	United States District Court Northern District of California
	Case No. **4:20-cv-05640-YGR**
△ DEFENDANT △	Case Title *Epic Games, Inc. v. Apple, Inc.*
	Exhibit No. **DX-3782**
	Date Entered_____
	Susan Y. Soong, Clerk
	By: _____, Deputy Clerk

From: ████████████████

Sent: Sat, 3 Aug 2019 13:28:59 +0000 (UTC)

To: ████████████████   ████████████████

Subject: k3zgEgAAAAE-2019.08.03

████████████████ 2019-08-03T13:28:59.372Z

"This was another known issue that didn't make it in before 10.00 launch" **

████████████████ 2019-08-03T13:32:02.709Z

Seriously

████████████████ 2019-08-03T13:32:46.923Z

I'm not yet clear on where mobile is as a priority for the company.

████████████████ 2019-08-03T13:32:59.856Z

Are you involved in making those calls, ie whether it's shippable or not?

████████████████ 2019-08-03T13:33:06.552Z

Nope

████████████████ 2019-08-03T13:33:17.626Z

There is literally no time

████████████████ 2019-08-03T13:33:41.430Z

Let's talk this week. My team is dying for Fortlite. Want to coordinate with you on how to put together a biz case. We can help

████████████████ 2019-08-03T13:34:26.566Z

Major challenge with Fortlite isn't product design, its distribution

████████████████ 2019-08-03T13:34:49.378Z

The Android side load approach will make things extremely difficult to scale

████████████████ 2019-08-03T13:35:02.393Z

I get the prioritization for S11 but everyone I talk to (Walter, Lowell) refers back to the Supercell call as indicator for why we think there is no market

████████████████ 2019-08-03T13:35:22.642Z

Yes, we need to push for Google Play. The time has come.

████████████████ 2019-08-03T13:35:37.712Z

Maybe that's a pipe dream

2019-08-03T13:35:38.248Z

I get death threats when I spin that up

2019-08-03T13:36:05.271Z

But there is no pathway to success for bypassing Google Play

2019-08-03T13:36:31.066Z

There is. We don't spend to promote the fact we are on Android

2019-08-03T13:36:51.240Z

UA traffic spend for July 165 v 770 on iOS

2019-08-03T13:37:03.711Z

The only pathway to success for bypassing GO that I see, still relies on FN, and would need Fortlite

2019-08-03T13:37:09.312Z

If you want to buy into market you have to spend

2019-08-03T13:37:14.598Z

We don't spend

2019-08-03T13:37:41.353Z

Kk so we think we can spend to overcome sideload friction?

2019-08-03T13:37:43.428Z

Is team is blocked on negative ROI spend

2019-08-03T13:37:54.999Z

We can't even spend to show people it's there

2019-08-03T13:38:33.342Z

Won't overcome friction, but the friction on Samsung is less than non Samsung

2019-08-03T13:39:04.278Z

We don't spend there either, ala "Drive people to Samsung Galaxy Store" like we do to Apple

2019-08-03T13:39:52.437Z

Mobile has 11M DAU far larger than Switch, but we as a company somehow prioritize Nintendo over mobile

2019-08-03T13:40:33.010Z

Something is missing, we are meeting with Tim next week, going to ask this stuff.

2019-08-03T13:41:48.574Z

Let me know if we can help. Like I said, this is big opportunity for my markets

2019-08-03T13:42:08.542Z

Everyone on team is frustrated

2019-08-03T13:42:20.645Z

My question is, if we don't care about money, then why do would we care about Fortlite?

2019-08-03T13:42:44.084Z

If we want to grow Android for future publishing opportunities then why aren't we doing Fortlite?

2019-08-03T13:43:17.925Z

If we care about mobile, why isn't it dev staffed accordingly?

2019-08-03T13:43:35.407Z

And for god's sake, why do we hate Apple?

2019-08-03T13:43:43.364Z

No matter how you see the future on mobile, with or without Google Play, seems like Fortlite is an ingredient for success

2019-08-03T13:45:29.261Z

Apparently Mark R had a meeting with Google Play. His offer "Put Fortnite launcher in GP for free, we will give you FN on Stadia."

2019-08-03T13:45:54.102Z

Can't imagine they'd consider that

2019-08-03T13:46:14.373Z

Meanwhile we are adapating launcher to deliver 3 games ahead of Battle Breakers and Spyjinx

2019-08-03T13:46:33.204Z

He also is steadfast on 95/5 carrier billing

2019-08-03T13:46:50.791Z

So far best we have arrived at is 92/8

2019-08-03T13:46:54.704Z

Does any other app get a pass on GP 30% from Google?

2019-08-03T13:47:39.787Z

Not sure, allegedly we were offered 88/12 and Tim said no, unless they gave it to all devs

2019-08-03T13:47:50.304Z

Hmm

2019-08-03T13:48:17.339Z

This has turned to people inside the company hating Apple at every turn

2019-08-03T13:48:35.135Z

Because we pay them the 30%

2019-08-03T13:48:35.649Z

Haha well they give us so many reasons

2019-08-03T13:49:02.766Z

That's just it..what reasons? I don't get it, am looking for the reasons

2019-08-03T13:49:52.846Z

We have given every platform special outfits, even Samsung, but none for Apple. What did they do?

2019-08-03T13:49:54.566Z

Their repeated seeming indifference to FN players when it comes to their apparently non-deterministic build review process

2019-08-03T13:50:18.185Z

Or in getting a new build out to players

2019-08-03T13:50:39.040Z

Look at the history of our releases, they catch quite a few errors, which negatively impact players

2019-08-03T13:50:54.569Z

If we worked together it might be better for both

2019-08-03T13:51:24.827Z

But I expect there is more there, I just dont have the history

2019-08-03T13:51:36.058Z

Yes, so do the other platforms. No one takes us to the brink like Apple. And often for bugs that are known and have been in game for long time

2019-08-03T13:53:00.728Z

We have good relationship with many at Apple and they still drive us nuts

2019-08-03T13:53:40.379Z

Grab Marc Hutcheson for lunch. I'm sure he has some war stories.

2019-08-03T13:54:30.701Z

Yes I've heard, but those are results of something deeper. I want to know where it's rooted.

2019-08-03T13:55:09.329Z

Rooted in Apple's hubris

2019-08-03T13:55:11.109Z

Not shipping a build due to some archaic policy is one thing, fighting them feels deeper, historical

2019-08-03T13:55:37.782Z

Have we considered just not being there and focusing only on Android?

2019-08-03T13:56:03.592Z

In the big picture it's not a lot of money, right? $300M or so?

2019-08-03T13:56:17.469Z

No, why would we?

2019-08-03T13:57:04.738Z

That's my point. We wouldn't, so why fight, wouldn't a more collaborative approach be better?

2019-08-03T13:58:03.639Z

It's a pretty fascinating philosophical problem.

2019-08-03T13:58:21.727Z

I don't have the impression that our relationship is regularly antagonistic. Epic has been on-stage in several big Apple presentations in last couple of years.

2019-08-03T13:58:37.626Z

I'm hoping to get Tim to restate the strategy for everyone and especially new people

2019-08-03T13:58:56.246Z

And yes it's regular antagonistic, I deal with everyday

2019-08-03T13:59:27.753Z

Was Fortnite on stage recently?

2019-08-03T13:59:34.747Z

I'll have to look that up

█████████████ 2019-08-03T14:00:30.834Z

Can't recall. Wasn't necessarily Fortnite. Other Epic connections for AR or UE tech.

█████████████ 2019-08-03T14:00:56.919Z

Are you in town next week? Maybe we have you in the meeting with Tim?

█████████████ 2019-08-03T14:01:14.082Z

Yah, regular Tue-Thu schedule.

█████████████ 2019-08-03T14:01:48.452Z

I don't have deep history, just watched from a step away. But happy to join to talk importance in regions.

█████████████ 2019-08-03T14:02:17.371Z

Okay cool let me check the meeting schedule

█████████████ 2019-08-03T14:02:17.489Z

I think it's clear that waiting for hardware to catch up isn't going to be fast enough.

█████████████ 2019-08-03T14:02:42.938Z

High end devices not selling as well as before.

█████████████ 2019-08-03T14:03:03.183Z

Also re Apple, they asked to see Spyjinx, I floated it to the group, summarily shutdown

█████████████ 2019-08-03T14:03:18.624Z

We will be showing it to Nintendo on 8/26 in Cary

█████████████ 2019-08-03T14:03:52.527Z

Hmm interesting. Why is that?

█████████████ 2019-08-03T14:04:18.708Z

Because Ed and Donald don't think showing it to Apple is valuable at this time

█████████████ 2019-08-03T14:04:44.365Z

Why is it valuable to show to Nintendo?

█████████████ 2019-08-03T14:05:05.914Z

Don't know...other than it's going to be on there

█████████████ 2019-08-03T14:05:43.100Z

I mean it's great and all, but it not showing it to Apple is odd

████████████████████████   2019-08-03T14:05:56.809Z

And the specs for the game are high end, like Fortnite

████████████████████████   2019-08-03T14:05:58.122Z

We are always trying to get more love from Nintendo. Not sure we've seen much.

████████████████████████   2019-08-03T14:06:11.965Z

11m vs 2.6m

████████████████████████   2019-08-03T14:06:18.008Z

Seems like Apple would be the lead platform

████████████████████████   2019-08-03T14:06:27.059Z

Now you are with me

████████████████████████   2019-08-03T14:06:39.785Z

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████████████████████████   2019-08-03T14:06:59.167Z

I thought SpyJinx was all about mobile-first

████████████████████████   2019-08-03T14:07:26.795Z

PC, Switch, iOS, Android at launch, Xbox and PS to follow

████████████████████████   2019-08-03T14:07:38.507Z

And it's not mobile first

████████████████████████   2019-08-03T14:07:42.879Z

So iOS effectively.

████████████████████████   2019-08-03T14:07:51.383Z

The game is the same size as FN

████████████████████████   2019-08-03T14:07:57.594Z

Wat

████████████████████████   2019-08-03T14:08:05.195Z

Yep

████████████████████████   2019-08-03T14:08:18.805Z

Maybe I should play it more

2019-08-03T14:08:28.525Z

3Gb devices or better

2019-08-03T14:08:33.821Z

Oof

2019-08-03T14:09:40.817Z

Let's chat next week. Love to learn more about the history

2019-08-03T14:10:43.593Z

Sure happy to. I don't have all the details as it's always been someone else's day-to-day, but can share what I know

2019-08-03T14:11:03.305Z

I need help on how leadership thinks

2019-08-03T14:11:08.149Z

What's our strategy

2019-08-03T14:11:11.825Z

Philosophy

2019-08-03T14:11:19.851Z

Epic has had successful mobile products going back to Infinity Blade, but even then didn't really understand mobile.

2019-08-03T14:11:25.207Z

I have grip on day to day

2019-08-03T14:11:39.052Z

I need a cultural lesson

2019-08-03T14:11:54.691Z

Prof. Payne in the house!

2019-08-03T14:12:38.687Z

Ha I wish I could always decipher our motives.

2019-08-03T14:13:28.669Z

Tim tends to put high level industry health first, anchored in Engine and tech. Money comes second. And he works with very long term view.

2019-08-03T14:13:44.019Z

I'm loving the place so far, but do need to learn a lot more. Will take all you can give

███████████████████████ 2019-08-03T14:13:51.332Z

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███████████████████████ 2019-08-03T14:14:40.105Z

It's an amazing place to be right now. Front tow seat for so much that impacts our industry, with market power to have big impact and steer the entire industry.

███████████████████████ 2019-08-03T14:14:49.352Z

*row

███████████████████████ 2019-08-03T14:15:51.789Z

One thing your team could help with re: Fortlite, "What is the size of audience for the space between 3GB and 2GB devices"

███████████████████████ 2019-08-03T14:16:38.489Z

If we can pitch the addressable and the project %adoption, that could be our angle to get resources reallocated

███████████████████████ 2019-08-03T14:16:48.001Z

Does SensorTower or AppAnnie have that data?

███████████████████████ 2019-08-03T14:16:59.513Z

They don't do device specs

███████████████████████ 2019-08-03T14:17:04.002Z

Yah that's what we've been digging into

███████████████████████ 2019-08-03T14:17:26.880Z

And they are per platform, Android is one whole thing from Google Play

███████████████████████ 2019-08-03T14:17:36.081Z

Not accounted for are side loads

███████████████████████ 2019-08-03T14:18:05.788Z

Any ideas on where to find? We're trying to find that data for the high-water mark in each market, ie Free Fire, Knives Out

███████████████████████ 2019-08-03T14:20:02.544Z

You would need actual device specs for those games

███████████████████████ 2019-08-03T14:20:10.941Z

That would be an interesting chart

2019-08-03T14:20:41.547Z

And the data should focus on Samsung, we have a special API integration which makes adoption easier

2019-08-03T14:20:48.379Z

Discovered by Hans

2019-08-03T14:21:22.069Z

If we aimed at Samsung like we begrudgingly do with Apple...there lies our collective win

2019-08-03T14:22:08.338Z

Well, Tim S has stated that Samsung is our most important partner, above all others.

2019-08-03T14:24:37.570Z

Let's bring it home

2019-08-03T14:26:32.948Z

At least we now have dedicated people on the publishing team thinking about mobile, with actual mobile experience

2019-08-03T14:27:27.715Z

Given Ed's mobile experience, I'm surprised he hasn't pushed more on mobile beyond involvement on UA

2019-08-03T14:27:41.059Z

Maybe he has and I just haven't seen it

2019-08-03T14:47:12.640Z

It's why we are here brother. Will start a thread to get the strategy stuff kicked off

2019-08-03T14:50:04.060Z

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2019-08-03T23:35:56.604Z

https://lh3.googleusercontent.com/-2qRxLIZftkA/XUYaW2n5QGI/AAAAAAAAEVY/njeKJPAQougV-02A8rA8oZwnoS1M4aWoACK8BGAs/s0/2019-08-03.jpg

2019-08-03T23:36:15.707Z

LATAM wide retail promotion with Google Play

2019-08-03T23:44:27.896Z

We would get a ton of things like that from GP

2019-08-03T23:44:43.223Z

With our own card we can also organize our own

███████████████████ 2019-08-03T23:45:02.848Z

Yes that's our intent