


Google's "Go Big in Europe" plan led to investments to improve quality



Search Update
PSSR

March 10, 2020

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FUDJE: Continued focus on growing engagement and trust

Category	Item	Timeline
Unique Features	Finance enhancements (landing page, stock/mutual fund OSRPs)	Q4
	Health: Conditions, Symptoms, Drugs and Health Explore	Q1
	Language: Pronunciation practice	Q2/3
	TV: Subscriptions & linking	Q2/3
	TV: Episode recaps and analysis	Q3/4
Local content	Weather: Sky conditions based on user reports	Q1
	Sports: Videos for Formula 1	Q1
	Local Events i18n (FR, IT, JP)	TBD
Trust	Job Search: Apprenticeships, internships (DE, FR)	TBD
	EU Search engine choice	Q1
	Default auto-delete for new accounts (at 18 mths)	Q2
	About This Result	Q2
	AGA Incognito mode	Q3/4

Continue to drive on Go Big in Europe pillars

Pillar	Feature	Timeline
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2020



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SVP Search &
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- Q. Do you agree that the impetus for those product changes was the implementation of the European choice screen?
- A. I think this made people think about those countries in a slightly different light, and say, **“Well, is there some way, some other things that we could be doing that we may be missing.”**

2021 Deposition Testimony

Google's "Go Big in Europe" was "above and beyond business as usual"



Okay, but what is "Go Big in Europe"? Starting March 1, 2020, all new Android devices sold in EU will offer a default search engine choice screen during phone setup. Go Big in Europe is product investments **above and beyond business as usual** to make sure Google is top of mind for EU users.

2019