- is that in this book?

22           A     I don't see a 254, but maybe I'm missing.

23           Q     It's on the record in this proceeding that I'm bad  
24 at math and I'm apparently bad at this one as well.   You're  
25 exactly right.

1           So we have a second binder that we're going to  
2 hand out. We'll just go on and I'll come back to this if  
3 that's all right. I'll try to find documents in this  
4 binder.

5           Companies like Expedia and Booking are big  
6 purchasers of ads you just said. They were also big  
7 purchasers of text advertisements on the Google SERP;  
8 is that correct?

9           A     They purchase text ads and they purchase hotel  
10 ads.

11          Q     And they buy a lot of text ads; isn't that right?

12          A     They buy advertising from us, correct.

13          Q     And the -- Google's traffic vertical is highly  
14 profitable for Google, isn't it?

15          A     It's one of our largest verticals for Google.

16          Q     And, in fact, in 2019, billions of dollars were  
17 earned by the travel vertical; is that correct?

18          A     Well, I hesitate on the word "earned." I mean,  
19 there was revenue from the company that was -- I don't know  
20 what the profitability of it was.

21          Q     I take your point about there's sometimes precise  
22 use of the term "earnings." Let me say gained billions of  
23 dollars of revenue; is that correct?

24          A     There is billions of revenue in the travel  
25 vertical.

1 Q And that comes to Google, correct?

2 A That comes to Google.

3 Q Yes.

4 So I would like you now -- let's see if I can do a  
5 better job on this one -- to look at PSX524 in the binder  
6 you have.

7 And I want to note that that this is partially  
8 redacted, and so you will see some things that, for example,  
9 are marked with yellow highlighting.

10 Mr. Holden, I may ask you generalized questions,  
11 but I will endeavor not to use any of the precise numbers  
12 and I would ask that you would do the same.

13 A Okay.

14 Q So is this -- this is a document entitled "Travel  
15 traffic analysis ACM."

16 Do you see that?

17 A Yes, I do.

18 Q It's dated April 5, 2019?

19 A Correct.

20 Q And are you familiar with this document?

21 A I'm familiar with analyses that were done for  
22 these meetings, but, yes, I think so.

23 Q This is the kind of analysis that would be  
24 regularly done at Google, correct?

25 A Those ACM meetings weren't that frequent, but,



1 yes, I guess occasionally would be done.

2 Q Okay.

3 And I'll represent that this was produced from  
4 your files.

5 So if you could turn to page 2 of this, which you  
6 see the Bates numbers at the bottom, I'll give you those as  
7 well, but in this case, it's the second page that ends in  
8 226.

9 Do you see that?

10 A Yes, I do.

11 Q Have you seen this before?

12 A Well, let me just look at it one second, sorry.

13 Q Of course.

14 A I don't remember this document in particular, but,  
15 yeah, this seems like something I would have seen.

16 Q Of course.

17 And could you look at the note? The note on this  
18 says, "Richard, to set the stage for travel context."

19 Is the Richard referred to there yourself,  
20 Mr. Holden?

21 A Yes.

22 Q If you looked at the very first bullet on this,  
23 does the number that I do not want you to say out loud, but  
24 it is an annual travel revenue as of this date in 2019. Is  
25 that consistent with your understanding?

1           A     That's consistent with my understanding for search  
2 ads and hotel ads combined.

3           Q     Yes. Thank you. Thank you for the clarification.

4                     I'd like you to turn to page 10 of this which is  
5 at -- if you use the Bates numbers, it's 234. You can  
6 probably get there.

7                     And, again, you'll see yellow showing redactions,  
8 so there's a column on the right-hand side of this slide,  
9 it's multicolored.

10                    Do you see that?

11           A     Yeah, it's a little hard to read, but yes.

12           Q     It is hard to read and I'll try to make it easy.

13                     We can't show it, of course, because it's  
14 redacted, Mr. Holden, so I apologize. Oftentimes it's  
15 easier to see on the electronic screen.

16                     But there's a column that's marked "Revenue."  
17 Do you see that on the right?

18           A     I do.

19           Q     And so this is just to ask a question.

20                     The green portion of that column, and I won't give  
21 the number, is the amount of revenue that's attributed to  
22 hotels and accommodations; is that correct?

23           A     It looks like that's the case.

24           Q     And the extent to the -- and that's hotel queries;  
25 is that right?

1           A     Well, it would be -- it would be broader than just  
2 hotel queries. It would be a broad range of anything that  
3 was deemed to be accommodation related.

4           Q     So as to hotel queries, there is language at the  
5 very top, again, with a percentage that's redacted. Hotel  
6 queries represent X percent of travel revenue. That is  
7 hotel queries, correct?

8           A     Yes, though it could have been shorthand for  
9 talking about hotels and accommodations, in general, but  
10 yeah, generally speaking.

11          Q     And the color is difficult because we overlaid the  
12 redaction, but there's -- if you go to that same column and  
13 go up to the third item, which to me looks kind of orangey  
14 yellow, that refers to air travel; is that correct? There's  
15 a legend on the right-hand side of the slide, Mr. Holden.

16          A     Yes, it looks like it refers to air travel.

17          Q     And that gives a percentage of revenue attributed  
18 to that segment, air travel, correct?

19          A     Yes. Again, across search ads, yes.

20          Q     Now, I would like you to turn --

21          A     Actually, search ads -- I should clarify. Search  
22 ads could be display ads too. All forms of advertising.

23          Q     These are Google Ads we're talking about here,  
24 correct?

25          A     Yes, but Google Ads aren't just search ads, just

1 to be complete here. They're display ads also which are --  
2 which are not -- go ahead, sorry.

3 Q I don't mean to interrupt you, but --

4 A No, no. Go ahead. What was your question?

5 Q You've referred before to text and hotel ads, each  
6 of which can appear on the Google SERP. In the case of  
7 hotel ads, they also appear in the immersives in the booking  
8 modules and such, correct?

9 A Yes, I was talking about text ads and also hotel  
10 ads before.

11 Q There were no display ads that appear on the  
12 Google SERP, correct?

13 A No, but I'm just saying that this revenue number  
14 we're talking about, the overall travel space, may be  
15 referring to display as well.

16 I'm not positive. I'm just saying it's possible.

17 Q You don't know.

18 A I don't recall whether it does or not, but  
19 typically when we talk about the travel segment, we would be  
20 talking about search and display, all forms of advertising,  
21 how big is the ad market.

22 Q Do you see any reference -- at the top of the page  
23 it says "Hotel queries," correct?

24 A Yes.

25 Q Are display ads -- do display ads show up on the

1 Google SERP in response to queries?

2 A No, but sometimes we loosely talk about how big  
3 the market is. I may be wrong. I'm just mentioning that it  
4 could -- might have encountered display as well.

5 Q I'd like you to turn now, it's also redacted, to  
6 the page that is -- ends with the Bates numbers 238. Could  
7 you do that?

8 A Okay.

9 Q Now, this focuses on hotel traffic and other  
10 vertical benchmarks. And there's a percentage that is  
11 redacted, but it's a percentage of outbound clicks from  
12 hotel-related queries, and then says, "but paid clicks are  
13 growing."

14 In other words, am I correct that from the Google  
15 Search engine results page, they can be nonpaid clicks, for  
16 example, on a text ad, and paid clicks -- I'm sorry,  
17 nonpaid, for example, on the blue links and paid, for  
18 example, on the text ads, correct?

19 A Well, there can be unpaid links from the blue  
20 links. There can be unpaid links from, if it's a  
21 navigational query, could be coming out of the booking  
22 module from the free links of the net. It could be coming  
23 from also the links that we provide at the top of that  
24 knowledge panel to partners as well, and there could be paid  
25 links coming from the advertisement. And there could be

1 also on the immersive, unpaid links out to there, as well as  
2 links from the booking module that are paid, a combination  
3 of the two.

4 Q Thank you, Mr. Holden.

5 In fact, let's go to the first column there which  
6 is -- got a label I can't read, I guess, I'm not allowed to  
7 read, but I would call it a subvertical in travel.

8 Do you see what I'm talking about? It's a column  
9 on the left. And it's got a name under it?

10 A Yes.

11 Q Okay.

12 So let's walk up just -- I think you've covered  
13 this, but it would be helpful, I think.

14 What this shows is the percentage of clicks to  
15 this subvertical that come from various sources through  
16 Google, correct?

17 A This shows the -- sorry.

18 This shows the outbound traffic to partners from  
19 various sources of Google.

20 Q I'm going to work from the bottom up if that's  
21 okay.

22 The bottom are that traffic which comes from text  
23 ads, correct?

24 A It comes from the overall search ads, meaning the  
25 text ads, as well as the hotel ads.

1 Q Well, does it? Because if you look at the very  
2 top --

3 A I'm sorry, you're right. I read the legend wrong.  
4 It is text ads. My apologies.

5 Q And then there's a percentage. That's the  
6 percentage.

7 And there's a number to the left. Is that number  
8 to the left the average price of these text ads in this time  
9 period?

10 A I believe that would be the cost per click for  
11 those ads.

12 Q And then the next box and the colors are hard to  
13 say, this is labeled -- it's -- yeah, web organic, correct?

14 A Correct, that's the traffic we're delivering  
15 through web search results.

16 Q And if I call those the blue links, I think  
17 earlier you talked about the traditional, the 10 blue links,  
18 would that be an accurate description of what these are?

19 A Yes, that would be.

20 The only caveat I'm going to say for on this one  
21 is that I'm not entirely clear whether, for example, on a  
22 navigational query like we were talking about before, in the  
23 knowledge panel, website link, et cetera, might be included  
24 in that.

25 There is a hotel unit organic element but that

1 might be the spotted -- in the booking module itself.

2           So it could be a blending of the two.

3           Q     But that's helpful, because the next category is  
4 just what you said. It's called hotel, you know, organic,  
5 and I've understood these, and tell me if I'm correct, to be  
6 the non- paid listings that appear in the hotel unit on the  
7 SERP; is that correct?

8           A     It could be -- it certainly includes the elements  
9 in the booking module that are unpaid. It may also include  
10 the website link button, et cetera, at the top.

11                   But given that we're not talking about the amounts  
12 here, I think that that amount might be actually in the web  
13 organic as well.

14           Q     And then the very top, in a different color, is  
15 labeled "Hotel Unit Ads," correct?

16           A     Correct.

17           Q     And these are ads that one accesses from the hotel  
18 unit which appear not on the search engine results page but  
19 on, for example, the immersive or on a property page;  
20 is that correct?

21           A     These are the ads that appear in the immersive and  
22 can appear on the search-results page in the knowledge panel  
23 in a booking module. I mean, they put -- and they get there  
24 own SERP and in immersive.

25           Q     On the knowledge panel, just see if I have this



1 right, those ads appear on the knowledge panel in response  
2 to a query from a user that asks names of particular hotel  
3 in a particular geographic location; is that correct?

4 A That's correct, it shows the online travel agents,  
5 the suppliers, metasearch providers giving them access to  
6 consumers at that point as well.

7 Q And then on the left of that very top element,  
8 there's another price, is that the average price for hotel  
9 unit ads?

10 A I believe that's referring to the cost per click  
11 for those ads.

12 Q Yes, thank you.

13 Now, I would like you to go to, if you might,  
14 page 6 of the document, which is 230.

15 And this is a summary of key findings for both  
16 inbound travel queries and outbound queries. Do you see  
17 that?

18 A I do.

19 Q And I'm going to be careful here because of the  
20 redactions, but do you see -- well, there's a subheading,  
21 "Google's Outbound Click from Hotel Queries," correct?

22 A Yes.

23 Q And then the sentence underneath that, "A redacted  
24 percentage of outbound clicks from hotel-related queries  
25 were organic," correct?

1 A Correct.

2 Q Correct?

3 Sorry.

4 A That's what it says, yes.

5 Q Yes.

6 And then the redacted portion, without saying what  
7 it says specifically, does it provide a comparison between  
8 the growth of paid and nonpaid queries?

9 A Let me just read the section for one second.

10 Q Of course.

11 A Are you asking about that first bullet point and  
12 what it says?

13 Q I'm asking about the end of the sub-bullet point  
14 under "Google's outbound clicks." There's a redacted  
15 portion at the end?

16 A And can you repeat the question?

17 Q Of course.

18 Does this make a comparison between paid clicks  
19 and nonpaid clicks?

20 A My reading of it is that it makes a comparison  
21 between paid clicks and queries.

22 Q And queries would be the content that the user  
23 puts into, say, Google.com, correct?

24 A No, that's different than unpaid clicks.

25 Q I take the point and I appreciate the

1 clarification.

2 Can you move to page -- the page that ends in 241,  
3 please. Now, this is not much that's not redacted but I can  
4 say it deals with OTAs on search.

5 And what we see here, without giving any numbers,  
6 is some OTAs --

7 THE COURT: Sorry, what's the page again,  
8 Mr. Sallet?

9 MR. SALLET: I apologize. It's 241. It's the  
10 Bates number ends in 241.

11 THE COURT: I just was behind you.

12 BY MR. SALLET:

13 Q And what we see here, Mr. Holden, is some OTAs,  
14 and then a specific outbound traffic analysis for each of  
15 the ones that are displayed; is that correct?

16 A Yes, that's correct.

17 Q And the categories are the same categories we  
18 talked about a few minutes ago, right, text ads, web  
19 organic, hotel unit organic, hotel unit ads; is that right?

20 A That's correct.

21 Q Let me just say it this way: A significant share  
22 of this outbound traffic is coming from advertising,  
23 correct?

24 A Let me just look at the chart here for a minute,  
25 please.

1 Q Sure. Of course.

2 A It varies by partner, but a significant portion is  
3 generated through advertising, of the leads and outbound  
4 clicks.

5 Q In fact, the -- my apologies. I didn't mean to  
6 interrupt.

7 A Sorry.

8 No, I was just saying that a significant -- it  
9 varies by partner, but, yes, I guess you could describe it  
10 as a significant amount of traffic is coming via paid  
11 outbound links.

12 Q And conversely, it doesn't appear that a whole lot  
13 of traffic is coming through the hotel unit, does it?

14 A I'm having a little trouble distinguishing the  
15 shading, but...

16 Q It's difficult, Mr. Holden. Thank you for trying.

17 A I guess I wouldn't describe it as not a lot.  
18 I would describe it as significant also.

19 Q But smaller?

20 A It's smaller.

21 Q Yes.

22 Mr. Holden, could you turn to the PSX299 in your  
23 binder.

24 MR. SALLET: I should have said, I apologize  
25 Your Honor, that on the prior document, 524, it is -- it has

1 been admitted.

2 THE COURT: Okay.

3 MR. SALLET: And this is partially redacted. It  
4 has also been admitted, Your Honor.

5 THE WITNESS: Sorry. You said PSX299?

6 BY MR. SALLET:

7 Q Yes, sir:

8 Is it not at the first -- is it not the first tab  
9 in your binder?

10 A Oh, maybe it is. Sorry. I thought I had flipped  
11 them all over but that one.

12 Okay. There we go. Sorry.

13 Q Mr. Holden, are you familiar with this document?

14 A Let me look at it one second.

15 Q Of course.

16 A It seems familiar, yes, I'm generally familiar  
17 with it.

18 Q And the title of this document is "Tough  
19 Questions/Discussion Points, PSSR 2019 Prep," correct?

20 A That's correct.

21 Q And is my understanding accurate that PSSR stands  
22 for product sales strategy review?

23 A That's correct.

24 Q On the bottom of the first page of this document,  
25 if we could just pull that up on the screen, I think

1 it would be easier to read, there's a reference here, this  
2 is a paragraph that deals with Partners - OTA. Do you see  
3 that?

4 A I do.

5 Q Do you see the second bullet? "Both partners are  
6 publicly committed to growing direct traffic and brand  
7 loyalty but they continue to generate a huge share of  
8 revenue from Google Ads." Do you see that?

9 A I do.

10 Q And this refers to the revenue that I suppose one  
11 can say two OTAs gain through the purchase of Google Ads.  
12 Is that a fair reading?

13 A This is saying that those partners of ours  
14 generate a tremendous amount of revenue through our  
15 partnership.

16 Q And then the last bullet says, "We expect them to  
17 continue to try to go direct traffic over time but in the  
18 near term, they would be very challenged to make drastic  
19 cuts and find a replacement source for the substantial lost  
20 revenue." Do you see that?

21 A I do.

22 Q And they would be challenged because these  
23 companies rely on Google traffic both paid and unpaid;  
24 is that correct?

25 A I think they would be challenged in what this

1 language means, is the aspect of drastic cuts. They are  
2 public companies that shape their trajectory and their  
3 earnings growth by having smoothness, and pivoting  
4 immediately and pulling back substantially would create all  
5 sort of concerns among the investment community that invests  
6 in these companies.

7 They could certainly shift traffic over time and  
8 they did and they do to other properties, but the notion of  
9 them making a drastic change was unrealistic.

10 Q Yes. Thank you.

11 You may close the binder. I'm not going to ask  
12 any more about that document, Mr. Holden.

13 So we've talked about traffic to SVPs and OTAs  
14 from Google. It's true, isn't it, that traffic from Google  
15 is particularly important for SVPs in attracting new  
16 customers; is that correct?

17 A It's -- traffic from Google is important to them  
18 for attracting new customers which they hope to invest in or  
19 retain over time.

20 They also retain customers that have been on  
21 Google before, too, so it's both.

22 Q Well, to the second category, for example, someone  
23 who used an SVP but hasn't used it recently might be  
24 somebody who's -- who the SVP wants to reach by appearing on  
25 the Google SERP; is that correct?

1           A     It can happen.  Their objective is to gain a user  
2 through lead generation with us and show them a great user  
3 experience over time such that that user will come back to  
4 them directly.  Doesn't always happen.  Sometimes it does.  
5 That's why they innovate on their product, like we do too.

6           Q     And is it fair to say that an important aspect of  
7 gaining traffic from Google is that they wish to gain  
8 incremental customers?

9           A     They are hoping to grow their customer base and by  
10 working with us and working with many other partners too.

11          Q     Mr. Holden, could you turn to the tab PSX385?

12          A     Sorry, we need that binder again?

13          Q     Yes, I'm sorry, Mr. Holden.  I only meant to say  
14 that you didn't need to stare at the document.  I didn't  
15 mean to inconvenience you.

16                    So, Mr. Holden, this is an email that you sent on  
17 June 6th, 2018; is that correct?

18          A     Let me look at it here quickly.

19          Q     Of course.

20          A     Okay.  That is an email from me.

21          Q     Well, it has been admitted into evidence.

22                    MR. SALLET:  It has been admitted into evidence,  
23 Your Honor.

24 BY MR. SALLET:

25          Q     You wrote this email, and please take the time to



1 look, but you wrote this email in preparation for a  
2 presentation the next day at a product sales strategy event;  
3 is that correct?

4 A It looks like that's the case.

5 Q And I want to ask you about a particular sentence.  
6 It appears in the first paragraph, it's the last sentence,  
7 and it says this: "Just in case there is any confusion in  
8 the audience tomorrow, I want folks to understand that hotel  
9 AW text ads and hotel ads are different things (the latter  
10 is more structured, delivers more qualified users much lower  
11 in the funnel, and the CPCs are as a result quite  
12 different)."

13 Do you see that?

14 A I do.

15 Q Just for clarification, the phrase "hotel AW text  
16 ads," those are the text ads of which we've been speaking,  
17 correct?

18 A The AW refers to AdWords, what we used to call  
19 text ads.

20 Q Thank you.

21 And so in thinking about hotel ads --

22 THE COURT: I'm sorry, Mr. Sallet. Could I ask  
23 you. Maybe I'm not understanding.

24 The hotel AW text ads, those are the hotel text  
25 ads that appear on the SERP; is that right?

1           THE WITNESS: Yeah, that's referring -- the ad  
2 platform used to be called AdWords in those days. We still  
3 refer to it, it's called Google Ads now. Those are the text  
4 ads that appear at the search results.

5           THE COURT: And the hotel ads are those that  
6 appear in the immersive?

7           THE WITNESS: Can appear in the immersive and they  
8 can also appear, as we saw, in on navigational queries on  
9 SERP in the booking module too. So both SERP and immersive.

10 BY MR. SALLET:

11           Q     And just to focus on the immersive for a moment.

12           A     Okay.

13           Q     It's correct, isn't it, that when a user clicks on  
14 hotel ads in an immersive, that user is close to completing  
15 a transaction; is that correct?

16           A     When a user clicks on an ad in the booking module  
17 in the immersive, they might be closer to transacting at  
18 that point.

19                     Often, consumers click on that and they click back  
20 on that and they click back and go look at another hotel and  
21 come down and look for another hotel and they might click  
22 again. On average, they're probably closer to booking, but  
23 it doesn't necessarily mean they're going to book.

24           Q     From an advertiser's perspective, though, the  
25 advertiser's buying hotel ads, think they're getting a more

1 qualified user that has a higher probability of purchase  
2 than a user on the Google SERP, correct?

3 A The advertiser -- the advertiser is buying a hotel  
4 ad, often is bidding more on that hotel ad than maybe a text  
5 ad because the likelihood of conversion may be higher, but  
6 they're buying across both those sets of ads all the time  
7 and are comparing ROI across them and shift dollars among  
8 them.

9 Q In fact, on the prior document, and I won't use  
10 any numbers, we saw numbers for text ads and numbers for  
11 hotel ads and the number for hotel ads was bigger on a  
12 cost-per-click basis.

13 Do you recall that?

14 A That is correct, on average, they are higher price  
15 because the conversion rate might be higher.

16 Q You believe, don't you, that text ads and hotel  
17 ads can be viewed by advertisers as complementary;  
18 is that correct?

19 A I view that advertisers look at hotel ads and text  
20 ads in a pool of money that they're spending across both and  
21 across search engine optimization efforts to try to derive  
22 traffic together. I think they look at them collectively  
23 and that they shift spend among them and often talk to me in  
24 the past about how they'll shift spend from one to the other  
25 versus the ROI.

1           Q     Did you also believe, as you just said, that users  
2 in the immersive are viewed by advertisers as more likely to  
3 convert to a sale; is that correct?

4           A     It's possible that they might convert more likely  
5 there.

6                     But it's also possible, depending on what the bids  
7 are, that the ROI is less there from the advertiser. And if  
8 it is so, they'll shift more money to the text ads. If the  
9 reverse happens over time, they'll shift money to the hotel  
10 ads, and they do it all the time.

11          Q     Just for clarity's sake, an ad that shows in the  
12 immersive reaches those people who've come to the Google  
13 SERP and then gone through the hotel unit, taken an  
14 additional step, at least one, to get to the immersive where  
15 the hotel ad appears, correct?

16          A     Not always. They can also see that same ad on the  
17 SERP itself.

18          Q     That's correct.

19          A     In a knowledge panel.

20          Q     But also --

21          A     So either case they could be --

22          Q     Let me --

23                     THE COURT: Don't talk over each other.

24                     MR. SALLET: My apologies.

25

1 BY MR. SALLET:

2 Q I'm directing my question to hotel ads that appear  
3 in the immersive.

4 A Okay.

5 Q Okay.

6 As to those ads, a user enters a query, goes to  
7 the SERP and takes at least one more step to get to the  
8 immersive where the hotel ads are, correct?

9 A They've taken the step of indicating interest in a  
10 particular hotel and they're looking at the booking module  
11 for that hotel, or they might have seen a promoted hotel in  
12 the list in the immersive as well, too, at the top of the  
13 list.

14 Q Correct.

15 A user who sees ads on the SERP who enters a  
16 categorical query sees the text ads in response to a hotel  
17 categorical query; is that correct?

18 A Correct. If there's an ad shown, they'll see an  
19 ad there too.

20 Q And there's a lot more users who see the SERP than  
21 who take the trouble to go into an immersive;  
22 is that correct?

23 A That's correct, yep.

24 Q When a user clicks on a text ad or a hotel ad  
25 purchased by an SVP, that user then goes to the SVP's site,

1 correct?

2 A If they've -- sorry, repeat the question. Make  
3 sure I understand it.

4 Q I'm just trying to set up something, Mr. Holden.  
5 I don't think it's controversial.

6 A I want to make sure I heard it right.

7 Q Are if a user clicks on an SVP ad, and for these  
8 purposes, I mean to say either text or hotel, the user then  
9 travels into the SVP site; is that correct?

10 A Correct.

11 Q And there a transaction can be completed, correct?

12 A May or may not be, but, yes.

13 Q Can be?

14 A Yes.

15 Q Right.

16 But a user who is looking at the Google SERP  
17 cannot book a hotel room without taking a journey to  
18 someplace else; isn't that correct?

19 A A user who's on the Google -- on Google Search, we  
20 think is looking for information about hotels, and we  
21 ultimately link to a partner for that actual booking. For a  
22 period of time, we had something called "Book on Google"  
23 that would allow a user to transact on Google as well. But  
24 today, we don't -- you need to go to a partner to make that  
25 reservation.

1           Q     And I will return to that topic, Mr. Holden,  
2 so it's helpful for you to explain.

3                     You agree, don't you, that users express their  
4 interest in what they're looking for through their Google  
5 searches?

6           A     Users express some form of intent. We don't  
7 always know what that intent is, but, yes they're expressing  
8 intent through a query.

9           Q     And you'd agree, would you not, that that's what  
10 makes search advertising so useful to advertisers like  
11 Booking, Expedia and others?

12          A     I would say that intent is an important thing for  
13 advertisers on Google. Intent is important to those same  
14 competitors on their own sites. Intent is important on  
15 Facebook when somebody does a search. Intent is important  
16 on Bing. Intent is important on TikTok. Intent is  
17 important on metasearch engines as well.

18          Q     You agree that search is the ultimate intent  
19 signal, correct?

20          A     I agree that intent -- that search expresses  
21 intent very often, and people express search and their  
22 intent on many sites across the web.

23          Q     And Google is a place where intent is expressed by  
24 the entry of the Google queries, correct?

25          A     Users give us some form of intent through the

1 query -- in a query that they could be entering elsewhere,  
2 too, where they're expressing intent.

3 Q And advertisers use ads on the Google search  
4 engine results page, and I'm -- let me go back. Strike that  
5 question.

6 The purpose of these questions, I want to be  
7 clear, that I'm contrasting the search engine results page  
8 from the immersives or the property pages or the detail  
9 pages that are linked, for example, to a hotel unit, just  
10 for clarity. Does that make sense?

11 A Okay. You're talking about the text ads at the  
12 top of the search-results page.

13 Q Correct.

14 A Okay.

15 Q Advertisers use those text ads to get insight into  
16 what a user wants; is that correct?

17 A They -- can you say that again?

18 Q Sure, of course, Mr. Holden. I'm sorry if I went  
19 too quickly.

20 Advertisers use those text ads to get insight into  
21 what a user wants?

22 A I guess I wouldn't describe that way. I'd say  
23 that they use those text ads to seek users who may be  
24 interested in a product or service that they have. I don't  
25 think they use the text ads to understand the intent.



1 Q Fair.

2 They believe some form of intent has been  
3 expressed by the user through the entry of a query and they  
4 use the text ads to find users who've expressed that form of  
5 intent; is that correct?

6 A They are using text ads to hopefully attract users  
7 that are interested in their product or service.

8 Q And the point of using text ads from an  
9 advertiser's perspective is that they can deliver the right  
10 product to people who are viewing the Google SERP at the  
11 right moment, correct?

12 A The goal is to connect -- connect a partner with a  
13 user who has expressed interest in their product or service.  
14 They can do that on Google, they can do that on many sites,  
15 of course.

16 Q But people spend a lot of money on Google because  
17 they think there's some important information coming out of  
18 the search query entered by a user on Google, correct?

19 A They think that there is valuable leads that are  
20 ROI positive on the paid side or beneficial on the search  
21 engine optimization side through Google.

22 They also spend a great deal of money on other  
23 sites for seeking people that are expressing their intent as  
24 well.

25 Q The Judge asked you a question prior to the break

1 during the direct, and I think if I understood it correct,  
2 is that the revenue that Google gets through hotel queries  
3 comes from the sale of ads, correct?

4 A The revenue that Google gets in the hotels and the  
5 travel vertical is through queries that are related to  
6 hotels and ads that are shown against them. I'm not sure  
7 I'm remembering the full original question, but so...

8 Q Okay.

9 You mentioned before that there used to be  
10 something called "Book on Google" for hotels, correct?

11 A Yes.

12 Q And that was discontinued in 2022;  
13 is that correct?

14 A I think that's the right time frame.

15 Q If you would turn in your binder to PSX1247.

16 MR. SALLET: This is not in evidence. It's a  
17 public document. I would move it into evidence. It's a  
18 Google page.

19 MS. MAIER: No objection.

20 THE COURT: It will be admitted.

21 (Plaintiffs' Exhibit PSX1247  
22 received into evidence.)

23 BY MR. SALLET:

24 Q This page, Mr. Holden, I think, expresses what  
25 you've just been talking about, that "On May 25th, 2022,

1 Book on Google for hotels will be discontinued";  
2 is that correct?

3 A That's correct.

4 Q Now, you may put that --

5 Please, if you would, turn to PSX1258.

6 And this is also a publicly available page from  
7 the Google website.

8 MR. SALLET: It is not in evidence. We would move  
9 it into evidence.

10 MR. SCHMIDTLEIN: Is this a full page?

11 MR. SALLET: I think so.

12 MS. MAIER: No objection, Your Honor.

13 MR. SALLET: Your Honor, may this be admitted?

14 THE COURT: It may. It's admitted.

15 (Plaintiffs' Exhibit PSX1258  
16 received into evidence.)

17 BY MR. SALLET:

18 Q Google previously offered a service known as "Book  
19 on Google" for flights, correct?

20 A That's correct.

21 Q And this document states that, "On September 30th,  
22 2022, Book on Google for flights will be discontinued in  
23 most countries or regions outside the United States";  
24 is that correct?

25 A That's what it says, yes.

1 Q And are you aware that this year Google announced  
2 that it intended to phase out the remaining Book on Google  
3 for flights over the course of, say, 12 months?

4 A It might have happened after I left the team.  
5 I don't recall specifically.

6 Q So I'd like you to look at PSX1268, if I have it  
7 in here.

8 Yes.

9 MR. SALLET: And this, Your Honor, I'm only  
10 offering to refresh recollection. So I'm not moving this  
11 into evidence, okay?

12 BY MR. SALLET:

13 Q It is an article from a trade -- what I think is  
14 a -- fairly described as a trade journal specializing in  
15 travel.

16 And I just would like to point you to the third  
17 paragraph --

18 Well, the second paragraph says, "According to  
19 Google, it will do" so-and-so. And then there's a  
20 statement. "Over the next 12 months, we plan to phase out  
21 the Book on Google feature for flights."

22 Does that affect your recollection of whether such  
23 an announcement was made?

24 A Yeah. No, I was just referring to the fact you  
25 were asking about in the rest of the countries in 2023.

1 I don't know 2023. This is referring back to the original  
2 phasing out that you originally referred to and again, yeah,  
3 I'm aware of that.

4 Q Oh, that it was going to be phased out?

5 A Yep.

6 Q Yeah. Thank you.

7 Now, you've talked today about SVPs desiring to  
8 have customers come directly to them, correct?

9 A Yes, I did.

10 Q And SVPs like Booking and Expedia have well-known  
11 brands; is that correct?

12 A They do. They spend a lot of brand advertising  
13 dollars to generate that.

14 Q So for a person knows -- so if a person knows and  
15 likes an SVP brand, they can go directly to an SVP website  
16 or use an app, correct?

17 A Yes, they can.

18 Q And that's because the user has acquired enough  
19 information so they don't feel they need to look for  
20 alternative destinations on Google Search, correct?

21 A No, I wouldn't say that's the case.

22 Q Well, if they know a brand and they know where  
23 they want to go, then there would be no purpose for them  
24 necessarily to go to Google to see alternatives;  
25 isn't that correct?

1           A     They -- a user will go to Booking, they'll go to  
2     Expedia, they'll go to Google to look for a broad range of  
3     travel information. They could do that on Google, they  
4     could do that on Booking.

5           Q     Correct.

6           A     So they can go any of those places to look for  
7     travel information.

8           Q     Correct.

9                     And my question is about where they choose to go.

10                    If a user knows that it wants to use a particular  
11     SVP and it just travels to that SVP, then it isn't using  
12     Google as a search to research online destinations, correct?

13           A     I'm not sure I understand the question other than  
14     they could be going to Booking or Expedia to research travel  
15     destinations also.

16           Q     They could.

17                    But I'm using -- if we accept that Booking is a  
18     destination for a user, a user goes to Booking, does so,  
19     doesn't he or she or they, because they don't feel any need  
20     to get the set of information on the Google SERP, correct?

21           A     I'm not really sure I understand the question.

22                    I guess, again, a user who's looking for travel  
23     information could be going to Google, they could be going to  
24     Booking, they could be going to Expedia.

25           Q     That's true.

1           A     I'm not sure why it has to do with the exclusion  
2 of Google because they go to Booking.

3           Q     Because if I open up an SVP app and choose to use  
4 the app, I'm choosing not to go to Google at that moment to  
5 seek information, correct?

6           A     Correct, you've decided you want to use that  
7 product.

8           Q     That's right.

9                     And so in that circumstance, it's the knowledge of  
10 the user that is controlling whether or not the Google SERP  
11 is viewed, correct?

12          A     Sorry, I'm really not understanding the question.

13          Q     Sure. Let me try --

14          A     You're talking about a user using an app for  
15 Expedia. How does that have to do with -- using Google  
16 Search?

17          Q     They're not going to Google.

18          A     Correct.

19          Q     Because they have knowledge that makes them  
20 conclude that they don't need to use Google right then,  
21 correct?

22          A     Yeah, if they have a question that they want  
23 answered on Expedia, they can go to Expedia if they want  
24 that, they can go to Google, they can go to Booking.

25          Q     They can, but I'm asking you to focus on a

1 circumstance where a user decides to go to an SVP, and I'm  
2 asking you, isn't that indicative of the fact that the user  
3 at that moment feels that the knowledge the user has informs  
4 the user that it need not and does not intend to use Google  
5 Search?

6 A I don't know what knowledge the user has. The  
7 user has just chosen to use Booking or Expedia, it sounds  
8 like. I'm not quite sure what the question is.

9 Q Okay. But not Google?

10 A In that instance the user has chosen to go to  
11 Booking or Expedia. They can choose to go to Google, they  
12 can choose to go to Booking, they've chosen to go to  
13 Booking. I'm not sure what the question is.

14 Q Well, I think we've spent enough time on it so  
15 we'll let the record reflect what the questions and the  
16 answers are if that's all right.

17 I'd like to turn to questions of the SERP and how  
18 it works. Could you go to PSX907 in your binder?

19 MR. SALLET: And, Your Honor, let me just say,  
20 I'm going to ask some questions about SERPS. I understand  
21 we have seen hotel results pages before, including this  
22 morning, including at some earlier sessions. I'm just going  
23 to try to set up very briefly some points to ask some  
24 questions that have not been asked.

25 I might say, Your Honor, I'm going to show



1 something first that's hotels in New York, and it doesn't  
2 contain either the Holiday Inn or the Waldorf Astoria, but  
3 it does contain other hotels.

4 BY MR. SALLET:

5 Q 907. Do you have 907 in front of you?

6 A I do.

7 Q Now, this is a Google SERP responsive to the query  
8 "Hotels in New York"?

9 A That's correct.

10 Q And I'll represent to you that we ran this in  
11 2021.

12 Just very briefly, there are two text ads at the  
13 top, correct?

14 A Correct.

15 Q And then there's what we've been calling the hotel  
16 unit, which has the map and nonpaid listings on the left;  
17 is that right?

18 A That's correct.

19 Q And an SVP cannot appear in this hotel unit on the  
20 SERP, correct?

21 A That's correct. That unit is about the entities,  
22 like the knowledge graph is about entities in the world,  
23 it's about the thing, the hotel. The supplier doesn't  
24 appear there either. There are no offers from suppliers or  
25 OTAs in this context.

1 Q The name of the supplier appears, correct, the  
2 name of the specific hotel?

3 A That's the entity, yes. The entity appears.

4 Q Correct.

5 And that is a supplier, right, one could book a  
6 hotel room from that entity, correct?

7 A No, I'm drawing a distinction here between that is  
8 the entity, the thing itself. The supplier ultimately is  
9 maybe what you book through or what you reserve through,  
10 just like you might reserve with the OTA. Neither of the  
11 OTA nor the supplier offer is actually presented in this  
12 case.

13 Q Sure.

14 But the supplier's presence is clear, right?

15 A Because it's the entity. That's what the consumer  
16 is asking about.

17 Q And we talked before -- you talked before about  
18 the amount of content that appears, for example, in the  
19 nonpaid listings in the immersive. Do you recall that?

20 A Yes.

21 Q You talked about, please correct me if I got this  
22 wrong, but pricing, amenities, location, for example?

23 A Photos, reviews, et cetera, yes.

24 Q Exactly, right.

25 Now, there's a lot -- there's information in these

1 nonpaid listings in the hotel unit that does not appear in  
2 the text ads that are above, correct?

3 A That is correct, though you did acknowledge that  
4 this page was from 2021. There's been some evolution, some  
5 of the text ads where they've become richer over time, and  
6 you may see some of the pricing and availability information  
7 in the text ads today.

8 Q And below the hotel unit are some blue links;  
9 is that correct?

10 A Below the hotels unit are other organic links as  
11 well.

12 Q I've been using the term blue links. Is that  
13 acceptable to you for these?

14 A I'm just acknowledging that the hotels unit and  
15 those blue links are organic.

16 Q Correct. That's right.

17 A Correct.

18 Q And the blue links also don't have the kind of  
19 information that exists on the listings in the hotel unit;  
20 is that correct?

21 A That's not always the case. We do have  
22 capabilities for people to submit additional information  
23 that could be added to the organic links; but, in this case,  
24 it doesn't appear that there are additional links.

25 Q Now, in the hotel -- and you mentioned this

1 before -- in the hotel listings, there are prices with each  
2 hotel, correct?

3 A Yeah, there's a price shown on the image there for  
4 each of the hotels. It's a representative price.

5 Q It's a representative price because, although it's  
6 a picture of a hotel and the name of a hotel, it's not  
7 necessarily the price supplied by that hotel, correct?

8 A That's partly what I meant before, that this is  
9 not representing either the OTAs or the supplier itself. It  
10 is representing the entity with a representative price of  
11 what you might get through one of those channels.

12 Q Well, it's representative in the sense that the  
13 price could be supplied by an SVP, correct?

14 A The pricing information could be supplied by just  
15 about anybody.

16 Q Including an SVP?

17 A Could be including an SVP.

18 Q And you would agree, wouldn't you, that consumers  
19 generally are advantaged by knowing who's supplying the  
20 price of a good or service, correct?

21 A Well, they're not -- we're giving a consumer, as  
22 with this whole unit in general, we're giving them an  
23 indication of what might be available, what the pricing  
24 might be. We're not giving them a complete picture of all  
25 the pricing options that they might have for that property.

1 So this is a representative price.

2 I wouldn't expect a consumer to make a decision  
3 based on this. I would expect them to say, oh, I'm  
4 interested in learning more, maybe I'll go and look at the  
5 full range of pricing at that point.

6 Q One of the things you don't give them is the  
7 source of this price, correct?

8 A The price, again, is a representative price.  
9 There is no particular source. It could be from all over,  
10 and it can be the same price from many channels, so...

11 Q When you say it's no particular price, it is an  
12 actual real price that somebody is offering but the user at  
13 this moment doesn't know who; is that correct?

14 A Many parties may be offering the same price.

15 Q That's right, but there would be an actual price  
16 offered by some entity or entities whose identity is not  
17 disclosed on the SERP, correct?

18 A Again, it's about the thing. It's about what it  
19 might cost an individual to stay there. It's not -- to us,  
20 the channel you buy through isn't relevant at this point.

21 Q One of the reasons, correct me if I am wrong, that  
22 you're using the term representative is that the purpose of  
23 this hotel unit is to draw users into the immersive and  
24 detail pages which contain much more information, provide  
25 links to third parties, some paid, some nonpaid;

1 is that correct?

2 A I wouldn't use the word that is -- the intention  
3 is to draw them in.

4 The intention is, as with all Google Search  
5 results page, is to try to give users as much as information  
6 as possible on the SERP so they can either go to a partner  
7 or they want to explore something further. We often think  
8 that they can answer their question, at least -- in many  
9 cases, a user here is in just the general mode of like,  
10 what's the pricing look like for this market for this  
11 particular data range, and they're done, they move on.

12 So we're not trying to draw somebody in to try  
13 that as an opportunity for them to go to it if it's  
14 irrelevant to them, but we don't know based on the query  
15 that that's what they want.

16 Q It's not Google's intent to try to have users  
17 click in the hotel unit and see the additional information  
18 that appears connected to the unit?

19 A Our intent across all Google Search results is to  
20 try to answer that question as efficiently as possible. If  
21 we do that, the user comes back to us and re-engages with us  
22 in the future.

23 If we try to lure them into something in  
24 particular that doesn't necessarily answer their question or  
25 not, they get frustrated, they don't come back. User study

1 show us that over time.

2 If they are satisfied with the answer here and  
3 they come back, well, maybe they'll engage with the text ads  
4 then over time, too, as well, and that will be as full as  
5 well.

6 Q We've established that hotel ads that appear in  
7 the immersives and on the property pages, correct?

8 A They've appeared in the immersive and on the SERP,  
9 yes.

10 Q But I'm asking you, they appear in -- there are  
11 hotel ads that appear in the immersives and the property  
12 pages that one link gets to from the hotel unit, correct?

13 A Property of pages also appear on the SERP in the  
14 knowledge panel.

15 Q Let me just stick to immersives.

16 Google cannot gain revenue from any hotel ad  
17 that's contained in an immersive unless a user clicks  
18 through the hotel unit to see the page on which that ad  
19 appears, correct?

20 A I would say two things to that.

21 Google can gain revenue from engaging with that  
22 same hotel ad on the SERP itself. We also gain revenue from  
23 the text ads. We don't care which one it comes from. It's  
24 a pool of -- it's the experience. We want the user to  
25 engage with an ad ultimately if it's useful to them.





C E R T I F I C A T E

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: November 7, 2023



William P. Zaremba, RMR, CRR

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<p><b>D</b></p> <p><b>different...</b> [19] 9130/21 9134/21 9139/23 9140/3 9144/1 9144/8 9169/9 9171/9 9178/16 9181/23 9184/22 9185/7 9193/6 9195/14 9195/15 9219/14 9221/24 9228/9 9228/12</p> <p><b>differently</b> [1] 9161/6</p> <p><b>difficult</b> [2] 9214/11 9223/16</p> <p><b>Dintzer</b> [2] 9125/2 9128/9</p> <p><b>direct</b> [8] 9127/4 9137/3 9154/24 9204/1 9205/20 9225/6 9225/17 9237/1</p> <p><b>directing</b> [2] 9232/2 9251/2</p> <p><b>direction</b> [4] 9142/7 9151/10 9163/2 9200/11</p> <p><b>directions</b> [2] 9172/11 9179/20</p> <p><b>directly</b> [10] 9144/9 9160/13 9191/3 9202/3 9202/4 9202/24 9204/21 9227/4 9240/8 9240/15</p> <p><b>director</b> [2] 9139/1 9140/5</p> <p><b>disclosed</b> [2] 9133/1 9248/17</p> <p><b>disclosure</b> [1] 9132/24</p> <p><b>discontinued</b> [3] 9237/12 9238/1 9238/22</p> <p><b>discuss</b> [3] 9136/6 9194/18 9251/20</p> <p><b>discussed</b> [1] 9132/22</p> <p><b>discussing</b> [1] 9198/16</p> <p><b>Discussion</b> [1] 9224/19</p> <p><b>discussions</b> 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<p><b>done</b> [10] 9132/5</p>	<p>9178/24 9192/4 9194/1 9204/20 9209/20 9211/21 9211/24 9212/1 9249/11</p> <p><b>down</b> [10] 9157/13 9165/12 9166/1 9167/8 9167/12 9185/18 9190/10 9190/14 9193/4 9229/21</p> <p><b>drag</b> [3] 9181/23 9182/9 9185/18</p> <p><b>dramatically</b> [2] 9184/20 9185/6</p> <p><b>drastic</b> [3] 9225/18 9226/1 9226/9</p> <p><b>draw</b> [3] 9248/23 9249/3 9249/12</p> <p><b>drawing</b> [1] 9245/7</p> <p><b>drill</b> [2] 9157/13 9165/12</p> <p><b>drilling</b> [1] 9193/4</p> <p><b>drive</b> [4] 9177/17 9198/2 9198/3 9198/6</p> <p><b>driving</b> [2] 9163/2 9204/20</p> <p><b>during</b> [5] 9131/21 9142/3 9194/18 9237/1 9251/21</p> <p><b>dust</b> [1] 9192/16</p> <p><b>DX0072</b> [1] 9146/23</p> <p><b>DX46</b> [1] 9150/3</p> <p><b>DXD30</b> [2] 9146/16 9146/22</p> <p><b>DXD31</b> [1] 9146/17</p> <p><b>E</b></p> <p><b>each</b> [12] 9155/21 9157/5 9166/7 9171/15 9184/25 9199/1 9201/19 9215/5 9222/14 9231/23 9247/1 9247/4</p> <p><b>earlier</b> [5] 9135/6 9173/10 9185/6 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<b>harming [1]</b> 9154/1	9183/13 9183/21	9223/25 9224/4	9200/13 9200/16	<b>I understand [7]</b>
<b>has [40]</b> 9128/24	9188/15 9205/12	9227/23 9238/12	9200/16 9201/2 9201/4	9128/15 9134/3
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9146/22 9154/17	9219/12 9220/19	9243/19 9243/25	9204/2 9205/7 9206/5	9241/13 9241/21
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9183/15 9188/23	9227/18 9239/7 9245/7	9124/9 9128/2 9194/24	9243/17	9151/11 9152/2 9162/5
9188/24 9189/1	9249/9 9250/2	<b>hope [1]</b> 9226/18	<b>however [1]</b> 9132/6	9174/23 9179/13
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9205/1 9205/19	<b>We'd [1]</b> 9193/14	9148/17 9149/2 9149/8	9185/24 9189/24	9232/15 9232/20
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<b>W</b>	<b>we're [30]</b> 9131/18	9151/18 9151/25	9234/15 9248/11	9131/13 9226/24
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<b>want [58]</b> 9128/21	9166/16 9169/17	9152/22 9152/23	<b>where [42]</b> 9135/11	<b>who've [3]</b> 9197/6
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9134/16 9135/2 9135/3	9169/24 9175/23	9153/14 9153/14	9144/11 9144/21	<b>whole [4]</b> 9145/13
9139/5 9143/3 9151/11	9178/22 9188/6	9153/15 9153/16	9148/1 9148/2 9148/19	9169/6 9223/12
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9163/11 9166/18	9192/19 9193/21	9154/15 9154/18	9158/15 9159/1 9166/1	<b>wholly [1]</b> 9131/13
9166/19 9166/22	9201/21 9204/8	9155/18 9155/19	9166/15 9166/18	<b>whose [1]</b> 9248/16
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