

Chat Participants: Matt Fischer [REDACTED], Carson Oliver

[REDACTED], Carson Oliver + [REDACTED]

Chat Start Date: 05/01/18, 17:17:31 PM GMT

Chat End Date: 05/01/18, 19:00:55 PM GMT

Service(s): iMessage

PLAINTIFF
U.S. District Court - NDCAL
4:20-cv-05640-YGR-TSH
Epic Games, Inc. v. Apple Inc.
Ex.No. PX-0198
Date Entered _____
By _____

May 01, 2018

Carson Oliver

Hey Matt, quick question: Netflix reached out to tell us they want swap testing markets, removing JP/TW/KR and adding UK/AU. I think we should push back on the markets they're including, especially UK/AU. Do you agree? If so, would you like me to speak with Manrique or do you want to level up the communications immediately?

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Exhibit
PX 0198

PX-0198.1

APL-APPSTORE_09817471

CONFIDENTIAL

They want to remove Japan, understandably, because our teams have been working closely together for the past few months to grow our business there. Even though Japan would be great selfishly for us, it doesn't make sense as it's a big step back from the collaboration already happening

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Carson Oliver

OK.

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Carson Oliver

But I worry that they're heavily weighted to the European markets where we might not perform as strongly in a test.

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Carson Oliver

I would prefer to add in other APAC markets, if any

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Matt Fischer

Agreed. I'll discuss with Peter and we'll get back to you

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Carson Oliver

Great, thanks

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Matt Fischer

Just gave Eddy an update on Netflix. Not surprisingly, his first reaction was to pull all marketing WW for them. I told him that we will pull all marketing for them in their test markets, which he ultimately agreed to

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Carson Oliver

Ok. For clarification, we're just going to pull marketing in each market while they're testing in it, correct?

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Matt Fischer

Yes, pull ALL marketing (on Store and off Store). We want them to feel the pain

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Carson Oliver

Ok

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