IN THE UNITED STATES DISTRICT COURT FOR THE DISTRICT OF COLUMBIA

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UNITED STATES OF AMERICA, ET AL., )
        Plaintiffs, )
        VS.
GOOGLE LLC,
    Defendant.
                                ) Day 1
                                ) Morning Session
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TRANSCRIPT OF
BENCH TRIAL CLOSING ARGUMENT PROCEEDINGS BEFORE THE HONORABLE AMIT P. MEHTA UNITED STATES DISTRICT JUDGE

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$P R O C E E D N G S$

COURTROOM DEPUTY: This Court is now in session; the Honorable Amit P. Mehta is presiding.

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

Kenneth Dintzer for the DOJ.

Jonathan Sallet and William Cavanaugh for
Plaintiff States.

John Schmidtlein on behalf of Google.

THE COURT: Okay. Good morning, everyone.

Welcome back.

Good morning to all the fans who've arrived in the audience.

Okay. So we're here this morning for closings.

Anything anybody would like to discuss before we get started?

MR. DINTZER: Not for the DOJ Plaintiffs, Your Honor.

MR. CAVANAUGH: No, Your Honor.

MR. SCHMIDTLEIN: No, Your Honor.
THE COURT: Okay.
Let me just say one quick thing in terms of
timing.

Obviously I did issue this order a couple weeks ago in terms of the structure of the arguments over today and then tomorrow. You know, it was written and done at a time -- let's just say it was two weeks ago, and so all of this may not line up with actually the amount of time that may be necessary for each of these topics; some may require more; some may require less. So in particular when we talk about -- get to prima facie case and anti-competitive effects, if that has to bleed over into after lunch, that is perfectly fine, okay?

All right. With that, Mr. Dintzer.

MR. DINTZER: Thank you, Your Honor.

May I approach?

THE COURT: You may.

Oh, and thank you, everybody, for getting everything filed on Tuesday. I noticed as all the filings were coming in late at night, so thank you very much.

MR. DINTZER: So, Your Honor, we'll be handing up different binders for each of the different presentations.

May it please the Court.

Google has wielded monopoly power in general search for more than a decade. Its high market share and enormous barriers to entry give it control of a market that touches all of our lives.

Google's power has enabled it to freeze the search
ecosystem, making it impervious to change.
Google's power has allowed it to stall or strangle new entrants that might weaken Google's hold, and Google's power permits it to make unilateral decisions about a product that all of us use every day. These decisions harm users, and these decisions ignore rivals. An example of this power is Google's refusal to give users tools needed to protect their privacy.

The Court heard from Mr. Ramaswamy, an executive first at Google and then at Neeva, that, surveys showed, that most Americans were concerned about online privacy.

We tell Google our secrets. We type in queries into Google about our health, our sexuality and our politics that are subjects that we would not share with our friends and family, and then Google monetizes our secrets because it can, because it has the power to ignore concerns and preferences.

Every American should be able to search the Internet without surrendering personal privacy. We should have tools that are easy to use and easy to understand and that give us control over how Google stores and uses our information and to protect our children and their information from Google's advertising machinery.

Google's employees have recognized these concerns. They repeatedly propose that Google adopt more powerful,
simpler privacy tools to empower the company's users, but Google refused.

In 2019, search executives proposed an incognito mode for Google search, and we asked Dr. Raghavan, Google's Senior Vice President, about this proposal.
"Question: And that proposal, had it been enacted, would have offered users an option for searching, where Google would anonymize the user's data and never log it, right?
"Correct.
"And Google never adopted that proposal, correct?
"Answer: Correct.
"And one of the concerns was if Google adopted that proposal, users would pick it and Google would lose billions of dollars in revenue, correct?
"That was only one of the concerns, yes."

Google was afraid to offer a privacy product not because it would fail but it would succeed. This is a monopolist's way of thinking.

In the email rejecting incognito mode, Dr. Raghavan wrote, "I disagree with the methodology that consists of conflating 'people care increasingly about privacy' and then concluding that this needs a product change," even though he acknowledged that concern was valid. He explained that Google was not losing queries to

DuckDuckGo. He called them ankle biters. And so costly investments in privacy were not worth making.

Google could do this because it's a monopolist. This is a monopolist flexing its monopoly power. This decision made it more difficult for each and every one of us to protect our information, and it's just one example of Google ignoring privacy preferences.

Now, the Court doesn't have to believe us that Google ignores privacy concerns. Apple is Google's biggest search partner and it reached the same conclusion.

In 2019, an Apple executive was discussing the possibility of defaulting some search to DuckDuckGo, which is privacy focused. And this executive wrote, "The implication of recommending DuckDuckGo when customers choose private browsing is that Google does not respect your privacy, which, while true, would certainly be a public slap in the face."

Your Honor, Google did not respect the privacy of Apple users. But Apple did not adopt DuckDuckGo as the default in its privacy setting because you don't slap a monopolist in the face. Apple made Google the default in private browsing and it kept cashing Google's checks. Google does not respect your privacy or my privacy because it doesn't have to because it has monopoly power. The market cannot police Google, so this Court must.

At heart, the Sherman Act is making sure competition exists so corporations have to respect their customers' privacy, their customers' choices.

Every American should feel that their privacy is respected when searching for important information, but we can't because Google has decided we can't, and that is the danger of a monopolist.

Now, Google has spent hundreds of pages in their briefing discussing their noble rise to dominance in the search market. None of that is relevant. We are not challenging how Google gathered its monopolies. This is a monopoly maintenance case. We challenge Google's conduct in maintaining those monopolies. We challenge Google's conduct in freezing the ecosystem.

Now, as promised in our opening, we've shown what Google did, and we relied on testimony presented at trial.

But we also relied on Google's documents, a lot of documents, and they showed what Google thought and what Google did at the time.

When questioning their own employees, Google often used demonstratives, while we used the employees' own contemporaneous words.

Google spent decades hiding and destroying documents because their documents paint a clear record of Google's efforts to protect its monopolies and freeze the
ecosystem.

In this morning's presentation, Your Honor, I'll discuss the evidence demonstrating Google has monopoly power in the U.S. general search servicing market.

First I'll focus on Google's ability to exercise monopoly power in search, which I've already started, and then I'll turn to the evidence demonstrating that general search is, in fact, a relevant market.

So returning to the question of monopoly power --
THE COURT: Can I ask you --

MR. DINTZER: -- the cases say we can show --

THE COURT: I'm sorry, Mr. Dintzer, if I could just interrupt you, and this will happen from time to time.

MR. DINTZER: Sure.

THE COURT: Isn't the approach backwards?
In other words, shouldn't you be defining the market and then, within that market, that where -- it's within that market you need to establish monopoly power?

MR. DINTZER: Your Honor, as far as we're concerned, they are -- there are two parts that ultimately we have to demonstrate, and we feel that showing the monopoly power, the ability to exercise monopoly power, allows the Court to infer that there is a market that they're exercising it in.

But we have a complete presentation on market
definition. If the Court would prefer us to go to that first, we'd be happy to.

THE COURT: I mean, it's your opening, I just -I'm surprised that we're starting here. But either way. MR. DINTZER: Okay.

And -- so we will do them in turn, and hopefully we'll answer all the Court's questions.

Monopoly power is shown when a firm sets prices without considering their rivals' prices. And we have evidence of that on the ad side, which Mr. Dahlquist tomorrow will be addressing.

But for search, the price is free. And for this, we have evidence regarding Google's quality, which is agreed can be a marker.

And what the Court said in Microsoft, what the D.C. Circuit said was that, the company -- that "A company that can set the price of windows without considering a rival's price, that's something a firm without a monopoly would have been unable to do."

And so in a $30(\mathrm{~b})(6)$, Google said, Google admitted the following: "Google does not, however, consider whether users will go to other specific search providers (general or otherwise) if it introduces a change to its search product."

So they acknowledged that they can make or modify their product, or choose not to, without worrying that they
might lose a user to a specific product, like the decision to not do Incognito mode. That's direct evidence of monopoly power.

When discussing Google's efforts to model the rev share payments that they paid to their partners --

THE COURT: I'm sorry to interrupt.
MR. DINTZER: Please.

THE COURT: But this is one of the issues I want to discuss, because $I$ know one of the plaintiffs' themes has been that some combination of Google hasn't innovated sufficiently, it doesn't consider its rivals in terms of its product development.

I mean, look, I think the record firmly, in a sense, does establish -- I don't think anybody would dispute that, that search today looks a lot different than it did 10 to 15 years ago.

MR. DINTZER: Yes, Your Honor.
THE COURT: And much of that -- or some of that is attributable to Google and its continuing efforts to innovate search.

Would you agree with that?

MR. DINTZER: There are definite innovations that have come through Google, some of them they take credit for, that actually began elsewhere.

But there's no question, Your Honor, that even
monopolists have an incentive to invest, and -- I mean, the Microsoft Court said that.

THE COURT: No, I know Microsoft said that.
But just -- it's not that it's inconsistent with monopolistic behavior, it's that it seems to me to be a hard row for you to -- hard row for you to go down for me to conclude that Google hasn't innovated enough.

I mean, how do I make that determination? You know, against what baseline should $I$ be making that comparison to say, you know what, Google, you've left too much on the shelf over the years. If you had competition, it would have improved at a faster pace.

And how do I make that determination on this record?

MR. DINTZER: Your Honor, that's not a determination the Court has to make.

We have shown and can show that Google has both direct and indirect evidence of monopoly power.

And so if the Court is asking, does it need to make a conclusion that Google hasn't innovated enough? That's an effect of the fact that they have a monopoly, that they've exercised monopoly power, and that they have hobbled their competitors.

And then the Court infers that -- I mean, the Court knows that the causation standard is toothless here,
and the reason is because we can't prove the but-for world of how much they would have innovated if, for the past 12 years, they had had a rival chomping at their feet. THE COURT: Right. I mean, we'll clearly talk about but-for world issues maybe -- certainly a fair amount either today or -certainly today.

But I mean, again, look, I thought one of your positions was that, when establishing monopoly power, you've got direct evidence and indirect evidence. We'll get to indirect evidence in a moment. But the direct evidence needs to, at least in this type of case, show one of two things; either, it seems to me, a lack of innovation or product quality degradation, which, perhaps, is just the other side of the same coin.

And I'm struggling to see how I could reach findings of fact that would say, you know, Google has not done enough or that Google's product has worsened over the course of ten years in such a way that $I$ could say it's because of lack of competition.

How do I make that determination on this record?
MR. DINTZER: What Microsoft says in the slide, Your Honor, is that if it's setting in this case its -- if it's making quality decisions without considering rivals, that's something a monopolist wouldn't do.

THE COURT: Is it enough that Google -- I mean, we've heard evidence that it does regularly do quality side-by-side comparisons with Bing, maybe not DuckDuckGo, but with, certainly, Bing, who is the biggest rival.

I mean, they do periodically make -- check-in, and, in fact, came to the conclusion at one point that Bing was sort of on par in terms of quality on Desktop.

MR. DINTZER: Yes, Your Honor.

THE COURT: So isn't that contrary to the notion that they're not checking in on their rivals?

MR. DINTZER: I think we have specific elements, such as the evidence we just showed, where you have a decision being made -- I mean, the case law says, direct evidence is often not available and it's not necessary. But we have specific instances where we have, such as Dr. Raghavan, making a decision about privacy because -- expressly because they're not losing searches to a privacy-based search engine.

Or, Your Honor, for example -- a second example, where Professor Murphy was talking about how Google, when they're estimating how much to offer for rev share, he's like, they don't have to be super precise because there's a lot of headroom between the numbers that they're offering and the deal that they're doing.

And, in fact, we heard that there's a lot of
profit from these rev share agreements. They -- Google takes a lot of profit. If there was competition for these agreements, Google would have to compete more of its profit away to get to secure these defaults, if there was competition for the distribution, but there isn't.

And, in fact, another example of Google ignoring privacy preferences, Your Honor. Google did some research, they did a survey: How long do you want Google to store your data? Okay. About 50 percent said a month or less, and about 74 percent said no more than a year.

And so what Google decided was they would store -the default would be 18 months, and the default is not really easy to hunt down and change if you want, the default is 18 months. And when Ms. Fitzpatrick was testifying about it, she explained that they sort of reached 18 months just because it felt good.

THE COURT: Can we talk -- I mean, here's my challenge with privacy and the issue of privacy.

I don't think there's any dispute that the evidence has shown that users have a concern about privacy, right? I mean Google -- I assume Mr. Schmidtlein will concede to that.

The challenge $I$ have is not dissimilar than what you just discussed when I talk about innovation, which is, how do I measure whether they've done enough? Whether it's
good enough?
And, okay, sure, they haven't gone as far as DuckDuckGo, fine; but why isn't that just a simple business decision? Because there are tradeoffs to be made -- I think you'd agree there are tradeoffs to be made between privacy and potentially the effectiveness of a search engine.

For example, Google has made the decision that as part of the search experience, we want to be in a position to deliver ad products to you or ads to you that will meet your declared intent. And to do that, we've got to know your IP address, for example. We've got to know perhaps where you were yesterday or the day before in terms of your search so that we can provide you with a better quality SERP .

How can $I$ sit here as a federal judge, Article III Judge, and say, you know, Google, the tradeoff you've made is wrong?

MR. DINTZER: We are not asking the Court to make that finding.

What we have in front of the Court right now is Google asking their consumers, their customers something, and then, admittedly, not only ignoring them but setting the default --

THE COURT: But it can't be an indication of a monopoly power every time a company makes a determination
that's odd -- that may be at odds with its consumers' desires, because it's a complicated question.

Would you agree this sort of balance of privacy versus search quality, there is a tradeoff there? Would you agree with that?

MR. DINTZER: I think that there's tradeoff to some extent, Your Honor, yes.

I mean, obviously we believe that scale has a significant effect on quality.

We know that Google uses 13 months to train its elements and it, itself, acknowledges that it has a lot more scale than its competitors.

It sets the default at 18 months. I mean, the explanation is not to save money, to do this, to do that. The explanation is, just because we felt like it. So when you ignore your users' expressed statements because you feel like it, that doesn't feel like a business decision, that feels like a monopolist exercising its power.

THE COURT: Say hypothetically they set
12 months --

MR. DINTZER: They --

THE COURT: -- they set 12 months.
MR. DINTZER: As the default?

THE COURT: Right.

MR. DINTZER: That would be more consistent
with -- and if they explained they need 12 months or 13 months to --

THE COURT: That still means 49 percent of users believe that's too much data.

MR. DINTZER: But that's a tradeoff that they could explain.

They didn't -- there's no explanation for what they said, except for that they could and that their users don't have an ability to go anyplace else.

But, Your Honor, as the Court knows, we don't need direct evidence to establish monopoly power. We can establish monopoly power through indirect evidence, and the evidence is very clear about that.

Professor Whinston, and this is not challenged, did a market share analysis, showed Google has 89.2 percent of the market.

We look at StatCaster, [sic] this is a third party that gathers market information about the general search market. And it shows that since 2009 and before, Google's market share has been well over 70 percent and has been rising over the time. So the market share has been durable for the last 14 years, this dominance.

Google's own analysis shows 98 percent of queries share on mobile, 84 on Desktop, which equals 93 percent. So there's no question that about market share.

As far as barriers to entry, the Surescript court offered the useful definition: "Any market condition that makes entry more costly, time-consuming and thus reduces the effectiveness of potential competition."

And Mr. Giannandrea testified about why venture capital will not -- could not come in and make -- fund a new search engine. And he said, the reason a better search engine has not appeared is that it's not a VC fundable proposition, and he said that he still agreed with that today.

In fact --

THE COURT: So let me tell you what

Mr. Schmidtlein is going to get up and say. He's going to say, look at what Neeva did. That is an example of why the barriers of entry are not as high as the plaintiffs are claiming.

Within three years, what Dr. Ramaswamy said what they were able to do was build an index that he believes is comparable to Google's, develop a ranking system that he believes was comparable to Google's, and put on top of that an AI search functionality or an AI answer functionality that he thought was outstanding.

That was done in three years at the cost of -I can't remember what their capital rate was, but let's say less than half a billion dollars. I'm not saying that's
chump change, but in the world of search, that's not as much as the billions and billions of dollars Mr. Giannandrea was talking about.

So why is that not an example of a case where, yes, they didn't succeed, but when we're just talking about barriers of entry, that that is an example of there aren't barriers of entry or they're not as high as you would say they are.

MR. DINTZER: Actually, what Mr. Ramaswamy testified was that if he couldn't do it with all of his experience and all the VC backing, then no one could do it.

So his actual testimony was that no one could do it. He --

THE COURT: Well, that may be helpful in terms of demonstrating the importance of distribution. And we'll obviously talk about that. But they were certainly able to enter the market.

I mean -- and, again, we can have a discussion about whether they effectively entered the market. But they entered the market, they developed a search engine, they developed a high-quality search engine relying not so much on user data but on tech, on developments in AI and other engineering prowess.

So if they could do it, why not somebody else?
MR. DINTZER: Okay, so there's two answers to
that.
The first answer is that those barriers to distribution are barriers to entry, and the Kodak case says that, the Surescript case says that.

But, second, Neeva never stopped using Bing as -to answer a lot of their questions. So this was not a new entrant into the market. This was, to a large extent -I mean, he did enter and they were answering some of the questions themselves, I don't want to, again, say -- he said that they had particular quality on certain types of queries. But for a lot of their queries, they had Bing answering their queries.

THE COURT: Was that true still at the end?
I thought Dr. Ramaswamy said they basically shelved Bing at some point -- hang on -- when they determined that Bing's quality just wasn't up to par. And they said, Look, that's -- I know that's when we decided -but that was certainly a motivating factor in deciding, we're going to build our own index, we're going to figure out how to rank our searches -- oh, and then in 2002, I think he said, or 2001, 2002, you know, the AI functionality, we were able to put that on top of what we had already built.

MR. DINTZER: So Mr. Ramaswamy said that Neeva failed, because in this market environment with these
interest rates, he couldn't get funding to continue on. So that is the market environment that we are in right now.

The second, I believe that the testimony is, Your Honor, that while there were certain types of queries, that they stopped falling back to Bing, that they always had Bing.

And the existence of Bing as the option, to that extent, they were a syndicator. As is DuckDuckGo, they are a syndicator of Bing. They never moved the needle competitively against Google. I mean, they never forced Google to change. Whatever behaviors Google has, there's no evidence.

And this is what barriers to entry is about. There's no evidence that they changed Google's behavior. And, in fact, the entry, actual entry doesn't prove no barriers to entry. That's what the Surescript case said. That's exactly what -- he entered. They gave it their best shot.

Do we think there's going to be another Neeva after they were unable to get distribution, unable to succeed? There's no evidence about that, and so that's why Mr. Giannandrea calls it, and Mr. Nadella, I believe, actually used the term of D.C. no-fly zone.

THE COURT: Are you all -- just a related question: Are you all, plaintiffs, are you taking a
position on Neeva's quality relative to Google's?

MR. DINTZER: No, Your Honor, no. I mean, the Court doesn't need to make any factual findings about Neeva's quality.

Neeva was in the market, they gave it a shot, they did not succeed. There's no evidence that they created any kind of pressure on Google to create competition.

THE COURT: I mean, here's why I ask, because, I mean, certainly, Dr. Ramaswamy believes, and I understand why he would, that he created a pretty good search engine. You know, one of your -- the pillars of your argument is that you can't create a world-class search engine without sufficient user data.

If the evidence were to show that Neeva's quality was comparable to Google's, maybe not as good, maybe not 100 percent, but, you know, within the ballpark, wouldn't that sort of undermine your argument that it really takes a lot of user-side data to build a world-class search engine?

MR. DINTZER: The fact that they relied on Bing to answer their questions shows that they couldn't get -I mean, maybe there was some that they did, but -- and I'm going off memory. I believe what Mr. Ramaswamy said was that for something like 60 percent of the queries, he felt that they were as good as Google, it was something like that.

But what will show when we're talking about scale is that for the head queries, for the most popular queries, I mean, if the query is about Taylor Swift, seeing it for the millionth and one time doesn't add that much. It adds something, but it doesn't add that much.

THE COURT: That depends on how big of a fan you are.

Anyway.
MR. DINTZER: If you want to find that extra site.

But what -- the tail is where the scale really helps.

When you want to find that person who, you know, was your roommate in college and you put in a name, the ability to crawl the entire Internet and create an index, that's where the rubber hits the road, and that's where Google's scale is special when we get to scale.

THE COURT: But I thought that's what he had done.
In other words, we don't need to -- but he said he had built an index. And the building of an index, as I understand it, and correct me if $I$ am wrong, that's not user-data dependent, right? Building an index is just pulling out, crawling the web, building as big of an index as you can such that when somebody puts in a query, that improves the likelihood that you're going to get something that is out there and relevant.

Now, of course, the other side of the equation is that you have to have the ability to rank, and ranking certainly does depend, or sort of historically has depended on user data.

But at least as $I$ heard his testimony, again, this is why I'm asking whether you're taking a position on quality, is that we had sort of figured out how to build a search engine that was as good without user data.

MR. DINTZER: There's no evidence of that, Your Honor; there simply isn't.

What the evidence showed first is that -- I mean, that user data is vital for the index. It's vital in every single step.

For the index, it tells the search engine how to order the index, how to put the stuff that's going to be seen more frequently up top. It's vital for crawling in two ways. It tells you where to crawl more often and less often.

And also, if you're a small search engine like Neeva, a lot of websites won't even let you crawl because there's a cost to the website. So scale, it permeates all of this.

And I don't -- I did not hear Mr. Ramaswamy ever say, and I don't believe he said that even in his opinion, they were as good as Google. But even if he did reach that
conclusion, without -- we didn't see any metrics, any IS testing, anything like that that indicated that they did side-by-side testing to show that they mean in the bubble -THE COURT: Right. I agree with that. I was just curious whether you've taken a position or you are taking a position about that question.

MR. DINTZER: Our position is that Mr. Ramaswamy is very knowledgeable about the search industry and some of the things that he said are -- we agree with, and that the quality of his search engine, we've never seen any data, so we don't have an opinion on it. I don't believe that there's any basis for the Court to make a factual finding about it.

What we do have is all this testimony, Mr. Giannandrea, Mr. Ramaswamy calling it a Herculean problem; Mr. Israel acknowledging costs billions of dollars to create a search engine. We know it requires all these steps; one of is brand recognition and consumer loyalty; one of which is ability to get access points.

So the Court should point that there are barriers to entry, billions of dollars in costs; that if it didn't cost billions of dollars to run a search engine like Google, Google wouldn't pay billions of dollars to run its search engine.

And Bing wouldn't pay billions of dollars and has
invested billions and billions of dollars to run its search engine. They would both, like, send it away and just invest \$50 million like, as Google says, Mr. Ramaswamy did.

So turning now to the question of relevant market, general search engine is a tool that you use to search the worldwide web. And the reason that's relevant is because Google keeps wanting to suggest that SVPs are in the market but they generally don't search the worldwide web. They don't crawl, they didn't index, and they don't provide information from the Internet.

Google's ordinary course analysis shows that SVPs are not in the market. We know that they're going to go there, we know Dr. Israel talked about it, we want to make sure we have a chance to talk about this.

This is Project Charlotte. And what Google found in a very comprehensive study was, we have found no evidence of short-term negative per-user revenue impact resulting from a user becoming an online retail loyalty program member or being active on large online retailers.

That means somebody signs up for Prime and they're going to be using it a lot. If they were competitors, one would expect that would rob Google of revenue, of queries; in fact, they search more. That's what the evidence shows. The query count isn't going down, the revenue isn't going down, this is not a competitor.

And we asked Dr. Raghavan about that:
"So loyalty to members, Amazon Prime members, tend to do more searches, not fewer?
"Correct."

And that's not just Amazon Prime. That's for all online marketplaces. That's what it says here.

We showed this to Dr. Israel. He didn't remember the study. It turns out, it wasn't part of his documents considered.

And it's not just on browsers. Google did, as part of a Project Charlotte, they looked at apps and did apps for Amazon. Did those harm Google? Turns out they're correlated with increased revenue and increased queries. They searched more.

And so Dr. Israel had to admit, I would say that at that sort of broad level of everything and Amazon and Google do, there are elements of complementary between them, and the existence of the app might help Google. They like that shopping apps are there.

Okay. Your Honor, that is complements. The case law is very clear that a complement is not in the same market. It's like peanut butter and jelly. If you use them together, but if you're shopping for peanut butter, jelly is not a replacement. This is a fundamental mistake that the defendants ask the Court to make.

And, in fact, Dr. Israel did not rely on documents that support his conclusion. We showed the Court documents. We said, there's no documents from Google that validate this analysis, right? And he said, this is not based on a Google document, it's based on my analysis of the data.

And so much of what he did was chop the data up in ways that Google doesn't and pull out certain pieces of the data in ways that Google doesn't and reaches conclusion that Google has never reached and never even considered and tells the Court, well, this is who Google really competes against. There's no evidence for that.

And then he says, well, Amazon and Expedia, they're taking some queries, some. And what this Court, in $H \& R$ Block said, is "While providers of all tax preparation methods may compete at some level," may, "this does not necessarily require that they be included in the relevant product market for antitrust purposes." And that's important because the fact that one query, one query may find its way to Amazon instead of Google does not mean that users view them as substitutes, as reasonable substitutes.

I don't want to step on the States' time, so I'm happy to, if the Court will indulge a couple more minutes on this, or I'd be happy to pass the time. I'm not quite sure how lines are drawn, so $I$ don't want to step on the Court's time.

THE COURT: That's okay.

MR. DINTZER: If I could go through the Brown shoe factors in just a couple minutes, or $I$ surrender the podium; I don't want to overstay my welcome.

THE COURT: No, no, we're here for a couple days, there's no way you can overstay your welcome.

MR. DINTZER: I appreciate that, Your Honor.
THE COURT: Let me just ask, and as I said, the time here is going to be a little fluid, 45 minutes moves very quickly.

Look, I think the crux of the question is as follows: I think we all agree that there is some substitution that happens between Google and SVPs, correct?

MR. DINTZER: No, Your Honor.

THE COURT: Well, let me put it differently. There are some queries for which SVPs are used and not Google, correct?

MR. DINTZER: People type in queries into SVPs, certainly.

THE COURT: Right.
In other words, if $I$ want to book a flight to San Francisco, $I$ can go directly to an SVP or $I$ can do -- or I can't book the flight through Google, but $I$ can at least find out what the flight times and the options are, and that will then take me to United or some other airline's service.

I think the question is as follows, and this gets to the heart of what Dr. Israel's analysis is, which is, you know, the question here ultimately is: Is there a significant substitution? And is the substitution sufficiently significant that, in a hypothetical world, if Google actually started charging for its searches, that Google would lose enough users in a way that would actually constrain any price that it might wish to impose, right?

And if the answer is, yes, enough people would substitute out, enough of the searches would be substituted out such that Google thought to itself, well, you know what, maybe we shouldn't charge a price at all, that's probably a bad idea, that's not a good idea for our bottom line, that would constrain Google, right? That constrains Google's monopoly power in theory.

So why isn't it the case that even if it's not one SVP, that the collection of SVPs -- and arguably, you know, the collection of SVPs is sufficient to constrain Google. And so because it's constraining Google and has the effect of constraining Google, because certainly the evidence shows that Google compares itself to these SVPs, that they shouldn't be included in the same marketplace?

MR. DINTZER: Sure.

So I have three parts to the answer.
The first part is Google compares itself to the

SVPs for search ads because -- which we acknowledge. They do not do latency testing against the SVPs. They don't do IS testing against the SVPs. They don't compare themselves in that way. That's the first one.

The second one, Your Honor, is, we can look at what Google did -- does on Android. It tells -- and this is me asking Dr. Israel about this. It tells the OEMs that they can put TikTok, Amazon, and Facebook apps on Android, they're okay with that, okay. Google would not do that if they thought they were losing queries.

Who are the OEMs not allowed to put on? Bing, DuckDuckGo, Ecosia. Think about it. You can't put Ecosia on it, even though it's this big, but you can put the Amazon app on it, you can put TikTok. That's Google telling the Court, telling everyone, these are not my competitors, go ahead and put their apps on the phone. And that's what Dr. Israel is saying there. So we have Google telling us that they don't compete against these people.

And Project Charlotte was another version of that. In fact, all the way back to 2010 , Dr. Varian sent an email, this is at page 171 of the transcript. He was being asked by his boss, "Should we worry about this Facebook thing? Are they taking people from us?" And Dr. Varian said, "No, no. We've looked. We've looked at Amazon, we've looked at Facebook," more -- "the more use of the Internet means more
queries to us." So from 2010 onward, they have not seen these people as rivals who would constrain them.

When Dr. Raghavan was considering privacy concerns, he didn't say, well, let's think about Amazon; well, let's think about, you know, how does Expedia deal with privacy? The only one he mentioned was DuckDuckGo, another general search engine.

So, Your Honor, they don't consider these other entities when they're making decisions about quality or, I mean, they've never tried to charge a price, but on quality decisions.

I don't want to take the States' time. So if I've answered the Court's question.

THE COURT: Yeah, you'll have some time in rebuttal, too.

MR. DINTZER: Okay, I appreciate that.

THE COURT: But why don't we give Mr. Cavanaugh the floor for a few minutes.

Again, I've also left time at the end of the day, recognizing that this exact thing would happen.

MR. DINTZER: Okay. I appreciate that,

Your Honor.

MR. CAVANAUGH: Your Honor, may I approach?
THE COURT: Sure.

MR. CAVANAUGH: Your Honor, I'll be brief; I won't
go through all the slides I proposed using.

Peter -- let me answer the Court's question about the substitutability of SVPs, and I'll start at the extreme, start at Slide 8.

The Court will recall Dr. Israel, in an effort to suggest how expansive his potential market is, identified this Court's website as potentially taking queries away from Google. Certainly nothing this Court has done to date has restrained Google; we're hoping it will hereafter.

But what's really problematic about his answer is that it isn't the query that defines the market, it is the product, it's the answer to the query.

If we go to Slide 9.

Because on cross-examination, he said, "The product is the answer to a query. And the answers you get from an SVP and the answers you get from Google are fundamentally different."

The SVP is working within the limited information it has within its inventory.

Google, if $I$ put in "Travel to Boston," I'm going to get newspaper articles about the safety of air travel, I'll get information on the Revolutionary Trail through north Boston.

THE COURT: Do you agree with Dr. Israel that the product is the answer to a query?

MR. CAVANAUGH: Yes.

THE COURT: Okay.

MR. CAVANAUGH: Yes, we do. That's why I asked that question on cross-examination, to make that point.

And if we go to Slide 3.

This is an analysis Dr. Baker did looking at, when you do a search on Google, the information you get that is outside of Google's segment, and that just -- it shows you the breadth of the information that you get no matter what the segment is. And on average, it's -- more than half of the information you get is outside the segment, which the query itself was classified by Google. It's just fundamentally different.

If we go to Slide 2.

And this is the point Mr. Dintzer was making. Dr. Raghavan admitted that research is one of the things used during consumers mode, and they do a lot on Google.

Amazon Prime members, the people who are most loyal, most committed to Amazon, that they're willing to pay them whatever Mrs. Cavanaugh pays to be an Amazon Prime user, they go to Google to do their research. That's where they start.

And 69 percent of people start with Google. They do it out of habit, they do it because it's a broad source of information. That's why SVPs are complements and not
substitutes.

THE COURT: So --

MR. CAVANAUGH: Go ahead, Your Honor.

THE COURT: I'm sorry.

So to bring this to a case that's sort of near and dear to my heart, in Sysco, there was a similar fact pattern, I would submit, which is that the broad-line distributors did everything, full complement of goods and services.

There were, in the industry, smaller, more niche suppliers of varying size and abilities; and I held in that case, as you know, they weren't in the market.

MR. CAVANAUGH: Right.
THE COURT: Because -- for a variety of reasons.

I think the question in my mind here is, we're not talking about sort of smaller niche providers.

SVPs are Amazon, they're Expedia, they are large multibillion-dollar corporations. And so, you know, it's not like a small food distributor that just provides Italian food, as was the case in Sysco. So it seems to me to be a little bit different in that regard.

And so why shouldn't these larger companies be considered direct competitors of Google in Search?

Let's not talk about general search. In Search.
MR. CAVANAUGH: Because, Your Honor, they spend
billions of dollars each year. Those large companies you just referenced, they spend billions of dollars a year to advertise on Google.

Google doesn't advertise on them to any meaningful
degree. Why? Because the product produced by each is different.

Amazon, Tripadvisor, Bookings, they go to Google because that's where the new customers are, and they need that to function.

The converse isn't true. That's why they're in different markets. They have fundamentally different purposes.

I mean, you know, I have a slide that talks about they have different algorithms, they have different purposes -- they just function very differently.

THE COURT: I mean, the ultimate test here is, the market is defined by the area in which significant substitution occurs.

MR. CAVANAUGH: Yes.

THE COURT: So does the evidence establish that significant substitution is not occurring with SVPs?

MR. CAVANAUGH: The fact that 69 percent of people start with Google. And Amazon Prime members, Amazon's most important customers, 70 percent of the time they're doing their research on Google. That's why they're complements
and not substitutes.

We're not seeing sufficient substitution to
warrant putting them in the same market, whether -- when Your Honor talks about the practical indicia for a market, when you look at that practical indicia, how they function, how they operate, where they spend their advertising dollars, that tells you that the practical indicia suggested they are not in the same market.

Your Honor, one short point. You raised the issue of quality, which $I$ was going to talk about a bit in the -when we get to procompetitive effects. But I would remind the Court that the Supreme Court, in Society of Professional Engineers, said that you can't eliminate competition in a quest for quality. It's not even a procompetitive effect at that point. It can't be. Because it springs from anti-competitive conduct.

And the point the Supreme Court made in that case is that the Sherman Act is premised on a very fundamental proposition. Competition will produce greater innovation and greater quality. You don't fix prices or eliminate price competition and say, well, that's going to produce greater quality. No, that's antithetical to the Sherman Act. And that's what's happened here.

And what Google does on the issue of quality is it -- they do a comparative analysis. They say, We're
better than Bing. Well, the theory of our case, plaintiffs' case, is that they've achieved that through scale, and they achieve that scale through exclusionary conduct which has produced the anti-competitive effects.

You can't come back and say, well, look, yes, we eliminated some competition through our distribution contracts but, look, we got all this -- we have so much better quality than Bing. That's not an appropriate analysis under the Sherman Act.

Thank you, Your Honor.
THE COURT: All right. Thank you, Mr. Cavanaugh. All right. Mr. Schmidtlein.

MR. SCHMIDTLEIN: May I approach, Your Honor?
THE COURT: You may.
MR. SCHMIDTLEIN: All right. May it please the Court.

Your Honor, I will also address a couple of the points that the plaintiffs have raised here.

I think during our discussion of anti-competitive effects, I have a very different reading of National Society of Engineers than Mr. Cavanaugh does and what it says about product quality.

The Engineers' case obviously involved a situation where the defense of sort of a blatant sort of boycott type of situation was safety for the product, we have to -- we
can't compete because we have to make it safer, and that is very, very, very different than what you see here.

A couple of points $I$ just want to respond to to some questions Your Honor raised in your conversation with Mr. Dintzer.

Our Findings of Fact 614 and 615, I think, may well be the portions of the record that you were referring to with respect to Neeva.

I believe Mr. Ramaswamy testified that by 2022, it was in the position to use its own index and ranking infrastructure to respond to the vast majority of user queries it received.

So you're absolutely correct that by at least that time period, they were well on their way to weaning themselves, if not entirely by that point, that was their goal and they were moving towards it.

And the reason they were moving towards it was his testimony that they believed that their search quality was actually better than Bing's by that point, and it was very comparable to Google in various verticals. So sort of the substantive categories. So they were comparable to Google, they believed in important verticals, and they were better than Bing by that time period.

So today, obviously, we're going to talk about general search; tomorrow -- and this is the general search
services market that $I$ think both the plaintiff groups are sort of consistent. There's some differences, as you know, with respect to the ads market. We will obviously get to those tomorrow.

So when we're talking about online search competition, I think Your Honor made some reference to this, we really are talking about what's the effective area of competition. You have to look at the user side of the market on the general search side of things. That's the focus of their claim. They like to sort of suggest, when they get in a bind, they'll sort of try to distract you by saying, oh, no, but look at how browsers, you know, what they use for default or look at Google's contracts, they focus on general search engines. That's not what is determinative here. What's determinative here is where do users look and where can users substitute?

They have not established what -- they refer to repeatedly, and they didn't talk about it this morning because I don't think they like the data, one-stop shopping. That is the crux of their case, because, as I think Your Honor has recognized, as the evidence at trial established, there is unquestionably competition and substitution across these different verticals. And so we are in a one-stop shop situation here, which is, I think you were absolutely right, is somewhat similar to what you were
dealing with in Sysco. It was a different sort of shop, if you will, it wasn't sort of at the actual grocery store level, it was at the distribution level and where they were going to go to get their distribution needs.

And what the law and the economics tells us is that if you're going to get this -- if you have to establish this one-stop shop, you need to see very, very substantial demand for that cluster, you know, for that group of products that are being sold together, and that's what Your Honor saw that was important.

But -- or do you see enough competition from sort of the individual component sellers that will discipline the seller of the cluster, and do you see different types of competition for those clusters? And I think the evidence here is, absolutely that's the case. There's different clusters of competition for different vertical categories of search queries.

THE COURT: You've mentioned clusters, Mr. Schmidtlein. And I meant to ask the plaintiffs this and I'll ask them to address this on rebuttal, which is, do you understand -- how do you understand the case law with respect to cluster markets?

As $I$ understand it, a cluster market is different than a product market in the sense that a cluster market is almost one that's defined by users.

That's sort of how it was defined in whole Foods by the Circuit; that is, there's a core group of users who require a certain -- or who demand a certain -- in that case, certain type of food, have a certain focus on what they are interested in. And that's what creates a cluster market, not just simply the fact that there's a service that offers multiple types of different products.

Do you have a different understanding of that?

MR. SCHMIDTLEIN: No, I think that's generally correct.

THE COURT: Because if that's the definition of a cluster market, I'm not sure how there is a sort of core group of Google users who are creating this cluster market.

MR. SCHMIDTLEIN: We agree.

THE COURT: Everybody uses Google.

MR. SCHMIDTLEIN: No, but what you -- what the plaintiffs have alleged is that the fact that Google tries to answer all queries makes it so unique, and that there's such a unique consumer demand for that that Google can't be replaced.

I can only -- you know, there's a large enough group of consumers who won't substitute using the individual vertical categories, that they only really go to Google because that's just sort of what they do, I guess, it's -they claim it's their habit, such that the fact that we have
individual sellers involving kind of the individual components that go into general search, that doesn't discipline Google.

And so I agree with you that in order for them to sustain a cluster market, they need to demonstrate substantial demand, consumer demand for the cluster. If they don't establish that, then I think their market falls apart, because necessarily you do have to sweep in, well, what are the competitive effects, what's the substitution that we see from these individual vertical suppliers, the Amazons, the Expedias, all these other people who have decided, you know what, we can compete really effectively with Google by specializing just on a narrow set of queries. We actually think that's an advantage.

You heard Mr. Cavanaugh talk about, well, look at this study that shows that Google shows lots of different types of information, you know, in response to types of queries. That might be an advantage to Google for some users, but for other users that's actually a disadvantage, because Google doesn't necessarily have the same intent signals that somebody who is searching on an Amazon.

If I'm going to Amazon, Amazon knows you're here to shop. If I'm going to Expedia, I know you're here and you're looking for a hotel or a flight. But if you type in Paris, France, to Google, you -- Google is not sure what it
is exactly you're looking for.

And so what they claim is sort of evidence that sort of establishes the market, we would actually say that actually allows these verticals to search better.

And the fact that Google only shows ads in response to roughly 20 percent of queries, and we know there is very fierce competition around those commercial queries, I think the record in the case established that, that really makes Google compete particularly hard for those verticals, those most commercial queries. But we also know, and the testimony was consistent on this, if Google does a really, really bad job answering the noncommercial queries, people won't come back.

In some ways, Mr. Brin and Mr. Page's great dream and the mission that Google still has 25 years later, to organize the world's information and make it universally accessible and useable, that actually is a bigger burden on Google, and Google accepts that mission and they embrace it and they innovate like crazy to satisfy everybody's needs, because if they do a bad job on some, they're not going to be -- they're not going to retain loyal customers where they make their money.

And I think, you know, even Professor --

Professor Whinston agreed if they fail to establish this general search engine market, their case falls apart, they
haven't shown monopoly power.

And you're absolutely right, Your Honor, which is why we've kind of flipped ours. You have to establish the relevant market first. If you don't establish the relevant market, you can't establish monopoly power. You need both, and the case law is consistent on that.

So I want to focus a little bit on this concept of one-stop shopping, because it really is the keystone to their whole case of general search services are the markets.

So what was the -- you know, what was the information we heard? Well, I think the evidence was pretty much uncontradicted at trial.

Users find information on many different places online, and they substitute these other websites and apps for general search engines for online searching.

We know, listen very carefully, they said, people research, Amazon Prime users research on Google. Well, you've seen evidence in this case that the majority of users, when they start online searching, they start on Amazon. A much smaller percentage of users start on Google. So it's interesting about research. But when it comes to actually searching for products, shopping queries, the majority of people go to Amazon. So don't be misled by this research question.

And if -- by the way, if Google does a lousy job
on research, they'll stop going to Google and they're going to find theirselves going to Amazon probably for those queries as well.

There's also no material switching costs here.
I mean, people can easily navigate on a desktop computer to one of these SVPs and they've got apps on all of their phones for these SVPs and other social media and everything else. They're ubiquitous.

This isn't a case where, if $I$ walk into, you know, a shopping center and there's a certain convenience going to the department store, because $I$ can kind of buy everything, or try to buy everything there, but I have to -- I may have to walk all the way across the shopping center to get to an individual shoe store, let's say. It's not the case on the Internet. It's just as easy for somebody to start a search on an SVP or a social media site as it is on Google.

So we've cited this in our papers, I won't belabor it here. Professor Baker, in one of his articles, you know, picks up on this exact point of, if you're only looking at sort of the bundle, I use "bundle" and "cluster" sort of interchangeably here, you're not going to get or capture or understand the competitive effects if you limit it to the bundle if there are lots of people who are offering the components, not just the suites.

So where was the evidence?

THE COURT: Can $I$-- if $I$ can interrupt you, Mr. Schmidtlein.

So I'll ask you to put a pause on this one-stop shop issue, because $I$ could share my thoughts about one-stop shop if you'd like.

But, you know, look, this is not a case where, at least in this market, we've got any sort of econometric evidence, right. So I'm going to have to apply an econometric evidence in a sense of a SSNIP test because we have no price, at least when it comes to general search.

So, you know, what's then left? It's Brown Shoe factors, right? So doesn't Google lose on the Brown Shoe factors? And, you know, for example, we have talked about, you know, one of the key things to look at in terms of Brown Shoe factors is, what's the product? You know, is it a product that seems differentiated in the market? Certainly I don't think the average person would say, yeah, Google and Amazon are the same thing.

You know, Google's business model is different than Amazon's model. Google's model is, we are going to monetize advertising as our revenue source, and in doing so, we're going to actually enable people to answer any query they want, and that's what's going to attract them to our site.

Yes, if you want to go shop, you can do it at

Amazon too. But to go to Google, Google is the one place you can go to get any answer you need for any query across the board.

Amazon and other SVPs, their model is very different, very niche, very specific, and we're going to monetize based upon buying and selling on our site and some advertising, but mainly buying and selling on our site.

So if I start lining up those kind of sort of qualitative descriptors of these products, how is Google in the same market as an SVP? I mean, it seems to me they just can't be. I mean, by definition, by sort of just basically the very business propositions are very different.

MR. SCHMIDTLEIN: Your Honor, I would not say that they're very different in the sense that on the commercial side of things, they're trying to do very sort of similar things.

THE COURT: Agreed.
MR. SCHMIDTLEIN: They're trying to --
THE COURT: But I've got to look at the broader product, right.

And we can't -- I mean, you know, I think the number is 80 percent of the searches on Google are non-commercial searches, right?

We can't say anything close to that on any of these SVPs. Nobody would go do an SVP to find out who the
starting short stop was on a 1983 Orioles, right? You and I know that, we don't have to go to Google. But you can't go to Amazon to find that answer.

MR. SCHMIDTLEIN: I don't need to go to Google to get that answer, Your Honor.

THE COURT: Right.
MR. SCHMIDTLEIN: No, but the point is, and I think the purpose of the Brown Shoe factors and the case law, I think, is sort of clear on this, is, you can have differentiated products that offer sort of different characteristics, different product qualities. That -- in many ways that's sort of the -- that's evidence of competition.

The fact that I'm not offering the exact same product doesn't mean that $I$ don't have a competitive constraint on the alleged monopolist, because I think the purpose of the Brown Shoe factors, I mean the purpose of all of this, to up level this is, does Google face competition from people other than Bing, Yahoo!, DuckDuckGo, to constrain their -- sort of their product.

THE COURT: I don't even think plaintiffs would suggest that Google doesn't face some constraints from the SVPs. Obviously Google has done a lot over the years to compete with SVPs, right? You know, the travel verticals probably being the best examples. They didn't exist

15 years ago.
But Microsoft seems to define this in a way that, I think, is at odds with what you're thinking, which is that, you know, the product needs to be reasonably interchangeable by consumers for the same purposes. And the general search engine is -- offers -- it can't be substituted for the same purposes as an SVP; in other words -- would you agree with that?

MR. SCHMIDTLEIN: Only where -- this is where the one-stop shop is the critical point in this case. On a query-by-query, category-by-category basis, they can be substituted.

That's why their experts -- and this slide here talks about what Professor Baker tried to do. And then we've got Professor Whinston doing his Comscore analysis, where both sides are looking at, well, what are users doing when they go on Google?

Are they only sort of looking at -- you know, on a visit-by-visit basis, are they looking at sort of one category? Are they searching for sort of discrete topics, which suggests and demonstrates that people are not going to Google? Because, oh, I'm going to sit down and search for all the various different things that Google can answer. They're --

THE COURT: That's why I actually, for what it's
worth, $I$ don't think the one-stop shop analogy is perfect. In other words --

MR. SCHMIDTLEIN: That's --
THE COURT: I know.

In other words, I think of one-stop-shop
analogies, if we bring it into the physical world, which is, I go to a mall or a grocery store, I can get what I need there. That doesn't mean there aren't specialty stores.

But there's the benefit of a one-stop shop. And so in that sense, Google is not a "one-stop shop." But it is a one-stop shop in the sense that it is a frictionless place that you can go, even if you go somewhere else, unlike if $I$ go to a grocery store and then $I$ go to a special store, in order for me to go back to the grocery store, that's going to require some cost and effort on my part. Not so for Google. I can go to Google, I can go to Amazon and bounce back to Google, even if it's for a very different purpose, completely different purpose.

And so that's why I think this one-stop-shop analogy breaks down, but it doesn't alter the basic fundamental point, which is that Google is the one site where, for all purposes, a user can go for any answer and to accomplish not everything but quite a bit. And you can't buy an airline ticket on Google, I get it, but you can do just about almost everything else right there.

MR. SCHMIDTLEIN: But in order for you to conclude that that is the factor that concludes or sort of answers the relevant market question, you have to conclude that when people search, they are in this one-stop-shop mode.

The fact that Google offers a broader ability to answer queries doesn't answer the question, is Google competitively constrained?

And the answer to that question and the evidence in this case is a resounding, "yes," they are constrained by all of the different vertical search providers who are competing for the most commercial monetizable queries and the --

THE COURT: So let me ask you this: Was it Microsoft -- which is a case I think I've probably read more than any other case I've read as a judge.

You'll recall that in terms of market definition, there were these information appliances which, $I$ think the only example they gave was sort of mobile phones at the time. And obviously a very different marketplace than we have today.

But what the Circuit said there is, look, the information appliances don't belong in the same market as the operating system, because they don't perform all of the functions of a PC, and it was all of the functions of a PC, and that these information appliances were only a
supplement.

So why doesn't that analysis lay on perfectly here? No SVP can perform all the functions of Google, but they are supplements.

MR. SCHMIDTLEIN: Because those other devices don't -- couldn't competitively constrain Microsoft in how it actually developed, priced, and sold the Windows operating system to OEMs.

There was evidence in that case of pricing behavior, of other factors that showed, for the OEMs buying those Windows licenses, they didn't have an alternative. And there was no evidence in that case that a user would substitute a phone or, back then, the early, early days -THE COURT: Right.

MR. SCHMIDTLEIN: -- mobile devices.

You didn't see the type of competition and substitution.

And you certainly didn't see the type of evidence in the record in that case that Microsoft believed it was constrained by the competition from those devices. You don't see the substitution that you see for the monetizable queries in this case.

When you see a large majority of users starting their searches on Amazon or, you know, travel sites or other types of verticals and you see Google internally studying
those, analyzing those and then making substantial investments to improve its own vertical search capabilities, that's very, very different than what you see in Microsoft.

THE COURT: So would you agree with the principle that's been stated in many, many cases, that the fact that a company may compete in particular product markets with various different types of competitors, that doesn't mean that those other competitors are in the same product market, right?

In other words, yes, you can have the specialty providers that with which Google does compete, in the same way that broad liners competed with those specialty providers, but that doesn't bring those specialty providers into the marketplace.

And so why even -- why is that not squarely applicable here?

MR. SCHMIDTLEIN: Again, I think it -- it's going to be a case-by-case determination.

I mean, we've cited to you several cases,
including the Thurman Industries case. This was the home retail center case where, you know, the case there, the plaintiff alleged, $I$ provide sort of the entire array of sort of products, supplies, services to people who are engaging in sort of house renovations and home supplies, things like that, and they claimed that was the relevant
market. You couldn't consider hardware stores or you couldn't consider, you know, all of the other individual places where you might get components. And the Court said, that's not right, that's not right.

We see evidence in the case that users are prepared to substitute. If the pricing in one gets out of whack, they will substitute to another one and so you can't exclude all of those individual component suppliers even though they clearly don't compete in terms of offering the overall bundle.

The Green Country Food case, the Emigra Group case. We've cited several cases where you've got courts considering this question of, you know, whether you call it bundles or clusters or what have you, people are trying to apply -- or trying to supply a broad array of products, and the question is, is that array, that bundle, cluster, whatever you want to call it, is that the subject of such substantial consumer demand that these other alternative sort of individual component suppliers can't impose a competitive restraint?

And I think what we would submit to Your Honor is, and the evidence in this case, these critical individual component suppliers, that's where all the money is. And if Google doesn't compete well with them, they are absolutely constrained in terms of their ability to degrade the product
or, you know, offer a poor product -- you've seen the evidence as to how Google has innovated and invested on those.

And I think the evidence is also clear, if Google does a lousy job of answering non-commercial queries, and this is consistent with all the innovation Google has made to improve search for non-commercial queries.

THE COURT: But say Google's quality degraded on commercial verticals, people -- there's nowhere else to substitute for the non-commercial queries, right?

In other words, sure, if you've degraded your airline's vertical or your hotel's vertical, your shopping, your PLA ads aren't terribly helpful as they used to be, people will start substituting to the SVPs on individual verticals. I think that's probably a fair inference to draw.

But they're not going to on the non-commercial. You can't substitute away from Google on the non-commercial queries, and that's 80 percent of what you do.

MR. SCHMIDTLEIN: Well, I would -- respectfully, I think you can -- there are plenty of places you can go to search for non-commercial information.

If I'm looking for, unfortunately, the score of the Orioles-Yankee's game last night, I can go to ESPN, I can go to lots of places depending -- if I'm looking for
the weather tomorrow, there's an app for that.
THE COURT: Right.

MR. SCHMIDTLEIN: There's all sorts of places people go for non-commercial information.

THE COURT: Yeah, but, again, it's being
constrained by sort of niche informational locations. It's not being constrained by some other site or some other product that can answer any query that -- non-commercial query that comes to mind.

MR. SCHMIDTLEIN: But I think the -- well, the point is, I think --

THE COURT: Nobody put ESPN in the same market as Google or put a weather app in the same market as Google. MR. SCHMIDTLEIN: For people who are searching for that category of information, they absolutely are. Google absolutely views that it's essential for them. They go out and they license the data. They spend lots of time and effort to get that data. So if you type in to Google, you know, Orioles-Yankees score, you will get that information. And you've probably seen knowledge panels. If I type in Eiffel Tower, or $I$ type in, you know, how tall is the Eiffel Tower, it's not going to make any money on that, but they've spent an enormous amount of money and innovation to develop knowledge panels and all sorts of other search
innovations to get you that answer, because they understand if over time Bing or other areas, if people are doing a bad -- or if Google is doing a bad job on those queries, they're going to stop coming to them for the commercial queries. The commercial queries absolutely constrain Google's ability.

And I think that's the question. It's not whether, well, are there sufficient other alternatives for the informational queries? The question is, is Google's competitive behavior for those constrained by the commercial queries? And I think everybody at Google who testified said that was absolutely the case; that there was no evidence in this case, Your Honor, that Google only innovated on commercial and they did a lousy job innovating on non-commercial. The plaintiffs have never made that claim.

THE COURT: Yeah, you've got about ten minutes or so. And I'll want you to talk about barriers to entry.

MR. SCHMIDTLEIN: Well, I think Your Honor has picked up on some of the key points on barriers to entry. I think two points I would make there.

You did correctly predict that certainly the case of Neeva, and there are other sort of new general search engines that have come into the market, but certainly the case of Neeva is a telling one. He was able to -- or Mr. Ramaswamy was able to build and develop a search engine
in a relatively short period of time that he believed rivaled Bing and Google with a much smaller venture capital funding.

DuckDuckGo exists and, you know, they believe they compete in the market.

THE COURT: But doesn't that, in a sense, undercut your argument?

In other words, we all understand Google's profit margins, its incredible revenues. One would think in that kind of marketplace there would be lots of businesses trying to come in and take some of those profits away. Billions of dollars, billions of dollars, right. I can't think of an industry where there are billions and billions of dollars of profits available, competitors aren't going to be pouring in to trying to get a piece of the pie.

You've got two, two in the last ten-plus year. Doesn't that tell us all we need to know in terms of barriers of entry? There's been two.

MR. SCHMIDTLEIN: There are more than two.

THE COURT: One of which failed.
MR. SCHMIDTLEIN: There are more than two. But I take your point.

But, again, this goes back to the cluster. People have decided, I don't need to answer all the queries to compete with Google.

We've seen countless, countless specialized SVPs. There's clearly no barriers -- or very low barriers to entry there.

THE COURT: Fair enough.
I get your point in terms of -- I guess where I am now, at least in just sort of logical progression is, say $I$ disagree with you, that Google, in fact -- the general search is, in fact, a market. The question then becomes, well, do you have monopoly power in that market? And the big question is: Are there barriers to entry, right?

So that's why I'm asking the question I am, which is that, if we assume that there's a general search market, how are there not barriers of entry -- how can $I$ conclude that there are not barriers of entry when we've only seen two substantial competitors, if you want to call them that, to have entered this market in the last ten years?

MR. SCHMIDTLEIN: Well, we know that there is massive investment going on in $A I$, machine learning, and all of the technologies that are changing and shifting the way that people are sort of interacting with various websites. So we see massive investment there that is going to have impacts on how people interact and look for --

THE COURT: Nobody said that an AI, a purely AI driven search engine could succeed tomorrow, right. I mean, my determination here is about today.

And a similar argument was made in Microsoft that, you know, the middleware may at some point become extremely effective and pose competitive threats to the operating systems.

And the Court said, maybe, but not today; at least the District Court did and the Circuit agreed. And that seems to be the same situation with $A I$, which is, maybe someday but not today.

MR. SCHMIDTLEIN: But, again, I think the question, all of these subsidiary questions are designed to answer the overarching question, which is, is there monopoly power? Is there constraint on competition? There are low barriers to entry for the most monetizable queries.

People, I think, have figured out, we don't need -- we don't need to take on Google for the whole bundle in order to make money. Why -- we don't need to do that.

Can there be or is there evidence that people can do it? I think Neeva is the best example, that they failed is not evidence that there are barriers to entry.

THE COURT: Right, $I$ agree, the failure is a different issue.

MR. SCHMIDTLEIN: Right, is a completely different issue.

And the fact that DuckDuckGo is able to exert competitive pressure with very, very modest funding.

And you heard the testimony.
THE COURT: Do you really think DuckDuckGo is creating competitive pressure for Google?

MR. SCHMIDTLEIN: Absolutely.
THE COURT: What's the evidence for that?
MR. SCHMIDTLEIN: Well, on -- precisely the issue.
THE COURT: On privacy?
MR. SCHMIDTLEIN: On privacy.
They've decided that's going to be our focus. THE COURT: Right.

MR. SCHMIDTLEIN: That's going to be the part of the market that we're going to focus on. And absolutely there is evidence of that.

And we completely disagree. And we can get to Mr. Dintzer's completely inaccurate characterization of Mr. Raghavan's testimony and how Google responded in 2019.

In 2019, that document arose at a time after Cambridge Analytica, when there was an uproar in general about --

THE COURT: Right, I know what Google's response is.

Dr. Raghavan was doing what a businessperson would do, which is, let's kick the tires on the business case and, even after that -- I can't remember the name of the witness, unfortunately.

MR. SCHMIDTLEIN: Jenn Fitzpatrick.
THE COURT: Ms. Fitzpatrick came in and said, these are all the things that we've done.

MR. SCHMIDTLEIN: Correct.

And part of that was -- absolutely, part of it was in response to a more generalized consumer reaction and awareness of sort of online privacy, really security issues, because Cambridge Analytica was, in part, a security issue.

But part of that was then DuckDuckGo sort of responded to that and began sort of aggressively trying to make the case that it was more privacy focused. There was testimony going back and forth about, you know, the merits of that.

But the purpose -- the point here is, Google absolutely responded to it. Google absolutely over time has made innovations and improvement in privacy.

And you are absolutely right that there is a tradeoff between quality and privacy; that using some user data helps improve search results. Everybody understood and agreed with that.

And one point $I$ do want to leave you with is, there's no evidence -- it's interesting. There's no evidence in the record that Microsoft was more private than Google, Yahoo! was more private than Google. If they thought that there was a way to greatly improve their
product to compete better on quality while making it more private and competing on privacy, why haven't we seen that from Microsoft or Yahoo!?

They've made, I think, roughly the same calculation of Google. There are a portion of users who are very concerned about that, that Google responds to that. But they're trying to make that product quality-privacy tradeoff.

THE COURT: Can I ask you two more questions before you conclude.

First is, do you agree with the proposition that it's not the exercise of monopoly power that defines whether a company has it? It's the potential to do so.

MR. SCHMIDTLEIN: I think the question is, given the competitive landscape and looking at the various competitive constraints, is the firm -- does the firm face enough competitive constraints that we would not expect them to be able to successfully raise prices, reduce output, or somehow constrain quality.

You would expect, however, though, I think most economists would tell you, if a firm has monopoly power, they're going to -- it would be rational for them, and, indeed, it's completely lawful for a firm that possesses monopoly power to exercise it.

THE COURT: Right.

MR. SCHMIDTLEIN: That would be economically rational.

Indeed, somebody -- some people might say Google would be duty-bound to do it because of their shareholders.

THE COURT: So the reason $I$ ask the question is because of this: You already recall the quality degradation experiment that Google conducted in 2020, and I think the facts are that they sort of decreased the quality by one IS point for six weeks, and the results were that very few, if any, people noticed a difference.

Now, I'm not suggesting that Google has intentionally degraded its quality, don't get me wrong, but is that not evidence of monopoly power that they have the ability to do so? Even if they haven't exercised it, doesn't this experiment show that Google has the ability to degrade its own quality without losing users?

MR. SCHMIDTLEIN: Absolutely not.
That single test showing a very short-term, small degradation of quality absolutely doesn't demonstrate that Google could sort of perpetually do that and not lose users. Absolutely not. You can't rely on just that single incident.

THE COURT: I guess -- well, let's say that it involved pricing.

I mean, say Google ran an experiment about
pricing, I guess we'll get to some of this with the ads tomorrow, but in which it did the same thing, not just degrade quality but increase price over six weeks, and it didn't lose any advertisers.

Now, I'm not saying that Google has done that, but isn't it to demonstrate that they have the potential to do that without losing users or advertisers?

MR. SCHMIDTLEIN: I think you would need to establish that they could persistently increase prices or degrade quality in a way that was perceptible and recognizable by whatever the constituent user base was. And if they did that and you did not see substitution, then that would be -- that would be a potential basis to conclude monopoly power.

I will point out, Your Honor, though, there are lots of firms that have some degree of pricing power that is sort of monopoly power. We see it all the time. I mean, in markets that are highly competitive, somebody might raise their price for a short period, sometimes it's to explore a price point or what have you. Some people might do it because they've raised quality. You have to look at quality adjusted, and we're going to talk about that, I'm sure, tomorrow.

THE COURT: We'll talk about that tomorrow. Big conversation piece.

MR. SCHMIDTLEIN: So I think absolutely it could, I think, is the answer.

But $I$ think you have to know the facts very, very carefully. And just because you see some firm in the market raise its price, there are a lot of lawyers in the audience today from lots of different law firms, I imagine. Last time I checked, law firm rates usually tick up. I don't think people would suggest that we don't have enough output of lawyers in the country in terms of does some firm have monopoly power to raise prices. The fact that you see a price increase alone doesn't tell you --

THE COURT: So Williams \& Connolly doesn't have that power?

MR. SCHMIDTLEIN: I wish we did, Your Honor. We do not.

THE COURT: Last question.

Assume for a moment, if you will, that $I$ were to conclude there's a general search services market as the plaintiffs have defined it. Are you in agreement that Google has 89 percent of that market as of 2020 , and that, if it does, it would be considered the dominant firm in that market?

MR. SCHMIDTLEIN: I don't think that we have sort of disputed or we've not offered disputes about the math -THE COURT: Right.

MR. SCHMIDTLEIN: -- that the plaintiffs -THE COURT: I just want to make sure -MR. SCHMIDTLEIN: Yeah. THE COURT: -- that there's no dispute about that. MR. SCHMIDTLEIN: No, we're not disputing the math.

We are not saying that if you narrow it to just that small circle, that the math is somehow different.

THE COURT: Okay.
MR. SCHMIDTLEIN: I would obviously dispute --

THE COURT: Understood.
MR. SCHMIDTLEIN: -- the notion of "dominant" and that even if you sort of concluded, you would still have to make -- that's a circumstantial piece, I think you'd still have to make the assessment about whether Google, in fact, has monopoly power, because market shares are not determinative.

THE COURT: Here's one more question, and maybe the answer is there's no evidence.

But say I were to agree with your conception of the marketplace, which is, on a query-by-query basis, that's the market. Is there any evidence in the record of what Google's share percentage would be in that instance?

MR. SCHMIDTLEIN: No, they have not -- they have -- you know, they didn't come in here and try to say,
in some narrow category -- we're going to talk tomorrow, I assume, about the IQVIA case, which, you know, had a very, very narrow, very narrow sort of specialized advertising market.

THE COURT: Right.
And I'm not talking about a narrow -- I'm talking about your market, the market that you have put forward, which is a query-by-query market in which Google competes not only with Amazon and -- you know, any -- it competes with Wikipedia --

MR. SCHMIDTLEIN: Right.

THE COURT: -- in your conception of the market.

So is there evidence as to Google's share percentage in that broader market as you would conceive it to be?

MR. SCHMIDTLEIN: No, Your Honor.

THE COURT: It wouldn't be 90 percent, but would it not be above 50?

MR. SCHMIDTLEIN: I think it would depend, and I'm going to see if $I$ can find a slide here.

So this is an example, Your Honor, of some data that Dr. Israel looked at, where he looked at sort of usage patterns sort of by different types of sort of verticals.

And what he found was, you know, for example, flights and shopping-type queries, there's a substantial
number of users who are actually searching on those, maybe even -- more than Google.

For autos, you know, people are out there looking for new cars, whatever, a lot of times people will start those type of searches on Google. It really -- I think the short answer is you're right, there's no evidence on it on the record.

THE COURT: Right.

MR. SCHMIDTLEIN: But we have reason -- I think we do have some evidence that would indicate that in different types of verticals, you're going to get very, very different answers, and there are absolutely, shopping being probably the most obvious one, where we have data that would suggest that, in fact, Google does not have even 50 percent, it would be much lower than that, and I think that would be the case in other verticals as well.

THE COURT: Okay. Thank you, Mr. Schmidtlein.

Mr. Dintzer.

MR. DINTZER: I was going to say that my paralegal told me that Cal Ripken was the short stop, but $I$ was afraid that Mr. Schmidtlein would put him in the Google market.

Everybody who gives an answer is not in that market, Your Honor. But $I$ should have remembered that it's Cal Ripken.

Nav queries, Google is the only one that does nav
queries.

THE COURT: I'm sorry, what queries?

MR. DINTZER: General search engines are the only ones who do navigational queries, SVPs never do them.

THE COURT: Navigation.
MR. DINTZER: I'm just going to hit a few points and then I'd like to talk about Brown Shoe, which is something that Mr. Schmidtlein never even raised until the Court asked him. The Court's analysis, of course, should go through Brown Shoe.

One-stop shopping is one piece of one factor, but it's certainly not determinative of the government's case.

I do want to say, Mr. Ramaswamy, he said that they peaked at 60 percent of all queries. This is at 3776 of the transcript. They were hoping to get higher. But, of course, peaking at the most common ones and then trying to get higher in the more remote ones is more difficult. He said that they challenged Google in quality on certain narrow areas, but he did not make the claim across all of them.

THE COURT: And, I'm sorry, the 60 percent figure is what, is that they --

MR. DINTZER: That they tried to answer 60 percent of the queries themselves.

THE COURT: I see. Okay.

MR. DINTZER: And that's at 3 --

THE COURT: Is the testimony is that they, in fact, achieved that result or that they tried to achieve the result?

MR. DINTZER: I believe they achieved 60, and that they were shooting for more but they never got there.

THE COURT: Got you.
MR. DINTZER: That it was very -- the way he described it, of course, the Court can look at the testimony, it was very narrow areas that they achieved equality with Google, and some areas that they believed that they were better than Bing, but he didn't make any broad statements. In fact, he testified that scale was vital to the quality of a search engine.

Let's see. The study that the Court asked my colleague at the Bar about, it lasted for two to three months but they projected results out for a full year. And so they were substantial and they actually -- I mean, they actually showed that people don't have a choice. If your quality goes down, you're still stuck with a general search engine.

And with that, I would like to go to the Brown Shoe factors, because we believe that they are significant.

If we go to page 38.

THE COURT: Before you do that, I'm sorry, can you answer my question about cluster markets and your theory as to how that fits into your theory of market definition here? MR. DINTZER: Sure.

So to take a step back, there are cluster markets and bundle markets, and we believe that this is a bundle market where, by putting everything together, you're getting a new product, which is a version of one-stop shop, which is sort of -- you give -- and when Dr. Varian talks about, we answer the ones that we don't get paid for so that you'll come back to us for the ones we do get paid for, that's sort of like the market saying, you know, we're going to sell the peas at a lower price so you'll come back and buy your proteins here, something like that. The fact that there's a specialty shop down the street, it's not a perfect match, but it is a one-stop shop for the ideas that we have. And so we believe that it is a bundle market.

A cluster market is a little different. A cluster market is identifiably different products that are grouped together for the analytic convenience, as $I$ understand it. But it is not necessary for our analysis.

We believe it simplifies the Brown Shoe analysis, and we do believe it is a market along the lines of what's found in Staples and Whole Foods and every grocery store, which is, there's a convenience to walking in and having it all there.

THE COURT: So just to be clear, because $I$ want to make sure $I$ have this analytically right, which is, one -let's just say that the cluster market is one you are putting forward as an alternative to some extent.

MR. DINTZER: The bundle.

It is -- I just don't to say the wrong thing and have the economist get mad at me.

THE COURT: I understand you to say the bundle market is your primary definition.

MR. DINTZER: Yes.

THE COURT: And that a cluster market is an alternative.

MR. DINTZER: Even if the Court doesn't do the grouping as it did in Sysco and say that there's a unique product that you're getting here, which we totally believe that there is, even if the Court doesn't do that, the fact is that there is nothing out there like a general search engine SERP.

And so whether the Court wants to call it a one-stop shop, as Mr. Ramaswamy did in his testimony, if whether the Court doesn't under -- we know that a SERP has information from all over the Internet that includes information that was crawled an indexed and that that product, that thing is not available anyplace else.

And when you put in, as we did, AirTags and you get a SERP from Google, it will have someplace, some people who are selling AirTags, it will have a Wikipedia discussion of AirTags, and it will have a newspaper article about whether they're worth buying.

That group of information, whether you call it one-stop shopping or not, that group of information satisfies the second Brown Shoe factor. And as far as unique product, it is something different than what anybody else has, peculiar characteristics and uses.

On the first one what we see here -- on the first factor what we see here, we see Google themselves, when they measure their own market share, they're measuring it against other general search engines, even though they have the technology to measure it against Amazon and the like. For years dating back, the first one is from 2014, we have them all the way back to 2009, this one is 2019 , we see them doing their market shares by this, we see third parties doing their market share by this.

So this is IPG doing, estimating the measure of the general search market, and only putting in -- they're putting in very remote ones like Yandex and Ecosia, they're not putting in Amazon because they're not in this market. This is something different.

This is Mr. Ramaswamy. He himself used the term
"one-stop shopping for all needs."
I want to get to, if we can -- I'm having a little trouble with the clicker, but $I$ did want to show the Court Slide Number 48 in your deck.

This is important, Your Honor. This is -Mr. Varian was talking about -- and this is 2021. He was talking about what makes general search unique. And he wrote, "With respect to the value of our products specifically search, if Google were to disappear, people would just switch to Bing. If all search engines were to disappear, we look like Borge's Universal Library but with no card catalog." In his testimony, he acknowledged he was referring to general search. What he's talking about is the next best choice of Google.

THE COURT: When did he make that statement?

MR. DINTZER: I'm sorry, what?

THE COURT: When was he quoted as --
MR. DINTZER: The document you remember was from 2001.

He testified at trial that he was referring to general search and not including SVPs.

THE COURT: I thought his universal library quote was from 2013 or 2014 , not more recent. Maybe I'm wrong about that.

MR. DINTZER: The document here says 2021. I know
we tried to vet these.

THE COURT: No, no, it's probably right. I just thought it was earlier.

MR. DINTZER: He's telling us what the market is. The market is, if you can't use Google, you go to Bing. He doesn't mention SVPs and they'll fill in the gaps and everything. He says, you wander around trying to find information on your own because there's no other place to go. That's fundamentally a distinction. And that's Google's own people talking.

I'll note, Mr. Schmidtlein didn't cite a single document from Google. He didn't show the Court a single document to underline what he's trying to show.

Let's go to the next slide, please.

Specialized vendors. We know that there are specialized vendors who distribute general search. We know browsers distribute general search.

THE COURT: Mr. Dintzer, I'm going to ask you to wrap up because $I$ want to try and -- I'm already 10 minutes behind, which is fine, but $I$ want to just try to stay on schedule as much as $I$ can. So if Mr. Cavanaugh has a rebuttal, I'll give you a couple minutes.

MR. DINTZER: Of course. Thank you, Your Honor.

THE COURT: Look, you can be certain that we'll go back and look at these slides, and even if they weren't
presented to me, I'll take a look at them obviously.
MR. DINTZER: We appreciate that, Your Honor.
MR. CAVANAUGH: Just one quick point on barriers to entry, Your Honor.

That concept includes the inability of a new entrant to expand.

I would ask the Court to look at the Eleventh Circuit's decision in McWane. In that case, it was an FTC case, the new entrant had gained 5 to 10 percent -THE COURT: Right. MR. CAVANAUGH: -- and they still found significant barriers to entry.

I was struck by the Court's --
THE COURT: Because they couldn't build a factory, if memory serves.

MR. CAVANAUGH: Yes. It requires significant capital outlays.

But $I$ was struck by the Court's reliance on a Ninth Circuit decision from '95, Rebel Oil. "The fact that entry has occurred does not necessarily preclude the existence of significant entry barriers if the output or capacity of the new entrant is insufficient to take significant business away from the predator, they're unlikely to represent a challenge to the predator's market power."

That's Neeva. That's DuckDuckGo, Your Honor. They have not been able to pose a challenge to Google. Why? Because of Google's distribution contracts.

Thank you, Your Honor.
THE COURT: All right. Thank you, Mr. Cavanaugh.
All right. Thank you, everyone. Let's take our morning break. Let's resume at 11:00 with plaintiffs' prima facie case. Thank you, everyone.

COURTROOM DEPUTY: All rise. This Court stands in recess.
(Recess from 10:48 a.m. to 11:02 a.m.)
COURTROOM DEPUTY: All rise. This Court is in session; the Honorable Amit P. Mehta presiding.

THE COURT: Please be seated, everyone.
Okay. So let's move on to the next phase of our opening.

Mr. Dintzer.

MR. DINTZER: Thank you, Your Honor.
If I may approach?
THE COURT: You may.
MR. DINTZER: Your Honor, turning to the second step of the monopolization analysis, the evidence showed that Google's anti-competitive conduct harms competition and is self-perpetuating.

As the Court knows, it did demonstrate the
exclusionary conduct. All we have to do is make a prima facie showing as required by the D.C. Circuit, and then absent cognizable justification, then that proves our violation of the Sherman Act.

We showed this feedback loop in the opening. And the evidence bore this out. The evidence showed that the defaults were extremely valuable for every -- for every step of general search; that defaults created more searches and were valuable enough that Google was willing to invest billions of dollars in them. The defaults led to the searches, which led to data, and which led to an enormous scale advantage for Google.

And the Court mentioned the 60 percent on the queries. I wanted to refine that. That would be 60 percent of the queries that a company the size of Neeva got, which, if you look at sort of the curve, the bigger the search engine, the more esoteric queries it could get at the tail, so the more likely it was going to get queries that were less frequent. That turns to quality, and the testimony was that scale drove quality in all areas.

Mr. Dahlquist tomorrow will talk about money and how Google monetizes its monopoly in search but also its monopolies in search advertising and text -- general -search text advertising, which gives it the money to continue to buy defaults. So we're going to go all through
these, but we never want to lose track of the fact that they're interrelated and this has been continuing on for quite some time.

The next one was going to quote Microsoft, but since the Court said that the Court's been reading Microsoft, just make a note that engaging in a variety of the exclusionary acts can prevent rivals from distributing and then that can maintain its monopoly.

So there's three parts that we wanted to discuss.

THE COURT: Mr. Dintzer, can I ask you a question, which is:

How is it that you want me to think about the exclusionary conduct?

In other words, let's take a contract. You've identified, for example, in the Google-Apple agreement not only the default provision but a handful of others, the alternate search provision, the sort of 2016 provision on -with respect to searches.

Is it the plaintiffs' position that $I$ should consider each of those individually and determine whether they have some anti-competitive effect? Or is that a collective determination $I$ should just make; in other words, that the contract, the agreement is what's anti-competitive?

MR. DINTZER: The terms of the agreement are exclusionary by a number of counts.

One is by keeping rivals from getting access to defaults.

The effects of the contracts, we've listed six of them.

And if we could go ahead to slide --

THE COURT: I'll jump ahead.
My question is slightly different, and that is: Is it that $I$ should be looking at these contracts on a provision-by-provision basis and making a determination whether that provision has anti-competitive effects? Or are you just saying, Judge, look at the whole contract in its entirety and judge whether the contract in its entirety has anti-competitive effects?

MR. DINTZER: We have identified certain terms in those contracts, the MADA, the RSAs, the ISA, and then the third-party distribution with browsers, terms in those contracts, which have anti-competitive effects on the market.

The way the Court should view them is, collectively, they are exclusionary and they satisfy our prima facie case that we have shown an anti-competitive effect -- an effect to competition. Obviously we don't have to show an effect on any specific competitor but that these terms have harmed competition, and that satisfies our prima facie showing.

THE COURT: Okay.

MR. DINTZER: So we start with the defaults. They are clearly valuable. I think Google's finally admitted that they're valuable. They are a powerful way to drive searches; otherwise, Google wouldn't pay billions of dollars for them.

We have testimony from a number of people that back up the fact that Google itself is paying for them, saying that defaults are unique.

Mr. Nadella explained those defaults, the only thing that matters in terms of changing search behavior.

So the centerpiece of a lot of their exclusionary behavior, but not all of it, was in capturing the defaults and preventing the rivals from getting access to those defaults. Dr. Murphy and Google finally acknowledged that those defaults do drive search traffic; there is an actual benefit to Google capturing them all.

And we go back to 2007 where they not only identified the value of them but identified them as a powerful strategic weapon not only in growing and defending market share but as an Achilles' heel for the rivals that defaults were fundamentally important to keep the rivals from capturing the defaults.

THE COURT: So if I could just ask you to take the opportunity now to hear what -- to respond to what we're
going to hear from Google, which is, okay, defaults can be sticky except for when people want to switch to Google.

And they're not so sticky that people, when they are confronted with the choice of an inferior search engine, for example, the Mozilla example, people know how to switch, and do switch. The fact that they aren't switching from Google isn't indicative of a sticky default, it's indicative of people not moving to a sub -- an inferior rival.

MR. DINTZER: Sure.

THE COURT: So why is that wrong?

MR. DINTZER: Okay.

So let's start with the point that Microsoft made, which is that defaults can be exclusive, they're the proper subject for an exclusionary analysis.

Second, we know that mobile defaults are stickier. We have testimony -- in fact, I've got it right here, we have testimony that mobile defaults are more sticky than Desktop. So they're fundamentally two separate things. As Dr. Rangel explained, small screen, it makes it fundamentally different. The testimony -- we put documents into evidence that the small screens, mobile screens are fundamentally different than Desktop.

Then we look at Desktop. It is true that Google has a significant amount of Desktop even though they don't have the default.

The missing piece there is that most of that, most of the searches done on Desktop are done on Firefox and done on Chrome, which means that people aren't -- what they're talking about --

THE COURT: I don't -- let's go back to answer my question, which is, let's take the Mozilla example. You had a different default on Mozilla for a period of time --

MR. DINTZER: Yes, sir.

THE COURT: -- and people dropped off of that default.

And in particular, what's interesting, it seems to me, is that $I$ suppose -- that wasn't a -- let's download Chrome and search, it's this is what the searching was on Firefox.

MR. DINTZER: Yes, Your Honor.
THE COURT: And Firefox users, Mozilla users made the decision to switch. The default apparently was not an impediment, at least for them.

So, again, help me understand why that is not indicative of their theme, which is people switch to Google, and it's not the stickiness of this default, it's that they like Google and Google is the best. I mean, that's their whole ball of wax in why that Mozilla example doesn't support them, I think is a real issue.

MR. DINTZER: Sure, Your Honor.

So we know one thing that they can't deny, which is, after Mozilla wanted to switch, Google went back to giving them rev share. And the reason is because, I mean, if everybody -- if everybody just switched, there would be no reason for Google to give them rev share.

And what happened was everybody didn't switch. A significant percentage of people chose not to switch, stayed with the Yahoo! default, and so Yahoo!'s usage share went up. Google lost significant money on the loss of those defaults.

So in answer to Your Honor's question, one, most of those defaults were Desktop; two, yes, some people did change, because the quality of what was there was significantly inferior, and that's because what Google has been doing to this market; but, three, even with that, so many people didn't change their default, that when Mozilla moved back to Google, Google raised its rev share from what it was before.

THE COURT: What was the final number on which Mozilla settled? I can't remember.

After some period of time, there was an initial drop and then there was a bigger drop, if memory serves. I mean, didn't they -- didn't almost two-thirds of the users switch?

MR. DINTZER: When you say "switch," do you mean
switched back to Google when --
THE COURT: Right.
MR. DINTZER: -- when Firefox --

THE COURT: No, went from Yahoo! to Google. MR. DINTZER: I don't believe it was that high, Your Honor. But $I$ don't have that number at hand; we will get that.

THE COURT: Okay. All right. I thought it was something in that neighborhood.

MR. DINTZER: I believe it was lower.

Whatever it was, the ones who didn't switch, the ones who moved with the default were significant enough that Google went back to paying a lot of money for the default so that it could have the people who -- I mean, Google's theory doesn't make sense, which is, everybody loves us and defaults are easy to switch.

Those two things don't add up to paying billions of dollars for default. Why pay Apple for any default? If they were so easy to switch, they just tell Apple, put on who you want, they're going to come to us anyway. So that's a fundamental flaw in their calculus.

And as I said, the documents show that on mobile, they are much stickier. So, for example, people are much less likely to change default search engines on mobile. I mean, that's Google's own document speaking there.

And so turning now, Your Honor -- and this -- to the overall effect of the -- of Google's contracts, and this was Mr. Ramaswamy testifying. And he said, "So that's the net effect of the payments. They basically freeze the ecosystem in place effectively."

And that's -- fundamentally, that's monopoly maintenance. That's having a monopoly big enough so that you can freeze the ecosystem and then putting out these contracts and that was the terms and that was the complexity. And that was his take on the impact from the agreements that, when he was on the business council of Google, he approved those contracts.

THE COURT: Let me ask you a question, and maybe you're going to get to this.

It seems to me you've skipped a step. And what I mean by that is, this case is about exclusive contracts --

MR. DINTZER: Yes, Your Honor.

THE COURT: -- or what you claim are exclusive contracts.

And at least Microsoft, as I understand it, tells me the first step in the analysis when it comes to exclusive contracts, even before we get to any questions about market effects, is foreclosure.

And the reason foreclosure is the first step is because it acts, and Microsoft uses this term, it's a
screening function. This Court says, "Not all exclusive contracts are anti-competitive."

So we want to use a screening function, foreclosure is that screening function, and then we'll consider whether there are sort of real-world anti-competitive effects that flow from that.

So are you going to get to foreclosure?
MR. DINTZER: I am, Your Honor. It's sort of in a different way.

So I'm going to go after your question right here so that $I$ can try to put it into framework.

THE COURT: Okay.

MR. DINTZER: Our take is, Your Honor, that in an exclusive dealing analysis, the two elements of exclusive dealing are exclusivity and foreclosure, and foreclosure does give a screening: Is there enough foreclosed that -the term that Microsoft uses is substantial foreclosure, but of a certain percentage.

We believe that the better analysis for this, and we have pled that, but we've also pled a broader analysis of exclusion that's all under the general test of Section 2.

And the reason that it's important here,

Your Honor, is this: Some of their conduct is beyond just exclusive dealing with the defaults. That's bad; that's enough for a violation. But we also have what they did with

Branch and what they did with Suggestions. And those -THE COURT: I don't understand that, because all of that flows from the contracts --

MR. DINTZER: The contracts --
THE COURT: -- which is why I asked you whether I should be viewing the contract as a whole or sort of looking at individual provisions of the contract.

I mean, look, I will just confess, I was surprised to read the position you took, which is that this is not only about -- or that -- this case is not so much about exclusive dealing as it is about -- excuse me, exclusive contracts as it is about sort of exclusion writ large, sure. But this is the species of anti-competitive conduct that you've ridden your horse on the whole time. It's about these are exclusive agreements.

MR. DINTZER: They are, Your Honor.
THE COURT: So if we're not there -- I mean, if you can't establish sufficient foreclosure, it seems to me under Microsoft, you lose.

MR. DINTZER: And we can.
And so under --
THE COURT: Right, but let me ask you: If you can't -- say I were to find that you can't establish sufficient market foreclosure, do you agree with me you lose?

MR. DINTZER: No, Your Honor, respectfully. THE COURT: Okay. So what's the other conduct then? We've got SA360, but that would then turn the tail wagging the dog here. So that can't be it. What else are we talking about? MR. DINTZER: So the exclusivity clauses are the clauses that tie up the defaults. They're the clauses that Professor Whinston calculated 50 percent foreclosure. So we do satisfy Microsoft's foreclosure. And so those are exclusive terms.

But there are other terms, such as the term that -- such as the efforts to block Branch from being on devices, such as rewriting a term for Apple so that they're not allowed to expand Safari Suggestions. Those are not about the exclusivity on defaults that is in that 50 percent. That is beyond it.

So what we want to make sure, Your Honor, is that we have an analysis that not only recognizes -- I mean -that recognizes the exclusivity elements to the contract, but also the broader range of conduct that --

THE COURT: So I do hear you telling me that you do want me to sort of strip the contract apart into its component parts and make determinations about whether each component part is anti-competitive or has anti-competitive
effects? Because what $I$ hear you saying is that the exclusive default provision, that first step is foreclosure. MR. DINTZER: Yes, Your Honor. THE COURT: I think Microsoft is clear about that, right?

But then for some of these other provisions, like no alternative search, although $I$ guess that's really related, or the 2016 provision in the Apple RSA, you want me to look at that through a different lens?

MR. DINTZER: That, Your Honor, is basically exclusionary conduct under Section 2 .

And so that combined with the other conduct is -we would not want -- I mean, we believe we satisfy exclusive dealing, Your Honor, and we have the foreclosure, but we wouldn't want the Court to miss other conduct that is -that is anti-competitive, that harms the competitive process.

THE COURT: Let me assure you I've missed no conduct. So I just want to know how to evaluate it from your perspective.

MR. DINTZER: So we believe that a broader analysis, under Section 2 , is warranted that would take into account Safari Suggests and the treatment of Branch.

But if the Court was -- decided to focus on an exclusive dealing, we have clearly made out the elements of
that.
THE COURT: Let me tell you how I view this, and you tell me if you think this is not the right analytical framework, which is: This is about exclusive agreements and exclusivity. You've got to establish foreclosure. But foreclosure is not enough by itself. Microsoft clearly says foreclosure is simply a screening device to make sure we've actually got contracts that are potentially anti-competitive.

You then need to show something more, actual anti-competitive effects, in addition to foreclosure. And those can include, for example, the Branch example, or the Apple Suggestions example, and many others -- you've identified a whole bunch of other things.

But that's how I see this, which is that you've got to establish foreclosure first. And if you can't, you lose. And all the rest of this stuff doesn't matter, because what Microsoft says is, if you can't establish sufficient foreclosure, we are going to assume that there's more of the market out there that people can compete for.

MR. DINTZER: So for the -- in U.S. v. Microsoft, Your Honor, the OEM analysis, the analysis of the OEM agreements was that there was no foreclosure.

THE COURT: Right, but that was because that was an agreement about intellectual property, right? That was
not about -- you're right, but it was a different contractual provision.

MR. DINTZER: As is this.

THE COURT: If I go back to asking you, do you want me to evaluate these contractual provisions as Microsoft did, although it had to do with a different contract with the OEM, you know, there was sort of an intellectual property issue there with respect to the OEMs.

Yes, the Court ultimately concluded there were anti-competitive effects, but I'm not sure that changes the analysis in terms of the exclusivity that has been at the center of the case.

MR. DINTZER: Your Honor, if the Court does an -a foreclosure analysis and an exclusive dealing analysis, the only two elements that we have to show are exclusivity and sufficient foreclosure. Those two -- those two satisfy the prima facie case.

If the Court is going to do -- I mean, we have shown anti-competitive effects, and I can walk the Court through the anti-competitive effects, which is the harm to competition, we don't have to show harm to any entity.

THE COURT: Microsoft says, "Because its exclusive deal affecting a small fraction of the market clearly cannot have the requisite harm effect upon competition, the requirement of a significant degree of foreclosure serves as
a useful screening function."
It's not the end of the analysis.
MR. DINTZER: We -- I mean, once it has been screened, you have exclusivity and you have foreclosure.

Maybe the Court's putting those in a separate -in the reverse order. If you do foreclosure first, then exclusivity, but if you have those two elements under exclusive dealing, you've checked the two boxes.

THE COURT: So let me ask you this: Is it your position that -- say I agree with you that you've established a 50 percent foreclosure number, okay?

MR. DINTZER: Yes, Your Honor.
THE COURT: Say I agree with that.

Is it your view that you need to prove nothing more to meet your prima facie burden?

MR. DINTZER: And the exclusivity, the 50 percent represents exclusivity?

THE COURT: Correct, that's the foreclosure analysis.

So your view is, $I$ do the foreclosure analysis, if I agree at 50 percent, you've met your prima facie case burden, then the burden shifts. Is that how you view the --

MR. DINTZER: If the Court is going to do the exclusive dealing analysis as opposed to the broader Section 2 general exclusionary analysis, yes.

Those two pieces tell us -- what do they tell us? They tell us that there are terms that are in contracts that make those -- that makes those contracts unavailable to the monopolists' rivals, that they cover 50 percent of the market so that a potential rival who is thinking about investing in the marketing coming into the market looks at that and says, half the market is covered by these, that -the Court can infer --

THE COURT: So your view is that if the foreclosure is established, we can simply then infer anti-competitive effects of the kind that you just described without looking for real-world examples?

MR. DINTZER: Once 50 -- if 50 percent of all contracts -- what Professor Whinston testified was, 50 percent of all U.S. queries go through defaults that Google has purchased and are exclusive, and so not -- just so we're clear, not defaults where if somebody downloads Chrome and Google has the default, we don't count that, of course. So through -- that means the way it looks to a rival or entrant is 50 percent is off limits, 50 percent is -- and that will reduce not only the rivals' investment but what we saw was that it will reduce Google's investment.

Google, when they faced a choice screen in Europe, they immediately invested more. Even -- and Mr. Schmidtlein is going to say, well, the numbers didn't change. And the
numbers don't have to change. The fact that Google was willing to invest more money in that market once it faced competition tells us everything we need to know about what it thought about that market before it actually faced a choice screen.

THE COURT: I think Mr. Schmidtlein is going to get up and say that most of the money that was been spent, maybe I'm wrong, went to marketing.

MR. DINTZER: I'm sorry?

THE COURT: Went to marketing.
MR. DINTZER: Whether the money was invested in marketing, it also went, I believe, to sports scores --

THE COURT: Right.

MR. DINTZER: -- and to features that were added.

But the point is, Google felt it had to act and it invested money. That is how it spent the money.

The Court doesn't need to make that decision, we don't need to make it, competition will make that decision. And what competition -- it was -- it was just a little, it was just a -- it didn't cure all of these other harms.

But the evidence shows, and what Dr. Whinston testified was, was that the contracts that we're talking about affect competition in two ways; that it makes it -- it makes potential investment less likely because the return is less likely, and we had testimony from Microsoft saying
that, how can you invest more if you're not going to get a payoff.

But also because Google hoards all the default and all the data, it makes it much harder for rivals to do the experiments that get better.

And we had testimony from a number of sources that expressly said that the more data you have, I think DuckDuckGo's CEO said this, the more data you have, the more experiments you can do, and more reliable.

THE COURT: So let's take the Apple RSA, for example. And I want to talk about but-for world in a moment, but let's take the Apple RSA for example.

We know that, I think it's 62 and a half percent of queries go through Safari and the Google default. I think that's the number.

MR. DINTZER: I believe that that's right.
THE COURT: I think it's 62 and a half, at least according to Professor Whinston.

Is it your view that the remaining 38.5 percent, that's available to the market, correct?

MR. DINTZER: That is not part of the coverage number.

THE COURT: Right, not part of the coverage number.

MR. DINTZER: That's how I would say it, yes.

THE COURT: So if say SuperDuck arrived and was able to compete, is it your view that they would not be able to develop enough scale if they were to be successful in winning the other 38.5 percent?

MR. DINTZER: Okay. So you switched it up on me, because now we're at scale.

THE COURT: Same concept.
I mean, in other words -- and you're going to tell me it's a chicken and egg problem, I get it.

But your point is that, well, Google, by virtue of those contracts, they get a lot of scale.

MR. DINTZER: They do.

THE COURT: Right.
But what I've just said is on the Apple mobile agreement, 38.5 percent of the queries are up for grabs.

MR. DINTZER: They're not part of the coverage number, yes.

THE COURT: Right. They're up for grabs; they can be competed for; they're not part of the exclusive default.

MR. DINTZER: Yes, Your Honor.
THE COURT: Is it your view that if some other competitor were able to get some percentage, a decent percentage of that, they could not improve their search quality and compete?

MR. DINTZER: If they got -- so Safari numbers
include both Desktop and mobile.

If it was Bing and Bing got some of the mobile, more of the mobile, then it would have more scale and presumably would -- I don't have the curve but the scale would have value to it, yes. Could it compete with Google that has 98 percent market share in mobile? No. I mean, Google has an astronomical amount of scale, and this is a comparison industry.

THE COURT: I'm just trying to get -- trying to understand today, how much scale continues to matter.

Look, I don't think even Google could get up here and say that back in 2015, scale was not a more substantial consideration than it is today. It was. You know, but since then, there have been a number of developments that are -- some not scale related, some that are scale related but less data, that Google uses to produce its results.

And so, you know, we don't even need to get into the DRE, but the question is, is there are not enough data in Bing's possession, for example, to compete? I mean, the fact they haven't may be attributable to other reasons, so it's not necessarily because of scale.

MR. DINTZER: So on Desktop, Microsoft has a certain access to a certain amount of data and we know that its quality is comparable to Google's.

THE COURT: Because they have scale.

MR. DINTZER: Because they have scale; because they have invested.

And they can't get the defaults for Chrome, and they can't get the defaults for Firefox. So when those are downloaded, that impacts their market share, regardless of the fact that they're as good, but they do have some scale.

That shows in contrast to the fact that they're not on mobile, they don't have scale on mobile. And for them to invest -- Google's position is, well, they haven't invested enough. If you don't have access to distribution, you don't have access to scale, you can't justify investing if the market share is 98 percent and the coverage is 50 percent, that fundamentally affects the investment.

And so what we have here is testimony, including from Mr. Ramaswamy, scale here is fundamentally important. And it's specifically important on mobile. Mobile scale. Scale here refers to how much query click information one is able to collect. If you get it on mobile, it is fundamentally different than if you get it on Desktop.

And so what he said was, it's one of the biggest signals, the more click behavior you've observed over time, the more effective you can be in creating a higher quality search engine. He was talking about now; he wasn't talking about in the past.

And we have documents from Google throughout the
time; this is the source of Google's magic. So there's really no question about the import of scale. The only person who testified scale doesn't matter was Mr. Fox -Dr. Fox, and we believe he made that testimony based on a flawed analysis which even --

THE COURT: Well, he didn't say scale didn't matter. He said scale diminishes in its return and that the scale that Bing currently has is sufficient to compete and that Google's additional scale comprises, I think -- I can't remember -- a very low percentage of the reason why its quality is better. I mean, he didn't say that scale doesn't matter.

MR. DINTZER: He came pretty close to saying scale doesn't matter to Bing.

We have testimony that scale affects crawling, indexing, query refinement, retrieval, ranking, whole-page ranking, search features, and, as $I$ was noting, development, the ability to create a better search engine and make it better over time.

And AI, as Dr. Nayak said, is too expensive to run on hundreds or thousands of results, and it creates -- and it creates latency that it's not -- as the Court said to defense counsel, it's not now. And whatever it is someday, that's not the basis of this decision.

THE COURT: Let me ask you this: If I were to
conclude that -- say I embraced and agreed with Dr. Fox that at least Bing has hit the point of diminishing returns, they've got enough scale over there to compete and produce a quality search engine; in fact, they do on mobile -- excuse me, on Desktop.

If $I$ conclude that the sort of marginal scale Google is getting from the defaults isn't dispositive in terms of competition, did the plaintiffs fail to make out their case?

MR. DINTZER: No, Your Honor, that is one of the effects that we've talked about.

But I would point the Court to Professor Murphy's testimony on the slide where he says, there's pretty much always diminishing returns, but that doesn't mean they're not valuable even after some diminishing returns have set in.

So even if we're at the point where Dr. Fox says that there's diminishing returns, that doesn't mean that it is not an enormous benefit to Google, especially on mobile. And it doesn't explain why Google pays so much to store the data, because Google's -- I mean, the testimony was that they weren't aware of them ever getting rid of data, they just anonymized some of it after a certain amount of time, and that means it has value.

And the testimony was uniform. I think

Mr. Giannandrea explained, having mobile queries at scale is important in answering mobile queries. He agreed with that.

There is no way that -- there's no factual basis to find that Bing has, or anybody else, and this case is not about Microsoft, it is about -- it is about the search industry and the harm to the industry.

So even if Bing was able to make out enough scale, that doesn't tell us that entrants would be able to get some.

THE COURT: So as I understand it, and you'll let me know if you disagree, what you have to prove is that the exclusionary conduct causes the anti-competitive effect, right?

MR. DINTZER: That -- yes.
THE COURT: There's got to be a link, there's got to be a causal link between the conduct and the effect.

MR. DINTZER: The effect on competition.
THE COURT: Correct. Okay.
MR. DINTZER: Yes.

THE COURT: So the question then becomes, have you proven that the fact that Google has these exclusive defaults across both types of mobile devices, Android and iOS, that that is what continues to allow them to gain scale and creates an anti-competitive marketplace? I mean, have you made that connection?

MR. DINTZER: Well, every query creates data, and there is -- 98 percent of the queries are done on Google --

THE COURT: I get that.

MR. DINTZER: -- with 50 percent coverage.

THE COURT: I get that.

But work with me here, because not all 98 percent are coming through the default, right?

MR. DINTZER: Right.
THE COURT: They're coming through a variety of means, including through Chrome, which has not been alleged to be anti-competitive conduct.

MR. DINTZER: On Android, just so we're clear, just so that -- Chrome when it's downloaded, we're not challenging. Chrome when it's on Android, it does default. I just want to make sure.

THE COURT: No. I get that. I'm talking about Chrome when it's -- anyway, we're on the same page.

Again, it seems to me that plaintiffs have to prove that it is the continued possession of the defaults that generates enough traffic, enough scale that prevents competitors from competing.

Now, it seems to me your argument, I'll tell you, is better when it comes to nascent competition, somebody who's looking to enter the market, right. I think you've
got a probably stronger case there.

But then how do you sort of square that with Microsoft, which, at the end of the day, even its CEO came in here and admitted fully, because it's in the papers, they didn't invest enough, they did not invest enough. They made a decision. The train was leaving the station on mobile, and they decided it's not a train we want to get on. And it's only more recently they wanted to get on the train, because they realized it was a pretty lucrative trip. That's not anti-competitive, the fact that Google was smart enough to get on the mobile band wagon before Microsoft.

MR. DINTZER: So I agree.

But the decision by one rival, a mistake by one rival doesn't mean that Google gets to monopolize this market forever.

We have listed, and I put them on the screen, six different, separate anti-competitive effects from the Google -- the distribution contracts. Scale is one.

But a reduced incentive to invest is a completely separate one. That's the one that says that by locking up all of these defaults, the rivals and Google all have a reduced incentive to invest, and because of that, competition is harmed separate from scale.

We believe in scale, but separate from scale, the reduced incentive. And that's what --

THE COURT: Do you believe it is irrelevant to the Section 2 analysis that Google's counter-parties, whether it's Apple, you know, Samsung, et cetera, have continued to elect to partner with Google?

We know the evidence is that Apple, at least from time to time, has taken a sneak peek at Bing and its quality; certainly Mozilla has done so in a more formal way.

Do you think it's at all relevant that Google has won these contracts, and they've won them from multibillion-dollar companies and consistently done so based upon quality, or at least according to everybody that came in here and testified, it was based on quality?

MR. DINTZER: The fact that one of the
anti-competitive effects is that they reduced their rivals' incentive to invest means that you can't -- that the Court can't look and say, oh, people are happy with the monopolist. Well, of course everybody was happy with Standard Oil and AT\&T because they didn't have any rivals because all of their rivals had been diminished by anti-competitive conduct. That can't be the measure.

Even if at one time at some point they made that decision in a competitive market, we showed the Court Google had more than 70 percent as far as back as we can measure.

But even if they made it in a competitive market, the fact is that right now today the rivals can't get access
to scale, don't have the incentives to invest. And whenever somebody tries to sneak in, whether it's Branch or whether it's Apple, Google uses its hold on the industry and keeps them out.

So, no, Your Honor, the fact that they may be happy cashing Google's checks doesn't really tell us anything about Google's conduct.

THE COURT: So your position is, when it all comes down to it, again, this goes back to foreclosure, which is, Google's locked up 50 percent of the market by virtue of these contracts. Because of that lockup, competitors are not going to invest. Nascent companies aren't going to try and come into this marketplace and compete with Google just based upon having 50 percent of the locked-up market.

MR. DINTZER: That is one of the effects.
But other effects that we saw were that Apple wanted to bring out -- Apple went into Safari; Google did their best to stop them.

And what we saw with that was, Apple -- the testimony from Mr. Giannandrea was they believed that Safari Suggests was a better product than Google; that this was good for the users. Google sent them a term sheet that said, we're going to stop this completely, you're not going to do this at all. They ultimately decided on language that I know the Court's familiar with, that says, you can't grow.

Now, Ms. Braddi testified -- I mean, Ms. Braddi's document from 2016 --

THE COURT: Right. I know the email in which she describes the purpose of that.

MR. DINTZER: She expressly said, and I can show on -- but $I$ know the Court knows it. She expressly describes it, they were bleeding off queries from us, so we put an end to it.

THE COURT: So you don't need to prove coercion under Section 2, I get it.

MR. DINTZER: That is correct. There was no proof of coercion in Microsoft for most of the conduct.

THE COURT: At least none that they talked about.
But isn't this very different than Microsoft in the following sense: I don't know how big any one of those ISAs, Internet service providers, got. Maybe AOL was the biggest, I don't remember.

But I don't think, maybe I'm wrong, AOL was on the sort of scale of Microsoft even then in terms of market power. And I mean that broadly. I don't mean that in terms of narrowly defined markets.

You're asking me to conclude that Apple is agreeing to terms in this RSA, Apple, Apple.

MR. DINTZER: Apple.
THE COURT: Multitrillion-dollar market cap
company is agreeing to terms that, in your view, are not in its best interest.

MR. DINTZER: Oh, they may have been in its best interest, they were not in the users' best interest.

THE COURT: I'm saying they were not in their best interest.

MR. DINTZER: Right.

If the risk to their Google payments was significant that they saw -- so what we saw is -- here, we see Mr. Giannandrea saying, for the user, it's a better experience. And then we see Google saying, this is the proposed term sheet. Apple will not direct -- I mean, by using Apple's Suggestions algorithm in connection with search queries, it wanted to stop it completely. We know that they stopped it mostly; they stopped it from growing.

It doesn't -- Apple decided, for whatever reason, it was in its best interest to accept this limit. But it wasn't in the best interest of competition, it wasn't in the best interest of users to accept this limit.

And the reality is that browsers and distributors have different interests than users. Ultimately the browsers and distributors, they may make decisions -- and we have testimony about this from Professor Murphy. They may make decisions that are in their best interest and their shareholders' best interests but that are not for the users.

When Apple agreed to limit the growth of Suggestions, that wasn't in the best interest of competition. They were agreeing with the monopolist that they wouldn't grow a product that they believed themselves was better for users. That can't have been good for users, but it was good for Google. And Apple thought it was good enough because they didn't want to put their payments at risk.

That's where Section 2 steps in. And it says, we're not going to let Apple decide what's good for everybody. Competition should decide what's good for everybody.

So Google says, look, the ISA limitation, they accept that it's a limitation. They say it only applies to sending things to third-party verticals. The first thing is, that's not in the contract language at all. It's a complete prohibition on certain types of growth for Apple's Suggestions, which is why, when Ms. Braddi discussed it, she didn't mention any exceptions or anything, she said they were bleeding off queries, we didn't want them to do it, so we put a stop to it. That's what she wrote in her letter.

But the second thing is this: Even if Google's right and it was only directed at Apple deciding to send queries to third-party verticals, that's still an admission that Apple was not making the design decisions.

Google's whole theory is, well, Apple is making all these design decisions. Apple hasn't made design decisions. Google's made the design decisions. Google has told Apple, you can't grow this in a certain way because then we won't pay you.

And, Your Honor, in 2012 -- and this is really vital. In 2012, Apple went to Google and said -- this wasn't the first time they asked it, said, we want the option but not the obligation to put Google on our -- in the default. Option but not the obligation. And Google, as it had before said, no, no. If we don't get the default, if we don't know we're going to get the default, then we're not going to pay you.

So Apple wanted the ability to design itself. It had ideas about how it could divide up the market and have, maybe in different regions or different distributors, different ways of distributing. It could choose different people in the default; option but not the obligation.

And when Google said no --
THE COURT: And even if that's true, and say that that is an accurate recitation of the history, it's not the reality today.

And both Mr. Cue and Mr. Giannandrea came in and said, look, we don't think it's in Apple's best interest to change search engines, develop our own search engine, nor
did they come in and say, we think it's in our interest to grow Suggestions.

Why are they not making reasonable and rational business judgments that can be explained just as that, reasonable and rational business decisions, and not -- and not -- and not being essentially participating in anti-competitive agreements?

MR. DINTZER: I don't know if those two are exclusive, Your Honor.

But this case is not about Apple and their decisions and their conduct. They have a contractual provision with Google that they have to defend this agreement. So I mean, they wrote that into the agreement, they committed to defending it. But there is no other option, except for entry themselves, there is no rival that they could go to.

So, again, the Court is taking the world as it is now, after Google has maintained a monopoly for 12 years, and is saying, well, there's no better option. Well, of course there's not, because Google has made sure Branch is not an option, has made sure Apple Suggestions is not an option, at least not a growing option, and has systematically deprived its rivals of scale in the interest of investing, so right now there is no other option.

So when Mozilla says, you know, we would have
liked to have an option but there isn't one, they tried, they tried it with Yahoo! and they found that you really can't go against Google. That was the last time that anybody had any chance -- that anybody got a mobile default, and it was in 2014 to 2016.

THE COURT: So I take it you, if you were writing an opinion, you would have me find that there's no real genuine competition?

MR. DINTZER: There is no real genuine competition, Your Honor.

THE COURT: And that Microsoft coming in and trying to win the default from Apple and arguably driving up the cost of the rev share percentage, that's not competition?

MR. DINTZER: Apple was good enough to get the meeting to talk to them, as was DuckDuckGo. They were not good enough -- and the testimony was from Mr. Cue that realistically Microsoft -- Bing didn't have any chance, that there was no other option other than Google.

And so they exist in the marketplace, they have some small amount. They do not do what the competitive market would do, which is to challenge Google, make it improve its product, make it go big in the U.S. and spend that money, whether it's on marketing or getting us more sports scores or whatever, they are not able to do that, and
no one has been able to do that significantly in the market for a very long time.

THE COURT: So let's go back to the foreclosure analysis, and Google's position is that what I should be looking at is a but-for world; that is, say $I$ think one of two options they've suggested, which is either, say these contracts were to go away tomorrow, what would the market look like? And I think to some extent, they've also suggested that even if Google didn't have these contracts, you have to determine what the market would look like.

You know, Microsoft talks about this, and it talks about this in the context of the causation inquiry, not in terms of the foreclosure inquiry. So why -- do you read Microsoft to say something different; that is, the foreclosure inquiry actually requires no inquiry into the but-for world, it's only when it concerns causation?

MR. DINTZER: No, Your Honor.

And I want to be respectful of the States' time, but $I$ do -- this is a really important question; $I$ want to make sure the Court gets our answer.

So what Microsoft said, and I'm quoting, Section 2
liability, that no part of section -- Section 2 liability should not turn on a plaintiff's ability or inability to reconstruct the hypothetical marketplace absent a defendant's anti-competitive conduct.

So the fact that it was talking about causation, it wouldn't make any sense at all to say, ah, but you have to do it in this other part.

I mean -- and they recognized that putting together a but-for world of Google's lack of monopolization over 12 years would fundamentally be impossible.

So there's no way to say, oh, they just meant over here, they didn't mean over here. There's no way that Microsoft could be read for that.

But the second thing is this. They showed -- they talked about the 40 to 50 percent foreclosure. That is a coverage number. That number, for the Court to have a number that can be compared to other cases, right, other -you know, Mittenger said 8.6 percent, Simon case said 24 percent, Microsoft said 40 to 50 . It doesn't have to be that high because of Section 2. For the number the Court uses to be comparable to these other cases, the methodology has to be the same. None of these other cases used a but-for methodology, they used a coverage methodology. THE COURT: So I think Google will say the following. Let's leave the but-for world aside for a moment. They'll say: Look, you're right. In Microsoft, it was really about coverage. But there's a reason it was about coverage in Microsoft. It's because you couldn't switch out from the -- you couldn't slide a new browser in,
right? The deal was exclusive. You couldn't put another browser in under the agreement.

This case is different. The product is set up in such a way and the contract is structured in such a way that the -- one, a user can change the default; and, two, the user can go to other search entry points to gain access.

So while the coverage number made sense in Microsoft, it was a different product that doesn't allow for substitution, whereas this contract and this product does.

MR. DINTZER: So the testimony was that having your app in The App Store was no substitute. Being able -getting your name on the default list, should somebody go looking for it, was no substitute.

And we know this because if there were substitutes, if they were a genuine substitute -- if they were a genuine substitute, then Google wouldn't pay billions for them. The fact that they are -- the fact that the testimony said these defaults, out-of-the-box defaults, default preinstallation is fundamentally different than any other method of distribution. And Google has known this since 2007 means that coverage really does matter.

In the same way that exclusivity in -- if Pepsi has an exclusive agreement with a supermarket, it may be that you could go down the street and get a Coke, but that doesn't mean that the exclusivity in that supermarket
doesn't count.

There will always -- unless you have 100 percent, and the case law is clear that you don't have to have 100 percent, there will always be these other options.

That's what the foreclosure numbers tell us. What percentage are covered by this exclusive agreement, and, you know, is it a high enough number that it would discourage entry and investment by rivals.

THE COURT: Okay. We're approaching 60 minutes. I didn't appreciate that $I$ should have probably flagged you earlier to make sure we get Mr. Cavanaugh up if he wants to.

MR. DINTZER: I apologize, Your Honor.

THE COURT: That's okay.

MR. DINTZER: I do not want to take his time.

THE COURT: And as I said, we can continue this conversation after lunch; we'll have plenty of time.

MR. CAVANAUGH: May I approach, Your Honor?
THE COURT: Sure.

MR. CAVANAUGH: Your Honor, I think I can do this in five minutes.

I just want to briefly address another anti-competitive effect that the Plaintiff States pled and proved. It's the one you noted in your summary judgment decision with respect to the extent to which rivals have been inhibited and had their costs raised in acquiring
content from SVPs and from suppliers of content, and that has inhibited their ability to better compete against Google by going out and getting content.

Now, there's no dispute --

Peter, if we could go to Slide 3.

THE COURT: I'm sorry, it's harmed rival search engines?

MR. CAVANAUGH: Yes.

THE COURT: Right.
I mean, I understood the theory to be that rival search engines are harmed because there are less attractive partner candidates with SVPs, and that, therefore, harms competition in search because less people will come to, say, Bing because there are fewer such partnerships.

MR. CAVANAUGH: That's correct, Your Honor.

And so we start with the basic premise that SVPs have limited interest in Google's search engines rivals to Google. Mr. Dijk testified about it, Mr. Hurst testified about it. You know, Mr. Hurst said, how much time do I spend talking to Bing? Zero.

Now, SVPs wear two hats. They wear their advertiser hat, but they also can sell content, they have content that they can provide.

Now, for Bing or any other rival search engine, they can -- if they have sufficient traffic, they can trade
that for content. But here, because rival search engines have been starved of traffic, it costs them more to go out, they have to buy content, and that has raised their costs. And this is particularly pronounced -- if we could go to Slide 6.

THE COURT: So hang on for a second.
MR. CAVANAUGH: Sure.
THE COURT: Because maybe I'm not quite
appreciating how raised costs for SVPs plays into this, because I thought that was sort of the original theory.

MR. CAVANAUGH: No, it's raising the costs of the general search engines.

THE COURT: Okay. Fine.
MR. CAVANAUGH: And buying content.
THE COURT: Okay, great. So we're on the same page then.

So the evidence shows as follows, as far as I can tell: That Microsoft has entered into, I don't know, two dozen or so agreements with SVPs. I think there were two examples of instances where Microsoft has lost its contract, I think it was the Yahoo! deal -- excuse me, not Yahoo!, Yelp, and they identified another circumstance where their ability to invest has been limited in a particular vertical because of limited funding.

MR. CAVANAUGH: We also have evidence that for,

I believe it was Tripadvisor, that Google -- Microsoft has to pay for the data instead of having traffic. And that's really the harm, Your Honor.

THE COURT: Right.
MR. CAVANAUGH: It's having to go out and spend millions buying content that, in a but-for, a more competitive world, they would simply be able to trade traffic.

And this is most pronounced, as Mr. Dintzer was talking about, in mobile, where Microsoft, because they're limited traffic, they don't have -- they don't gather much information from users, and so they have to -- they would have to go out and buy the content in local travel mapping.

THE COURT: But I gather they've done that. In other words, I mean, it goes back to the testimony we heard, which is that they have entered into agreements for structured data with 20 -some odd or some variety of that, it's 20-some odd SVPs. They have been able to enter into those kind of agreements to attract users.

MR. CAVANAUGH: Sure, but it's cost them more to do it, Your Honor, because they don't have the traffic to trade. It costs nothing to them to have traffic to trade. When they have to buy it, it costs them more, and we could just go to --

THE COURT: So let me ask you this so

I understand: Is it your belief that Microsoft has to actually pay for it, some dollar amount?

MR. CAVANAUGH: Yes.

THE COURT: But Google's SVP agreements doesn't require it to pay anything for the structure data?

MR. CAVANAUGH: I'm trying to recall the full state of the record, but $I$ know Google certainly has the traffic to be able to trade for that.

But they also have the data, so they have less need for content.

THE COURT: Right.
MR. CAVANAUGH: Because they have so much data, they have so much scale.

And I had mentioned --

THE COURT: I'm not -- I mean, is that true when it comes to SVPs?

In other words, I understand they've got scale, data, et cetera --

MR. CAVANAUGH: Sure.

THE COURT: -- but the sort of whole purpose is SVPs is they're niche and they're current.

It doesn't do you any good to have data about airline prices last week or what the price was of a baseball mitt two weeks ago from Amazon. You need the current data. MR. CAVANAUGH: But ESPN and others also know
that, to the extent they are appearing on the $S E R P$, to the extent they're getting credit for that, that's traffic, and that's visibility for them, and that traffic has value to them.

The problem Bing faces is they don't have the traffic to be able to entice content providers, and that's raising their costs.

And if you just go to Slide 10.

That's the -- you know, in McWane, they recognized that raising rivals' costs by a monopolist can prevent growth and suppress competition, and that's what's happened here.

THE COURT: So tell me one more time what the evidence is of increased costs to Microsoft.

MR. CAVANAUGH: Well, there was -- they were paying substantial money to Yelp, and that agreement ended because they couldn't even provide them sufficient traffic.

THE COURT: Right.
MR. CAVANAUGH: Then if we go to, they're paying Tripadvisor. And in the vertical, the Court mentioned -this is on Slide 8, Your Honor. They've been limited in their ability to grow beyond in that vertical.

THE COURT: Okay.
MR. CAVANAUGH: But I would say, Your Honor, it rests on the fundamental premise that buying content is more
expensive than simply offering traffic, and that's the essence of our theory.

THE COURT: In other words, your view that the evidence shows that there's essentially -- it's either you're paying for structured data or you can send traffic?

MR. CAVANAUGH: Yes.
THE COURT: And the evidence, in your estimation, shows that Google is not having to pay for the data, it's simply in a position to say, we're going to drive more traffic?

MR. CAVANAUGH: Your Honor, I can't say that they've never paid for data, but I know that they -- it's unquestionably that they are in a position to offer enormous amounts of traffic that Microsoft and others are not in a position to offer, particularly in mobile.

Thank you, Your Honor.
THE COURT: Thank you, Mr. Cavanaugh.
All right. Mr. Schmidtlein.
So what we'll do is we'll go --
Let's take five minutes before you start. So
we'll start in just about 5 minutes. I want to make sure Bill gets a brief respite, and then we'll go for 60 minutes, and then we'll take lunch, okay?

Thank you, everyone.
COURTROOM DEPUTY: All rise.

This Court stands in recess.
(Recess from 12:07 p.m. to 12:14 p.m.)
THE COURT: Mr. Schmidtlein, when you are ready. MR. SCHMIDTLEIN: May I approach, Your Honor? THE COURT: Sure.

You all don't need to ask anymore, just hand them up. Thank you.

MR. SCHMIDTLEIN: Very quickly, Your Honor, I would like to first just pick up very, very quickly where we left off, and that was Mr. Cavanaugh and the States' theory about some sort of disruption or increased cost of Microsoft, and it's only Microsoft, is the only one they even tried to make an allegation about, somehow was limited in its ability to do deals with SVPs and, therefore, that somehow reduced their ability to compete in the market.

The evidence on this issue is absolutely barren for the plaintiffs. They came up with two companies that were referenced at trial, a firm I will confess I'd never heard of, called Hopper, that had something to do with rental car companies, and Yelp.

They have hundreds, the record will reflect paragraph 1739 of our findings of fact, they have, I believe, over 300 agreements with various SVPs, third-party providers of data. There is no evidence in this case that their failure to have a deal with Hopper has
impacted their ability to compete against Google.

The evidence will also -- in this case is, they had a dispute with Yelp over the manner in which Microsoft was using their data, and that data terminated because they couldn't reach terms. That couldn't be harming their ability to compete against Google because Google doesn't have a deal with Yelp either.

So the notion that somehow Microsoft has failed to compete because it can't get access to data, the record is absolutely -- it doesn't support that claim at all, and Microsoft has more than enough money to go out and acquire data.

Your Honor, I think, made a question: Google spends money to acquire data as well. There's lots of third-party data sources that they have to acquire, depends on the nature of the data, it depends on the nature of the trade, but there's no evidence in this case that a reduction in deals with SVPs has hindered Microsoft at all.

I want to now skip over and talk a little bit about the prima facia case and talk a little bit about the framework and the questions and some of these Your Honor touched on.

I think Your Honor at summary judgment framed this as looking at, do the agreements harm the competitive process and thereby harm consumers as opposed to simply
harming a competitor, and you were quoting U.S. v Microsoft and sort of discussing that concept.

And I think there are -- as part of that conversation, there's a couple of different inquiries, and, again, you've touched on some of them.

One is, is the agreement actually -- are we dealing with an exclusive agreement here? And that obviously has its own legal test.

I will confess, and we'll get to it in a little bit, I was shocked at how much Mr. Dintzer, when you pressed him on this foreclosure and these questions about what's the test, he began talking about the 2016 Apple ISA and the substantially foreclosed -- the substantially similar product language.

Your Honor, $I$ know we made this argument but it is worth repeating: That claim, that allegation was never, ever referenced in the complaint in this case, in the contention interrogatories in this case. And you may remember when Professor Whinston tried to give some very conclusory testimony about it, I asked him on cross-examination: Did you reference this anywhere in your expert reports? And his answer was: No.

It's not because they didn't have the agreement, Your Honor. They've had the agreement since well before the lawsuit was filed. No expert evidence, no analysis
whatsoever of that clause and its actual effect on the market. They asked witnesses at trial about it, and all of them said, it had nothing to do with limiting Apple's ability to answer its own queries.

You'll see there's a provision in there that allows Apple to make changes to improve its own product, and Mr. Giannandrea testified, and I believe Ms. Braddi testified, I may have this wrong, that we observed, they, in fact, did increase the volume of queries Apple was actually answering in response to Suggestions. So the notion that that is the anti-competitive effect that could somehow save their case is absurd. It was never pled. It was made up at trial.

So let's talk a little bit about the browser agreements, because $I$ think you were absolutely right as you did in summary judgment, $I$ think we have to look at these separately, and I think you do have to look at the provisions separately, because these other subsidiary provisions have nothing to do with exclusive dealing.

So as to the browser agreements, I want to talk a little bit -- $I$ want to sort of go back and talk a little bit, because there was a conversation, I think you had before, about coercion and, you know, how does that factor into the analysis here. And the reason why it's relevant, Your Honor, is it goes to this question of, does the conduct
harm the competitive process or does it just harm a competitor?

Because Google winning agreements because it has a better product is not a harm to the competitive process. Even if it gives its scale to improve its product, even if it gives it other advantages, merely getting advantages by winning on quality, that may have an effect on a rival, but the question is, does it have an anti-competitive effect?

Because there are all sorts of things that happen in the marketplace. Every time one company wins, you know, a competition over another, does it affect the other company? Absolutely it does. Might it affect their ability to compete more effectively in the future? Sure. Is it an anti-competitive effect? Absolutely not. That doesn't answer the question.

And what the plaintiffs in this case -- they want you to just to skip to the result which is, oh, well, this has some effect. Google's won these contracts; they've had an effect. That's not the question; that's not the test in Microsoft.

Microsoft used a couple -- and I'll talk about a couple of the different types of agreements, but they used the Windows operating system monopoly to coerce the OEMs into giving them all of the advantages. And what the court agreed was effective preload exclusivity, because, for
various reasons that existed with respect to $P C s$ back in the 1990s, it just wasn't -- it wasn't feasible for the OEMs to preload a rival once they had chosen Internet Explorer. They won the browser competition and harmed the competitive process not because they had a better browser but because they had the Windows monopoly. They didn't win that, they harm the competitive process.

And how do we know that? Well, the Court made extensive findings of fact. Netscape Navigator was the number one browser before that. It was the highest quality. It was distributed by the OEMs. It was preferred by consumers.

And all of these things -- they flipped the market. They completely coerced the OEMs to engage in conduct that they previously had not engaged in.

And these prohibitions and restrictions that they placed on them, the Court found, had a substantial effect. And the reason why it had a substantial effect was, it actually reduced the level of Navigator usage.

So this wasn't just a hypothetical effect. We talked a little bit -- and this kind of bleeds a little bit into what we're going to get to on the but-for world question. Let's make no doubt, Microsoft court found but-for effects.

Mr. Dintzer tries to say, oh, well, that talked
about causation at the end, it wouldn't make sense to talk about that, but then require it earlier in the case. That's absolutely wrong.

What the Court found in the case was there was a substantial effect on Navigator, a real-world, but-for world, whatever you want to call it, effect. And we know this again from various -- from various provisions and various findings of fact in the case.

Before 1996, Navigator enjoyed a substantial and growing presence on desktops of new PCs. Over the next two years, however, they forced the number of copies of Navigator distributed through the OEM channel to an exegesis fraction of what it had been. That is but-for actual real-world effects.

What Microsoft later argued was, well, yeah, maybe you found an actual effect on browsers, but you didn't prove that absent these -- the browsers actually -- the middleware threat actually would have come to fruition.

And that's where the Court said, no, that's -they don't need to go that far, because what they did show was this conduct had the anti-competitive effect of increasing the, you know, applications barrier to entry by making this distribution of cross-platform middleware much reduced.

So there is an actual effect that they found on
the OEM deals. And they also had the exact same conclusion with respect to the Internet access provider deals, and that's where AOL comes into the discussion.

THE COURT: But I thought, maybe I'm misrecollecting, I mean, I think your point is that there was -- in Microsoft, there was real-world evidence of competitive harm in the browser market, right. Navigator's distribution went down and you can plot it, but ultimately the question still remains, was there anti-competitive effect in the operating system market.

And I thought it was as to that issue, that question, that the Microsoft Court said, you don't need to reconstruct a but-for world; that you don't have to show what the world would have looked like in this market, in the iOS -- excuse me, in the operating system market in order to make out your Section 2 case.

MR. SCHMIDTLEIN: The analogous argument in this case, which we are not making, Your Honor, is if we were in here arguing absent the agreements, even under their world -- let's just assume their relevant market because we're really -- we're talking about the exclusionary conduct, we're not talking about relevant market in this phase, we're not talking about a monopoly power.

If you assume Google has a monopoly in general search engines, if $I$ was in here arguing, Judge, they
haven't shown that, absent the agreements, Microsoft would have toppled Google -- that's what Microsoft argued. Microsoft argued, absent our restrictions that flipped the browser market, would this have actually reduced Microsoft's, you know -- or dethroned Microsoft from the monopoly position? That's not what we're arguing in this case; we're not arguing they have to show that.

But in order to show actual foreclosure and anti-competitive effects, they do actually have to look at the but-for world, because the law is not, is not, even under Section 2, and Microsoft obviously says this, the law is not, if you're a monopolist and you enter into an exclusive agreement, no matter how big or how small or what the effect is, it's per se illegal. That's not the law.

THE COURT: I recognize where the discussion comes into Microsoft about the but-for world analysis, but I mean, isn't it the case that the bridge between market power and monopoly power and the conduct, the bridge between that and anti-competitive effects is causation, right?

The anti-competitive conduct has to cause anti-competitive effects. And if the causation standard is you don't have to show a but-for world, then why is it that you believe the plaintiffs need to make a showing that, but for these agreements, the world would look differently? That is, some other competitor, whether it's Bing or
somebody else, would have a greater share. I'm not sure I understand why that follows if causation is the link between the conduct and the effects.

MR. SCHMIDTLEIN: In order to show -- and I think you were right in some of your questions. It's not just foreclosure, it's foreclosure plus anti-competitive effects. So we have to have some sort of understanding about what the effects are.

And if $I$ have foreclosed -- and we'll get to Branch. Branch isn't a general search engine. Your Fotobom decision resolved Branch's situation.

Branch is not a general search engine, it's not a replacement for Google. And under their market, it can't have an anti -- getting rid of them, if that's what the evidence shows, and it doesn't show that, but if it did, there will be no anti-competitive effects.

THE COURT: But $I$ don't disagree with you in that what you've just said, which is that -- that they've got to show more than -- I think Microsoft says they've got to show more than foreclosure.

Foreclosure is a screen. I guess maybe -- I don't know. I suppose it's a question of whether there is more of an evidentiary -- whether they've got to show something more than foreclosure and that the screen is simply to screen out the stuff that is not foreclosing. But if they hit their
foreclosure number, they don't need to show anything else. Would you agree with that? MR. SCHMIDTLEIN: No. If they hit the foreclosure number, you still have to look at the other factors, and I think Your Honor was on to some of those in your questions to Mr . Dintzer.

If you have 50 percent, which, again, is, in our view, an inaccurate number, if it's 50 percent but the contracts aren't exclusive, then the 50 percent number is meaningless.

THE COURT: Right.
No, you've got to obviously show that the exclusivity is sort of either de facto exclusive or in fact exclusive.

I think the question is, at least as I've just understood it, is that Microsoft doesn't demand a but-for world causation proof standard in discussing the bridge between the conduct and the effect.

Now, that does not mean that a plaintiff can't come into a case with real-world effects, as these plaintiffs have, and tried to essentially buttress the fact that this foreclosure number actually has real-world effects.

So they are making some but-for or consequential arguments, but it's not clear to me that what you're
positing which is that they need to come in and show that, in a but-for world, Bing, instead of having 5 and a half percent, would have 15 percent or 25 percent, or that, you know, a choice screen actually would result in a big shift, I don't know that they have to show that.

MR. SCHMIDTLEIN: They have to show that -- they have to show, in regards to something, and I submit that there are courts out there that have looked at this from a but-for world type of scenario, they have to show an actual effect.

And if the foreclosure -- the way that Microsoft court met the foreclosure, and this is just some of the findings of fact that were relied upon, the percentage of AOL subscribers using a version of the client that included Internet Explorer climbed steeply. By 1998, 92 percent of the subscribers were using it. A year earlier, the same data showed that only 34 percent of them used it.

There has to be an actual effect. It can't just be that we have an agreement and it covers.

THE COURT: But when the Court analyzed the IAP agreements, it simply, at least as I read it and understand it, they went through and said, look, there's two primary, you know, channels of distribution, there's the OEMs and there's the IAPs.

And when it got to the exclusive agreement with
the IAPs, it simply said, look, Microsoft has agreements with, I think it's 13 of the 14 largest IAPs or it was 14 out of 15 or whatever the case may be, more or less all of them, and they said, that's anti-competitive. They didn't have to show -- and that was the harm.

In other words, they had foreclosed a channel of distribution, which, if otherwise had been available, would foster competition. They didn't have to show that, well, you know, Netscape, in fact, would have gained greater distribution through the IAPs but for the -- but for the agreements. That wasn't the analysis.

MR. SCHMIDTLEIN: I think the Court said -- and I've got it right here.

THE COURT: Hang on.

MR. SCHMIDTLEIN: "By ensuring that the majority of all IAP subscribers are offered; i.e., either as the default or as the only browser, Microsoft's deals with the IAPs clearly have a significant effect in preserving its monopoly. They help keep usage of Navigator below the critical level necessary for Navigator or any other rival to pose a real threat to Microsoft's monopoly."

THE COURT: But isn't that their argument, too? MR. SCHMIDTLEIN: No.

THE COURT: In other words -- I thought that mean -- isn't that what the plaintiffs are saying, which is
that these agreements foreclose so much of the market that it does prevent a rival from the sufficient -- they did say -- a sufficient amount of scale to compete; that because so much of the market is tied up in these agreements, that you wouldn't expect a rival to come in and invest or a nascent player to come in and try and overtake Google?

MR. SCHMIDTLEIN: Winning agreements lawfully on quality, it might disincentivize somebody from coming into the market, but that's not an anti-competitive effect. That's what we have here. We have Google winning agreements on quality, on better monetization, on the merits.

THE COURT: So let me ask you this: Is there a world in which a nascent competitor could dislodge Google from the Apple ISA?

MR. SCHMIDTLEIN: Well, Your Honor, you've answered that question. 40 percent -- almost 40 percent of the queries on those devices are up for grabs, absolutely.

THE COURT: Hang on.
But here's what it would take, right? It would take someone to come in and develop a search engine that's equal in quality to Google, right? One. Two, it would require -- and do so without user data. That's one.

Two, it would require that company to come in and have the capital to actually build something like this, which is incredibly intense.

And then it would have to hold Apple harmless, which even Microsoft couldn't do.

MR. SCHMIDTLEIN: No, they wouldn't do.
THE COURT: Well --

MR. SCHMIDTLEIN: They could.

THE COURT: I suppose.

But I mean, if that's what it takes for somebody to dislodge Google as the default search engine, I mean, wouldn't the folks who wrote the Sherman Act be concerned about that? That it would take not only billions of dollars to build but then also billions of dollars to ensure that Apple doesn't lose revenue just to get that contract?

I can't conceive of a world in which some other competitor, particularly a new competitor, could do that if Microsoft couldn't do it.

MR. SCHMIDTLEIN: Absolutely not. Absolutely not. If you have the best product and you're winning on the merits, the Sherman Act is designed to protect competition, not competitors.

And the D.C. Circuit in Microsoft talked about harm to the competitive process, not harm to individual competitors.

THE COURT: Agreed.
MR. SCHMIDTLEIN: Google is not, under the law, obligated to say, we'll step back and we'll let you win the deal.

THE COURT: No, no, of course they aren't.
But I think the question is slightly different, which is, again, I'm asking you to assume a world in which a competitor somehow manages to have equal quality as Google. That competitor would also have to spend billions and billions of dollars to make Apple whole, relative to the current Google ISA, one; and, two, would have to be willing to take the reputational hit from -- to go to another browser -- excuse me, to another general search engine.

That seems to me to be very, very unlikely, if not impossible under the current market conditions.

MR. SCHMIDTLEIN: And that is competition on the merits.

Google is winning because it's better, because Apple is deciding Google is better for its users.

Apple could change that decision. Mozilla changed that decision.

THE COURT: So say hypothetically Apple thought the following, which is, you know what, Google's -- I mean, Bing is as good as Google on Desktop, so we'd like to have Google be the default on Mac computers, and, you know, we'll pay Google -- we'll pay Apple some amount of money to make them whole from whatever dropoff there is, because there's going to be some.

That can't happen today.
That can't happen today, right?

MR. SCHMIDTLEIN: There is no evidence in this case that Apple wanted that.

There is evidence in this case that Apple demanded and got exclusions in the contract for markets outside the U.S. where it believed that there were other search engines that were better than Google.

If Apple believed there were better search engines in the United States, to give your example --

THE COURT: Right.
MR. SCHMIDTLEIN: -- presumably they would have asked for that.

They didn't believe that. They didn't believe that. That hypothetical never occurred.

THE COURT: No, but $I$ guess the question is, if we all agree that, with respect to Apple, that it is getting, you know, billions of dollars of revenue from Google. And if we all agree that a new search engine comes in and there's going to be some drop-off in that revenue, even if the new search engine can monetize as good as Google, it would not only have to be as good a search engine as Google, it would also have to be as good an ad platform as Google, right? So not just search engine but monetizing.

But even if they can meet on that battlefield,
they're still going to lose some amount of search just by virtue of Google having been the dominant player. People will move over to Google.

They would then have to spend billions more to make Apple whole. And I guess I'm just wondering how anybody would be able to spend billions and billions and billions of dollars as a new entrant to possibly dislodge Google as the default search engine from the Safari browser.

MR. SCHMIDTLEIN: The antitrust laws are not designed to ensure competitive -- sort of competitive markets, they're designed to ensure a competitive process. If a new search engine can't come along and beat Google and win these contracts, you, as a federal judge enforcing this law, you can't say, I'm going to rewrite how this market works, because I'm going to hope that if $I$ force a worse result today for users -- and this is the basis of their case -- we're going to force a worse result for users in the short run, in the hopes, in the hopes that Microsoft, a company that at every single turn failed.

THE COURT: I guess the issue is not forcing a different result for users. The question, it seems to me, is, if Google didn't have the exclusive out-of-the-box default in exchange for massive revenue share payments, could someone else come along and possibly compete?

MR. SCHMIDTLEIN: But then you're basically now
ordering Apple to redesign its product.
THE COURT: No, I'm not asking anybody to do anything.

And I recognize that I cannot ask Apple or any OEM to design their product differently, I recognize that.

But it just seems odd me to that you've got this marketplace where Google is making billions of dollars in profit, it's got a profit margin that is significant, nobody is entering into the market to try and cut into that profit.

And even Microsoft has not been able to win. Nobody has won in the last 10 to 15 years. No one.

MR. SCHMIDTLEIN: Microsoft has won on all Windows desktop computers, Your Honor.

THE COURT: Right, because they have their own exclusive agreements.

MR. SCHMIDTLEIN: Correct. Correct. They're losing the Windows monopoly over there to their advantage.

THE COURT: I know.
MR. SCHMIDTLEIN: If they can't win on the merits with Apple and Mozilla, the Sherman Act cannot come in and say, well, we're going to elevate you even though your product is inferior. We're going to find, Google, you're not allowed to compete.

When Apple goes out and says and when Mozilla goes out and says and when the Android people go out and say,
we're having a competition, you're basically saying, sorry, Google, you can't compete for that -- for those places.

Apple -- one of the most valuable platforms to have your products available, Google, you're not allowed to participate there.

You've got the evidence from Mozilla, what Mozilla thinks would happen to it and the Firefox browser. They've said if Google is not allowed to compete for the default, we're probably going to go out of the market.

THE COURT: So what's the answer then to the question that the plaintiffs have posed from the outset, which is: If it's all about quality, then why pay billions in rev share?

MR. SCHMIDTLEIN: There's absolutely -- you will get some incremental usage. Absolutely you get incremental usage.

THE COURT: Right. But billions of dollars' worth?

MR. SCHMIDTLEIN: Absolutely.
THE COURT: And has Google made a determination that the incremental use it will get or incremental usage or users it will get, searches and queries that it will get is worth that much?

MR. SCHMIDTLEIN: If Apple tomorrow announced to the world they were switching to Bing because they thought

Bing's quality was better than Google's, that would be the greatest day in Microsoft -- in Bing's history. That would cause all sorts of ripple effects amongst users.

And they haven't been able to win that. They haven't been able to get the endorsement. They haven't been able to persuade people, even on their own platform, that their product is better. So how is it procompetitive to force users to pick a -- or to force Apple to pick an inferior default? That's not what the antitrust laws were designed for.

And, Your Honor, look at some of the other conduct that the D.C. Circuit looked at. As you will recall, the D.C. Circuit reversed --

THE COURT: I guess the question isn't whether you're compelling someone to pick a different user. The question is: Is there any real competition for that slot?

MR. SCHMIDTLEIN: Absolutely there is.
You referenced it earlier today.
I mean --
THE COURT: For the default slot, for the out-of-the-box default slot, is there any real competition for it?

MR. SCHMIDTLEIN: Well --
THE COURT: Other than the -- you know, the sort of dalliance with Microsoft, there's no example of any
instance in which any one of these providers has seriously considered anyone other than Google in the last 10 to 15 years.

MR. SCHMIDTLEIN: I think --
THE COURT: And -- hang on.
And in the one instance where Microsoft thought they were making some headway, we heard Mr. Cue say, there's no price they could have offered us.

I mean, how is that a competitive marketplace?
MR. SCHMIDTLEIN: Well, I will suggest to you, both Mr. Nadella and Mr. Tinter said, our conduct did have procompetitive effects because it drove up the competition. That's absolutely the case.

Yahoo! being picked by Mozilla absolutely enhanced competition by them doing that. They were able to compete.

The fact that --
THE COURT: But that's just one example.

I mean, that's the one example in the last
15 years where somebody has dislodged Google.
MR. SCHMIDTLEIN: But the record in this case, and Your Honor has the documents, as recently as 2021 , I mean -and obviously our discovery cut-off ended --

THE COURT: Right.
MR. SCHMIDTLEIN: -- a little while back now, Mozilla was doing analyses. They did internal user
analyses. They switched a percentage of their users to Bing and they observed what happened. They did that because they were evaluating, and they would be prepared and willing to switch.

Microsoft and Apple had the same conversations.
Apple evaluated. You heard the testimony from Mr. Cue and Mr. Giannandrea, they evaluated the quality of Bing versus Google, and they chose Google.

They are continually doing that, and they will continue to do it. So --

THE COURT: Why, for example, then -- and let's leave aside what Mr. Cue said, there's no price that they could have offered.

I mean, is it in Apple's interest to have signed a contract with Google that extends up to potentially ten years for the default from 2021 if there's some genuine prospect of somebody better coming along?

MR. SCHMIDTLEIN: It wasn't a ten-year agreement.
THE COURT: I know. It's five and then it's got some options.

MR. SCHMIDTLEIN: There's a couple years and options to renew.

THE COURT: Google's got an option and I think Apple's got options. It adds up to potentially 10 years is my recollection. And that would seem to be the opposite of
a belief that there could be competition in the future.
And Apple says, nobody is going to come along to possibly dislodge Google, so let's enter into this long-term agreement. Even we're not going to try and do more search, because, why should we?

MR. SCHMIDTLEIN: Well, they have enormous -- if
Apple, again, at the intervals of where they have options, and they're the ones who have the repeated options, I think there's some years where it's a mutual. THE COURT: Right. MR. SCHMIDTLEIN: But they're the ones who have the option to get out.

THE COURT: Right. MR. SCHMIDTLEIN: That is absolutely sufficient to keep Google on its toes and to keep Google competing. The fact that Google has repeatedly won the Apple agreement is not evidence of an anti-competitive market, it's evidence that Google is continuing to win.

And whether you think -- again, whether you think Google is a monopolist because it has the best price -remember, a company could be a monopolist just because it has the highest quality. That's Grinnell. Superior quality, skill, business acumen, all of those things. THE COURT: Right. MR. SCHMIDTLEIN: Doesn't make the fact that they
go and they compete in the market exclusionary. They have to be allowed.

But the monopolist is allowed to compete just as hard as everybody else is. And that's what we've seen here. Apple has every incentive to make sure there's competition in the market and to make sure they are putting the highest quality product.

The D.C. Circuit, when it reversed Microsoft's -the liability findings on Microsoft offering inducements to IAPs to promote Internet Explorer, offering it for free, offering an Internet access kit, developing an incompatible Java development machine, even though that had an effect, it wasn't anti-competitive because it was a product improvement. All of these categories of conduct, the D.C. Circuit was very careful to say were not anti-competitive even though each of those categories harmed the rival. It had an effect. It just didn't have an anti-competitive effect.

And the Sherman Act is not worried about correcting markets that don't have enough competition. It is concerned with the competitive process, the process. Not the result, with the process. And the process here has shown repeatedly that Google has the best product.

And, Your Honor, we went through, and, really -and, again, there's a real distinction in the D.C. Circuit
opinion between procompetitive and exclusionary conduct, and this is at the prima facie case.

But here's what Google didn't do, which is different from Microsoft. Google didn't go in to say to Apple, if you don't make us the default, no Google Search on Apple devices at all. That might present some interesting coercion. Of course, that would be -- that would be suicide for Google.

But the idea, no, users can't use Google at all on your devices. That's not what happened. That's what Microsoft did with Windows. If you want the Windows license, you have to agree to all of these restrictions. That's the type of coercion that -- and the infecting the competitive process that Microsoft was concerned about. In each of these situations, obviously Google won because it was superior.

This piece of testimony has been cited by the plaintiffs, but $I$ want to highlight it for you.

Mr. Parakhin -- this is extraordinary. "It is the case Microsoft told Apple that it could invest more in mobile but it would not do so unless Apple gave it further distribution in mobile.
"It's uneconomical for us right now to invest more in mobile because even, like, it's our belief that no amount of investment without securing some way to do distribution
in mobile will result in any share gain."
He has it completely backwards.

THE COURT: So Mr. Dintzer will stand up and say, potentially, Mr. Cavanaugh, that that's actually exactly what we're talking about -- hang on -- that this is actually evidence of the disincentive to invest.

And there's a chicken-and-egg quality to this that was a little bit like the chicken-and-egg quality they talked about in Microsoft, which is, you know, the investment without some -- you can't build a better search engine unless you're assured -- you can't build a better search engine unless there's going to be -- that there are going to be users, right. Your search engine quality is as good as the number of users you have, or at least there's some relationship to it.

And if a company can't get enough users in part because of the agreement, I'm not saying it's all -- that's the only reason. It doesn't have to be. But that's not the only reason. I mean, isn't this evidence of a disincentive to invest?

MR. SCHMIDTLEIN: Your Honor, there is an entire venture capital world out there of companies investing and new startups cropping up every day. None of them are guaranteed anything.

The notion that -- I mean, I can't even imagine
what the American economy would look like if everybody lived by this. I'm sorry, I'm not going to enter the market, I'm not going to build my product, I'm not going to try to improve my product unless you give my inferior product business today. And if you do that, I promise I'll improve it.

That's what Microsoft told Apple, and that's what Mr. Cue said was ridiculous. And he didn't believe them. He didn't believe them because they'd had the advantage on their own desktop and they couldn't win there. He didn't believe that they could build a better search engine.

So the notion that Mr. Parakhin can glibly walk in here and say, well, gee, we can't compete because they won't give us the deal first and then we'll make our product good enough to beat Google, he has it absolutely backwards, and that's not what the -- this is not what the Sherman Act is designed to protect.

Now, as you've referenced, everybody who marched into this courtroom said Google was better. Everybody did. That's not what happened in Microsoft.

THE COURT: Can I ask you a question?
Just to go back to our foreclosure discussion.
Is it your view that if -- say I were to agree that the market foreclosure is at 50 percent, do you think that's enough to satisfy their prima facie burden and then
shift it into your camp?

And if the answer is "no," what more do they have to show in your view to make out the prima facie case?

MR. SCHMIDTLEIN: I think under Tampa Electric and all the subsequent cases, they made very, very clear we're talking about, we are no longer in a quantitative foreclosure world, we're in a qualitative foreclosure world.

You have to examine all of the other different factors to determine whether there is effective room to compete if $I$ had a better product.

THE COURT: Right.

So in your view, that would have to be real-world manifestations of the absence of competition --

MR. SCHMIDTLEIN: Not only that.

THE COURT: -- in addition to the foreclosure?

MR. SCHMIDTLEIN: Not only that.

And part of that would go with a couple different directions. One would be to go back to the question of exclusivity, sort of, are these exclusive or de facto exclusive.

I mean, you heard testimony in the case. I asked Mr. Nadella about all of the early agreements.

Remember, Your Honor, in the early mobile days, Microsoft had lots of distribution agreements. They had Windows Mobile phones. They had Nokia agreements. They had

BlackBerry RIM agreements. They were the default on lots of different -- you'll remember this document.

Windows phones. This is 2010. So several years after the introduction of Android and iPhone, you'll see from this internal Microsoft document, more Windows Mobile phones than Android phones. Bing was the default.

Google got 90 percent of the queries on that, on those devices.

This is based on Microsoft's own internal data. BlackBerry.

Again, going back to the prior document during this time period, BlackBerry had the same number of devices in the market that the iPhone had. BlackBerry devices.

Well, they did agreements with the various carriers. You've heard testimony the carriers can impact who gets to be the default. On these devices, different carriers had different search engines as the default. Google was able to successfully compete against the default in all of them.

THE COURT: Can I -- if I could interrupt you, Mr. Schmidtlein.

And I'll just note there's a couple minutes, but, again, we can continue the conversation in the afternoon.

But would you agree that defaults are the most efficient channel of distribution for search?

MR. SCHMIDTLEIN: For -- on a browser agreement, it's obviously an efficient agreement.

I mean, as we talked about, Safari -- for Safari -- and, again, if this part of this goes into the quality of the browser and the quality of the device, 60 percent queries through the default, roughly $60 / 40$ split there, it's certainly one of the primary methods, absolutely it's an important method of distribution. Absolutely.

And it not only allows for a convenient use by your users, but if it's a good browser, you'll get increased usage. I mean, that's what --

THE COURT: Right.

MR. SCHMIDTLEIN: You've seen evidence, Your Honor.

THE COURT: No, that's what's happened on Desktop.
MR. SCHMIDTLEIN: Google built Chrome. Chrome's free.

Why did Google build Chrome? Why did Google invest and innovate on Chrome? Because Google understood a really, really good browser will increase your searching.

Why did Google develop Android? It gives it away for free.

Why does Google -- why did Google do that? Google wanted to inject competition into smartphones. We'll talk about this on anti-competitive effect.

All of these things are procompetitive and they allow for more search usage. So absolutely the defaults are important.

But, as we've seen on Windows, and here's the -you know, here's the data. This goes back to long before -you know, in early, early time periods here, back when Bing had all of the defaults, when Internet Explorer had all the defaults. There was no Chrome, and to Mr. Dintzer's point, and this -- by the way, this is back when there was virtually no mobile.

THE COURT: What would you say to the response that the reason there's so much greater search on Google and Bing on PCs has less to do with Google and more to do with Chrome; and that is, you know, people download Chrome, whether it's individually or through their, you know -whoever their IT person is, and that they're not really making the selection in the way they would if somebody who's actually switching the default.

MR. SCHMIDTLEIN: I'd ask Your Honor to take a look here at this next slide.

So this slide, which Professor Murphy presented, not contradicted by the plaintiffs, $I$ believe, at trial, shows, going back -- Chrome, I believe, was introduced in 2008, in the fall of 2008. So we have here Chrome's usage, Internet Explorer or Edge, Internet Explorer.

THE COURT: Right.
In other words, Google's usage was predominant even before Chrome arrived.

MR. SCHMIDTLEIN: There is no material difference in Google's search usage on Windows devices before and after, you know, while Chrome gained -- and, by the way, Chrome also overcame defaults. Chrome wasn't preloaded on any Windows devices either. So this is a double whammy for the plaintiffs.

THE COURT: One more question, because we're approaching your 60 minutes, on the issue of defaults and the stickiness of defaults.

As I understand it, the evidence shows that 80 percent of Desktop users who use Edge use Bing. I think that was one of Mr. -- I mean, Professor Whinston's slides. It showed that 80 percent of Edge users search through Bing.

Is that not evidence of the stickiness of a default that only 20 percent, I'm assuming they've switched over to Google, but that only 20 percent have switched over to Google from the Edge browser -- in the Edge browser?

MR. SCHMIDTLEIN: I think that's probably -I think you heard evidence in the case, and I think -I crossed Professor Rangel on this issue of, isn't it true Microsoft makes changing the default more difficult than Apple and Google, too?

THE COURT: Right.

MR. SCHMIDTLEIN: Microsoft has for years -- and I believe Mr. Pichai talked about it. Microsoft has for years made it more difficult to change defaults precisely because they know that people do it. So they have obstructed the way to do it.

The other thing I would suggest to you is, people -- the people -- the cohort of people who are using Edge are loyal Microsoft customers. I mean, they understand that that's part of the experience, and I think you would expect there to be some over-index --

THE COURT: Right.

MR. SCHMIDTLEIN: -- of those users.

So I don't believe that that is proof that somehow we have a cohort of users who are sort of trapped within Edge who don't know how to get to -- who don't know how to get to Google.

THE COURT: All right. Mr. Schmidtlein, thank you.

All right. Why don't we take --

Bill, are you okay?

Why don't we take 15 minutes for a rebuttal and then we'll take lunch and then we can go forward from there in the afternoon.

MR. DINTZER: Thank you, Your Honor.

I'm going to ask the Court --
Actually, before we switch over, could I ask you to put up Slide 27 that you just had, please.

Thank you, sir. I appreciate it.

So this slide would be more informative,

Your Honor, if it had Firefox, because Firefox was downloadable, Firefox defaulted to Google.

So it is true, Google stayed that way. And it is true, Chrome went up. But what it doesn't show is Firefox was an avenue of distribution for Google before Chrome got there. And so this thing -- leaving out Firefox means that this doesn't represent what happened in the market. So I'll just start with that.

Let's see.

Mr. Parakhin's statement about more investment in mobile, that's on top of the $\$ 100$ billion that we already heard about from Microsoft that they invest, and they invest enough so that their Desktop product is good.

Google's slam is, oh, they won't invest, they don't care, and all this.

But what we've seen is there's a direct relationship. They have scale, they have distribution, they invest, and they have some success. And what we see is that on mobile and on Apple, they're blocked out.

And so Mr. Parakhin's statement makes perfect
sense. Why would you invest in an area that the incentives to invest are, at best, significantly diminished or disappear altogether?

THE COURT: Could I ask you to answer two questions and not to foreclose you from answering others? MR. DINTZER: Of course.

THE COURT: One is, I think a question I asked you at summary judgment, and I'm not sure $I$ got an answer then and I'm curious if you have an answer now, which is: What should Google have done to remain outside of the crosshairs of the Department of Justice and in line with Section 2? What should they have done? Should they have not competed? Should they have sat on the sidelines? Should they have lowered their rev share offer? What should they have done to avoid what we've been all enjoying for the last three years?

MR. DINTZER: Okay.
And so let's go to Slide 27, please.
So let's talk about Apple for a minute.
So we know that Google's interaction with Apple begins in 2007. And when Apple asks for choice screen and Google says no rev share, no default, we know that Apple wants the power -- we know that Google tells Apple in 2007, you can't have Safari at the home page. Apple showed -I mean, you can't have Yahoo! at the home page. Apple
showed Yahoo! in a demo and Google said, no, no, no, no, we want language. From now on, the home page default is also ours.

Apple said, look, we might want different, multiple defaults so that if somebody downloads a copy of ours from Yahoo! on Windows, we'd like Yahoo! to be able to put the default. It's to encourage them. Google said, we won't pay for that; you're not allowed to do that. 2009, this is really vital. Apple seeks the option, not the obligation. So this is Apple saying, we know what's best, okay? You tell -- we're going to do it probably, but you let us choose the option but not the obligation. And Google said, no, we won't pay you for that. And so this is fundamentally what they should have done. They should have said, oh, well, we know we've got enormous market share, and we know that there are antitrust laws because we've been hiding documents and destroying documents because we're concerned about the antitrust laws. But instead they said no.

And in 2012 -- 2012, this is Dr. Murphy. But the ability for Apple to choose but not be obligated to put Google in the default spot, that was something that Apple was again seeking in 2012. And he said, well, this is part of that negotiations. Yeah, you can ask for things in negotiations. Apple was asking for that.

What should Google have done? They should have recognized that by demanding, locking down every default, that they were opening themselves up to a challenge on their conduct because they were intentionally excluding people.

And this was to a playbook that was written in 2007 when they said, defaults can be a powerful, strategic weapon.

THE COURT: So let me ask you: If Google had done just that, that is they said, okay, look, Apple, you can -we're not going to obligate you to set us as the default out of the box. In exchange for rev share, we will pay you rev share, maybe it will be a little bit less, but we'll pay you a little bit, continue to pay for rev share, and Google did that across the board, allowed carriers to make -- or OEMs and Apple and carriers to make that decision, would they be -- and the decision was still made to carry Google as the default?

MR. DINTZER: So we haven't even spoken about Android. And so -- and I don't want to dodge the Court's question.

It would depend. It would certainly be less restrictive than saying, we get every default and no one else can have it. But it would still -- depending on how it was implemented, it could still be problematic. And we haven't even talked about Android.

So in the Android system, which Google talked about how Microsoft -- in the Microsoft case, how it leveraged its control over something, well, we know, we heard testimony, that Google leverages its control over the Play Store and that the progression is pretty standard. The progression is you start -- you need the Play Store, you have to take the MADA, you get the MADA, you get a search widget that provides something like 40 percent of the queries and 50 to 60 percent of the payments, you have to have a search widget.

THE COURT: Why isn't the way the RSA is presently set up, which is on a device-by-device basis, precisely what you're talking about?

In other words, any carrier or OEM can say, we'd like the choice to decide who the default is going to be. We recognize that won't -- you know, that'll result in a lower rev share because the default requires that, but why aren't they able to make that -- why aren't they in the exact same position that you've suggested that Google should have taken with Apple, which is, let them choose who the default is? You're certainly not suggesting that Google had to pay the same rev share regardless.

MR. DINTZER: No.

But to talk about device by device, first of all, we know that a number of their contracts are not device by
device. They're platform.
But let's talk about the device by device.

Before the day that an RSA is put in front of somebody and somebody says, what are you going to do -- and this is what's in Professor Murphy's testimony right here.

Now, an OEM can't sign an RSA unless they've already signed the MADA, right? That's the way it works.

And OEMs would consider the add-on benefits in signing the RSA when they sign the MADA, these two documents work together.

In fact, we asked them the flip side, too:
"When Google sets the RSA payments, it is taking into account the prior agreement?
"Right."

So the fact that the MADA has already been signed already provides for exclusivity on the widget, already means that Google is going to be on the device, already has Chrome on the device. Then and only then is the RSA put in front of somebody.

At that point, the idea --
THE COURT: Hang on for a second.

MR. DINTZER: No, please.

THE COURT: That's okay.
But under Microsoft, giving those away, is it your contention that the MADA is anti-competitive?

MR. DINTZER: Yes, Your Honor.
THE COURT: Let's leave the RSA alone for a moment.

Microsoft said, Look, you can give the stuff away for free, that's fine, that's entirely procompetitive. When the District Court held otherwise, that was reversed, as Mr. Schmidtlein just said.

In your view what makes the MADA unlawful is not the fact that it's free, that the apps are given over for free, it's that in exchange for those free apps, Google asks for two things that matter: Search widget being placed on the home screen and Chrome being preloaded.

MR. DINTZER: It asks for -- we've got the list there.

It also gets YouTube, it also gets others.
THE COURT: No, $I$ know it gets all that free. YouTube has nothing to do with search.

MR. DINTZER: But they do get Chrome, they get the Google Search app, and they get the widget, yes.

And the widget is placed in a position where Google's own documents recognize that nobody is ever going to ask for another widget.

THE COURT: So let me ask you: What should Google do in your view, which is just, as far as $I$ hear, all these apps for free, zero cost license, and we're not going to ask
you for anything, we're not going to ask you for placement. In fact, that's really the only thing. I mean, Chrome gets put on there, I suppose you could say, we're not going to ask -- you can't require that Chrome have Google as the default but that happens with the RSA, I think, maybe not with the MADA. What are they supposed to do? MR. DINTZER: So let's back up. The Play Store makes billions of dollars. THE COURT: Right. MR. DINTZER: So when somebody wants the Play Store, the fact that Google says "no" unless you sign the MADA is kind of surprising given how much money it makes. But, of course, they know people need the Play Store. And that was the testimony from Microsoft. The Play Store is the stick.

Even Microsoft had to sign. This is enormously telling. Google's rival in search had to sign a MADA. They didn't want to. They had to sign it.

THE COURT: You haven't brought a tying claim. I mean, this sounds a lot like a tying claim, which is that nobody -- you don't have a choice. Google says, Look, this is free, but here are all these other things you've got to take as well if you want the Play Store for free. I mean, that's a tying claim that you have not brought?

MR. DINTZER: We have not brought -- we don't need
a tying claim. All we need to do is show that Google has put its default on the -- it has used its control of the Android system to put its default widget and that it's exclusive. The point is, it is exclusive, there's not another phone -- no phone is sold in this country with two widgets.

So the widget is an exclusive default for Google and it's done through the MADA. The fact that --

THE COURT: Even though the MADA doesn't bar anybody from putting a second widget on. It doesn't -I don't know if it bars anybody from sort of encouraging use of $a$-- or how to get rid of the widget, but $I$ mean, it doesn't prevent anybody from loading a second widget on there.

MR. DINTZER: So this is the testimony and the documents that we cite about that.

A second search widget, according to Google's own people, is allowed but not likely.

THE COURT: Right.
MR. DINTZER: Additional search widget allowed but unlikely. So in theory it's allowed.

But this is what de facto exclusivity is meant for, when a monopolist comes up with an allow but not likely, that is exclusive. And that's 40 percent of the searches.

So that -- the MADA is exclusionary, it has an exclusivity element, and it -- to talk about the RSA and what it does cannot be separated from what's already on the phone, what's already been signed, because, among other things, the one thing that we know no one can do is no one can get exclusivity on Android through the RSA, because Google has already got the MADA -- I mean, the widget there.

And so to say device by device, no one takes Google up on that, because at that point, it wouldn't make any sense.

And Google's own documents say they can price the RSA in a way that their rivals really can't match because of the territory that Google already owns.

So those are exclusive, de facto, if not express. And, in fact, we have Google's employees, Mr. Pichai, and, actually, Professor Murphy testified that there was exclusivity on that phone.

THE COURT: All right. I'm going to ask you to pause there.

MR. DINTZER: Of course.
THE COURT: And, if -- Mr. Cavanaugh, do you want a couple minutes or a minute or so?

MR. CAVANAUGH: Minute or two.
THE COURT: Sure.
MR. CAVANAUGH: Two very quick points, Your Honor.

First, the whole discussion about the Microsoft decision and causation.

What the Microsoft Court said on page 79 , "The question is not whether Java or Navigator would have actually developed into a viable platform. The test is whether the exclusionary conduct was reasonably capable of contributing significantly to defendant's continued monopoly power."

Our theory is that that exclusionary contract has allowed them to maintain an enormous scale advantage, and that's what's given them the quality that we keep hearing about. It all flows back to scale, which flows back to the contracts. That's the test for causation.

We also need to demonstrate that our nascent -back in Microsoft, the nascent threats were reasonably constituted potential threats, potential, and they found that was all that was necessary.

The second point, Your Honor, is that you asked the question: What should Google have done? That's the right question. Not what should happen today. But what should they have done ten years ago when there was a recognition, hey, we're monopolists, we have substantial control in markets. How should we -- how should we proceed with our contracting in light of that? That's the question that they answered, but they answered it the wrong way.

Thank you, Your Honor.
THE COURT: All right, Mr. Cavanaugh, thank you.
All right, everyone. So it's 1:20 now, a little bit before. Let's resume at 2:20.

And, again, if there's more to be said on anti-competitive effects and the prima facie case, do not -you can certainly discuss that this afternoon as well, okay? Thank you, everyone.

COURTROOM DEPUTY: All rise. This Court stands in recess.
(Recess from 1:18 p.m. to 2:20 p.m.)

CERTIFICATE
I, William P. Zaremba, $R M R$, $C R R$, certify that the foregoing is a correct transcript from the record of proceedings in the above-titled matter.

Date:_May 2, 2024


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