



# Apple Offers Preferential Treatment to Baidu

Subject: Re: Next steps on Apple & Baidu partnership

From: "Helen" [Confidential]

Received(Date): Wed, 03 Jan 2015 04:31:25 +0000

To: "Brian Croft" [Confidential]

Cc: "YeeWee Koh" [Confidential]; "Fanz Yimmi" [Confidential]; "Phil Schaller" [Confidential]; "Dissard Stana" [Confidential]; "Phil Schaller" [Confidential]

Date: Wed, 03 Jan 2015 04:31:25 +0000

Brian,

It has been a while since my colleagues and I have been in touch with my colleagues during the week of June 1st. I would appreciate if you could let me know when you are looking forward to seeing you again.

Regards,  
Helen

From: Tim Cook [Confidential]

Date: Wednesday, August 6, 2014 at 11:42 AM

To: "Li Robin" [Confidential]

Cc: HAIWEN HE [Confidential]; YeeWee Koh [Confidential]

Subject: Re: Next steps on Apple & Baidu partnership

Robin,

Thanks for visiting with me. I'd like Apple to be a great start. Here is the status of the items below are great starts. Here is the status of the items below are great starts.

1. Search - Both iOS8 and Yosemite will enable Baidu as the default search engine (browser default search, mobile search APP) for all Apple devices in China.
2. Input method- iOS8 will enable Baidu as the default input method for all Apple devices in China.
3. Map App- Eric Albert from Eddy Cue's team will begin an investigation. Please put him in touch with the opportunity.
4. Positioning Service: I recommend Apple to use our positioning API as we are the most popular, most accurate, and most reliable one in China.
5. APP Review Fast Track: Baidu offers many services to Apple users in the form of iOS APPs. It would be great to set up a fast track for the review process for Baidu APPs.

Beside the above, Apple and Baidu have many other mutually benefiting cooperation opportunities, such as integrating Baidu's leading Chinese voice recognition technology into Siri, Siri uses us as the backfill search engine, and utilizing Baidu's personal cloud services inside China. I look forward to a long and fruitful relationship between our companies.

4. APP Review Fast Track- We can set up a process where Baidu could send their apps for review and this can often speed up the process.

I'm assigning two key contacts for Baidu and both of them can help manage through Apple. YeeWee Koh from our Beijing office and Brian Croft from Cupertino. Both are a part of Phil's team. YeeWee will engage Brian where needed and I am asking both of them to reach out and introduce themselves.

Finally, we are looking at your positioning service.

Best,  
Tim

On Jul 25, 2014, at 11:42 AM, Li Robin [Confidential] wrote:

Tim,

It was great to catch up with you this morning and find we share many common views.

I want to make sure that we follow up on some of the ideas we discussed. Specifically, it would be great to make progress in the following five areas of cooperation. Please designate someone on Apple side as the contacting person. On Baidu side, our chief strategy officer Helen He will serve as the point of contact.

1. Search: Baidu has the best and most popular Chinese search engine. It would be great to set Baidu as the default search engine (browser default search, mobile search APP) for all Apple devices in China.
2. Input Method: Baidu has the best and most popular Chinese input method (particularly among Apple users). It would be great to set Baidu IME as the default input methods for all Apple devices in China.
3. Map APP: It would be great to set Baidu Map APP as the default mapping application for (or pre-install in) all Apple devices in China.
4. Positioning Service: I recommend Apple to use our positioning API as we are the most popular, most accurate, and most reliable one in China.
5. APP Review Fast Track: Baidu offers many services to Apple users in the form of iOS APPs. It would be great to set up a fast track for the review process for Baidu APPs.

Beside the above, Apple and Baidu have many other mutually benefiting cooperation opportunities, such as integrating Baidu's leading Chinese voice recognition technology into Siri, Siri uses us as the backfill search engine, and utilizing Baidu's personal cloud services inside China. I look forward to a long and fruitful relationship between our companies.

“APP Review Fast Track”

“I'm assigning two key contacts for Baidu and both of them can help manage through Apple.”



# Apple Gives Amazon Preferential Treatment



“It’s difficult to express how strange this is: for over a decade, Apple has stuck to the rule that *all* digital goods sold in iOS apps *must* use Apple’s payment methods, including Apple’s 30 percent cut.”

“Suddenly, that rule appears to apply to all developers except those who have the leverage to cut a special deal with Apple.”



# Apple Cuts Off Developers

Subject: Re: Facebook and Apple  
From: "Steve Jobs" [Confidential]  
Received(Date): Fri, 09 Apr 2010 00:35:58 +0000  
To: "Ron Okamoto" [Confidential]  
Cc: "Scott Forstall" [Confidential]; "Philip Schiller"  
[Confidential]  
Date: Fri, 09 Apr 2010 00:35:58 +0000

**I'd suggest we just cut Joe off from now on.**

On Apr 8, 2010, at 5:25 PM, Ron Okamoto wrote:

Steve, Scott and Phil,

Some additional background: **Earlier today Joe spoke to the press and was critical of our new PLA and Objective C.** I called Ethan Beard and Henry Moissinac at Facebook and told them we were not happy with this because it was not the first time he's done this and it does not publicly reflect well on our partnership. I reminded them that we do not have Apple employees blogging and talking to the press being openly critical about Facebook.

Joe sent me an email after the press story hit explaining why he was "upset", and it looks like Joe has been working on a cross compiler.

-Here's a copy of the email he sent me:

"Hi Ron,

iPhone OS 4.0 looks amazing and I really want to develop for it. That's why I was a bit upset to read that the updated SDK agreement requires writing apps directly in Objective-C++ or JavaScript, banning cross-compilers.

Last time we met you asked that I contact you directly if I have an issue with Apple, and I definitely have issue with this. It appears to be a purely strategic limitation aimed straight at Adobe. To accept this limitation you would have to convince yourself that Objective-C and JavaScript are the best programming languages available, which I don't believe they are. A big part of the reason I stopped writing iPhone apps is that I find Objective-C to be very unpleasant to work with.

When last we met I was considering developing a Facebook iPad app. The reason I decided not to was because I wanted to focus on my other project, and my other project was a new UI programming language I'm developing which is cross-compiled to high performance C and Objective-C. I had planned to use this language to make developing iPhone and iPad apps for Facebook a much more efficient and fun process. Frankly, I think the language I'm creating is leagues better than Objective-C, so it's unfortunate that you would stifle innovation in programming languages just to keep crappy Flash ports out of the App Store. Not all cross-

"I'd suggest we just cut Joe off from now on."

"Earlier today Joe spoke to the press and was critical of our new PLA and Objective C."