



July 26, 2019

The Honorable David N. Cicilline
Chairman
Subcommittee on Antitrust, Commercial and Administrative Law
Committee on the Judiciary
2233 Rayburn Building
Washington, D.C. 20515

Dear Chairman Cicilline,

Thank you for your letter dated July 23, 2019, and the opportunity to continue the discussion regarding innovation and entrepreneurship in the digital sector. As Mr. Cohen noted in his testimony last week, Google has a long record of continued innovation and products that deliver significant value to businesses and consumers across the country. As several of your questions are not susceptible of "check the box" answers, we welcome the chance to respond more fully to your specific questions below.

- 1. In its S-1 filing with the Securities and Exchange Commission in 2004, Google attached an interview in which Larry Page stated the following: "We want you to come to Google and quickly find what you want...We want to get you out of Google and to the right place as fast as possible." Does this statement still accurately describe Google's guiding principle?**

We aspire to significantly improve the lives of people around the world by giving everyone the tools they need to increase their knowledge, health, happiness, and success.

Consistent with Mr. Page's comments in 2004, Google Search continually works to give users the most relevant, highest quality information as quickly as possible. This includes providing features that help people quickly and easily find the answers they are looking for, which sometimes means providing links to relevant other websites and sometimes means providing immediate answers and information. And in the fifteen years since Mr. Page's comments regarding Google Search, we have developed a wide

range of products, from Gmail to Google Photos to Android to Google Pay to Pixelbooks to YouTube to Nest thermostats, and many more. Some of these products and services provide tools and content that our consumers use for as long as they find them valuable; others are hardware to which Mr. Page's statements are less relevant. But we hope to make all of our products and services as helpful as possible to our customers.

2. Of the total U.S. mobile and desktop searches that occur on Google Search, is it true that less than 50% result in clicks to non-Google websites?

The author of the report cited in your letter did not make his specific methodology clear, but it's inaccurate to portray featured snippets as simply answering a question and never resulting in a click—many sites strive to have their content highlighted as a snippet, which can drive meaningful traffic to their sites.

More broadly, Google, like many websites, has long sent large amounts of traffic to other sites. As we work to further improve the user search experience, we believe that we will deliver more traffic to sites across the web. And we make available tools the site owners can use to opt out of snippeting or indexing altogether if they wish, and we respect those instructions when site owners implement them on their domains. We're always exploring new ways to engage with and ensure we're supporting the ecosystem.

3. Is it true that since January 2018, Google has paid or has agreed to pay Apple over \$20 billion for Google Search to remain the default search engine on Safari or on any additional Apple products?

As our public filings reflect, our Traffic Acquisition Costs ("TAC") to our distribution partners in 2018 totaled approximately \$12.6 billion, and our TAC to our distribution partners in the first and second quarters of 2019 totaled approximately \$7 billion. The terms of agreements with specific partners are confidential.

4. What is the size of Alphabet's venture capital fund?

We support entrepreneurs outside the company through Alphabet's venture capital funds, GV and CapitalG, and Google's Gradient Ventures. GV provides venture capital funding to companies that are transforming industries and creating new ones, CapitalG is focused on growth stage investments, and Gradient Ventures is focused on

artificial-intelligence investments. We don't publicly disclose the assets under management for our venture funds. But to help you gauge the scale of our commitment to new innovation through these investments, GV, the largest of our funds, has ~\$4.5B capital committed to date.

It is important to note that the venture capital funds invest independently of Alphabet's and Google's product direction. Unlike many other corporate venture funds, our funds are not designed to create a pipeline for future strategic acquisitions by Google; rather, each fund's goal is to achieve an investment return. The funds generally take minority positions in private companies and have neither economic nor voting control in their portfolio companies. These funds run independently of Google, and there are strict boundaries between the funds and Google to prevent confidential information about any of the funds' portfolio companies from being shared with Google or any other Alphabet entities.

5. Is the following statement true: Google's responsiveness to and treatment of pirated content on YouTube does not differ based on whether the original content was produced by Google or by an entity other than Google.

YouTube has a very strong set of copyright protection and management tools to prevent copyright infringing material from appearing on YouTube. Copyright owners can use this set of tools, including an easy-to-use webform for notices under the Digital Millennium Copyright Act, a newly developed Copyright Match Tool, the Content Verification Program for high volume users, and YouTube's first-of-its-kind copyright management system, Content ID.

For YouTube Originals and other Google-owned/produced content, Google uses the same tools and vendors to which other similarly situated other parties have access. Those vendors use YouTube's tools like Content ID to proactively protect content.

We have invested over \$100 million in Content ID to provide rightsholder partners with the tools they need to effectively monitor and manage their works on YouTube. Using Content ID, rightsholders can be automatically notified of user-uploaded videos that contain their creative work and can choose in advance what they want to happen when those videos are detected. Today, over 98% of copyright issues on YouTube are handled through Content ID rather than the notice-and-takedown process.

6. Is it true that Google Maps carries over 10 million falsely listed businesses on any given day?

No, we have no evidence that the number of fake listings is near the number included in the cited article. Google Maps helps people explore, navigate, and get things done—and increasingly people use it to find local businesses. Over the years, we've added more than 200 million places to Google Maps and every month we connect people to businesses more than nine billion times.

To help people find the places and businesses they're looking for, local guides, business owners, and people using Maps can contribute to business information. We get millions of contributions each day and the vast majority are helpful and accurate.

Even though fake business profiles are a small percentage of the overall business profiles on Google, local business scammers have been a thorn in the internet's side for over a decade. These scammers use a wide range of deceptive techniques to try to game our system—as we identify them and shut them down, they change their techniques, and the cycle continues.

To the extent such false information weakens user trust, it undermines our business. Accordingly, we take the issue very seriously and have been using an array of techniques to limit abuse on our platforms. We've implemented strict policies and created tools that enable people to flag false content. We also have an entire team dedicated to addressing these issues and taking action to remove profiles that violate our policies. For example, this year alone, we took down more than 3 million fake business profiles, 90% of which were removed before a user could even see the fake profile. We continue to work on new and better ways to fight these scams, using a variety of ever-evolving manual and automated systems.

Sincerely,



Kent Walker
Senior Vice President
Global Affairs & Chief Legal Officer
Google