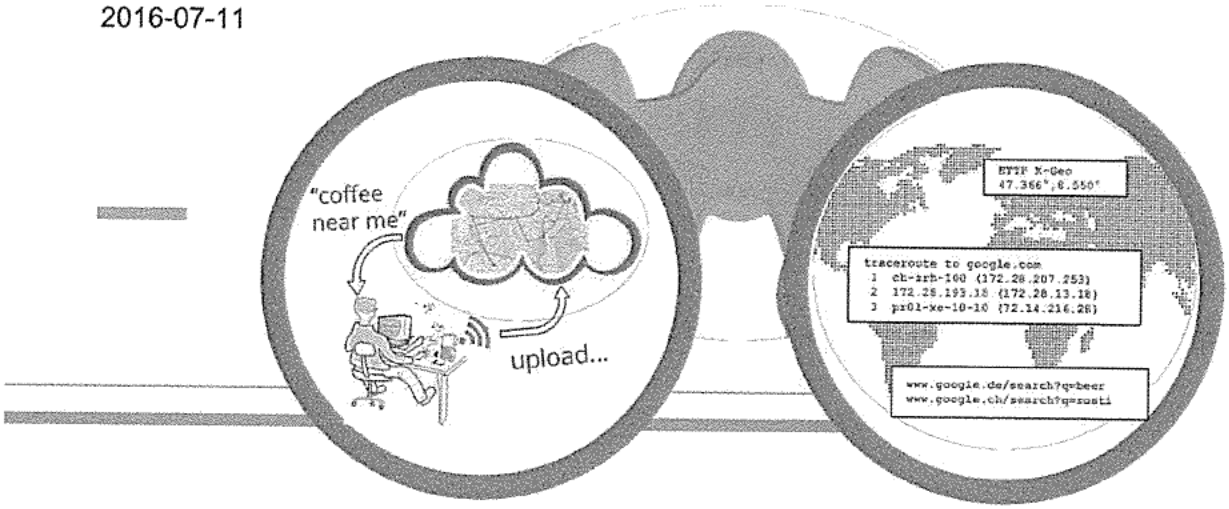
Exhibit 71

User Location In Search

[redacted]

2016-07-11

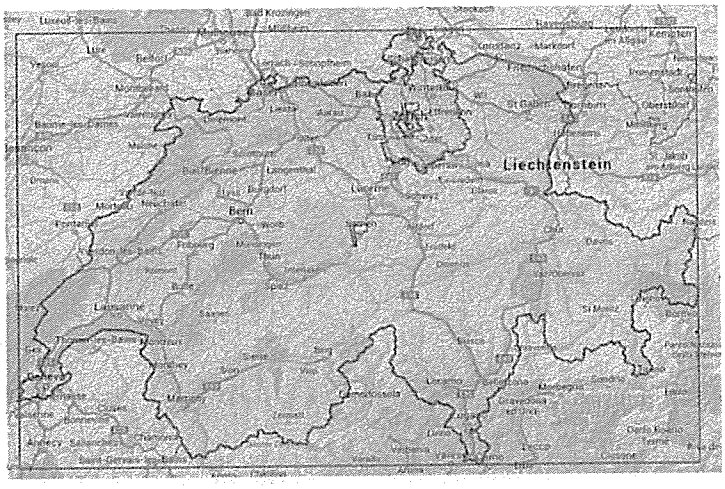


Berlin
EXHIBIT NO. 71
P. Frederickson, CSR, CCR

Mission

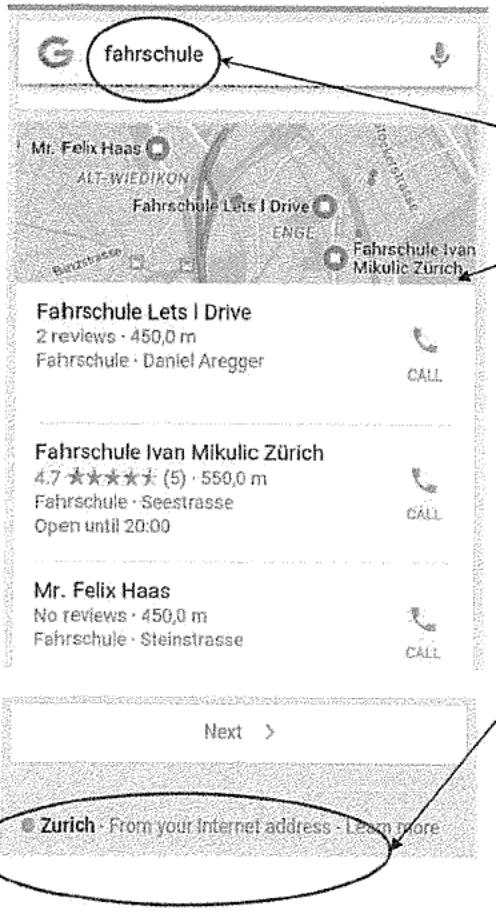
*Provide the most accurate **user location** available and use this location to improve the user experience.*

- Users expect Google to know where they are
- Implicit location queries ("restaurants" vs "restaurants zurich")
- Other types of location:
  - Area Of Interest (AOI)
  - Machine Location



User Location

Besides Search and Ads, [redacted] are used by 250+ clients at Google.

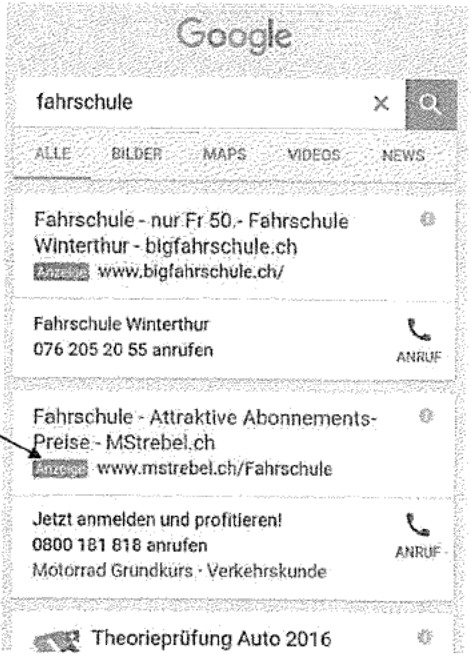


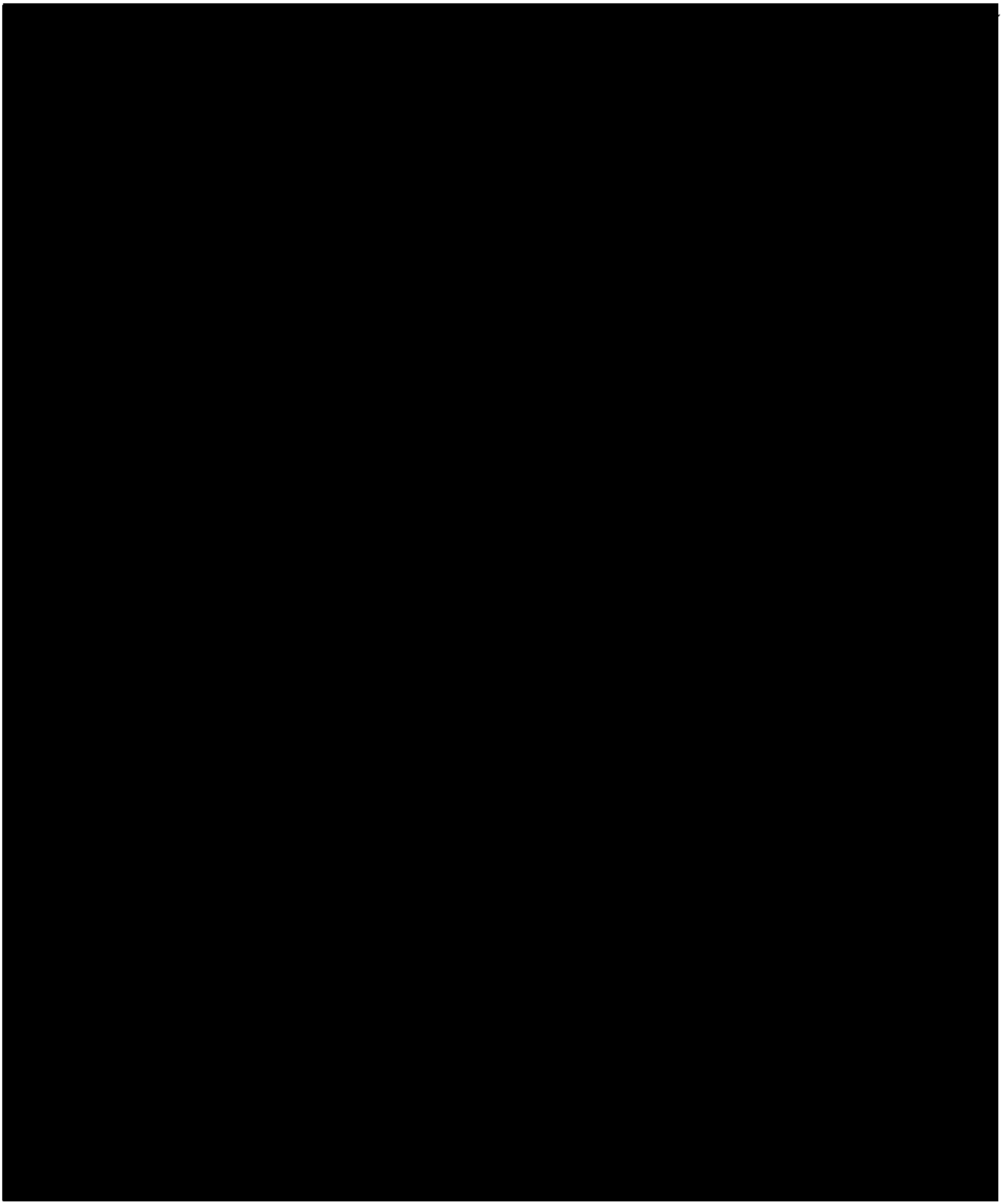
Note: Query does not mention a location

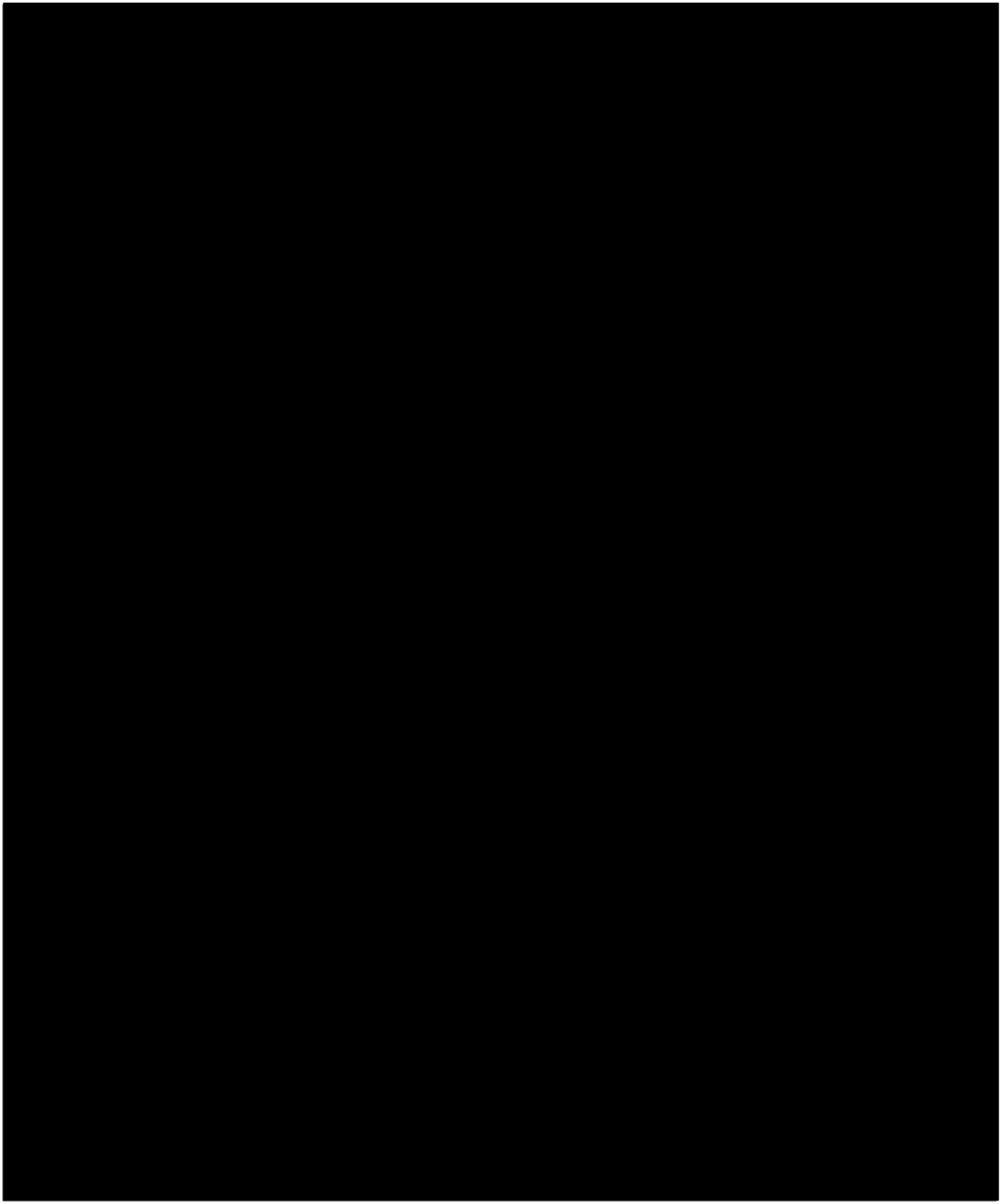
User Location is used in search for local results, weather, movies and also biasing web-results

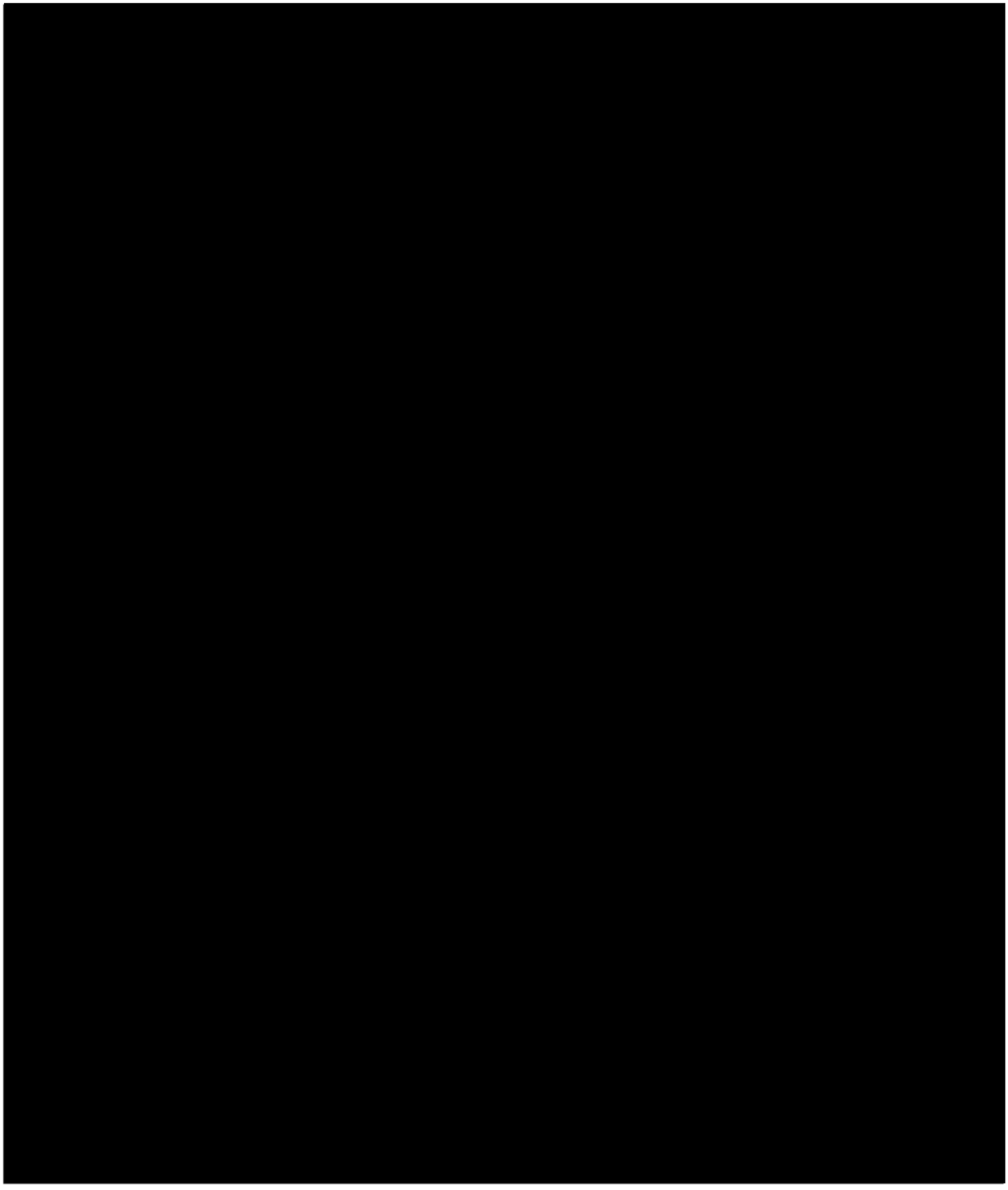
Also used to serve local Ads which account for a substantial % of Google's revenue.

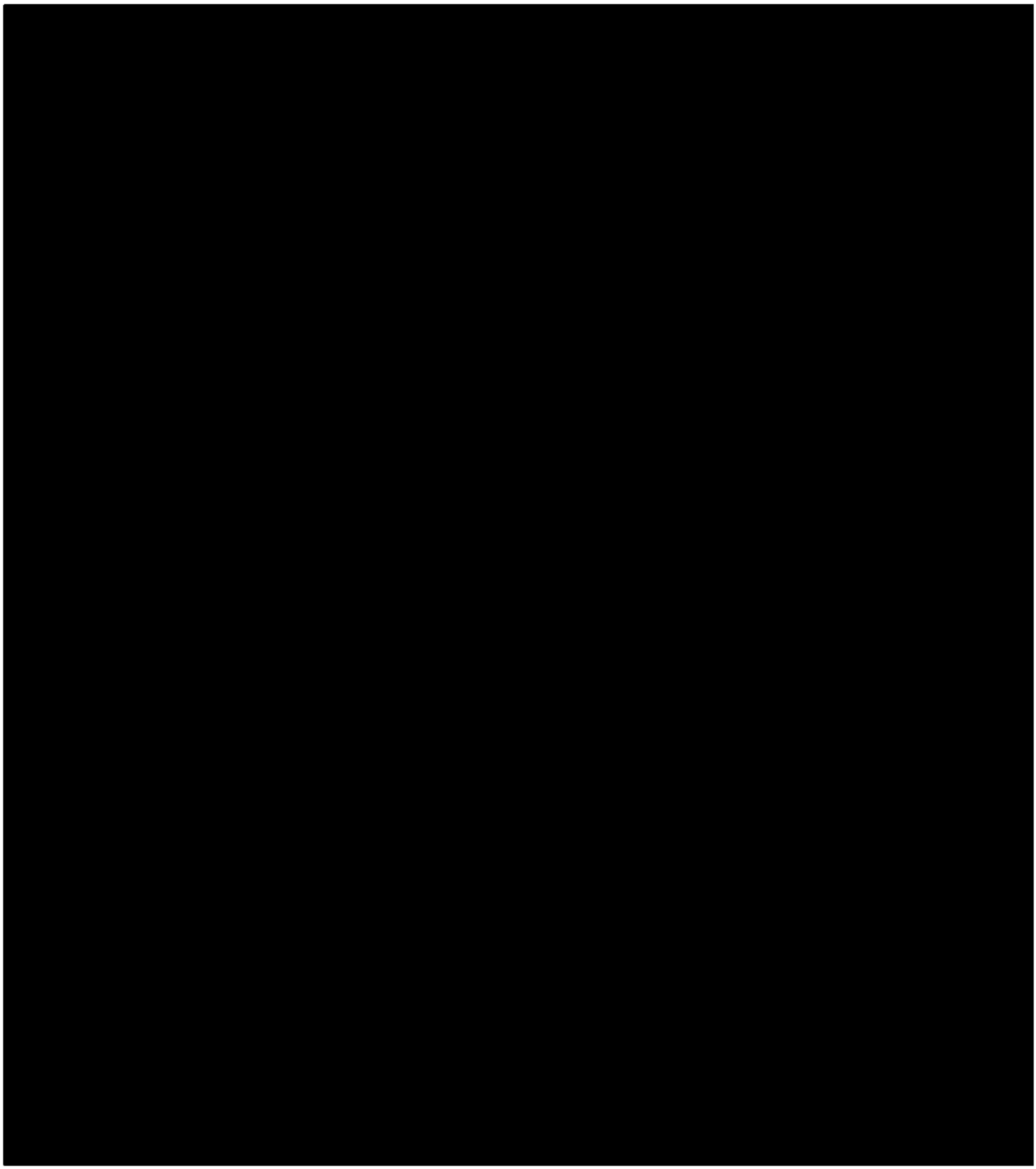
Location is determined based on a variety of signals including user's history, IP, etc

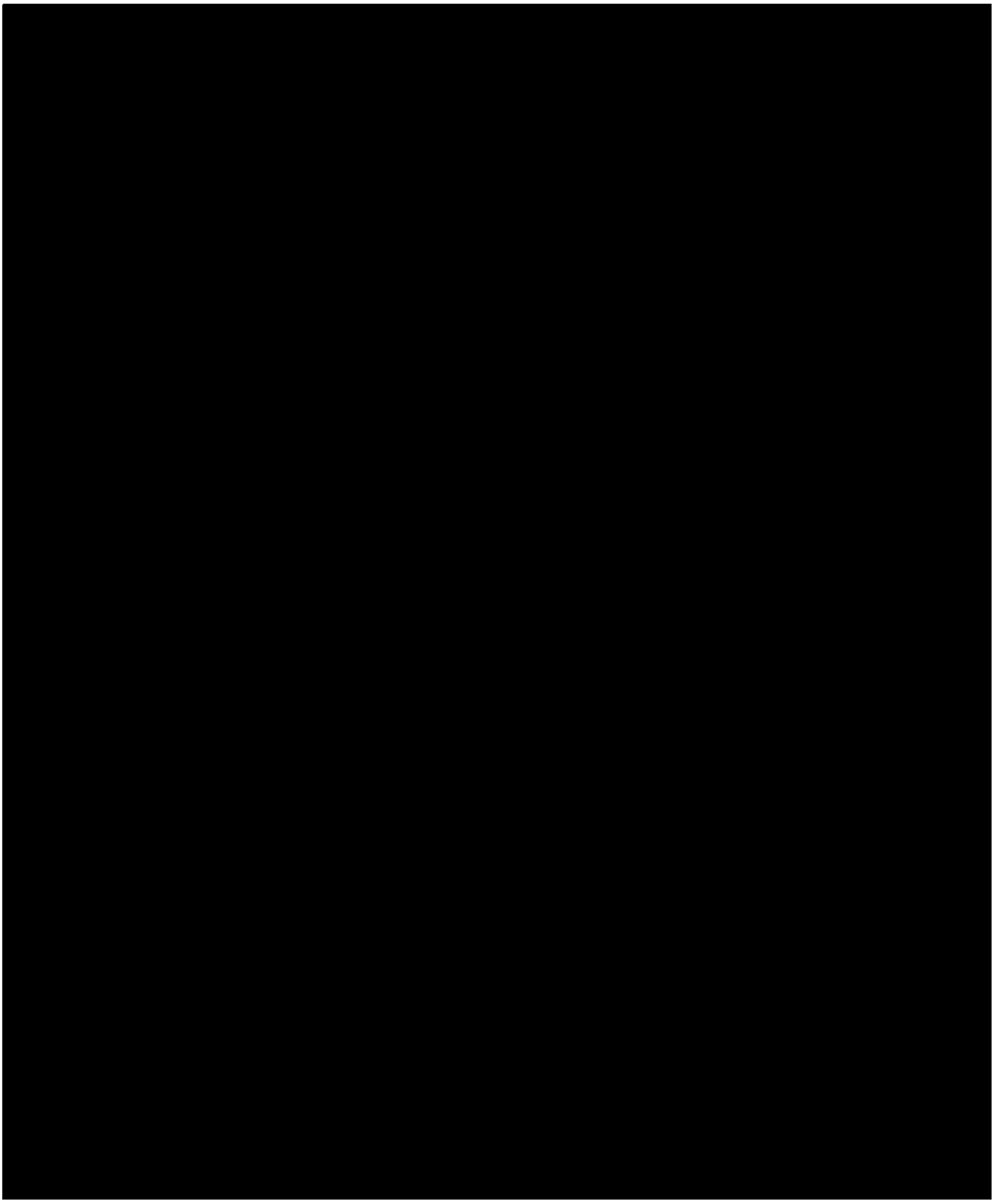


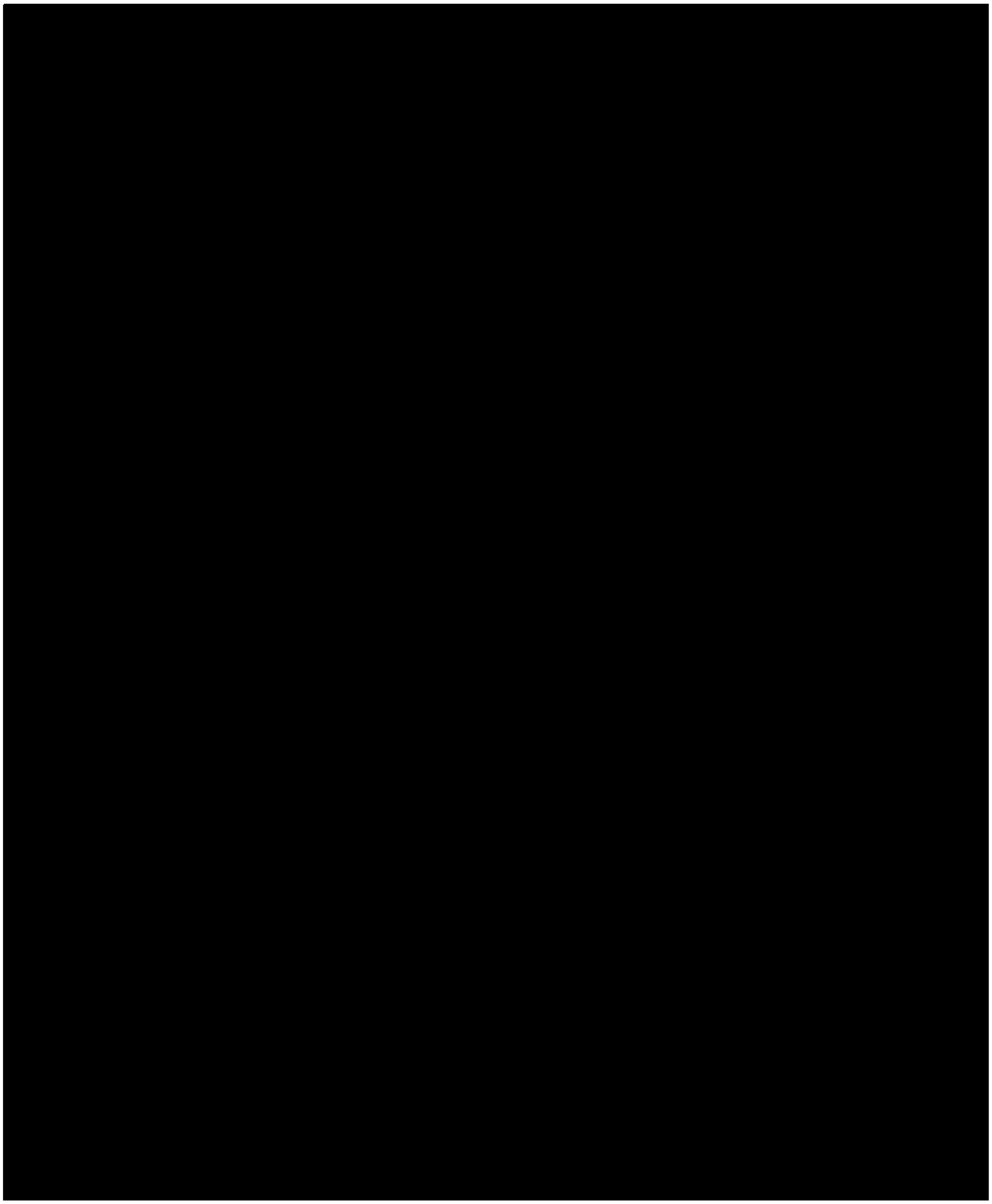










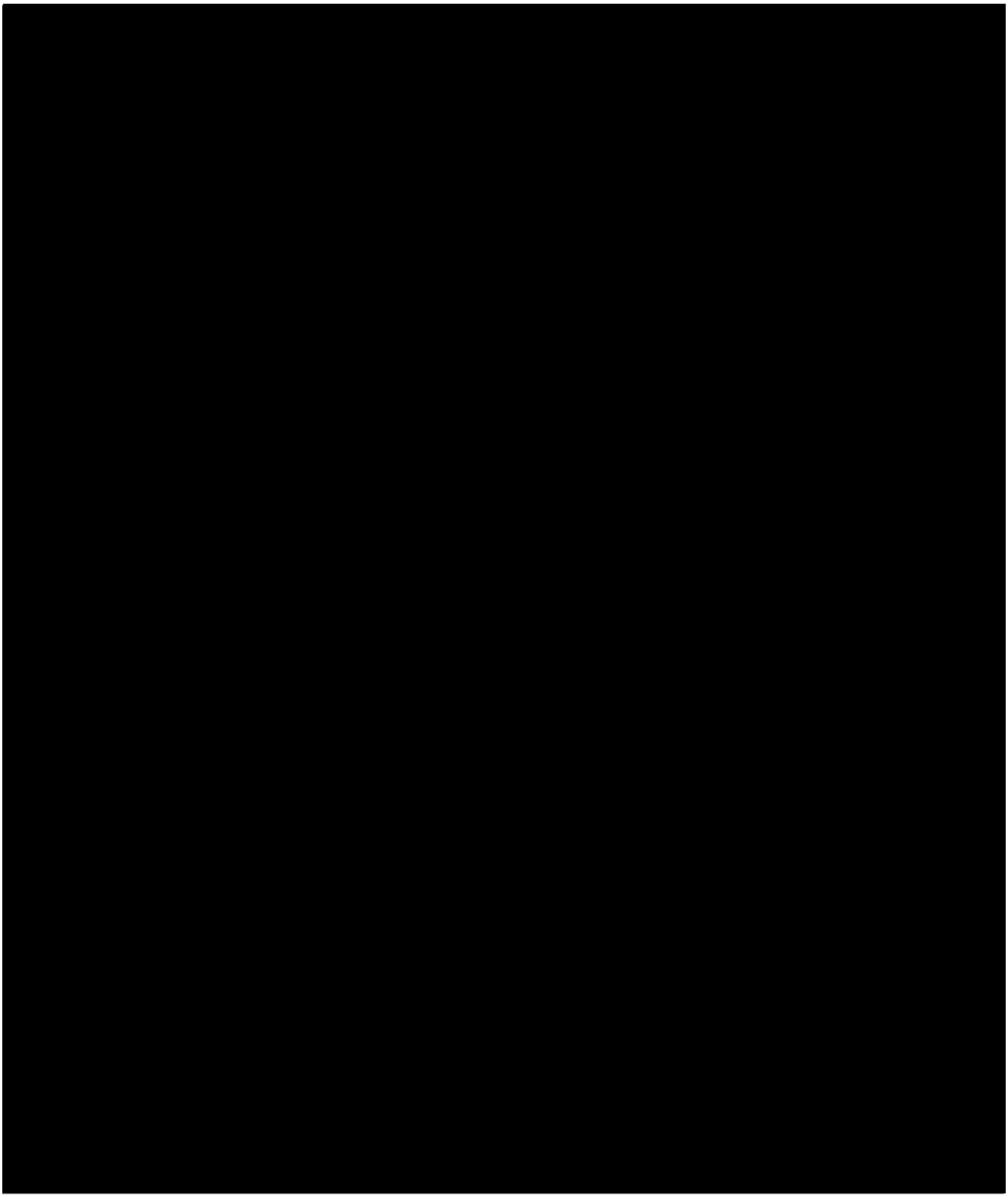


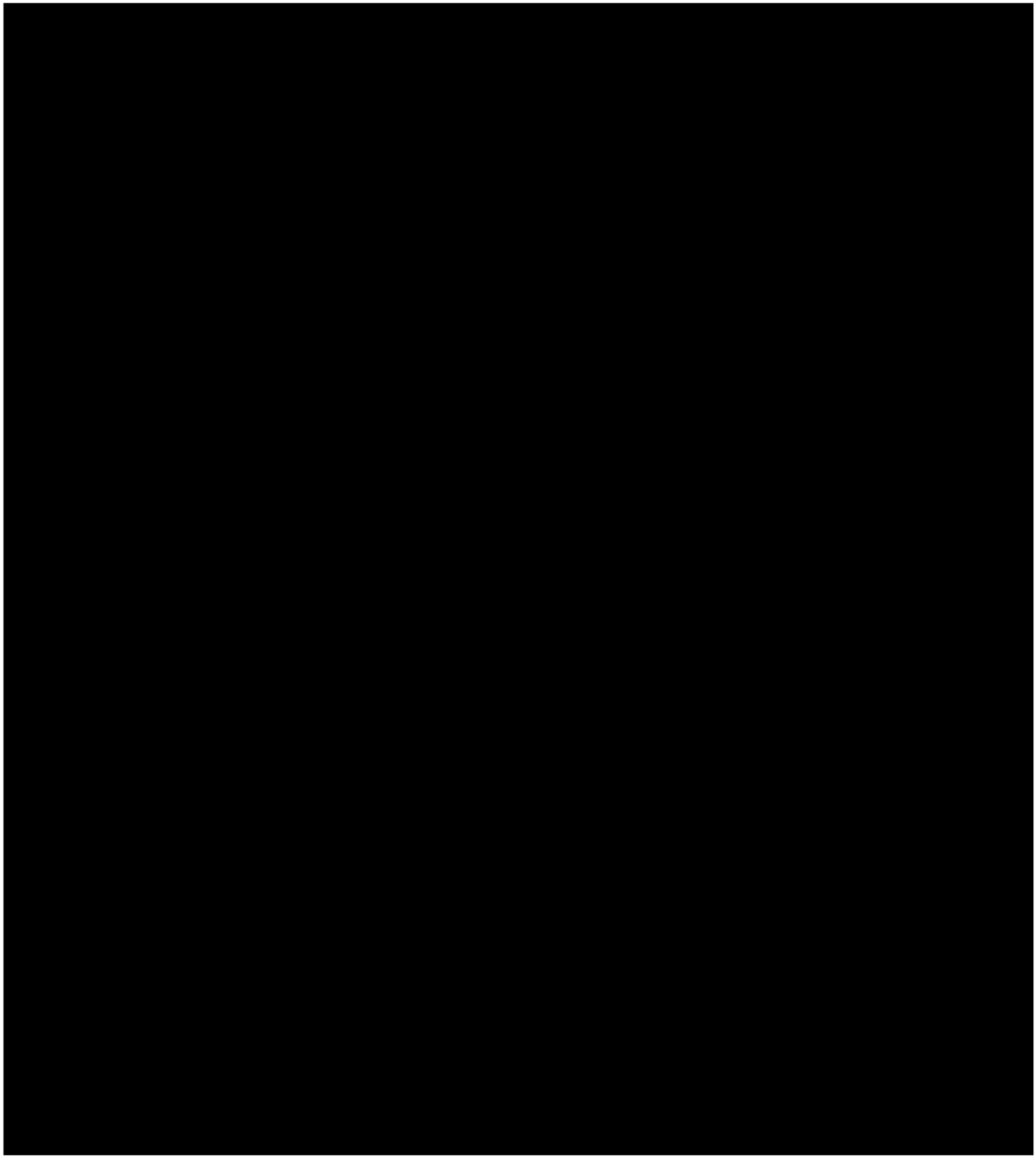
Headroom

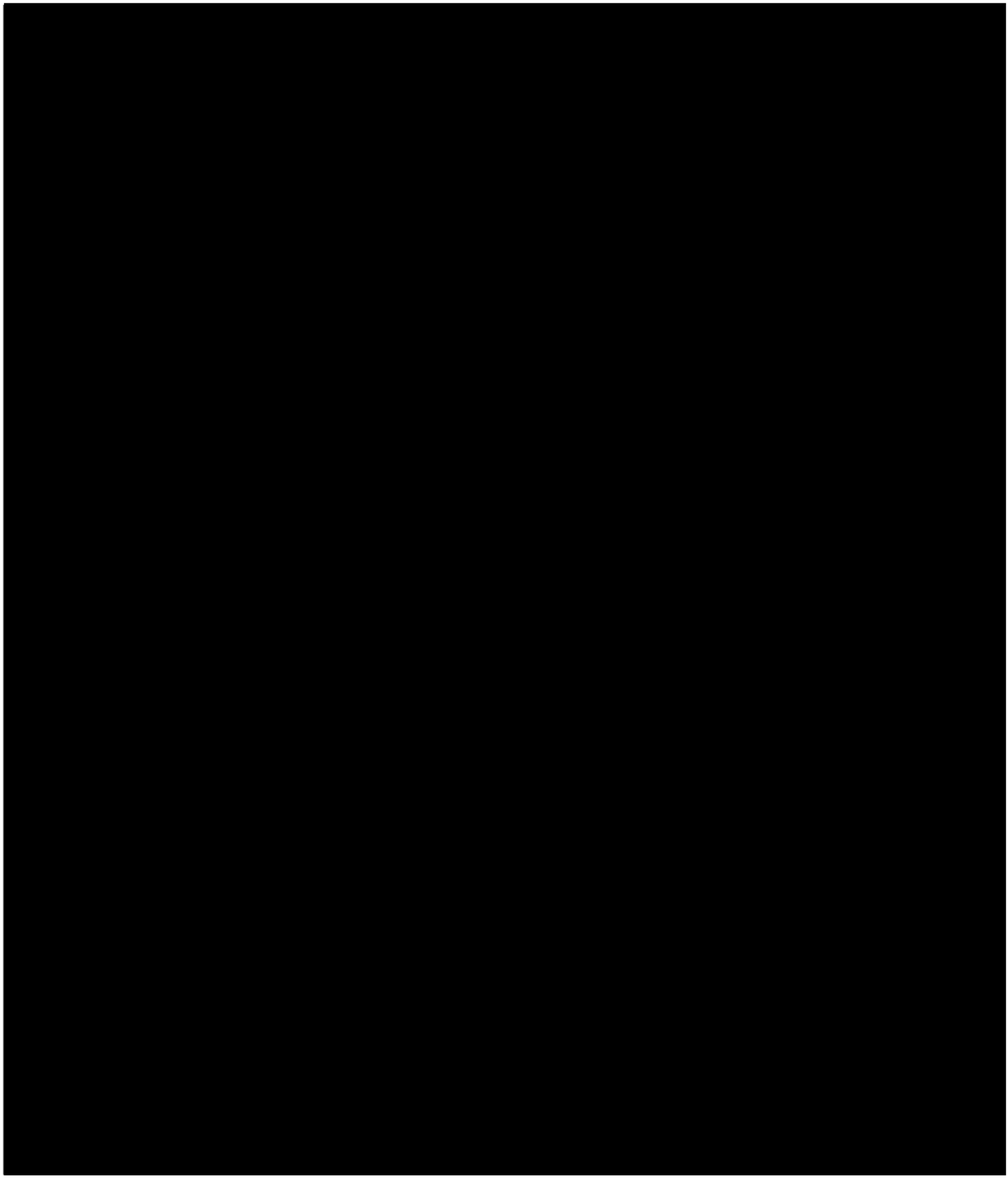
Only ~[redacted] of users who turn off device location do it for privacy.
Most of the other[redacted] are concerned about battery.

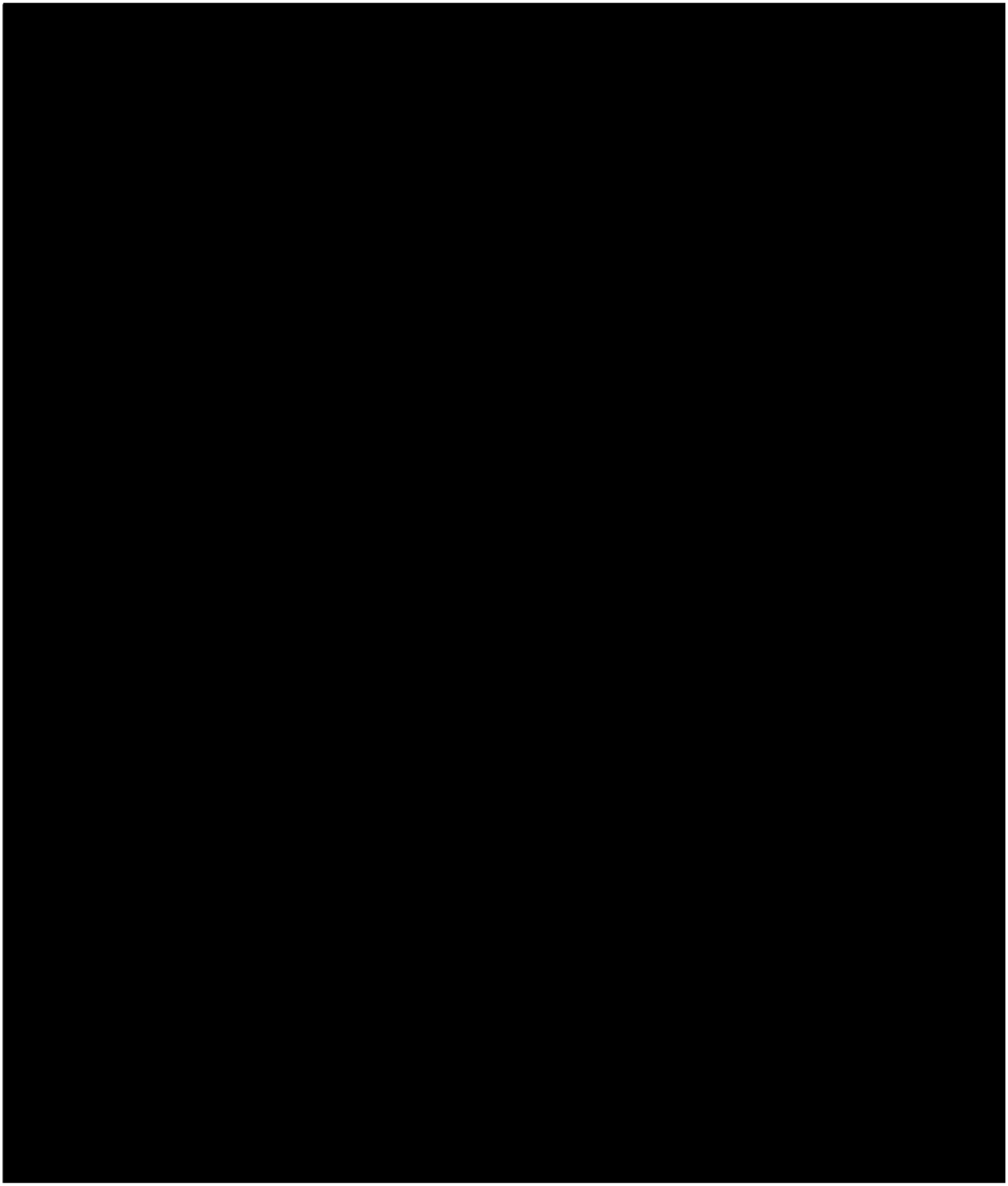
We should at the very least aim to get [redacted] people to turn on location for a local seeking query like "pizza near me".

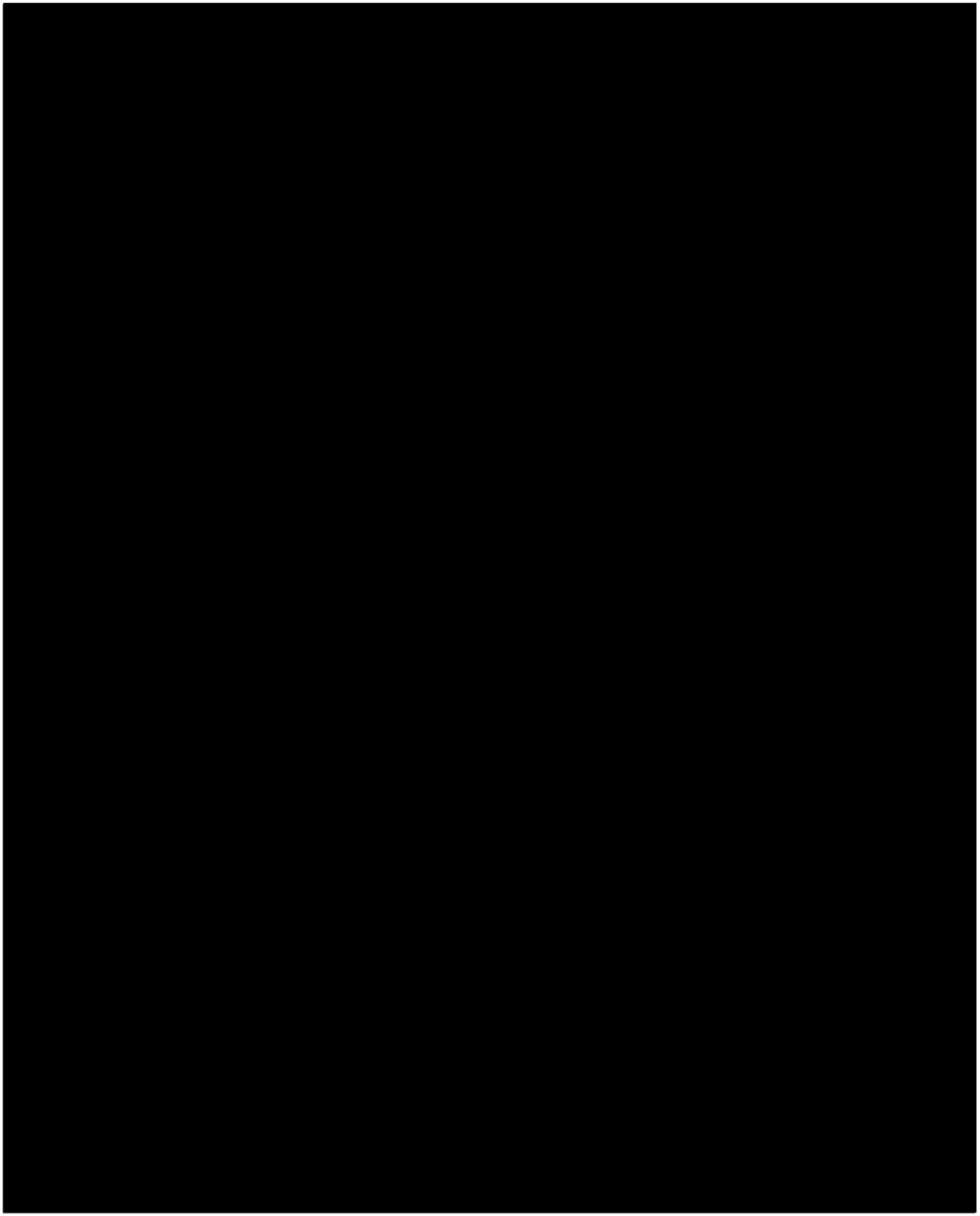
[redacted]

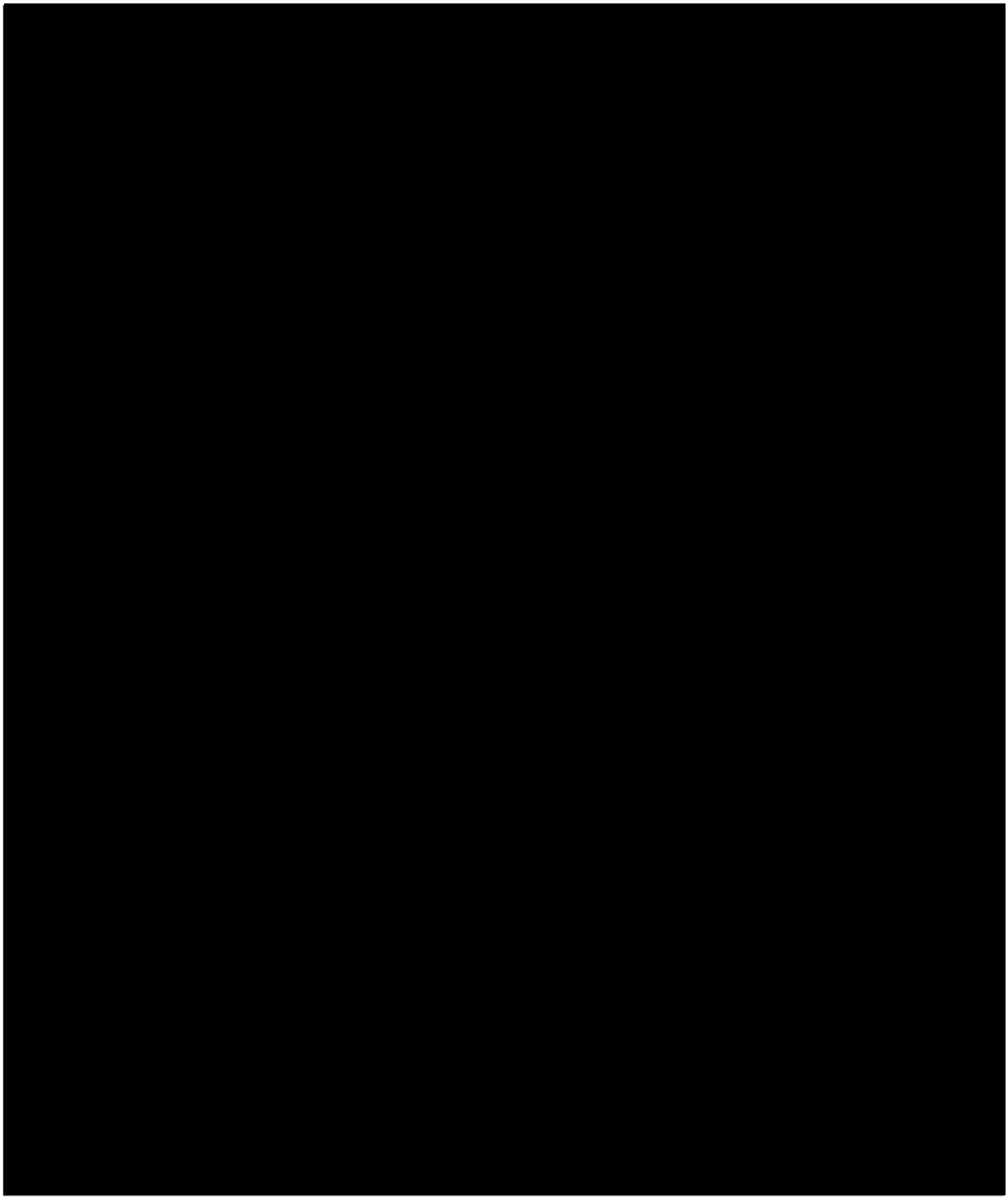


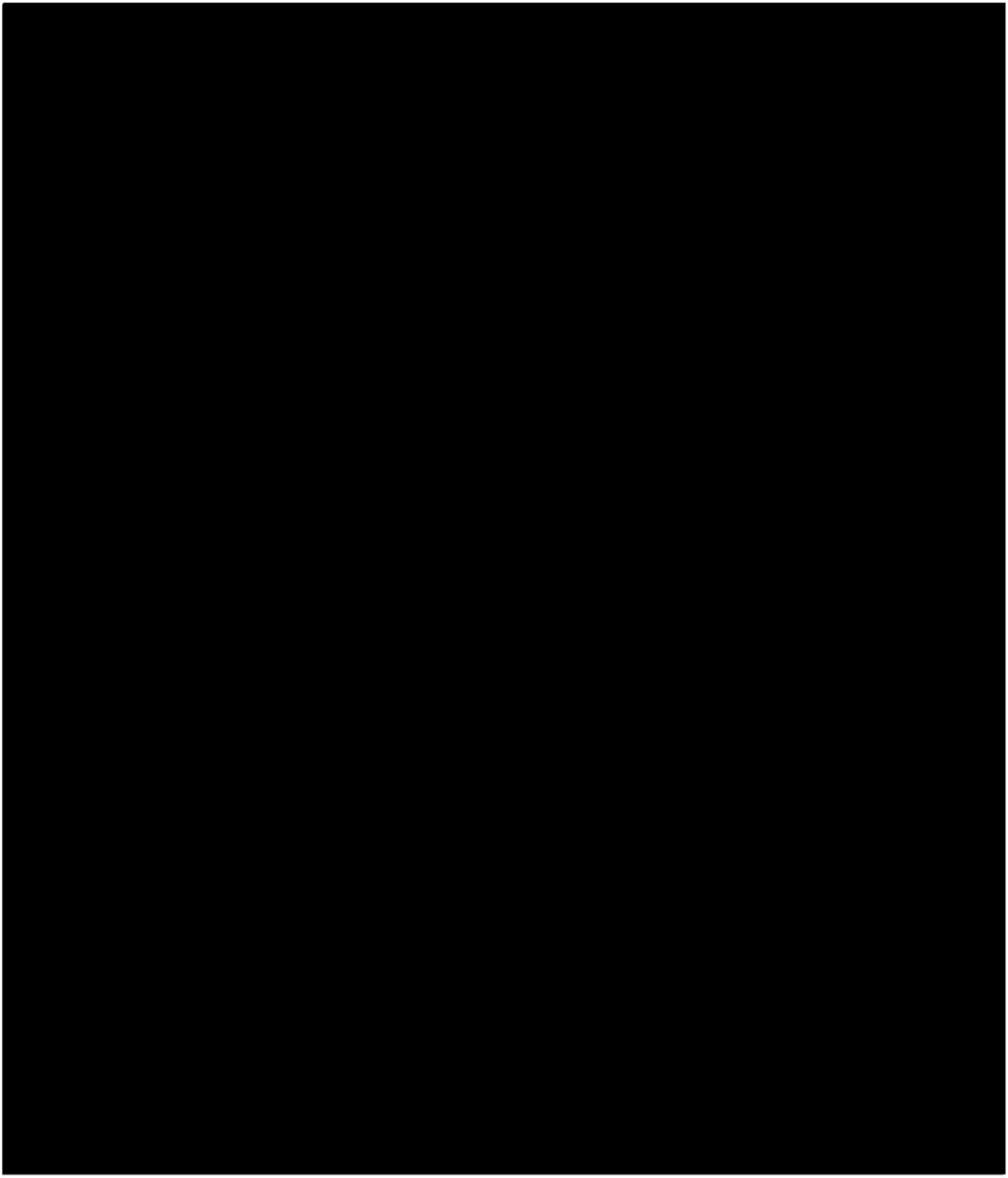




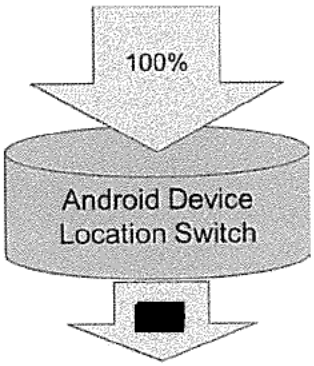




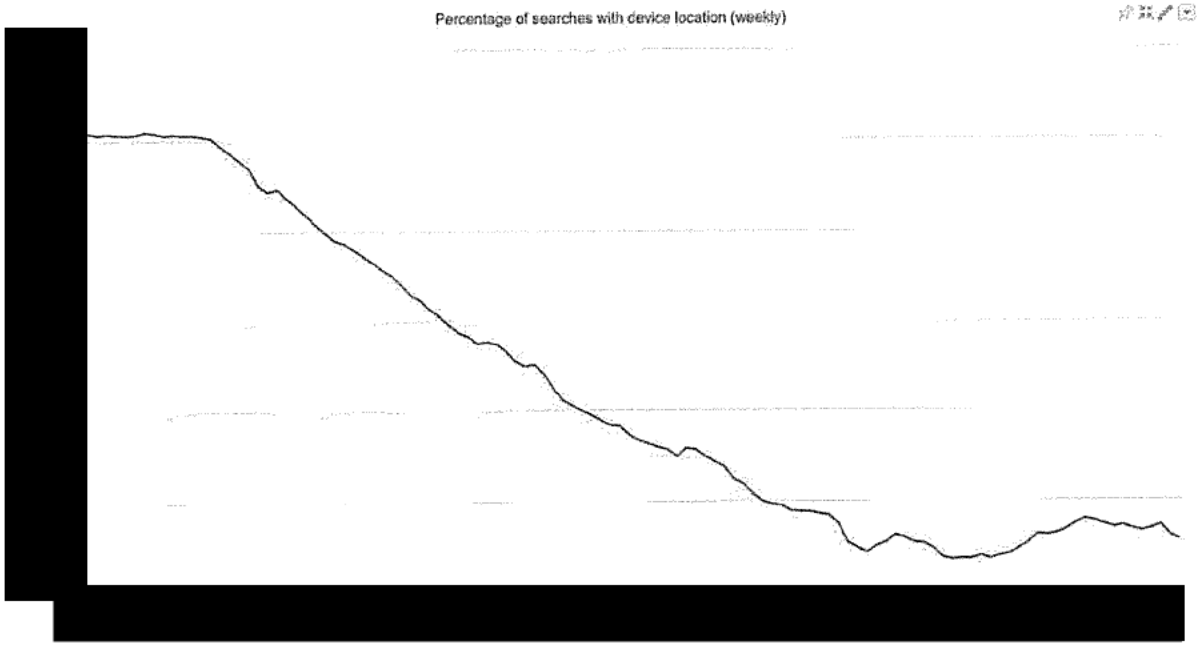


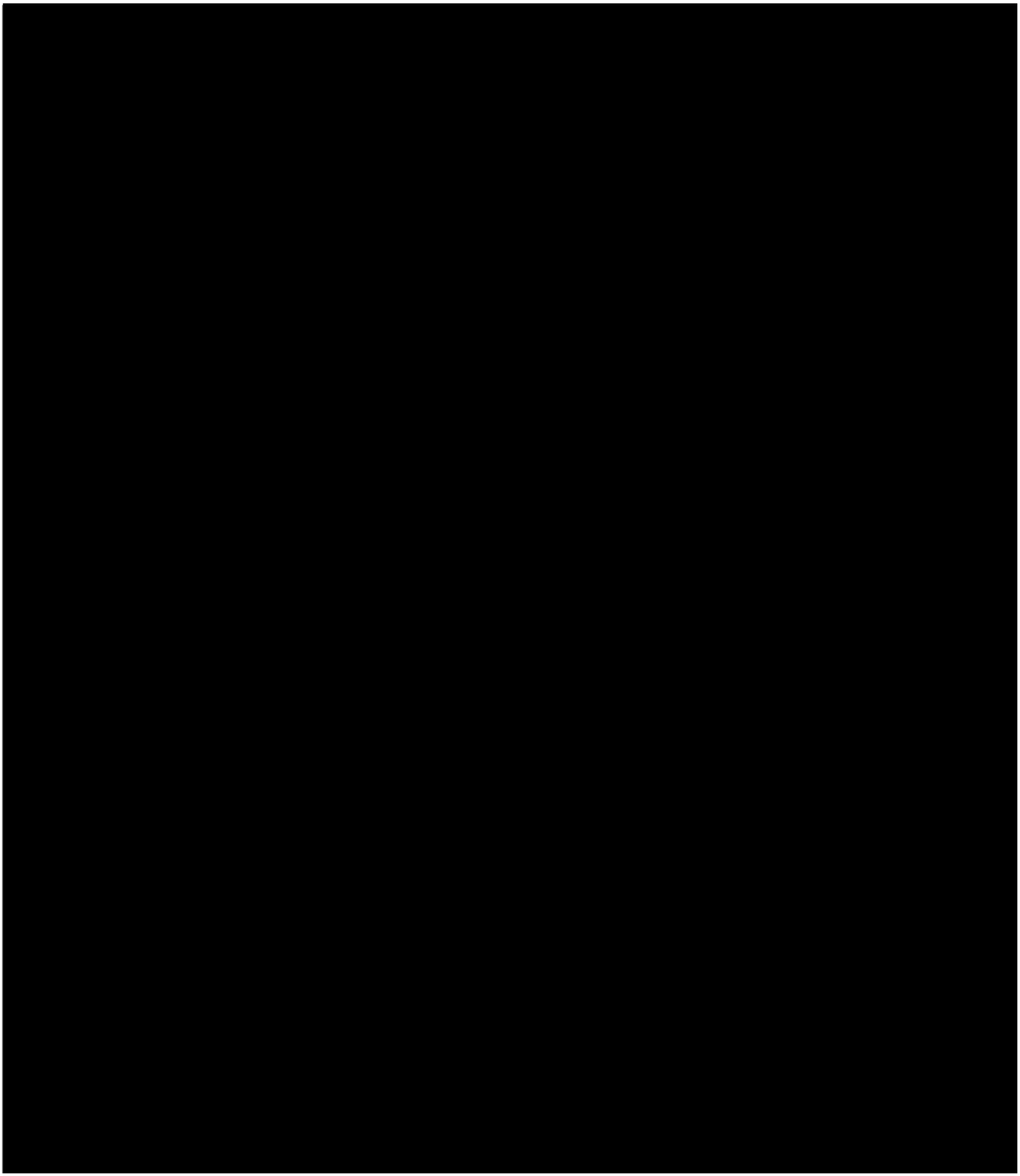


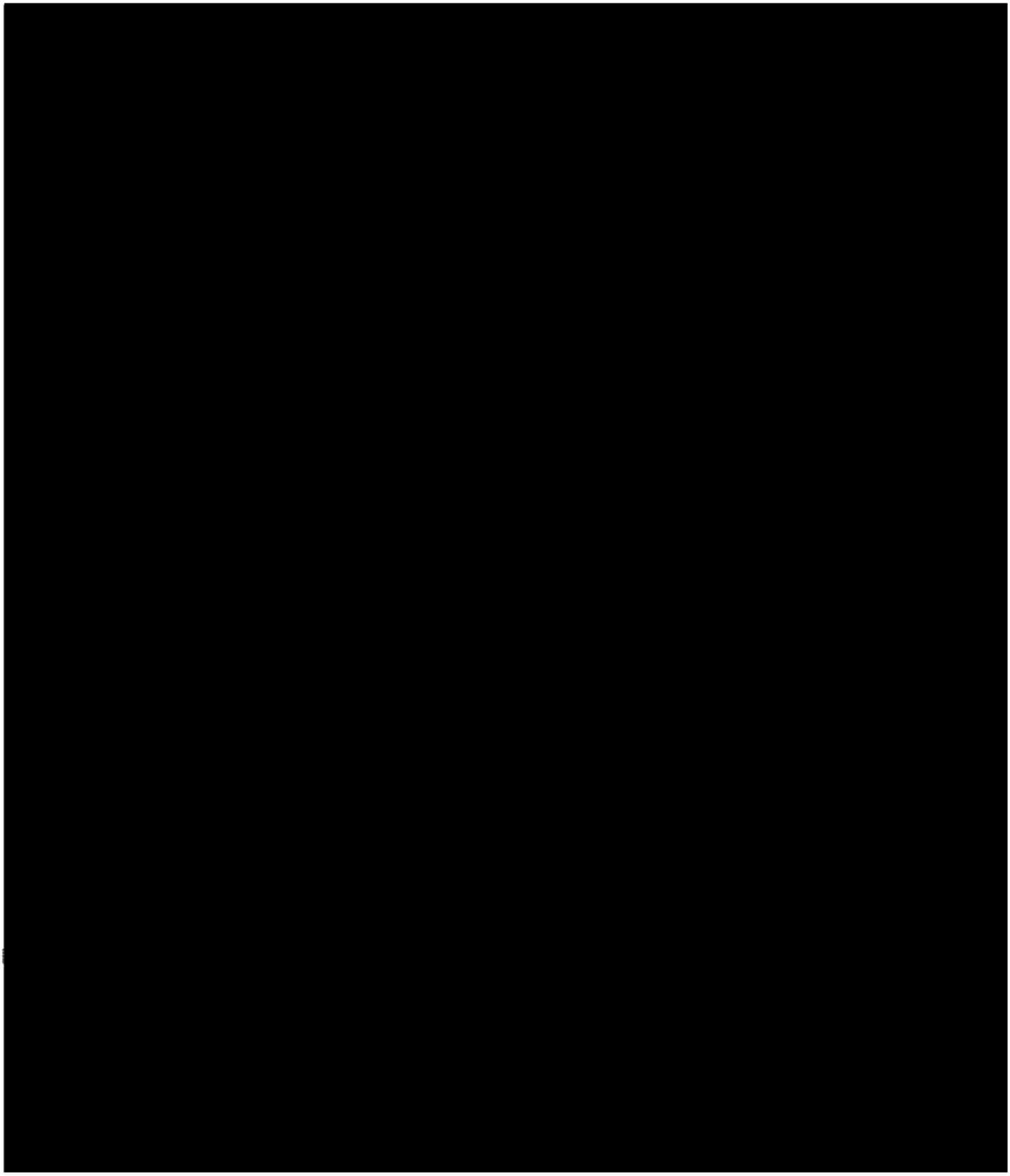
AGSA: Device location switch

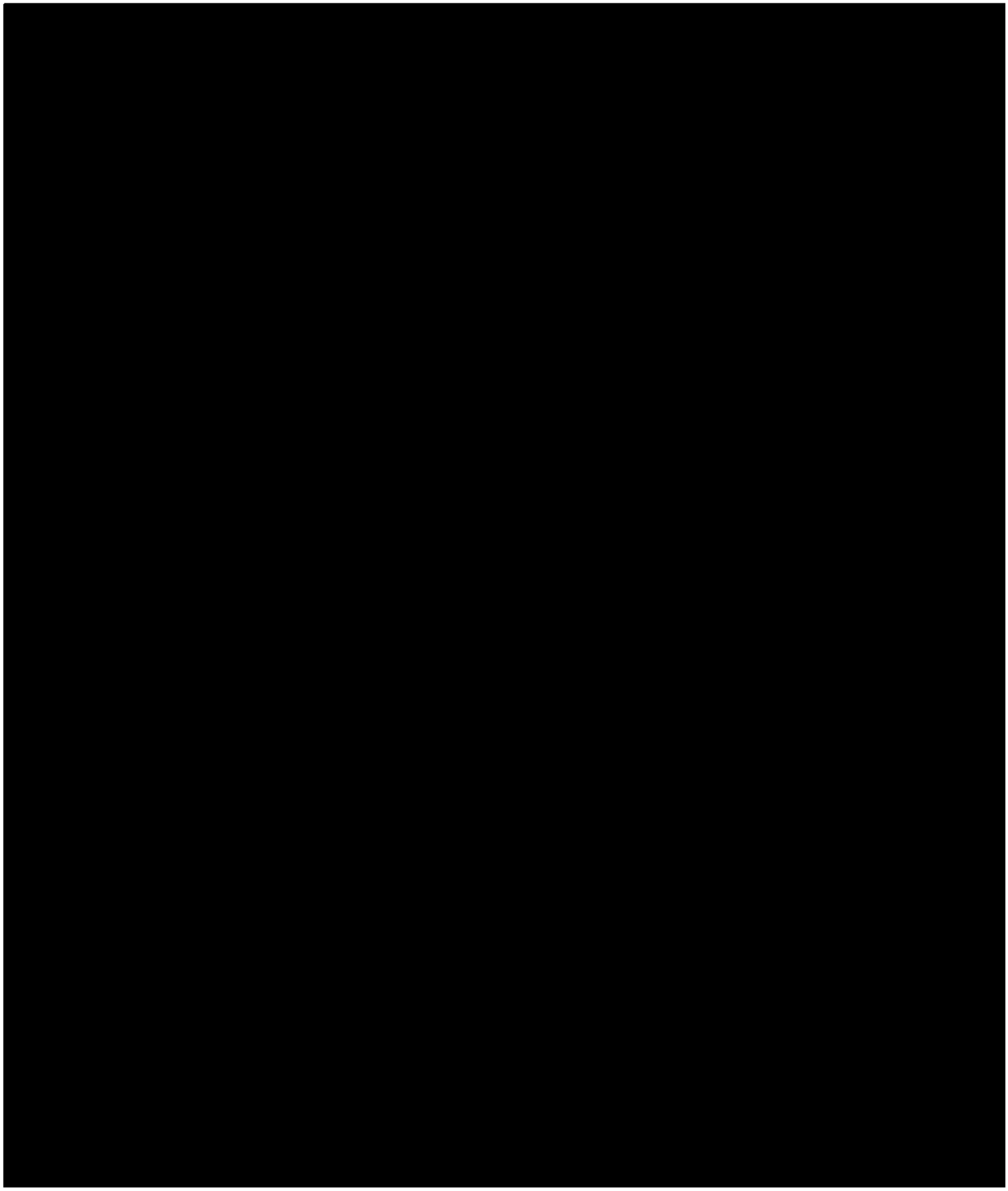


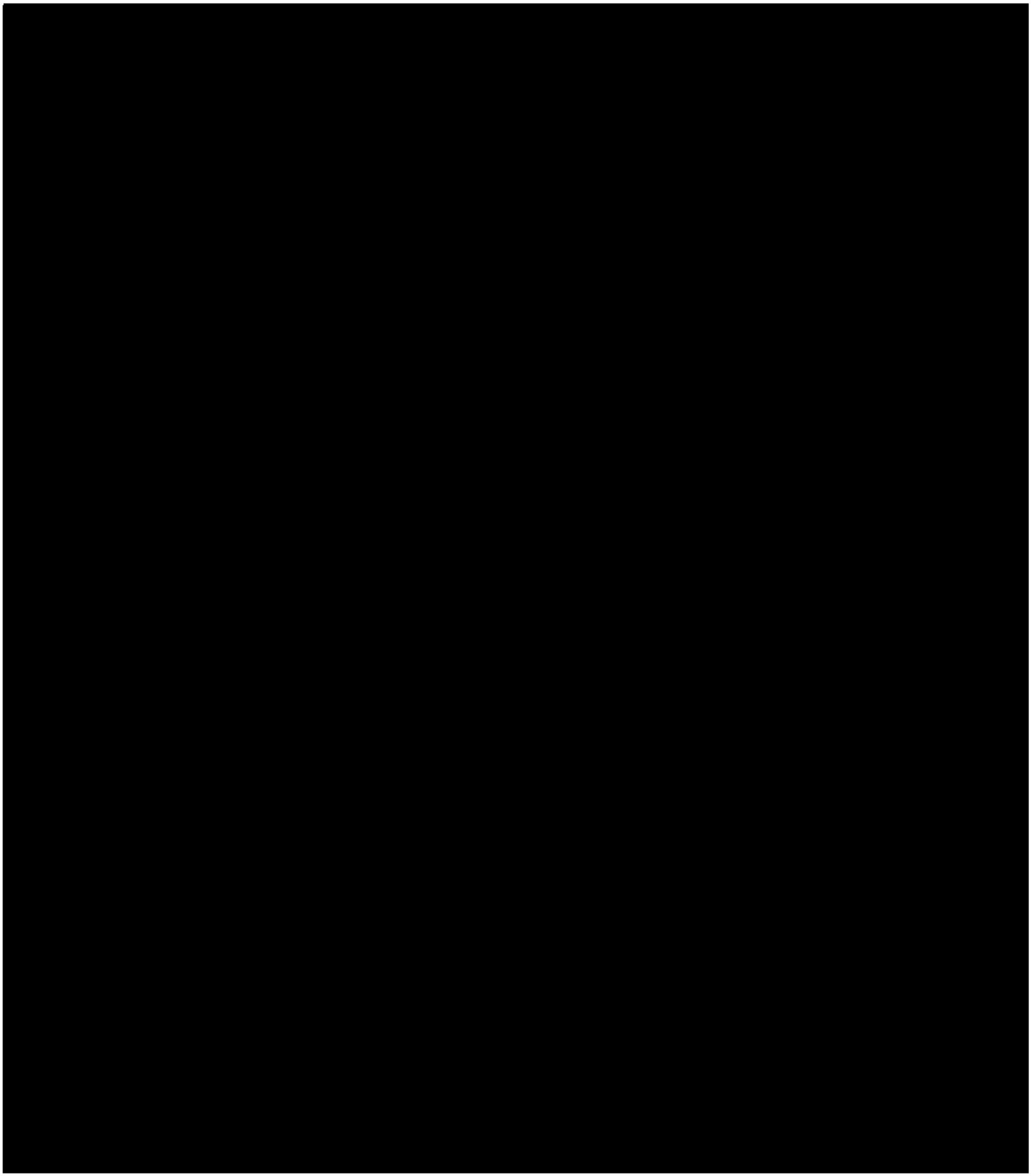
On for only [redacted] of queries, declining ever since Quick Settings toggle was introduced.

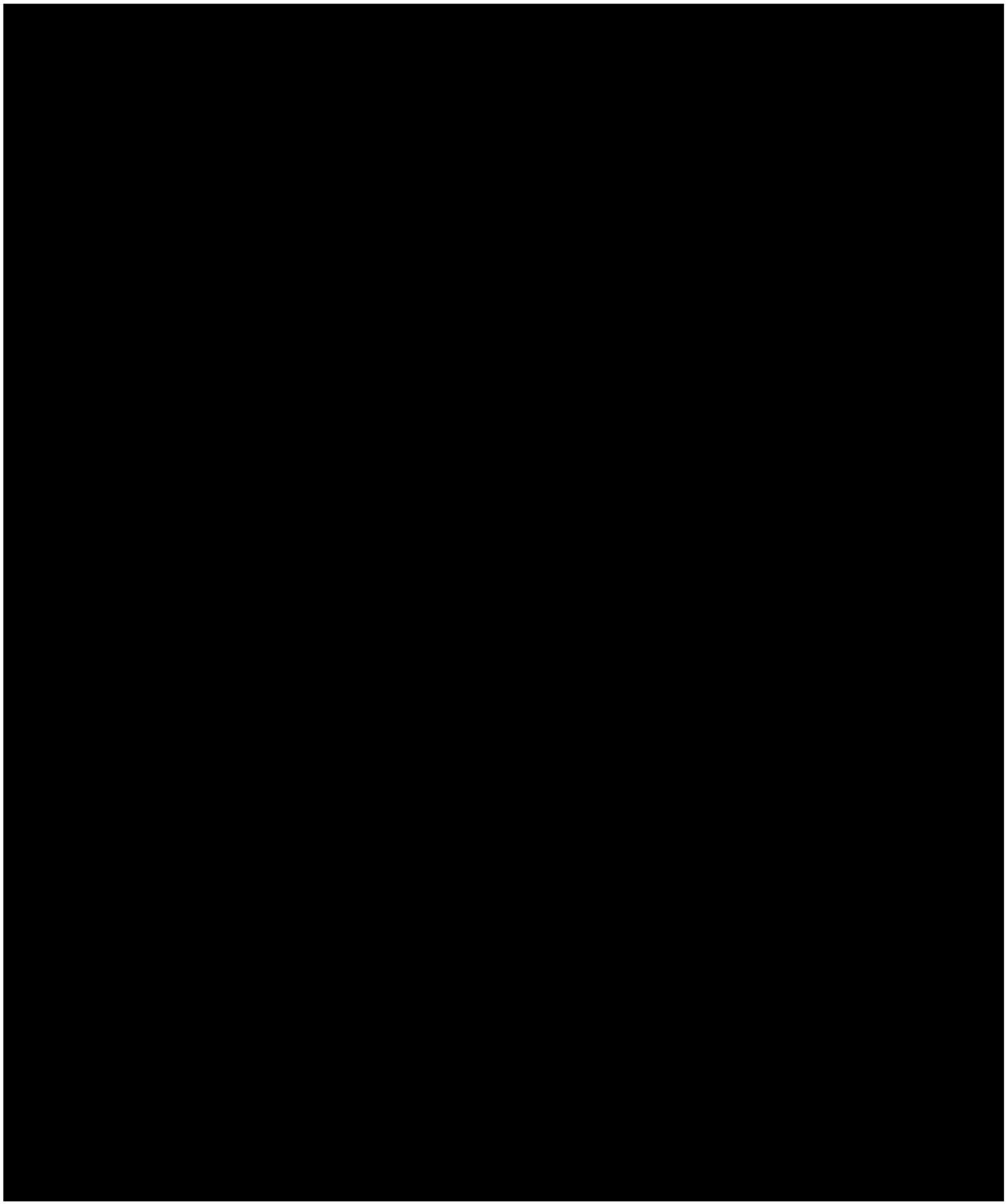


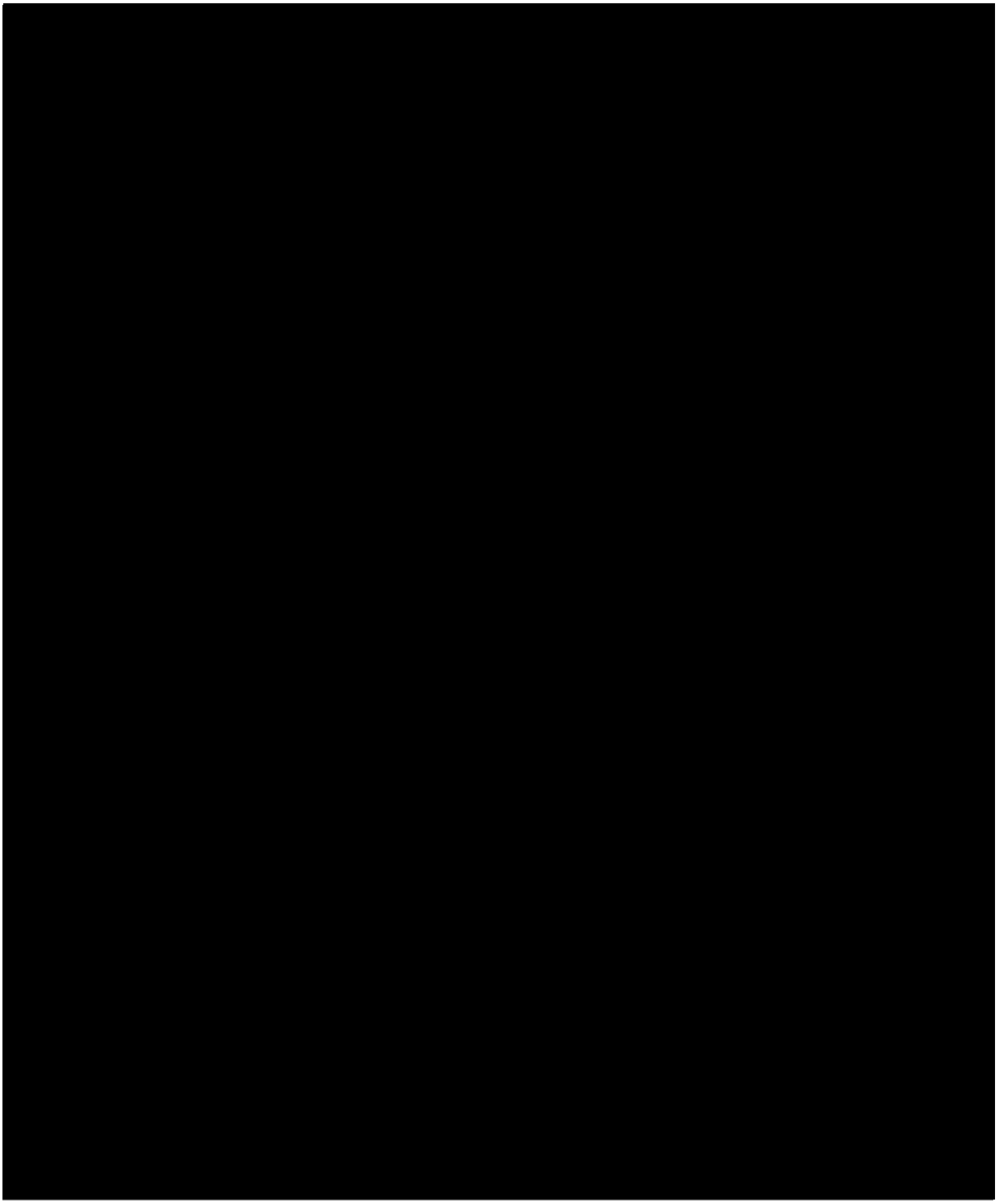


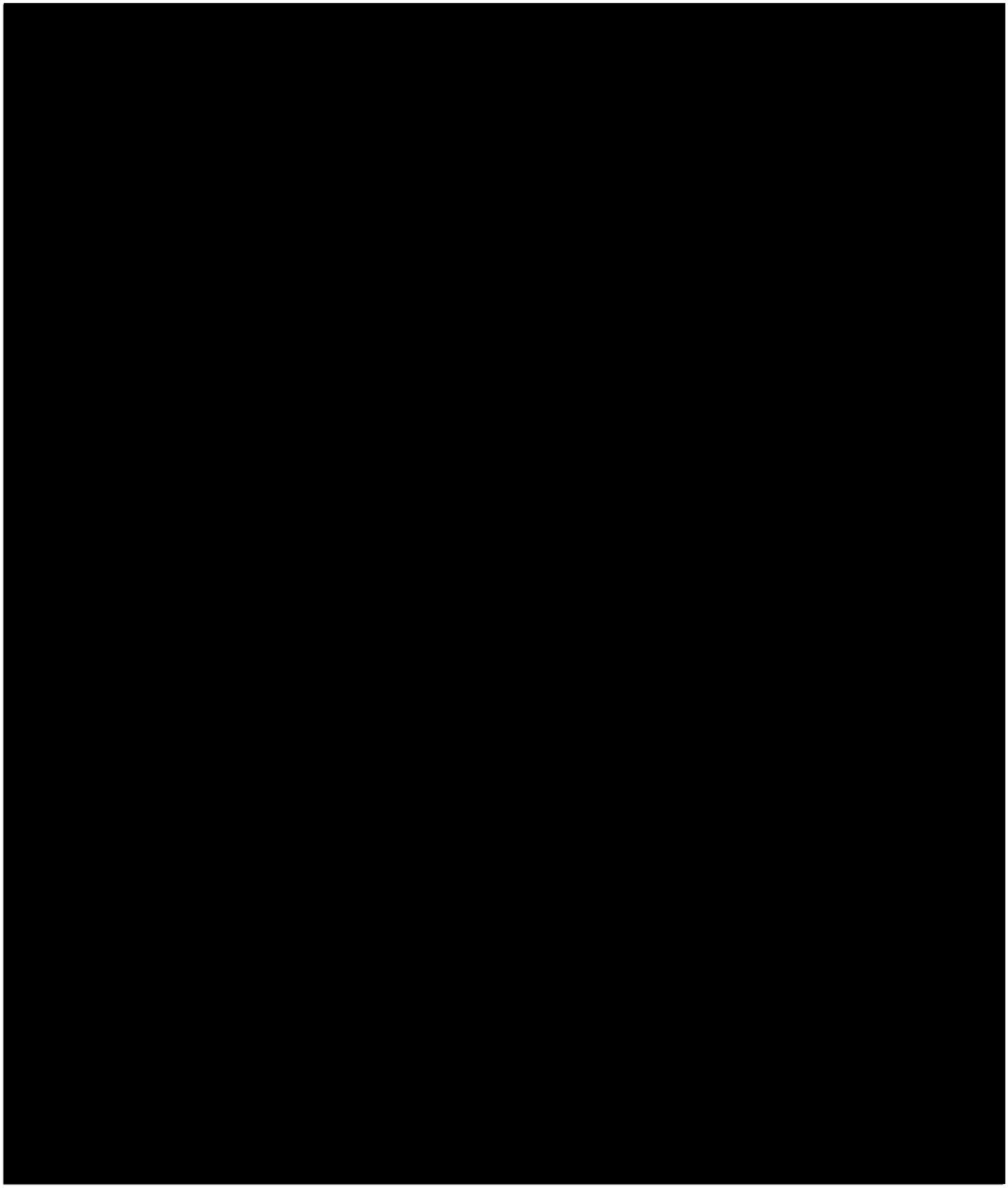


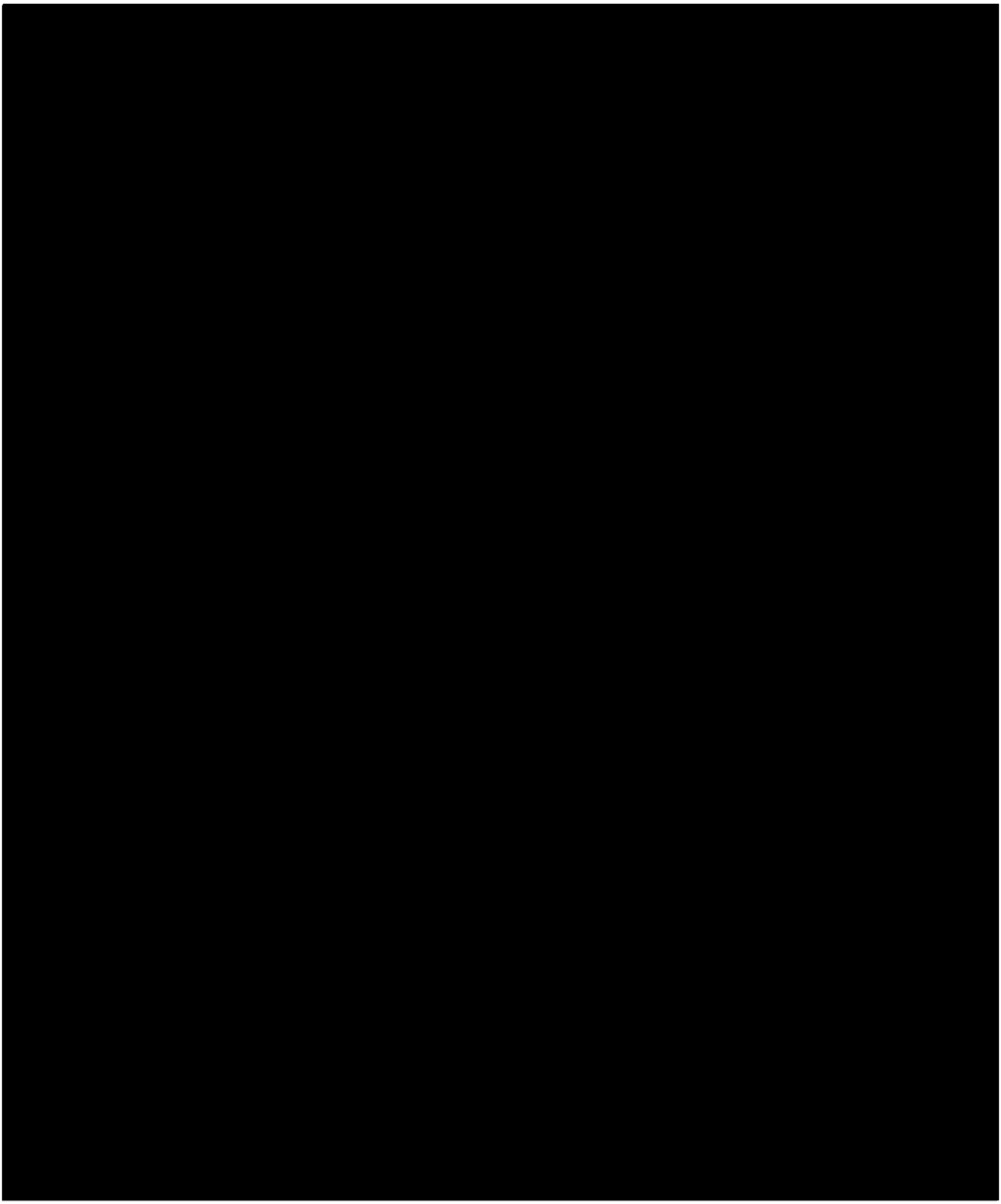


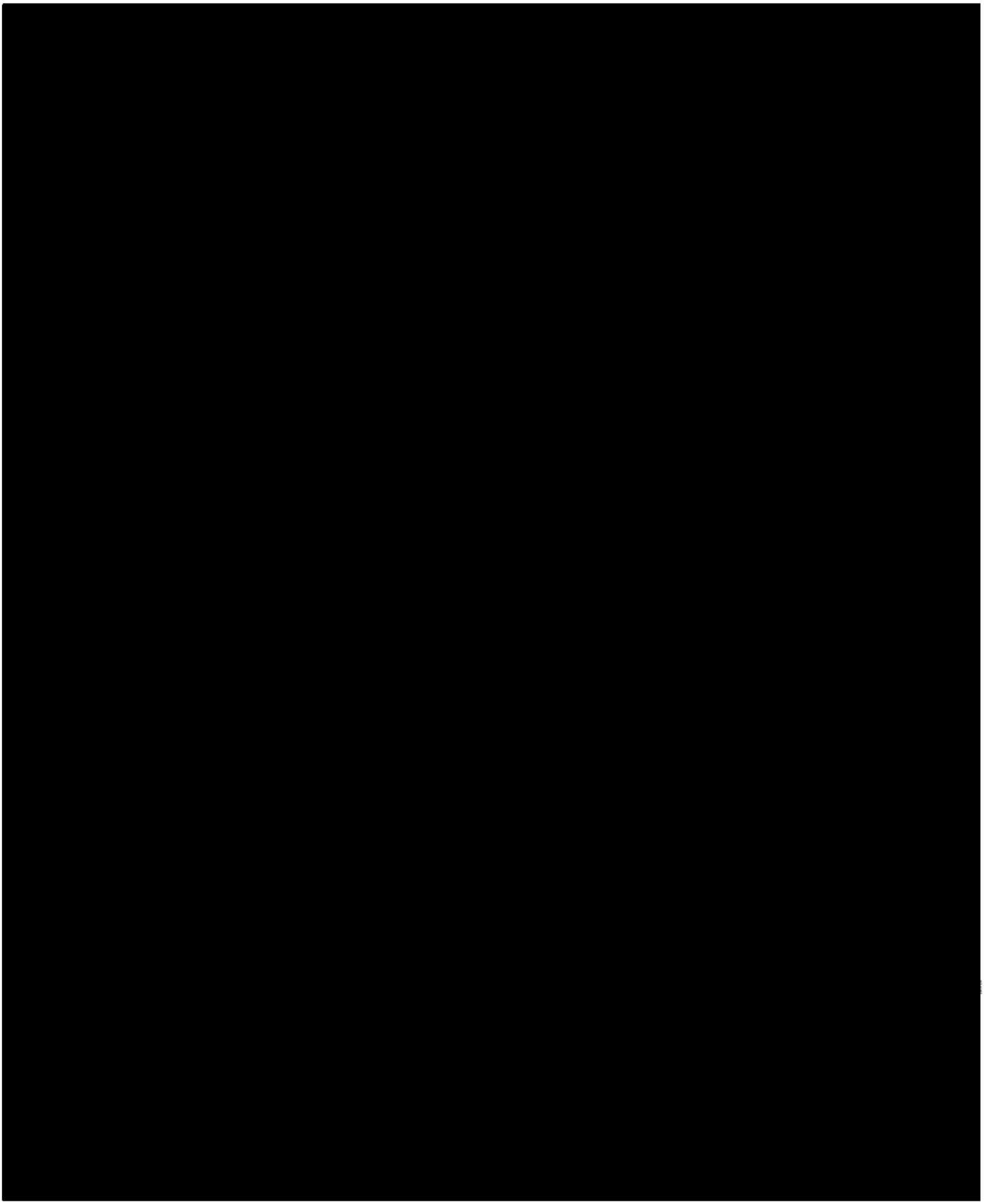


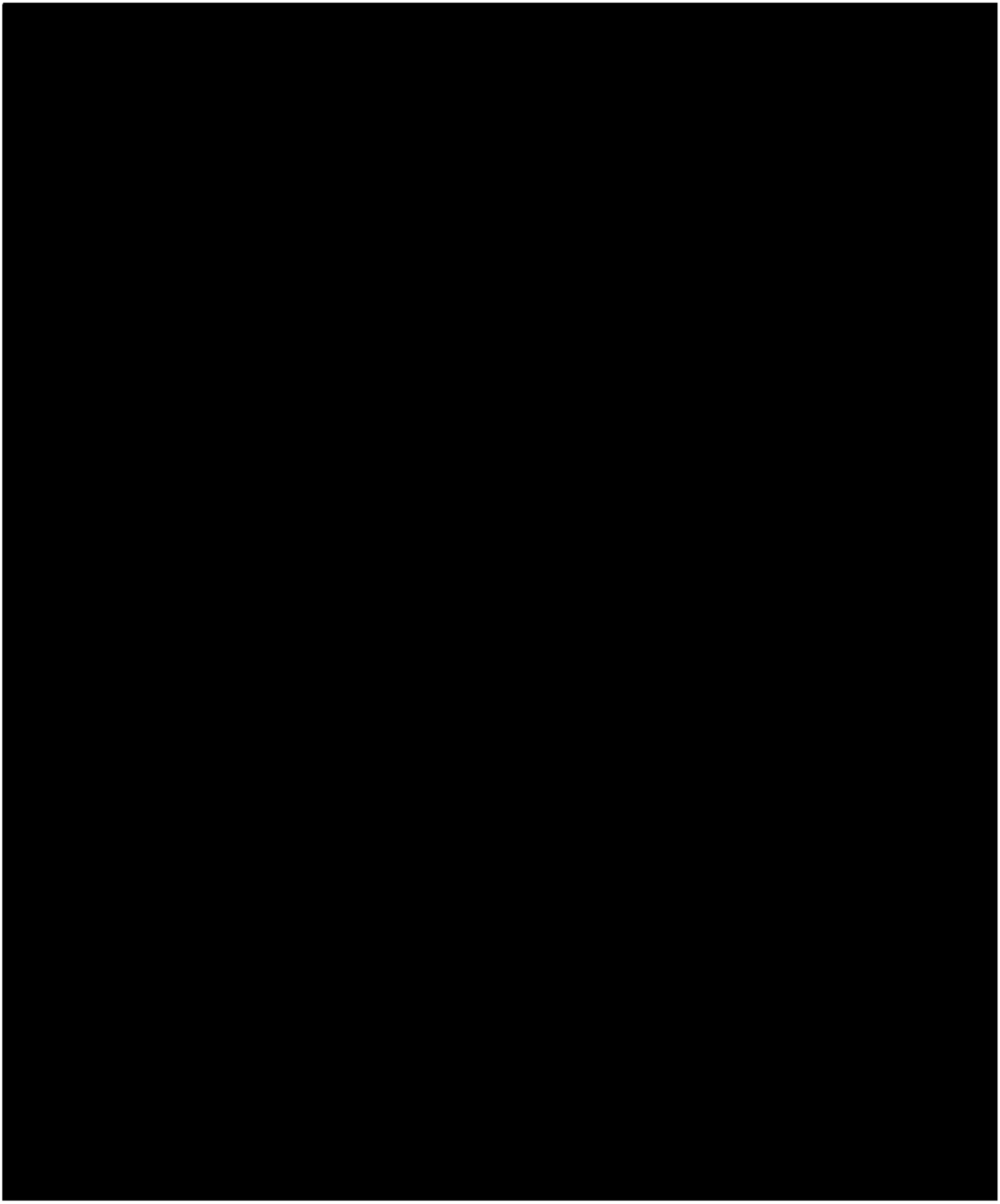








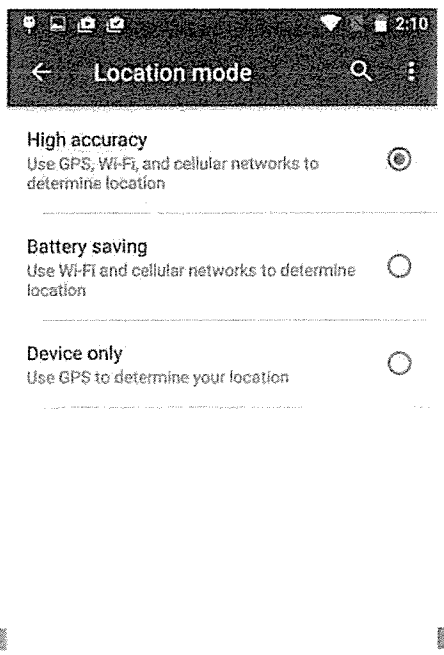


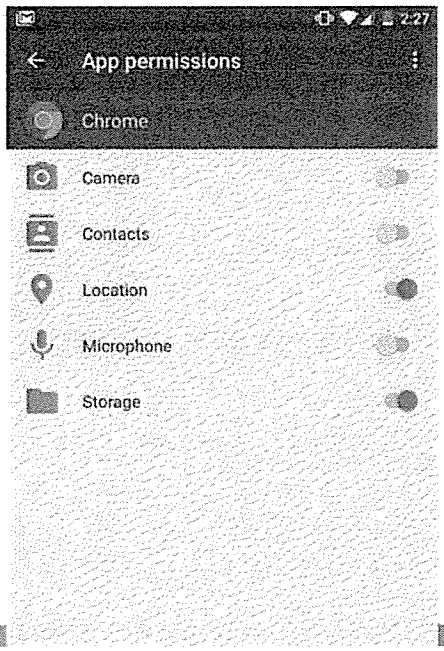


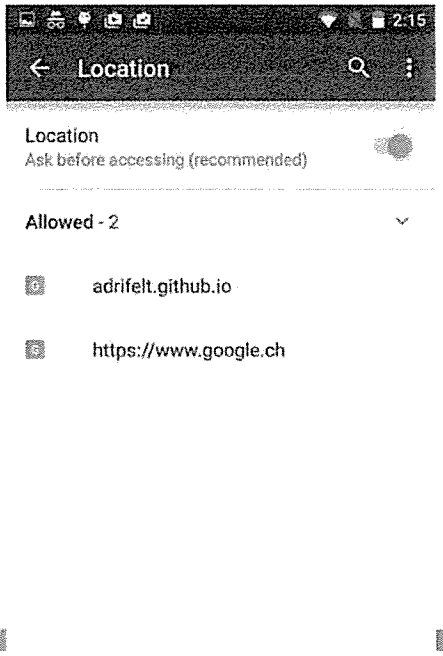
Common problems: Confusing Settings

While our permission model is hierarchical, our settings menus are not

The location settings are in three places: Chrome, Android/Apps, Android/Location







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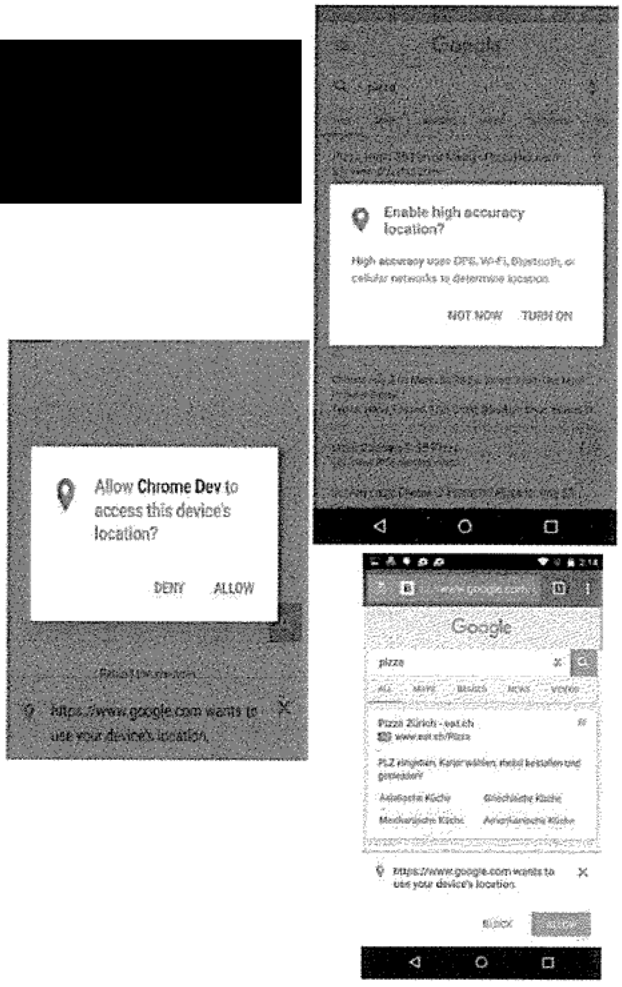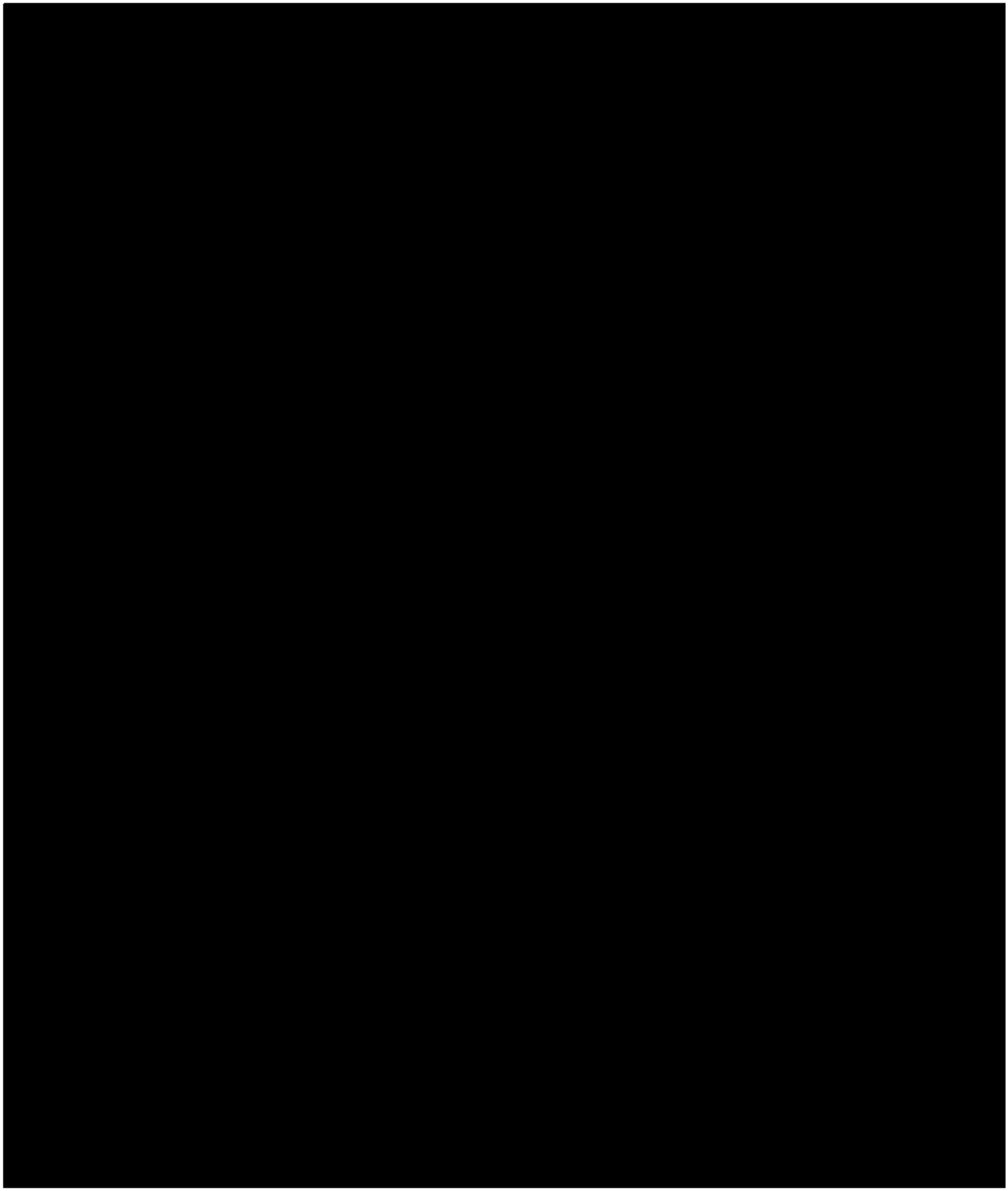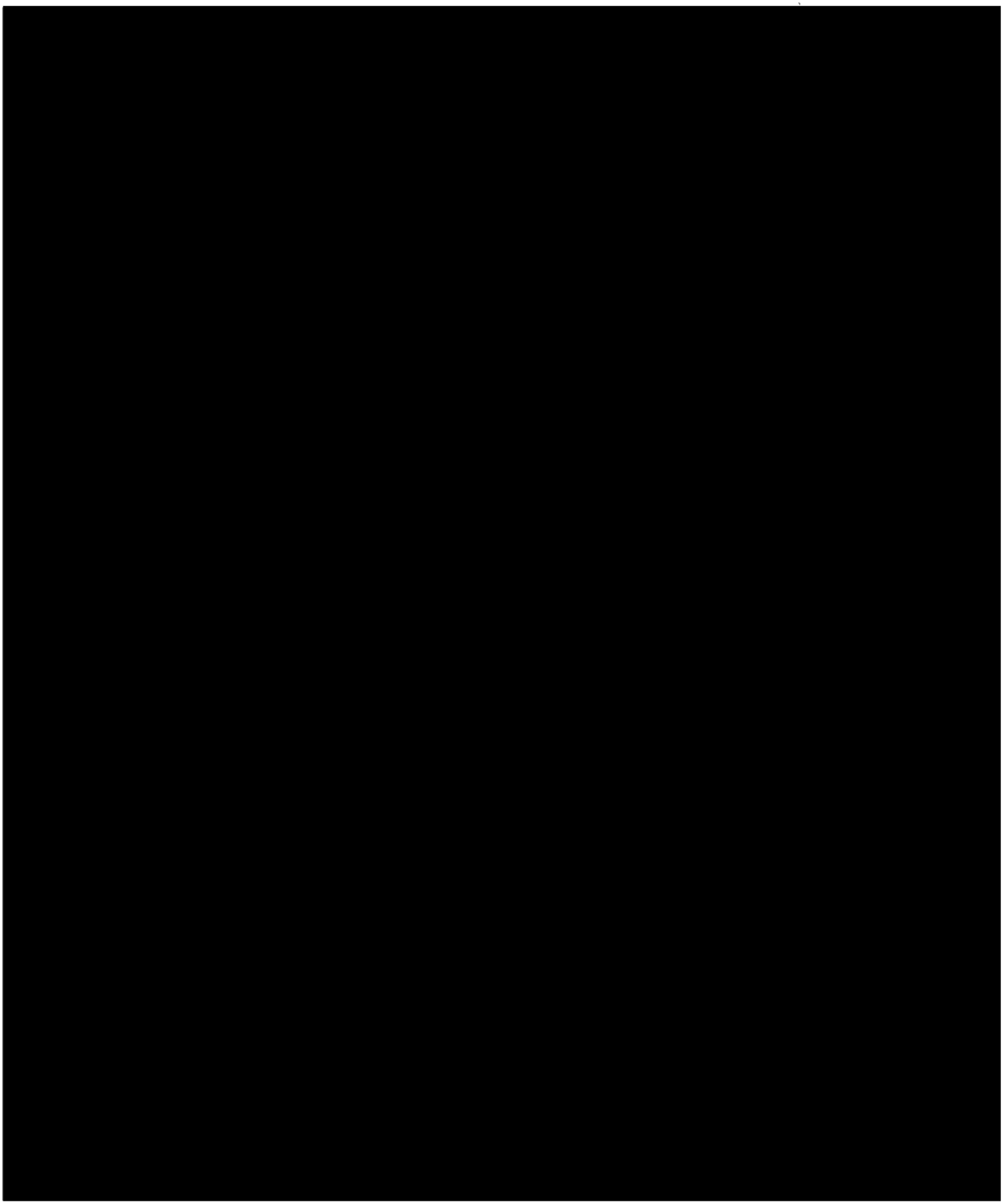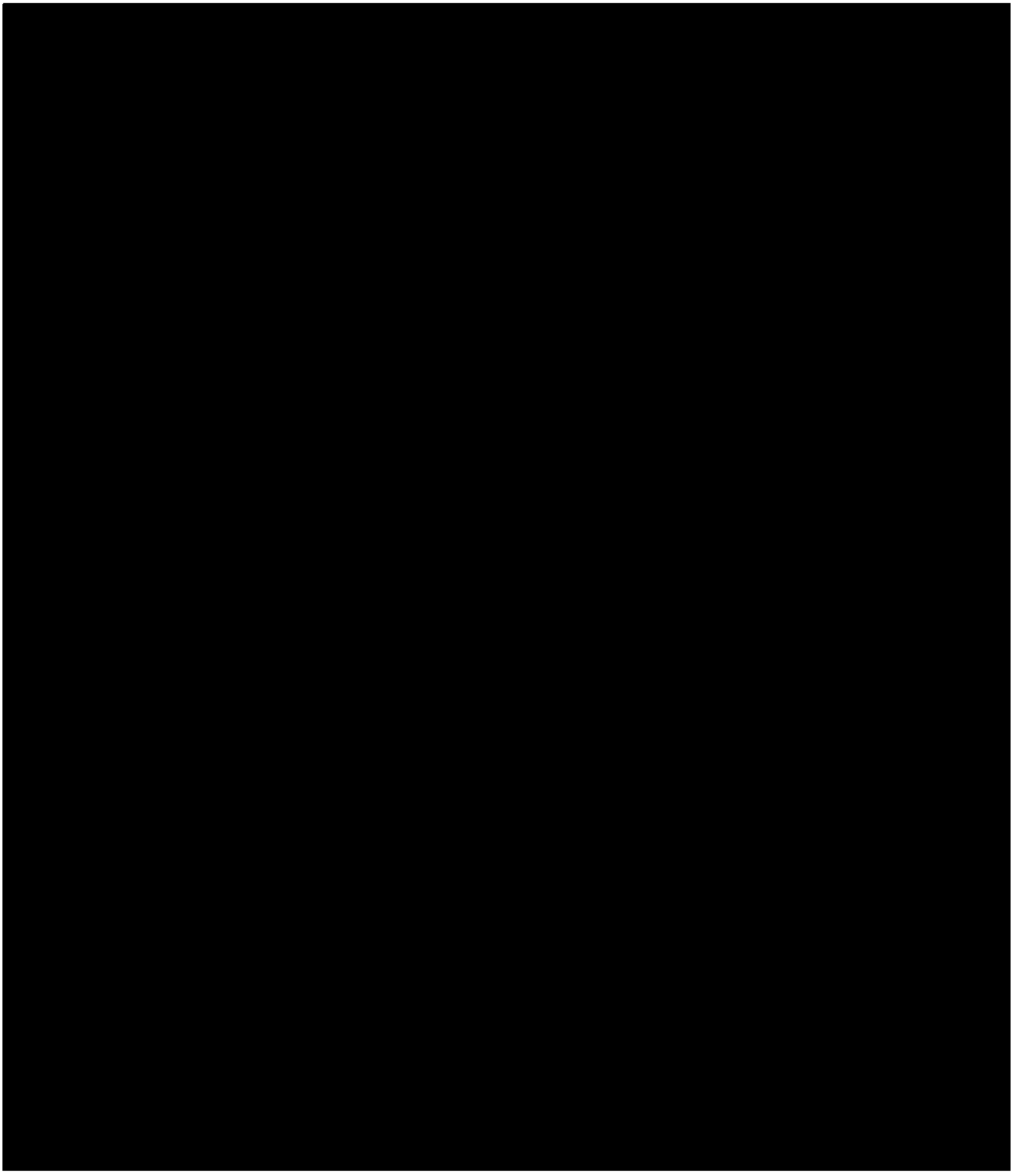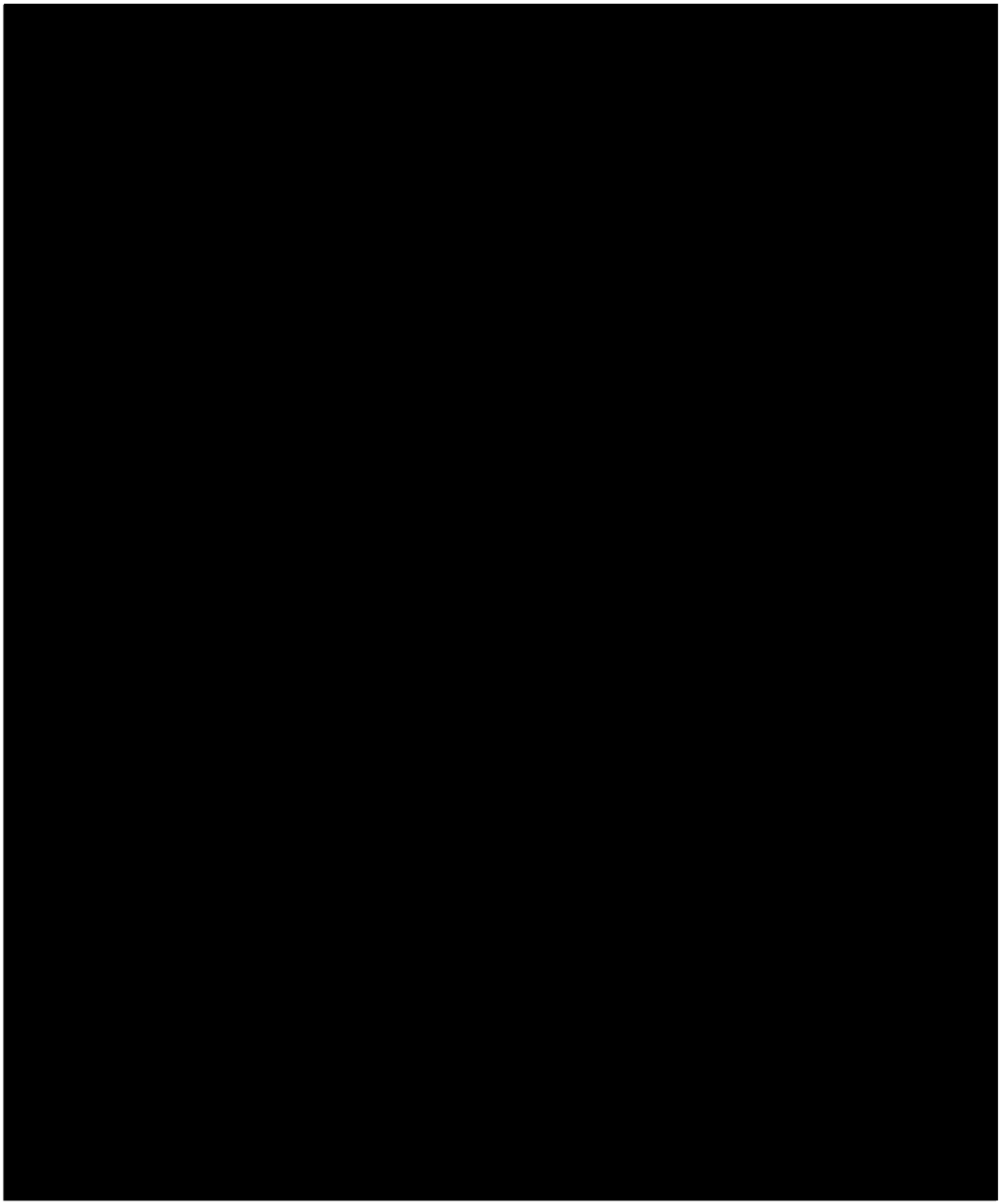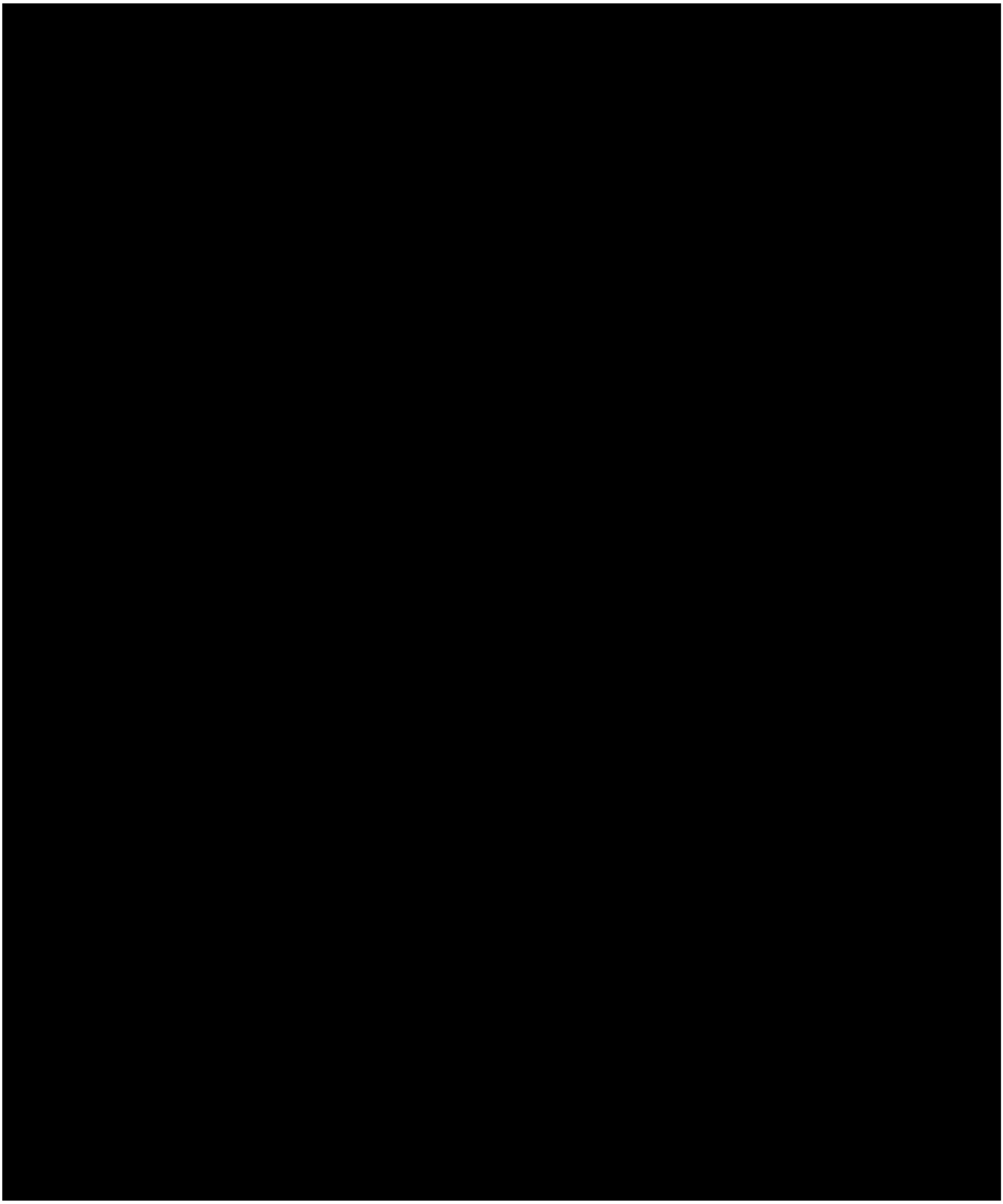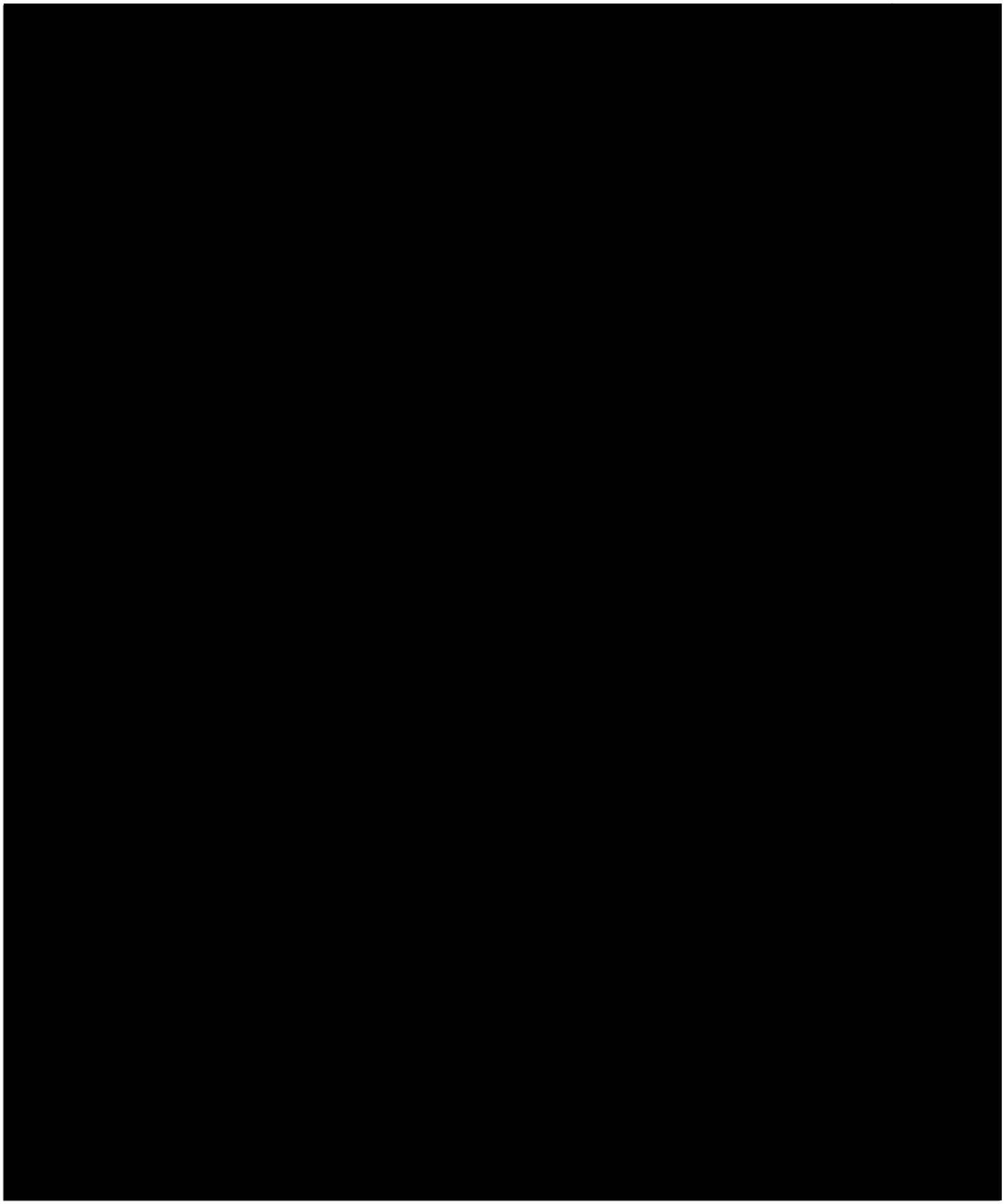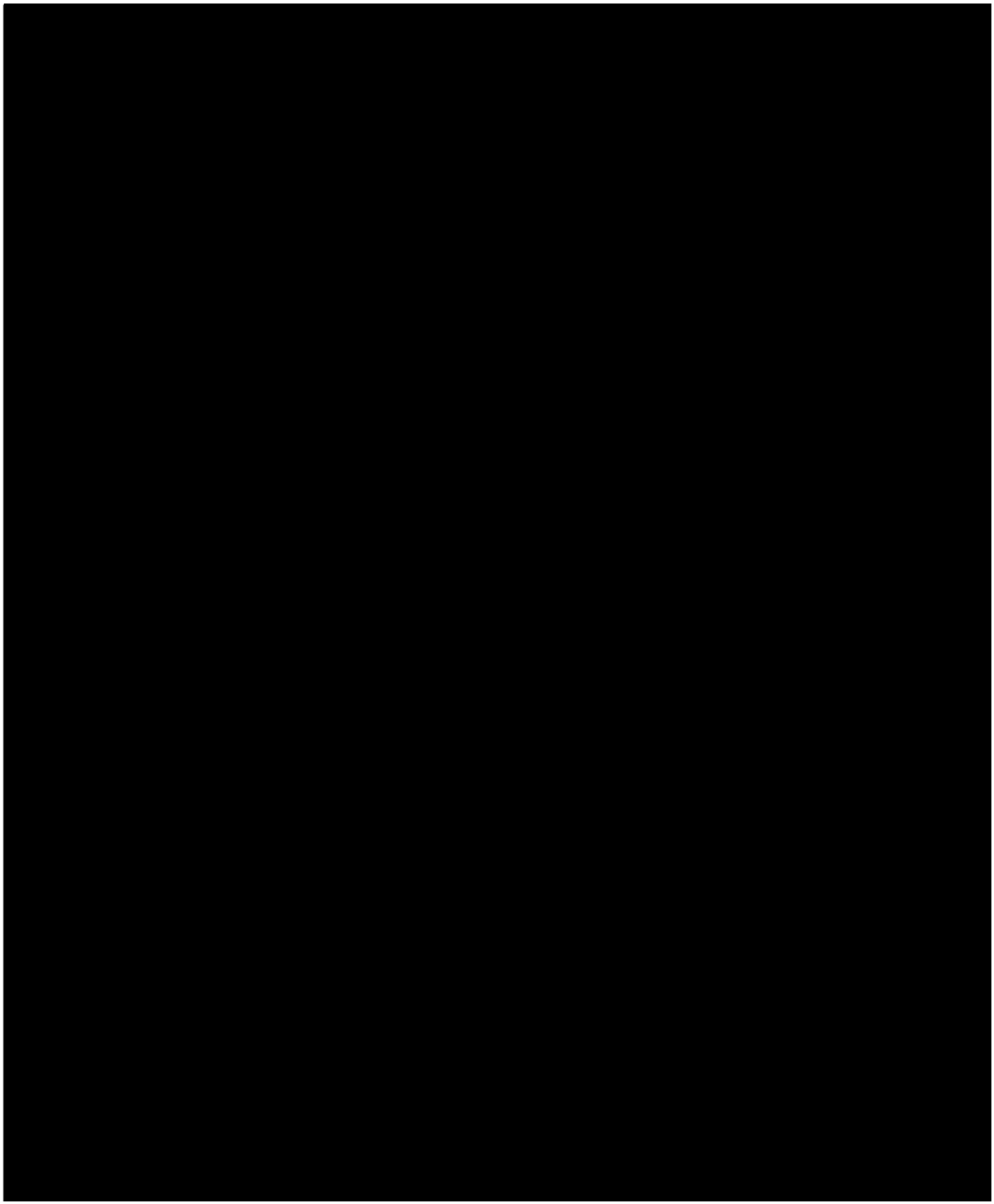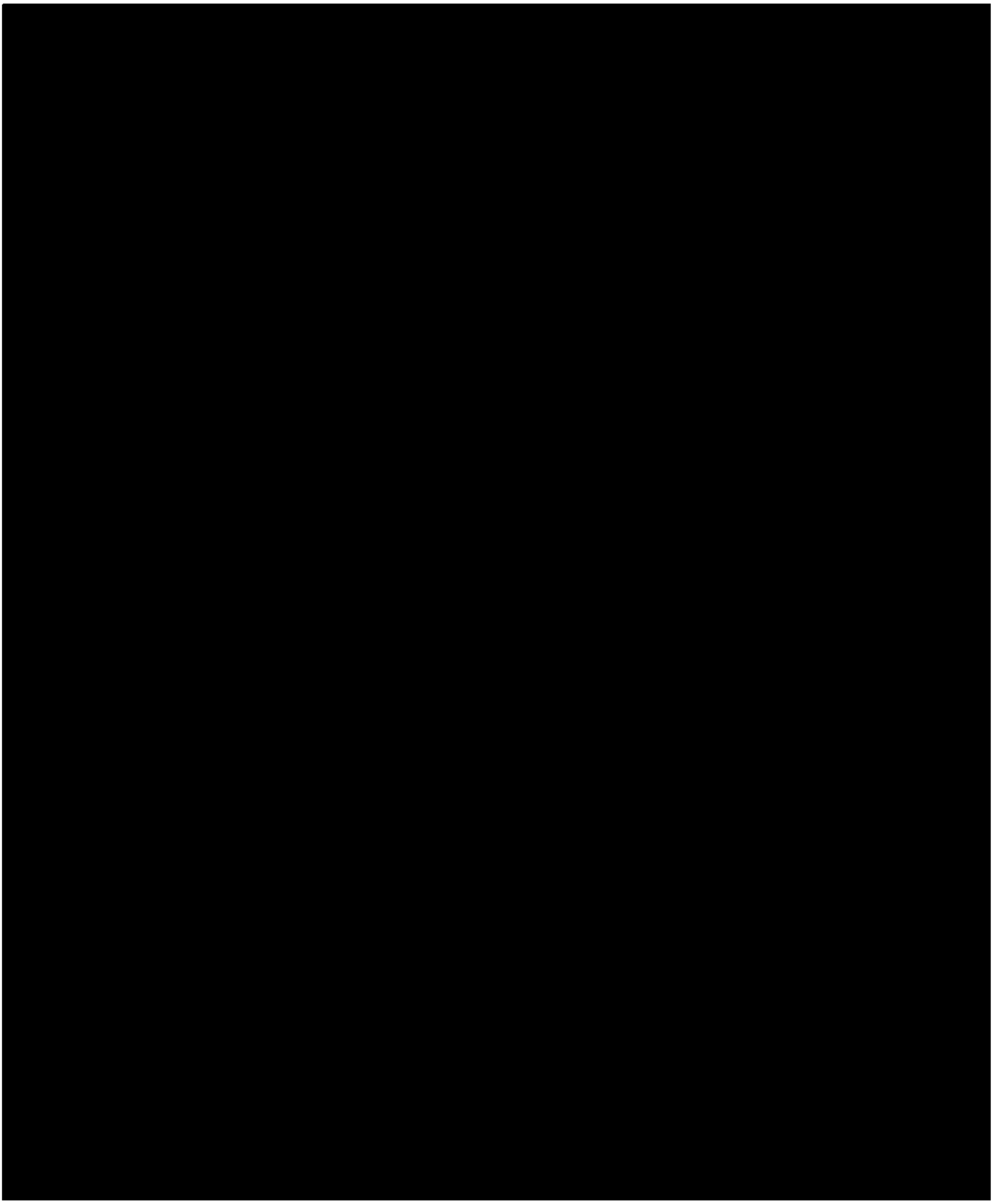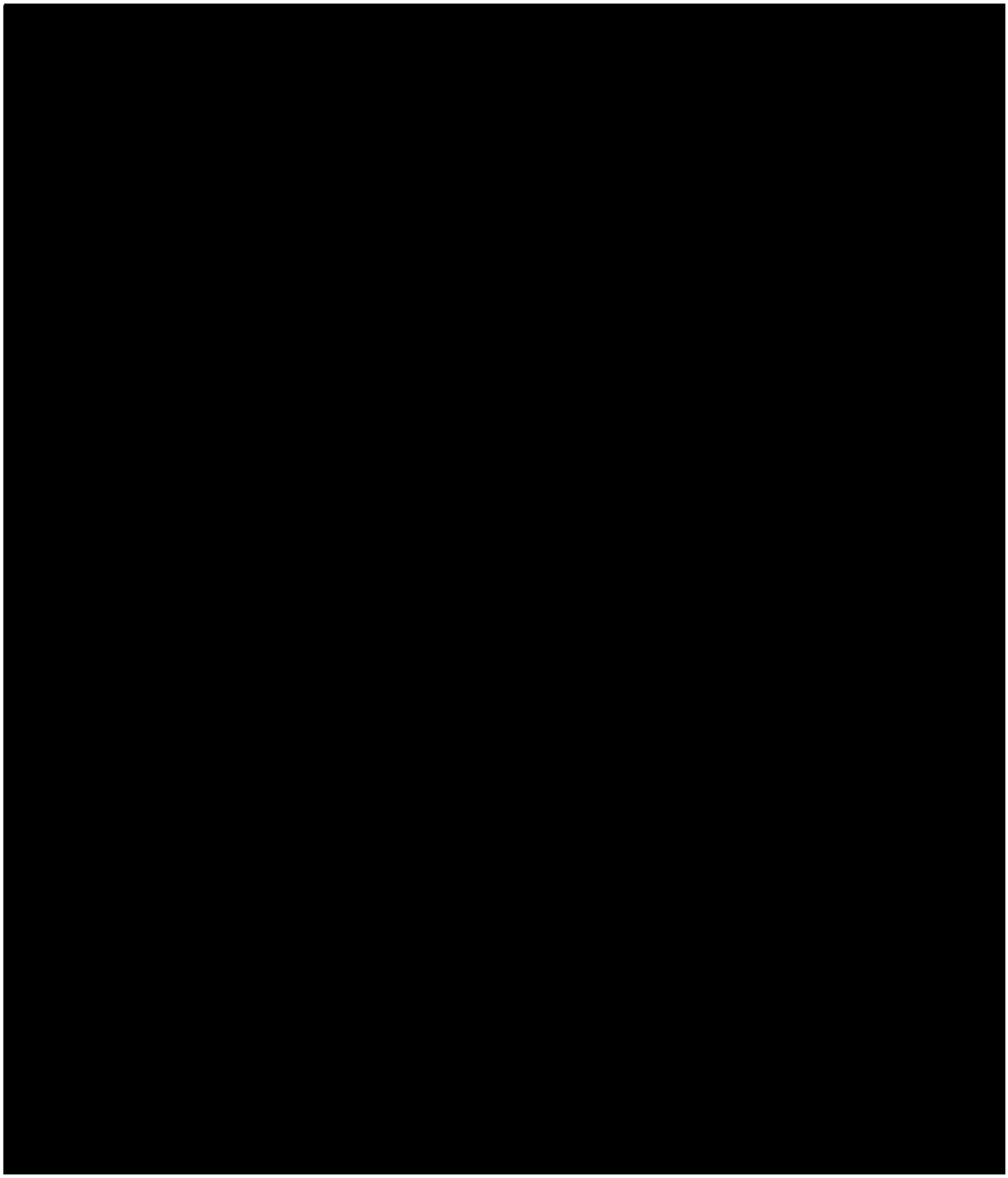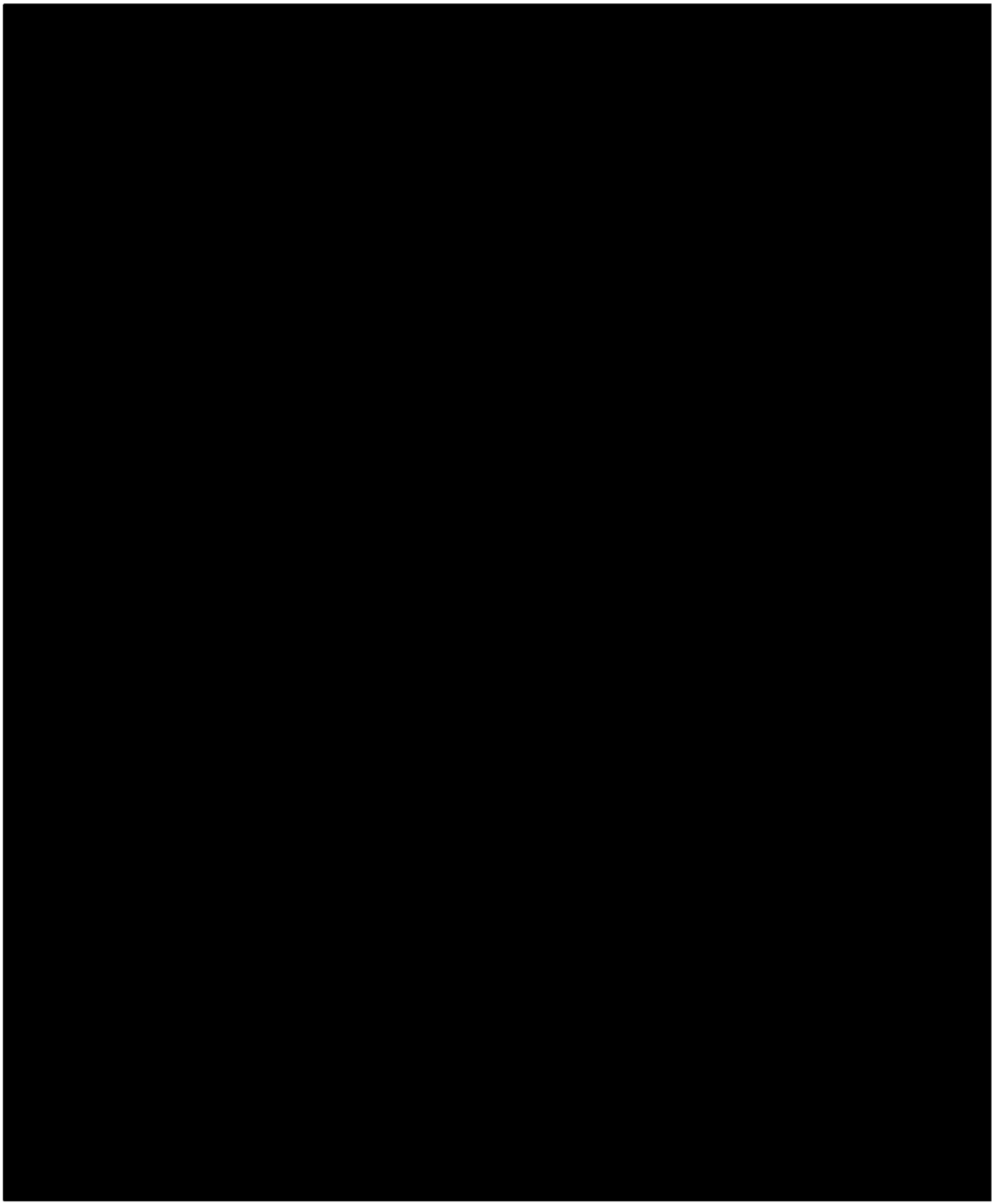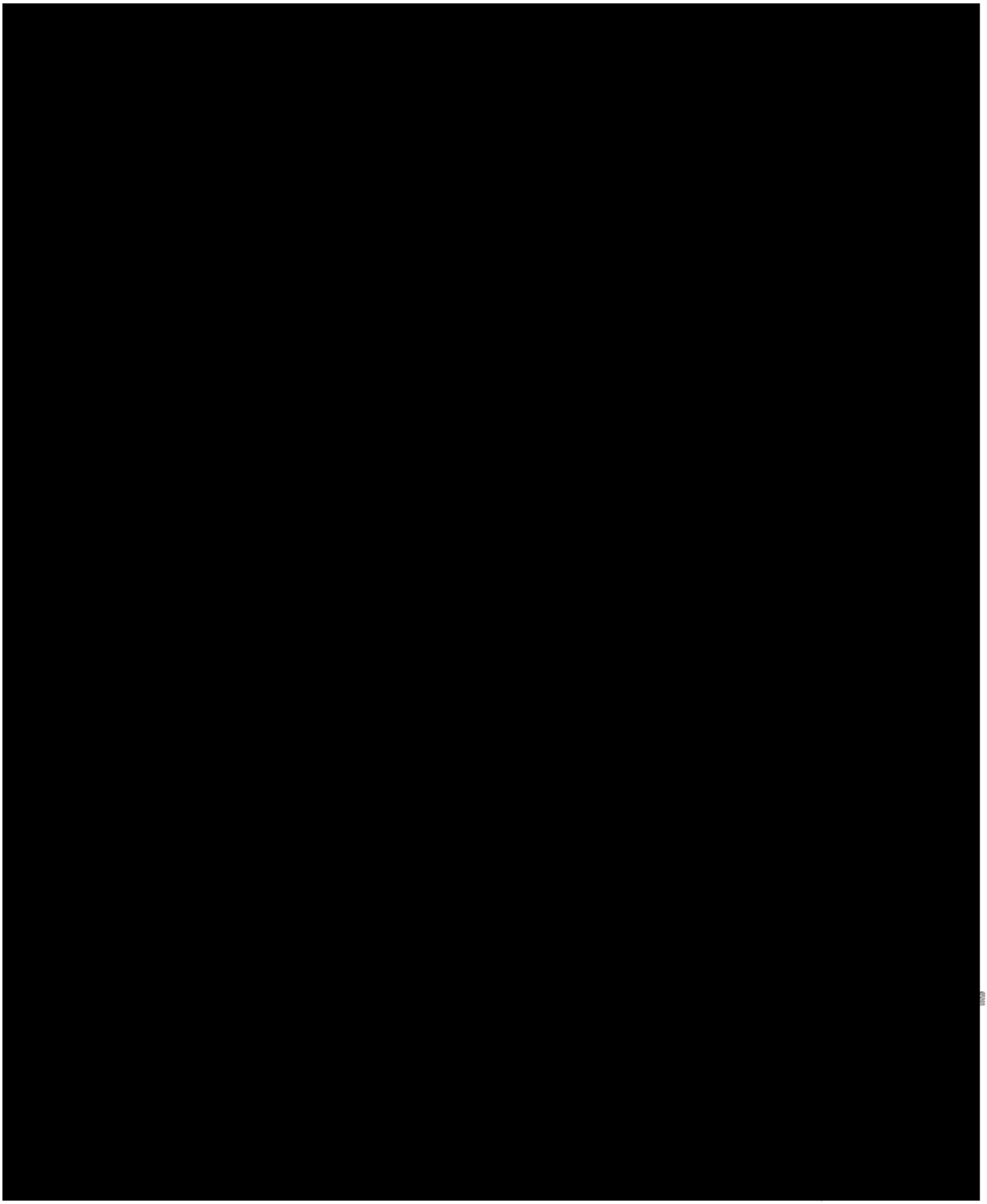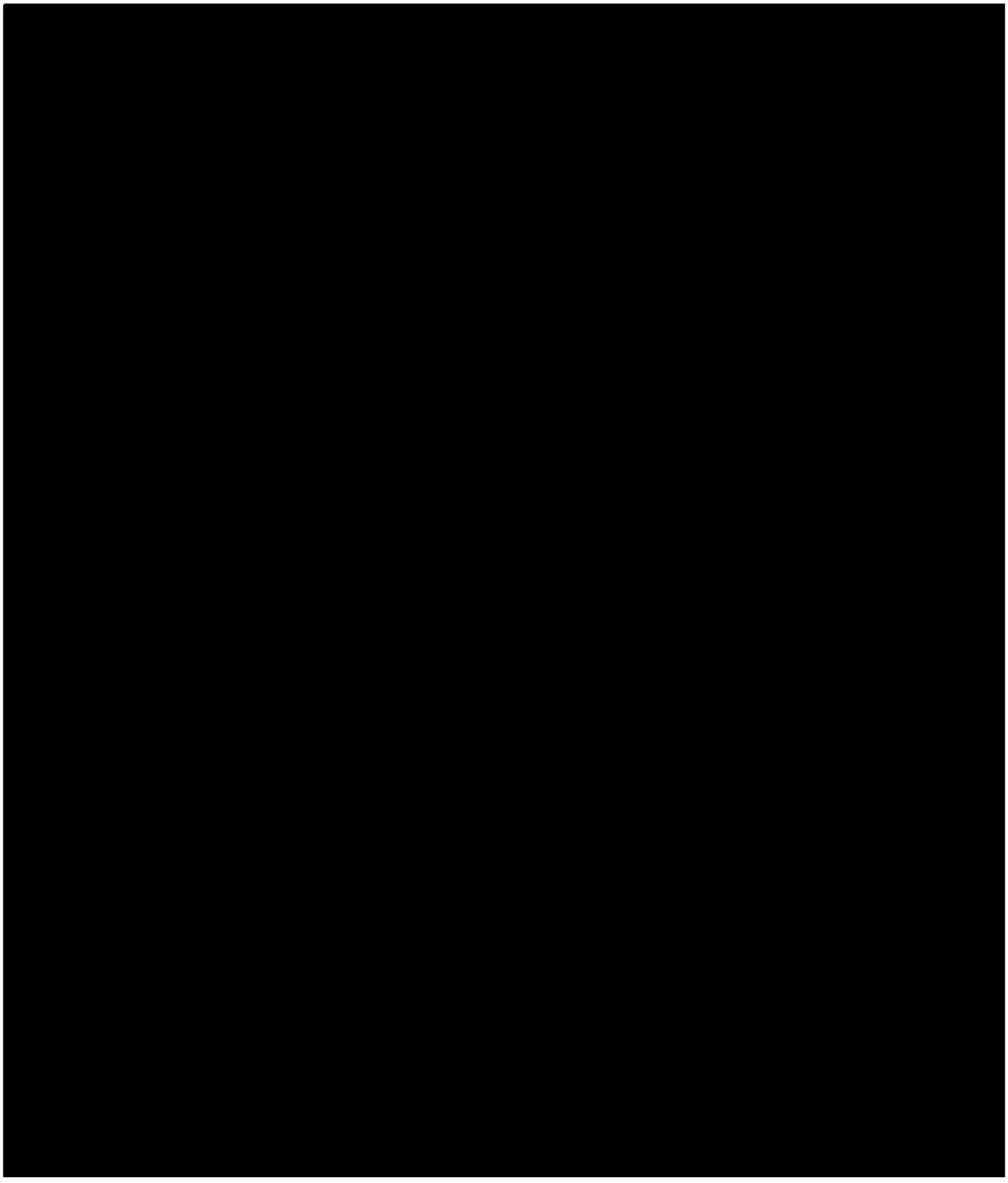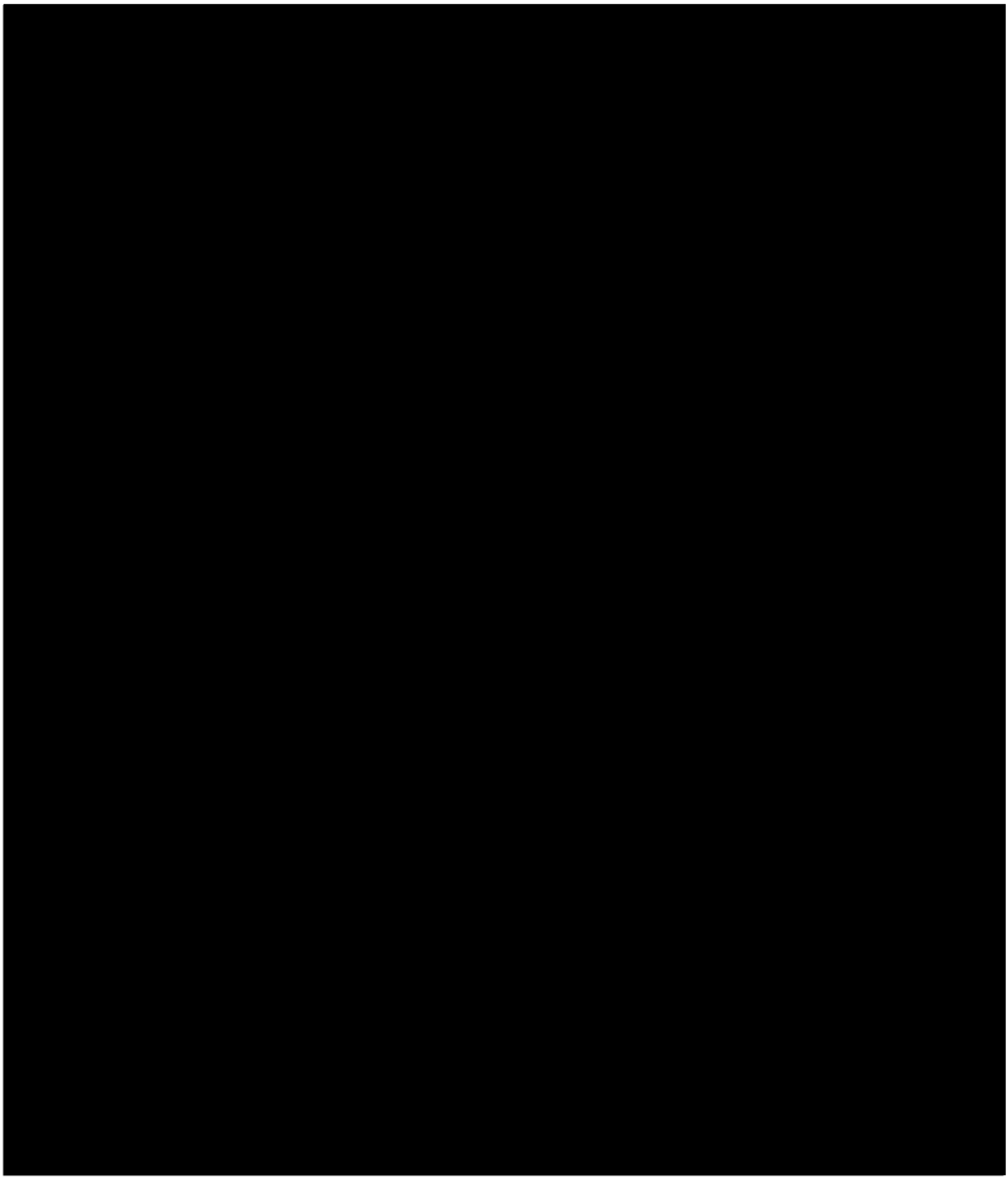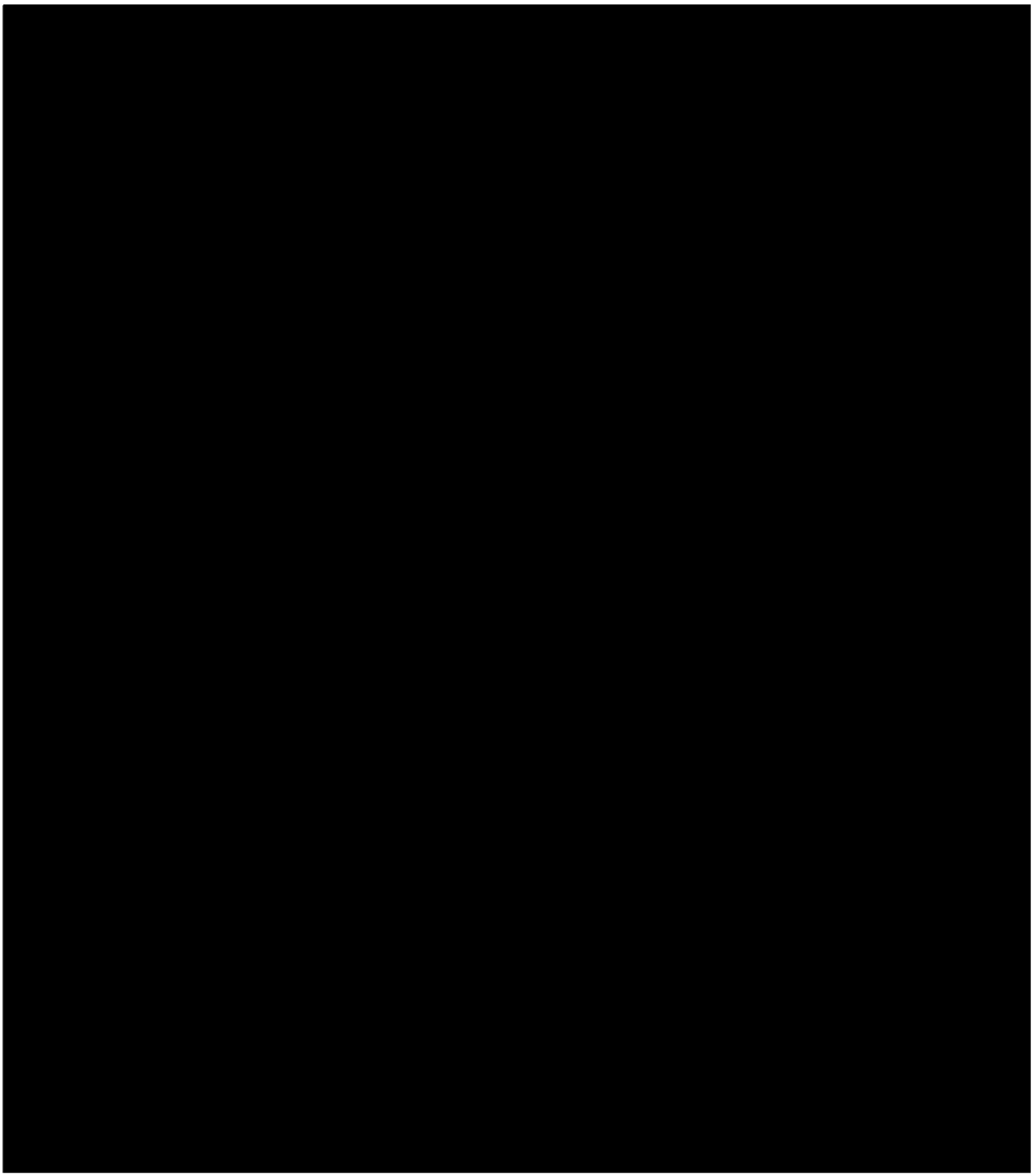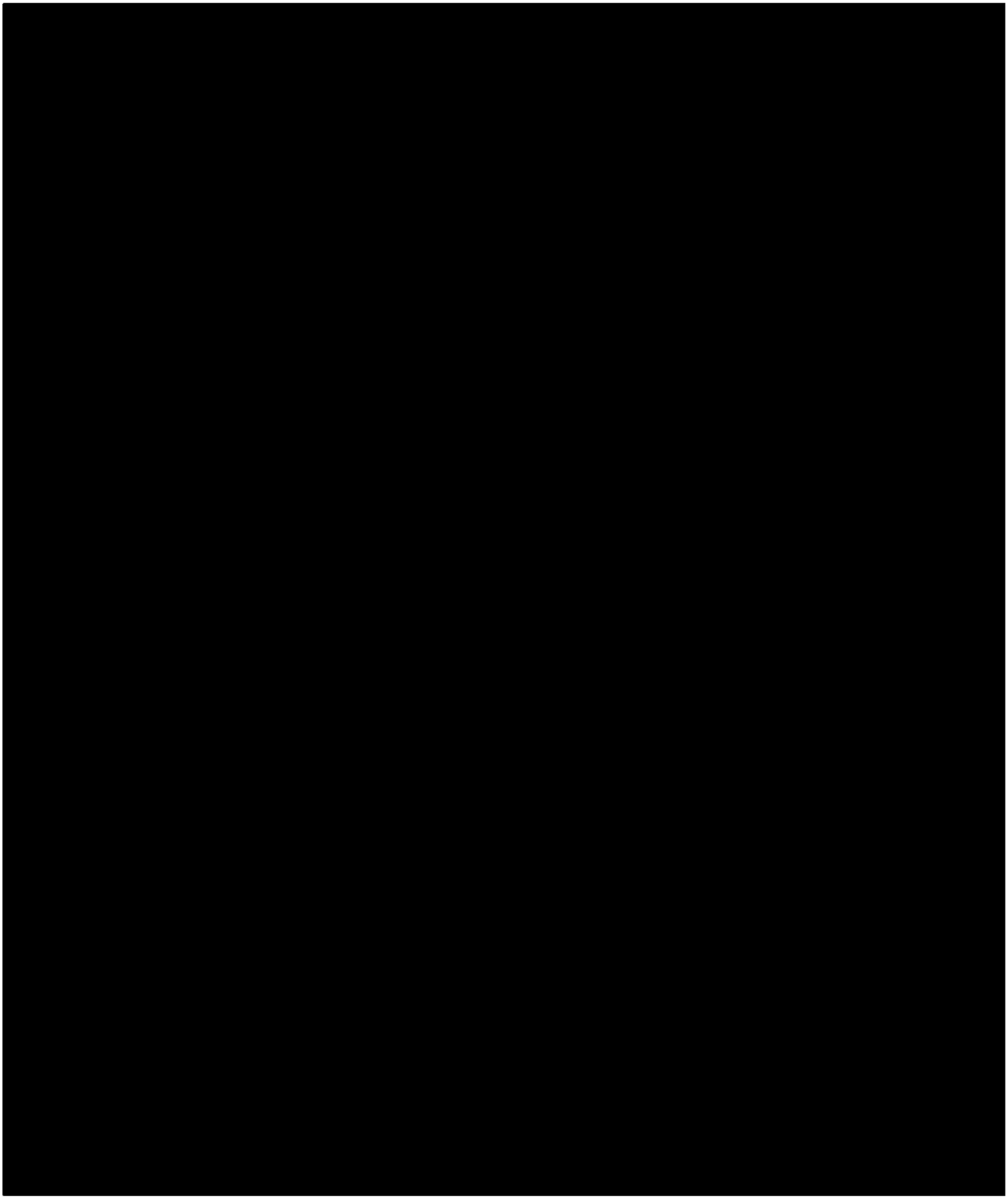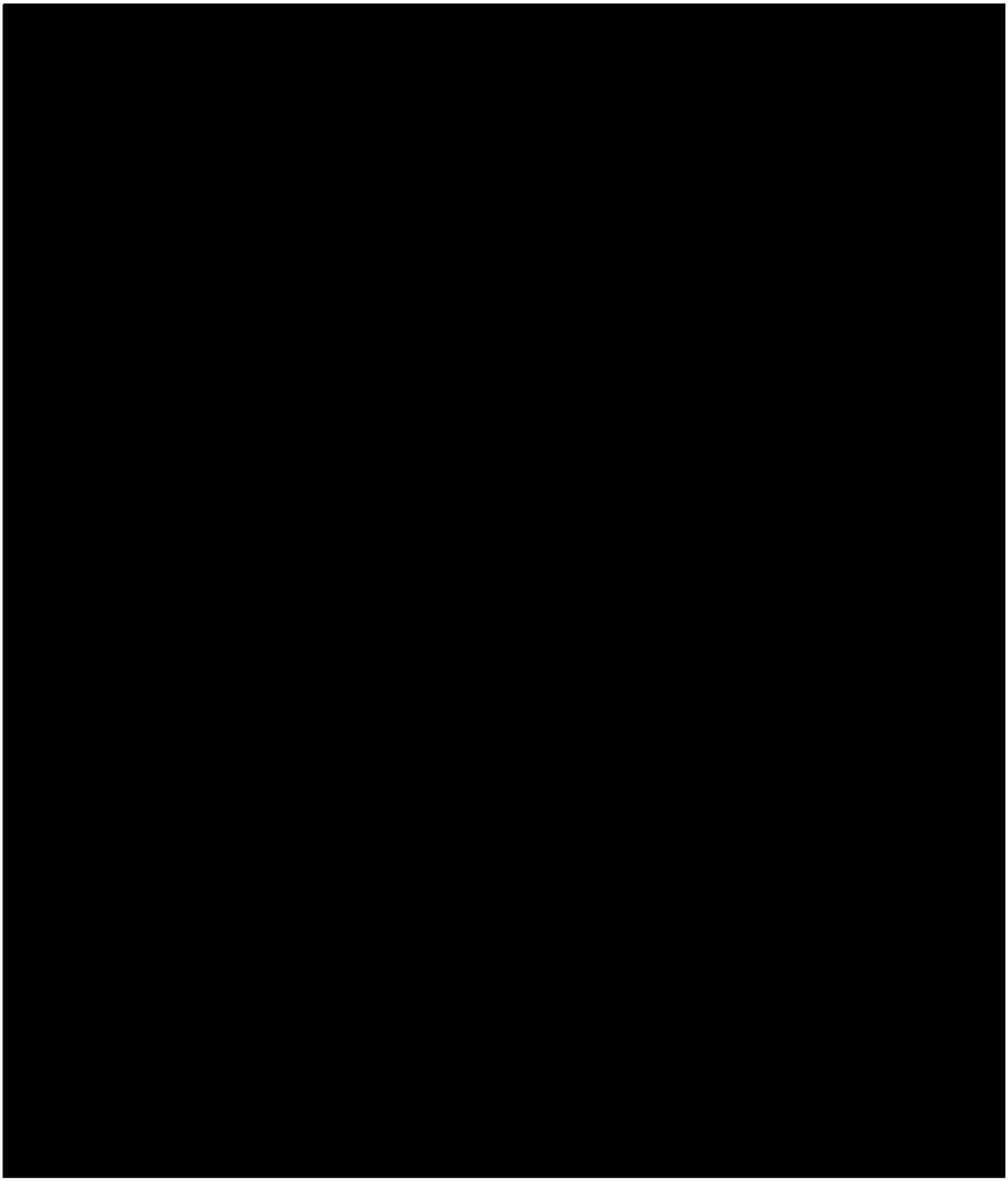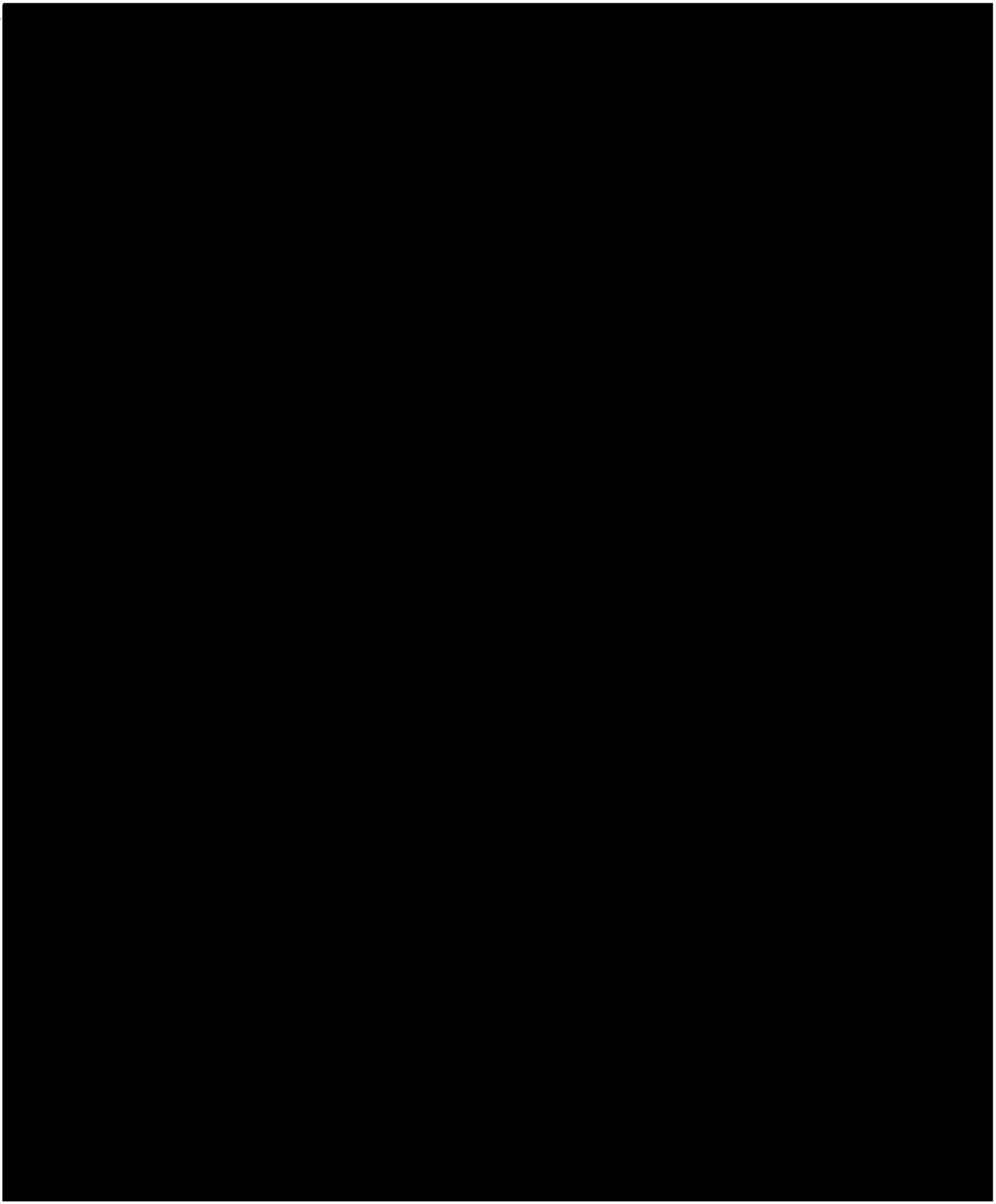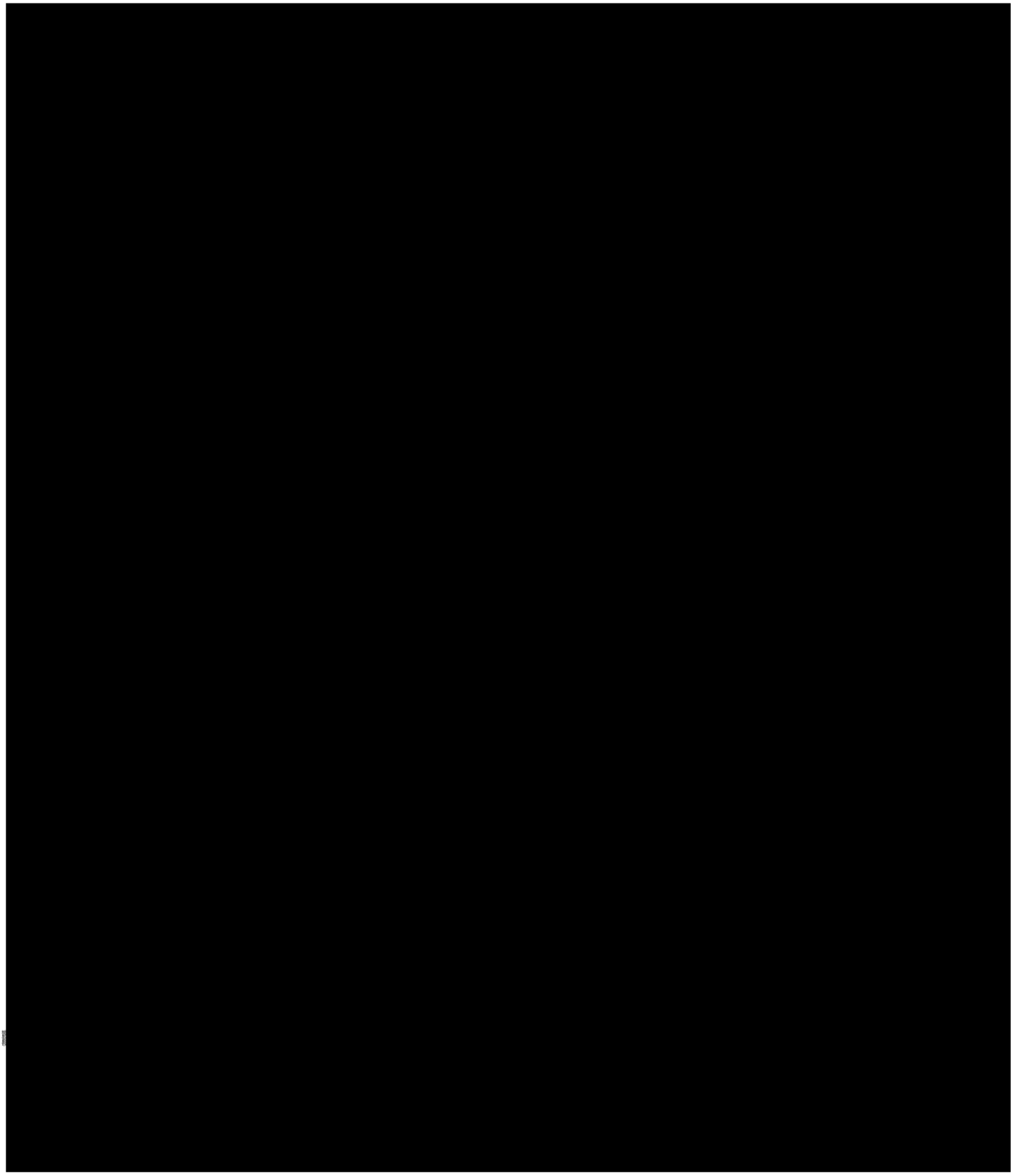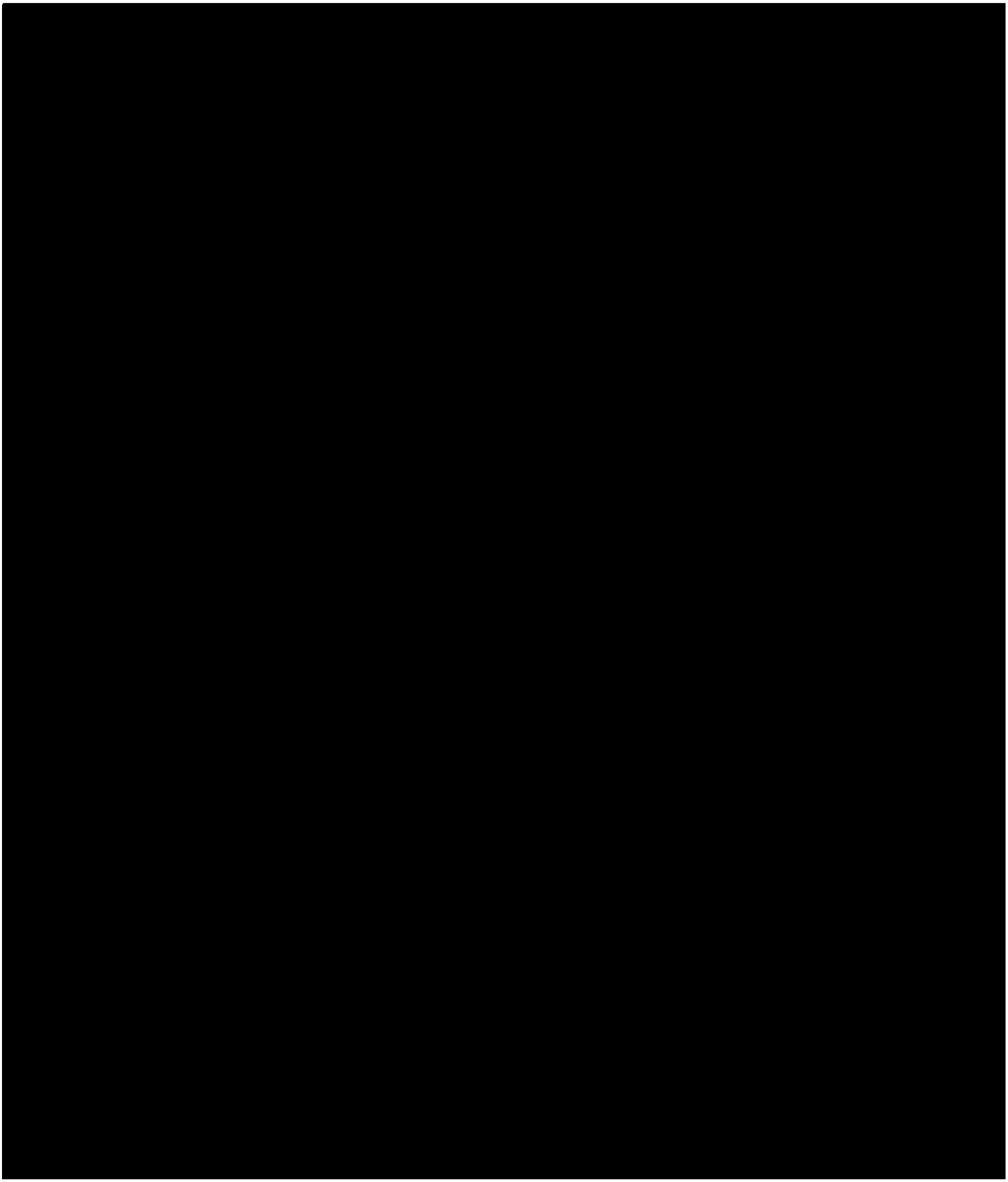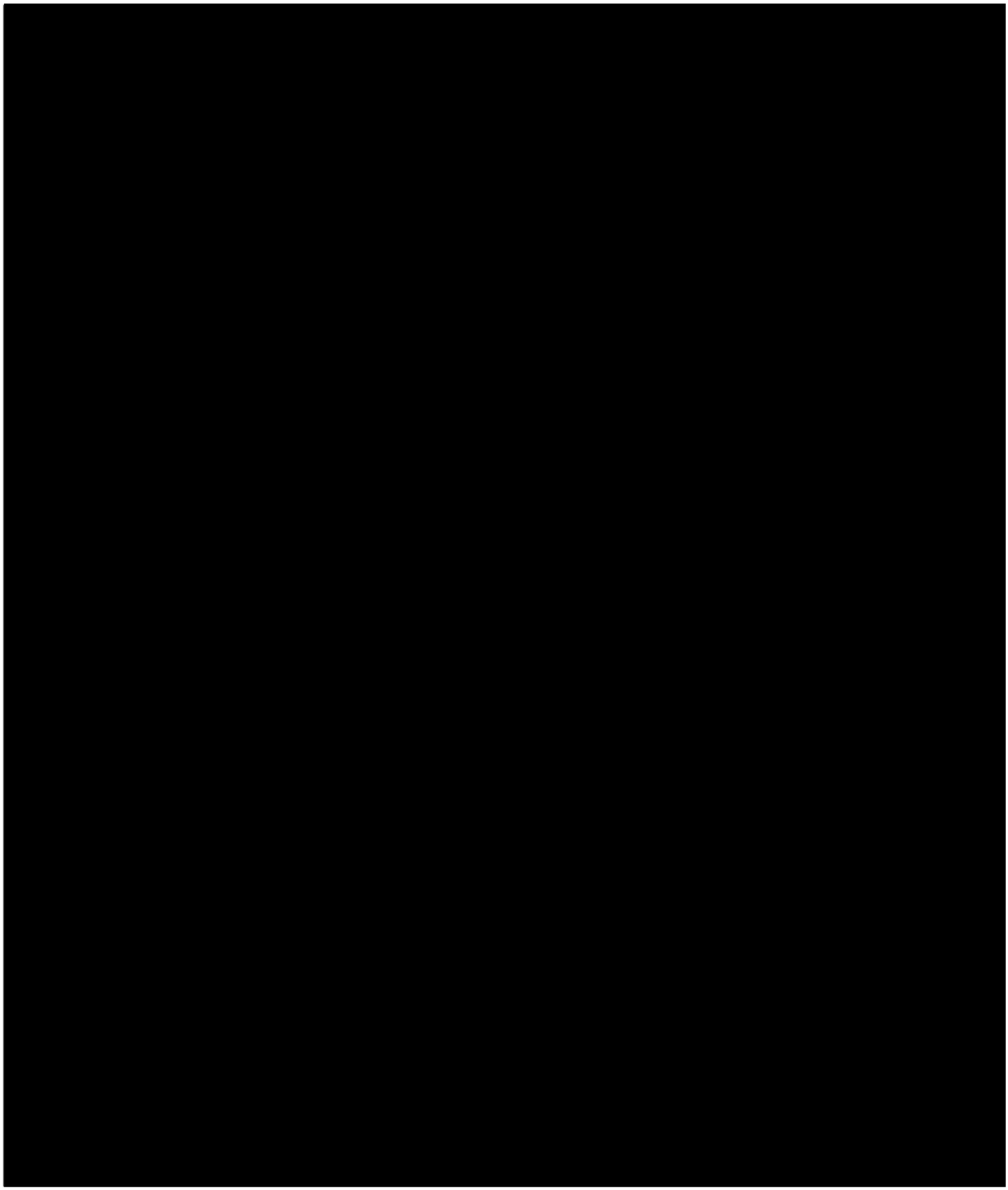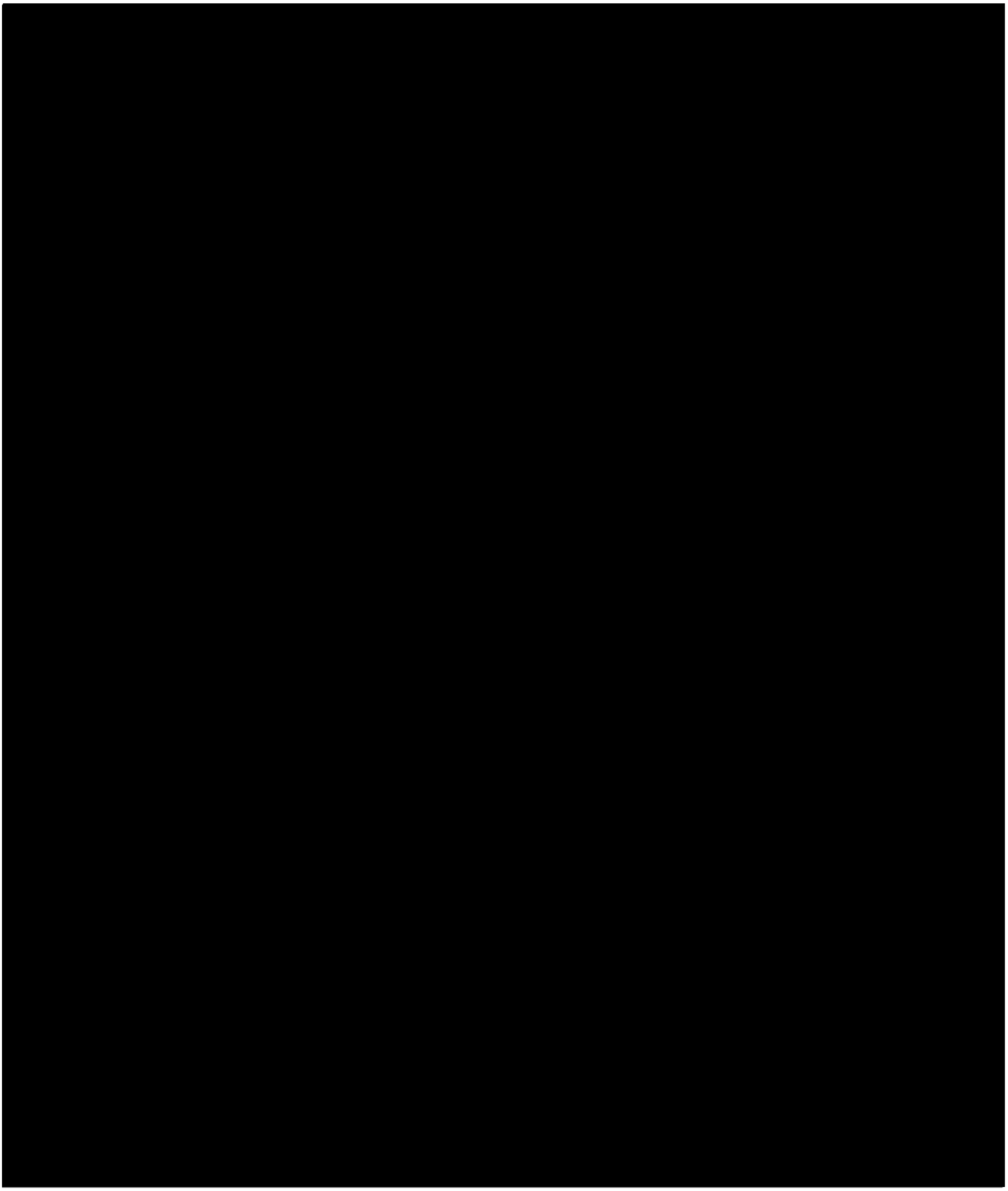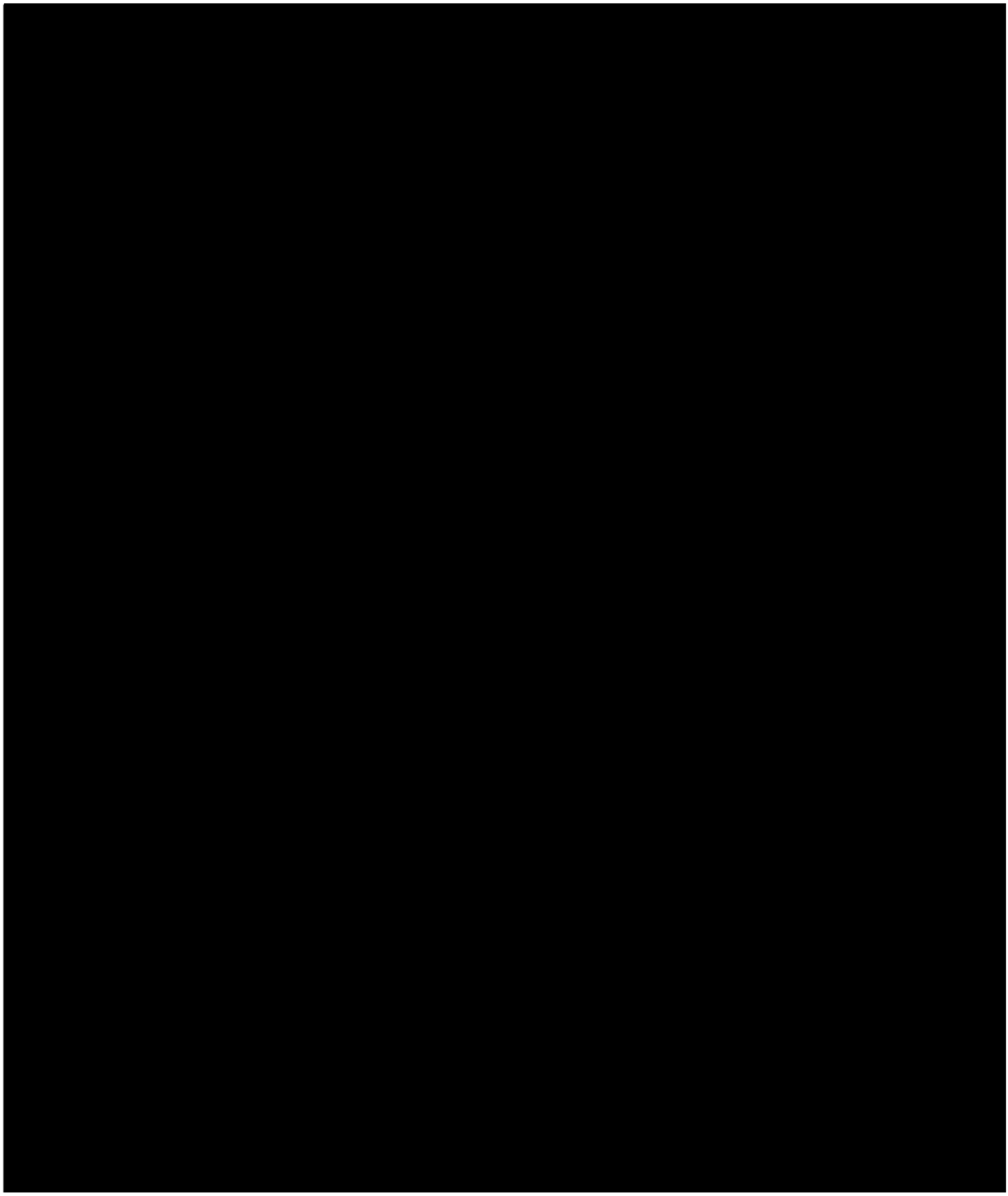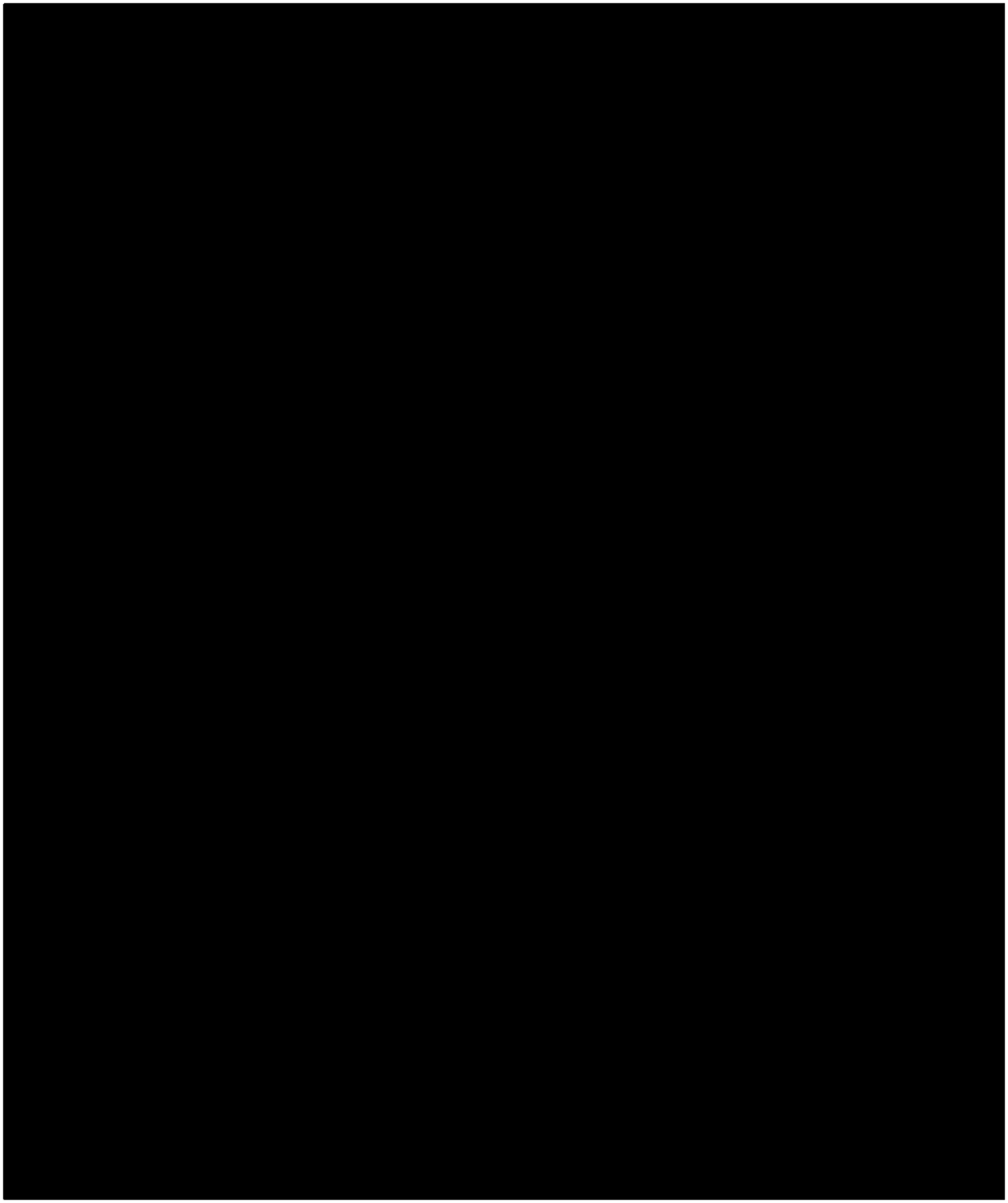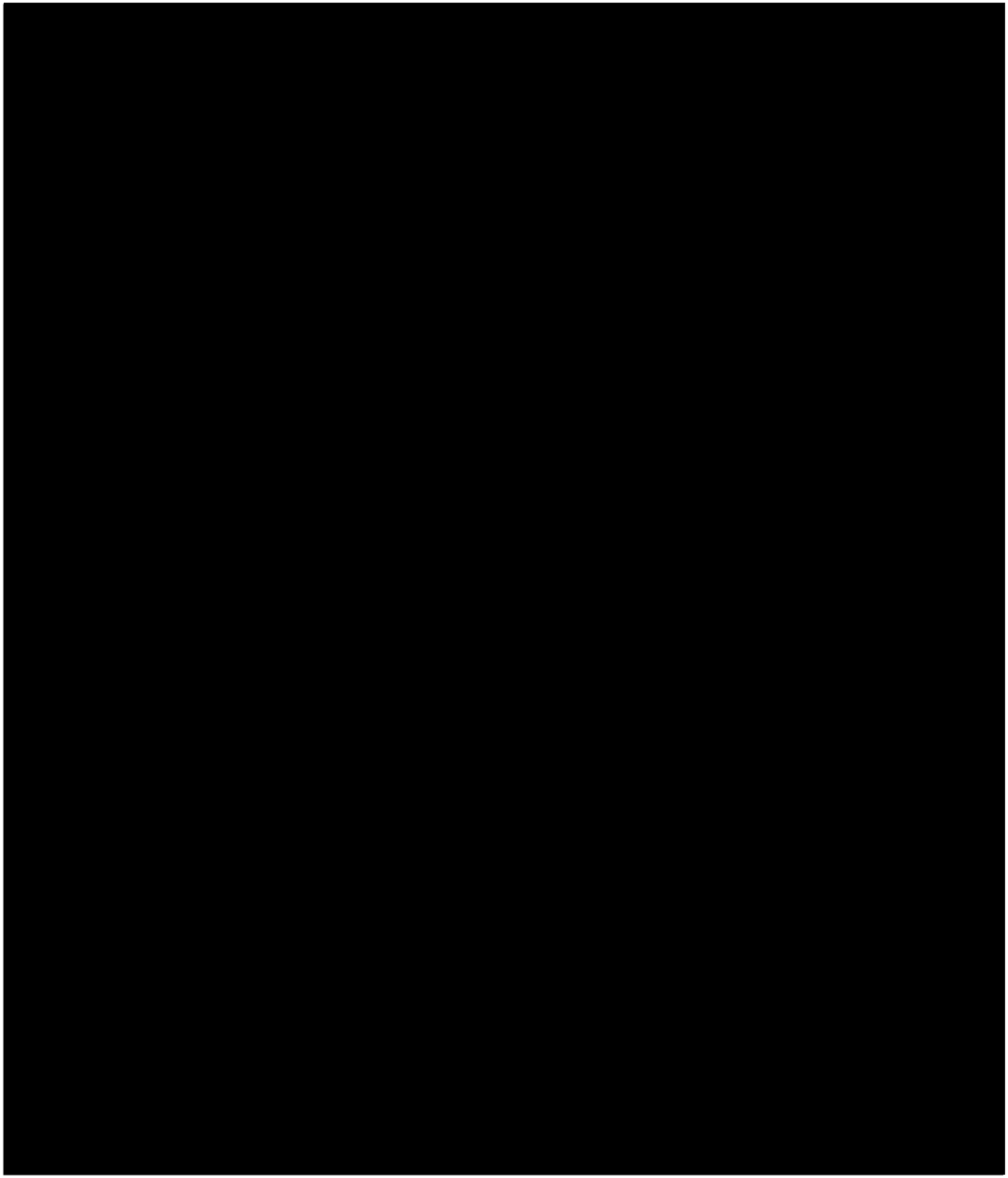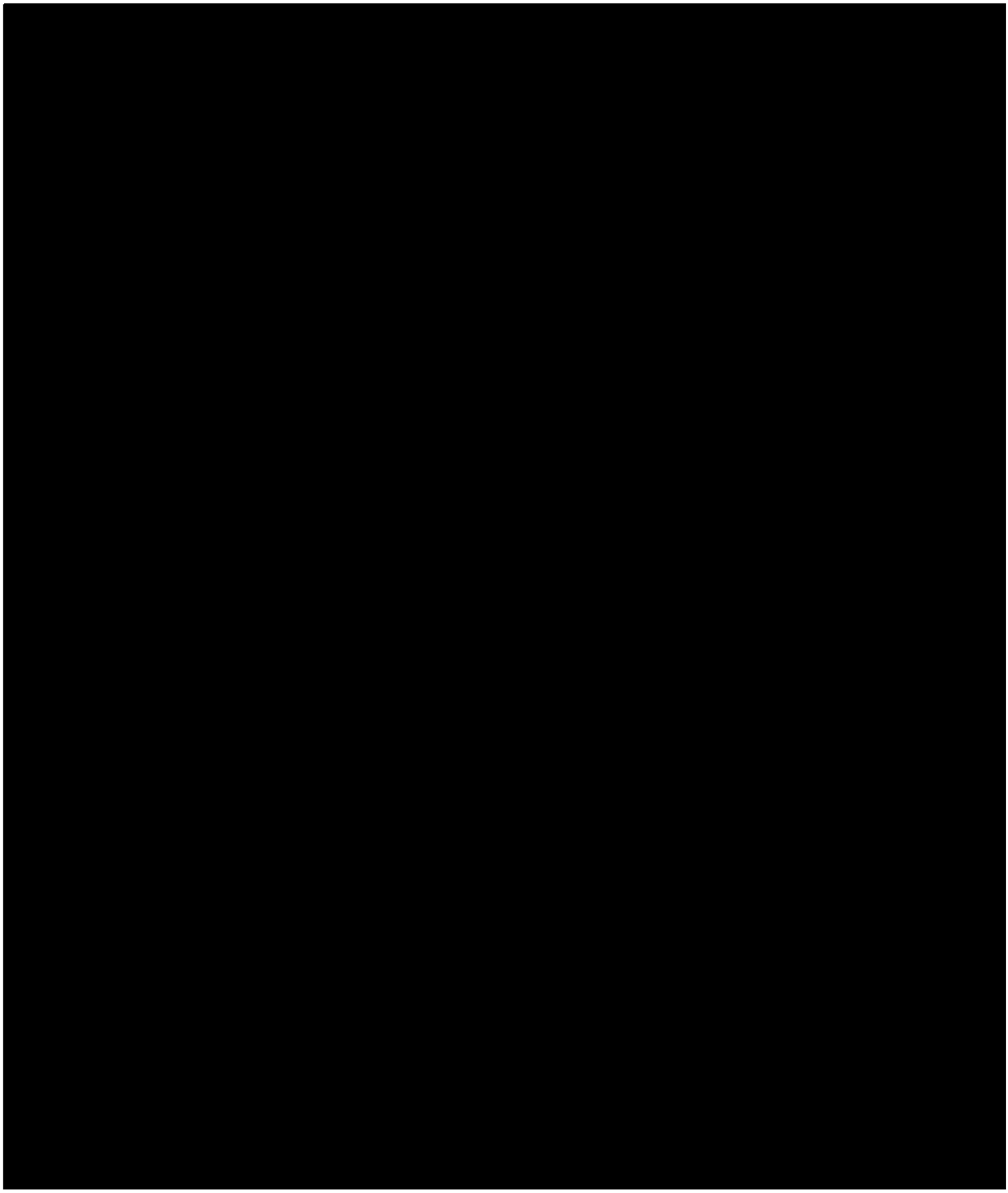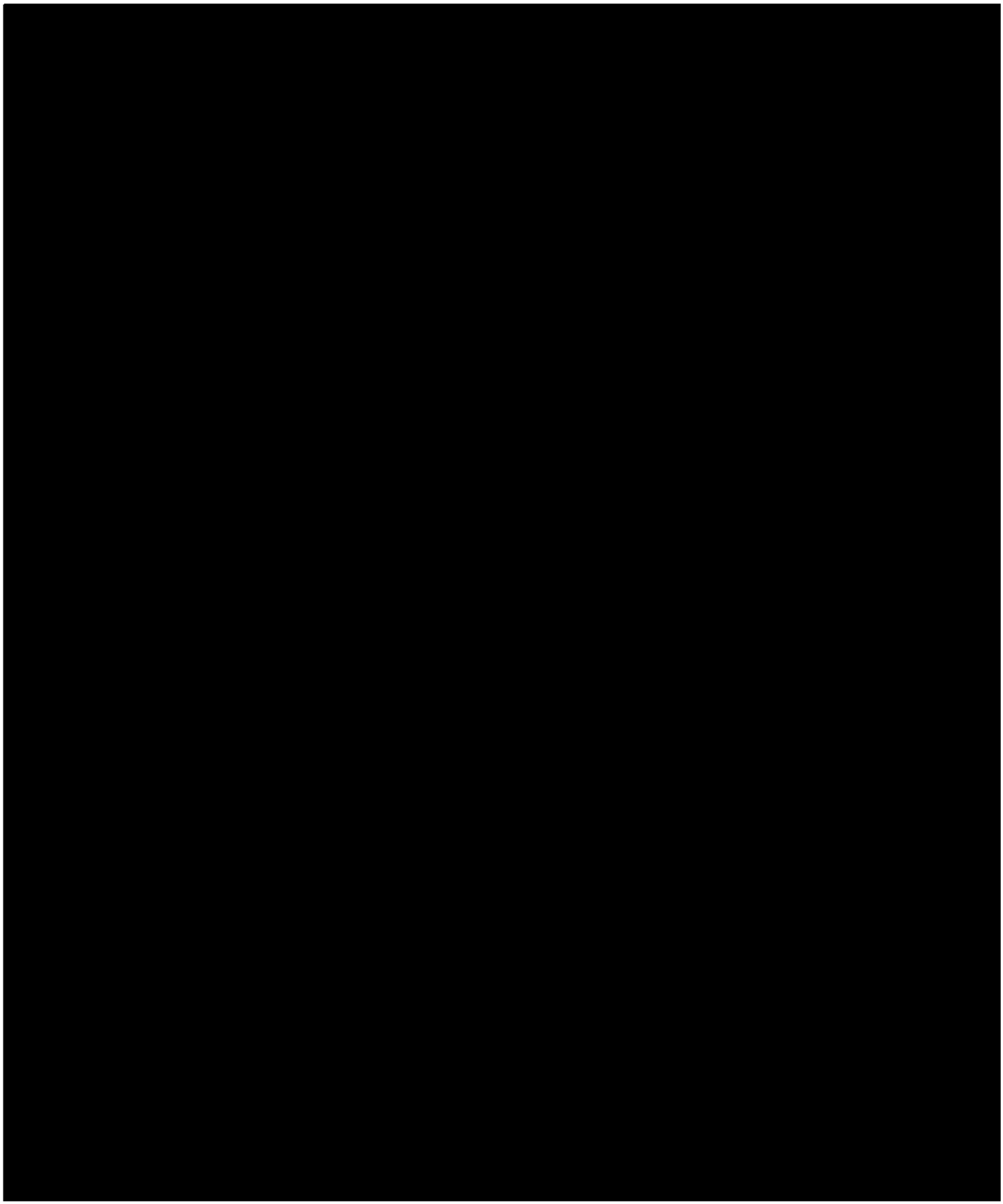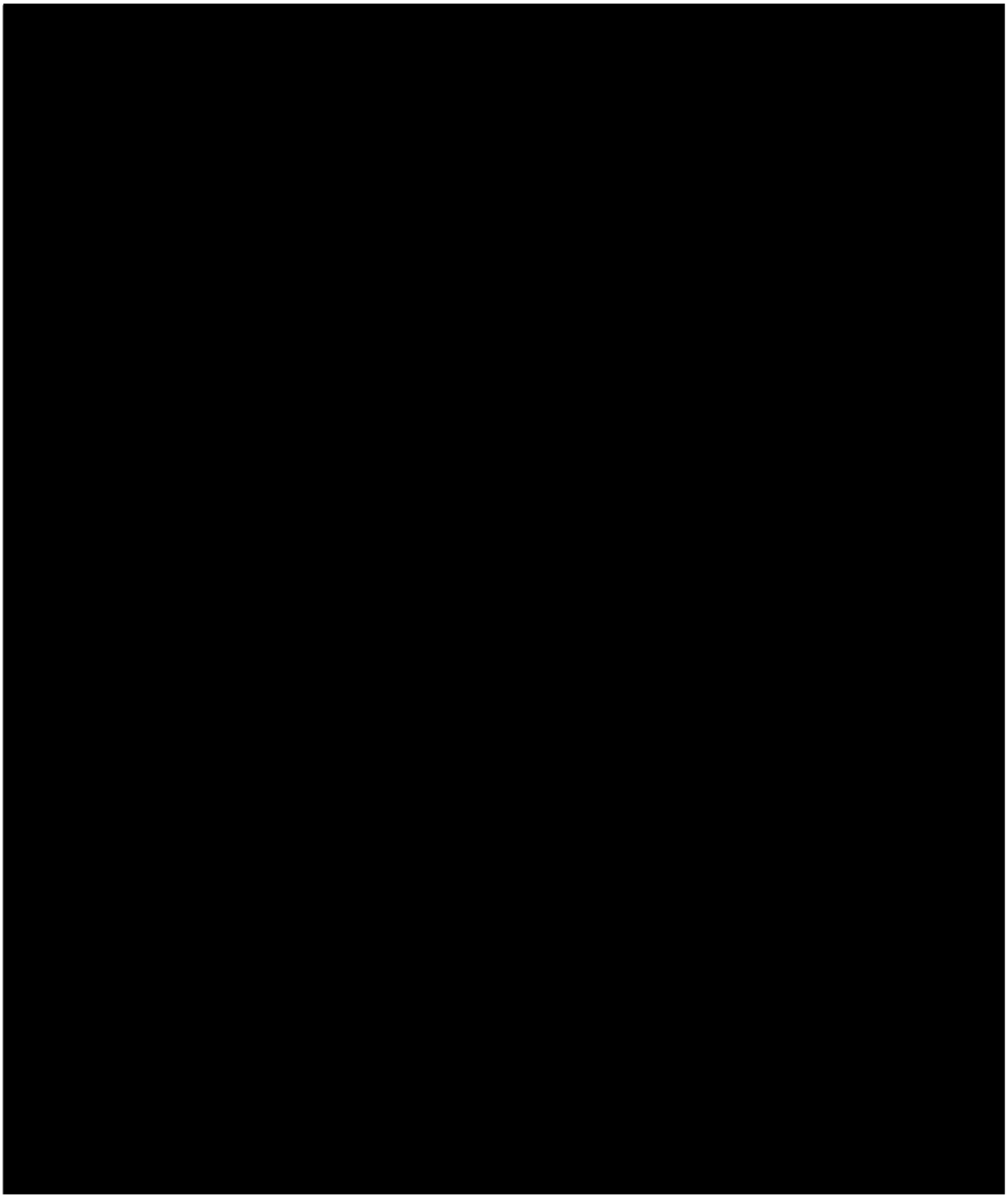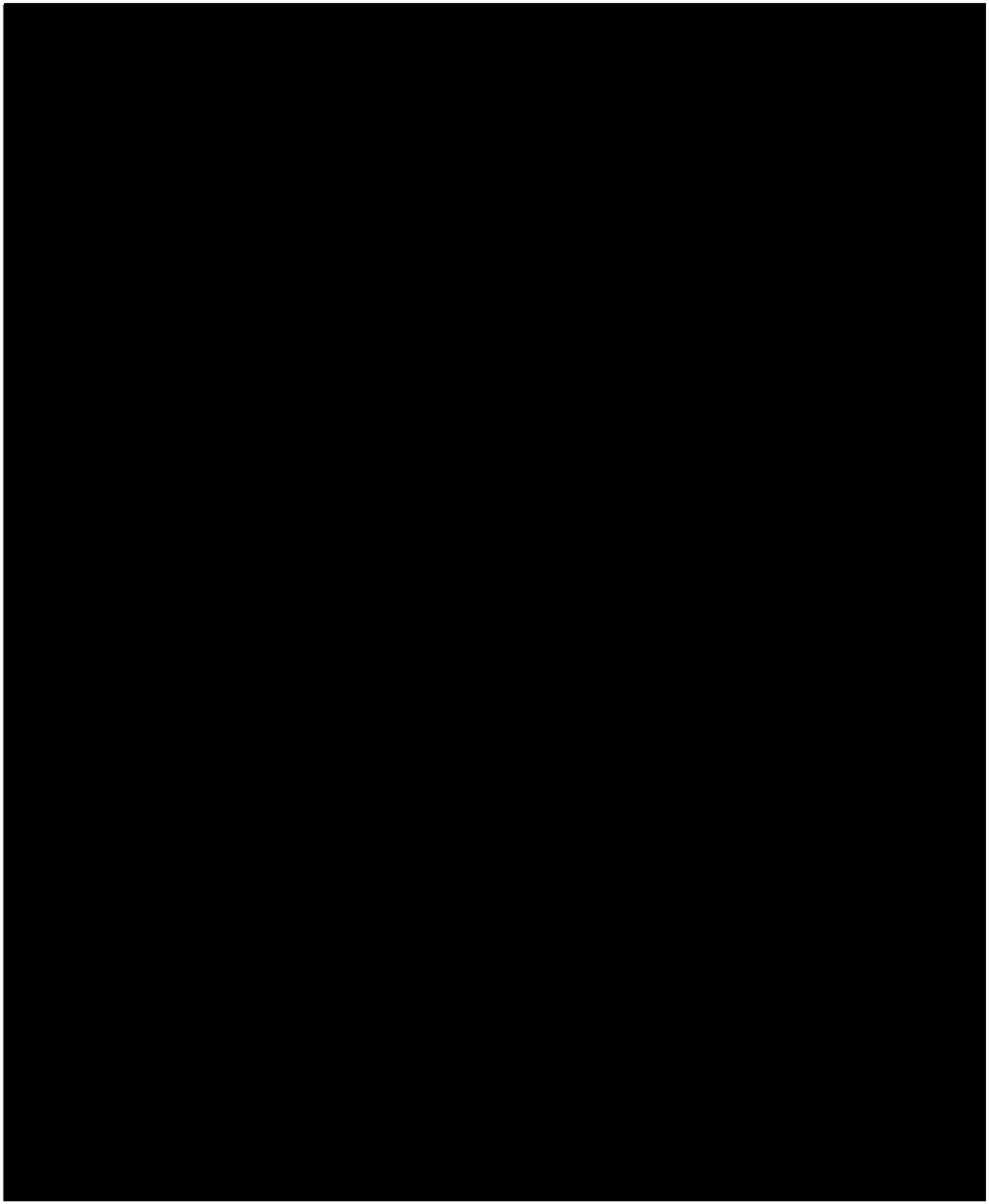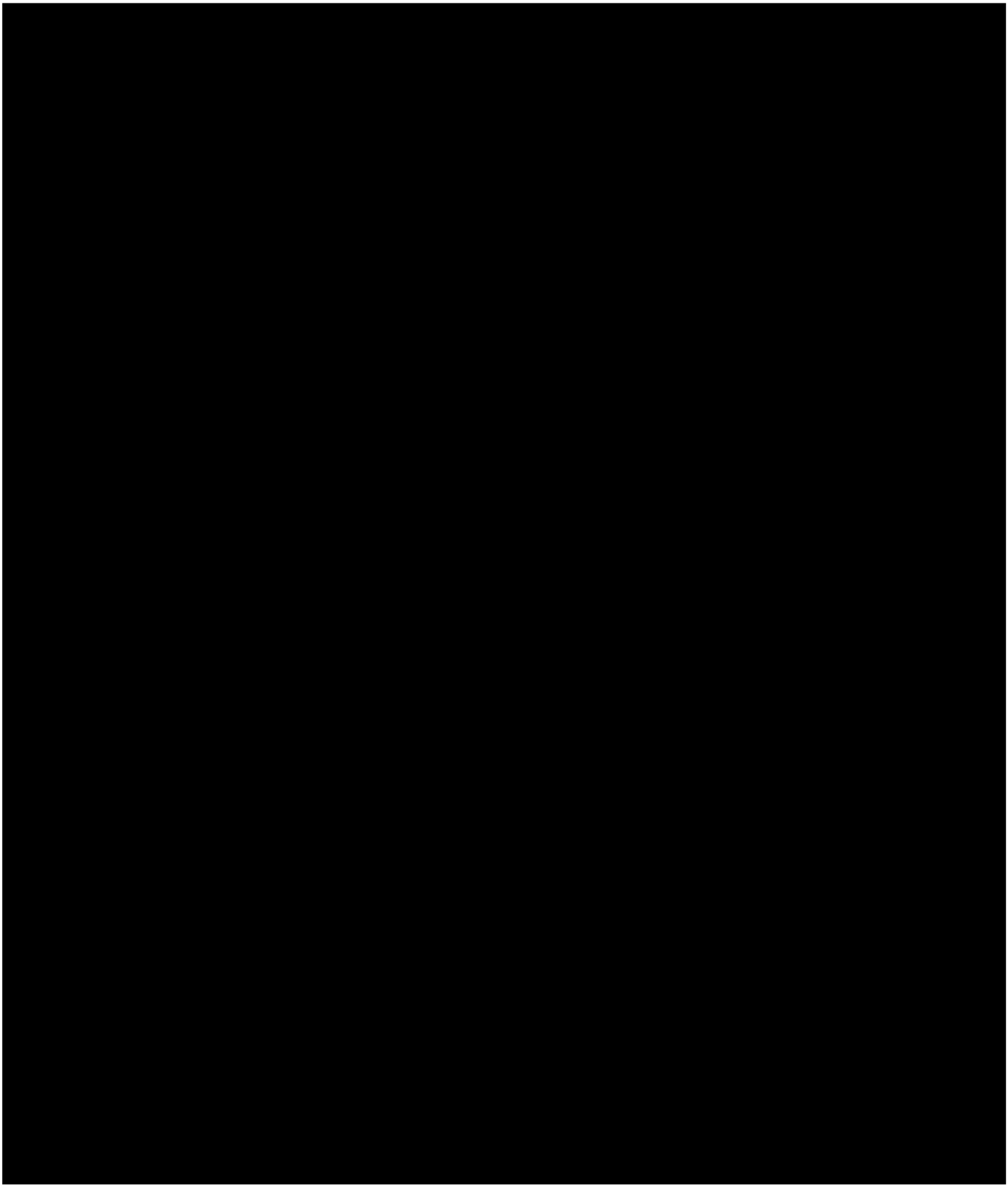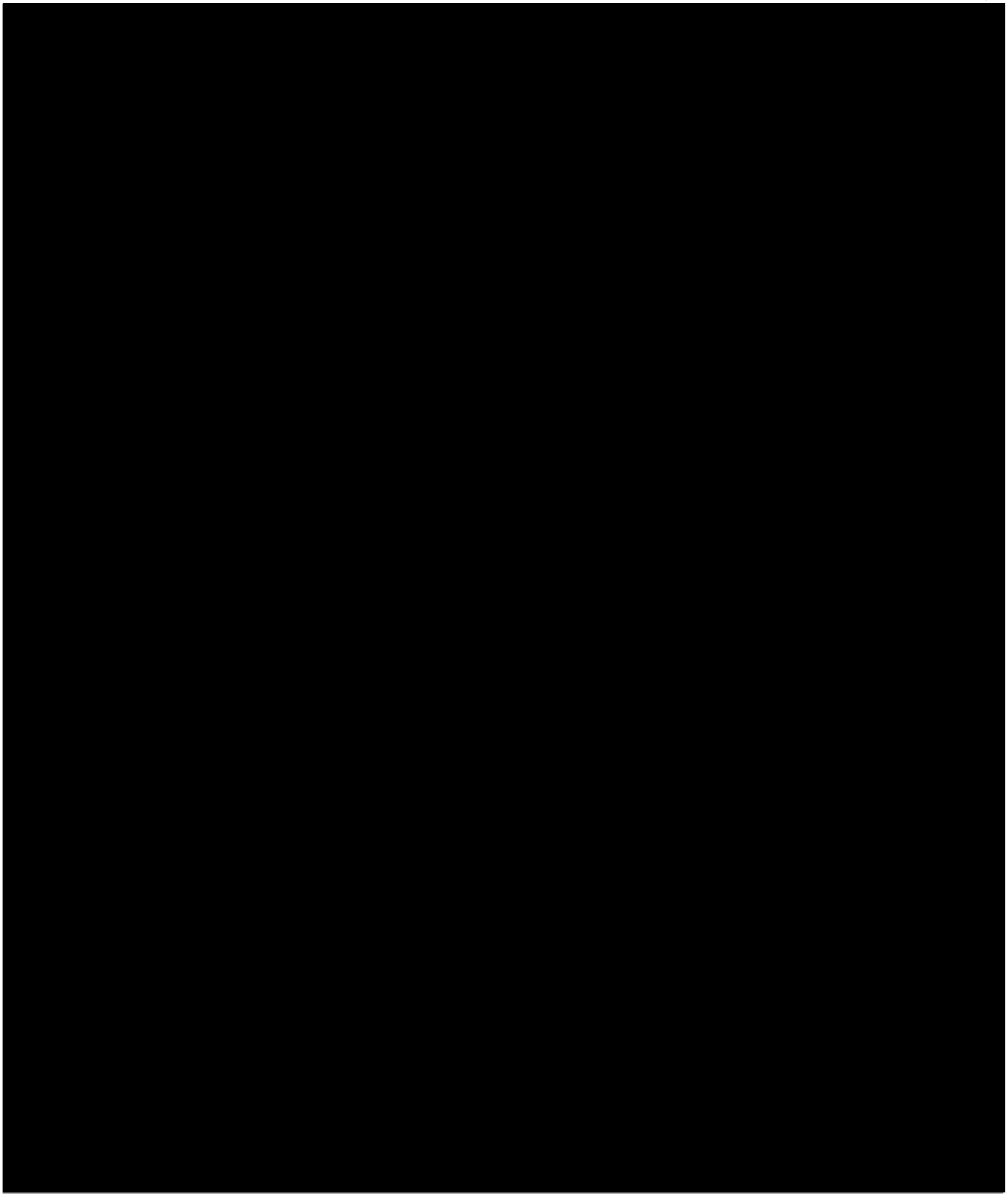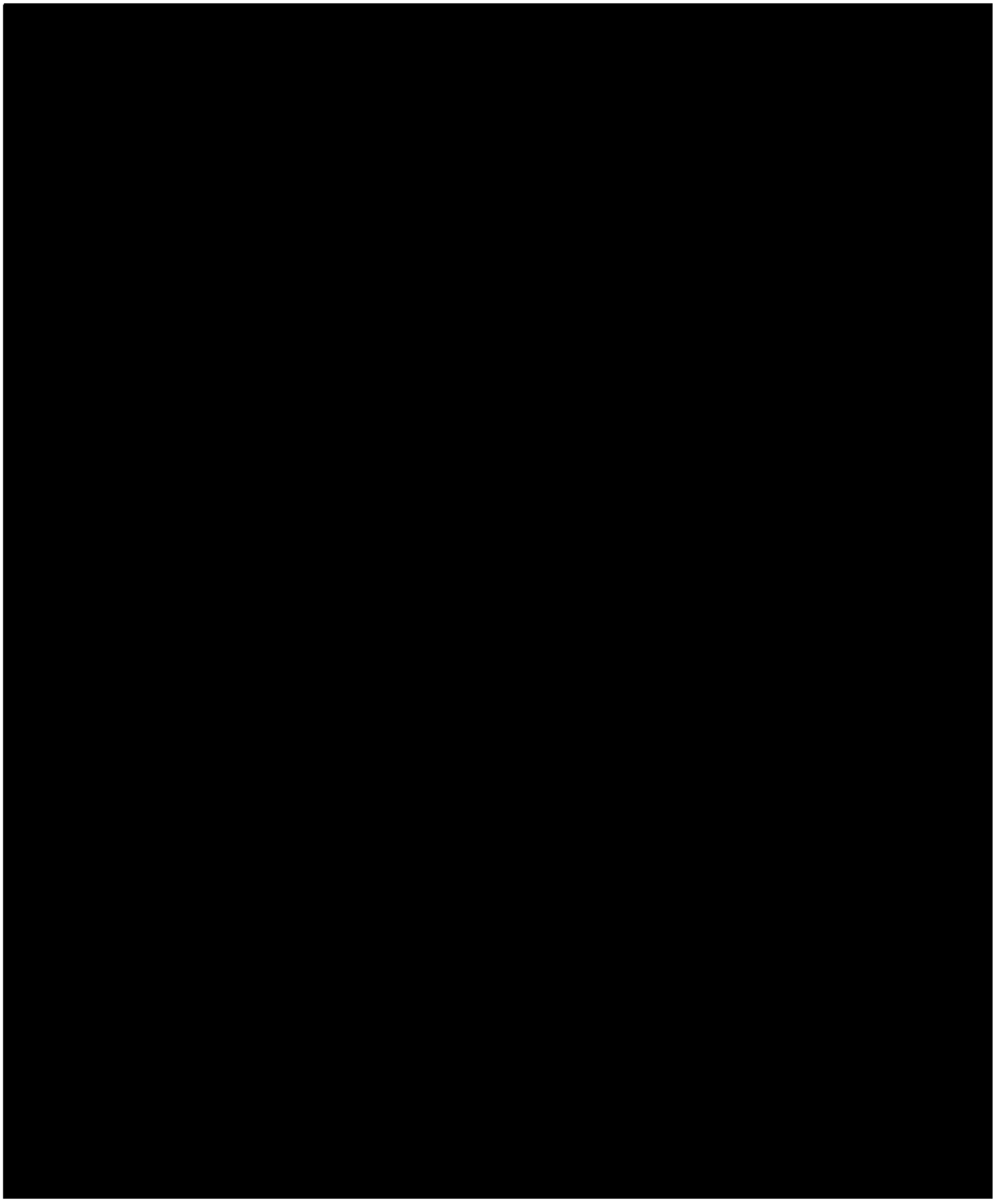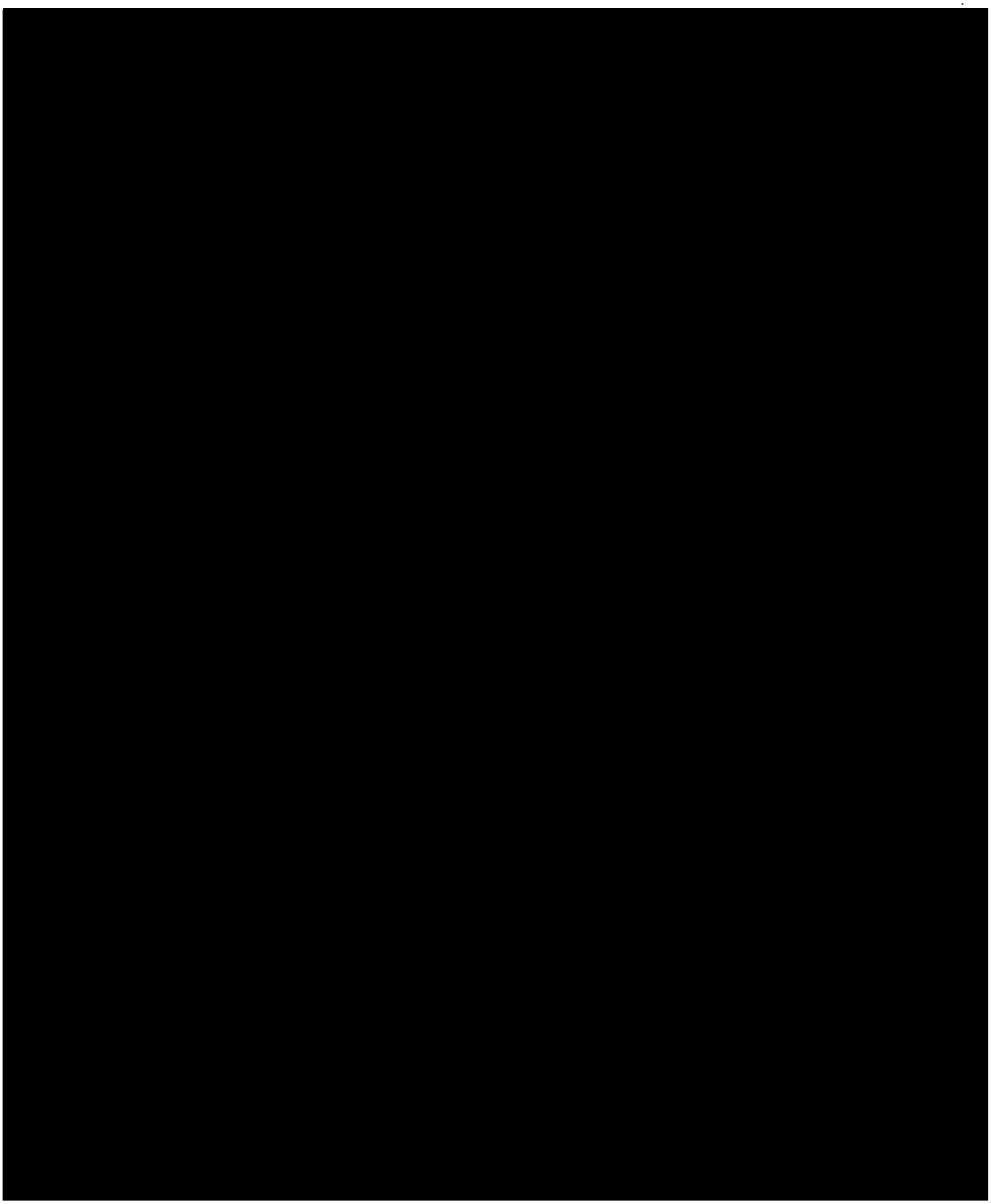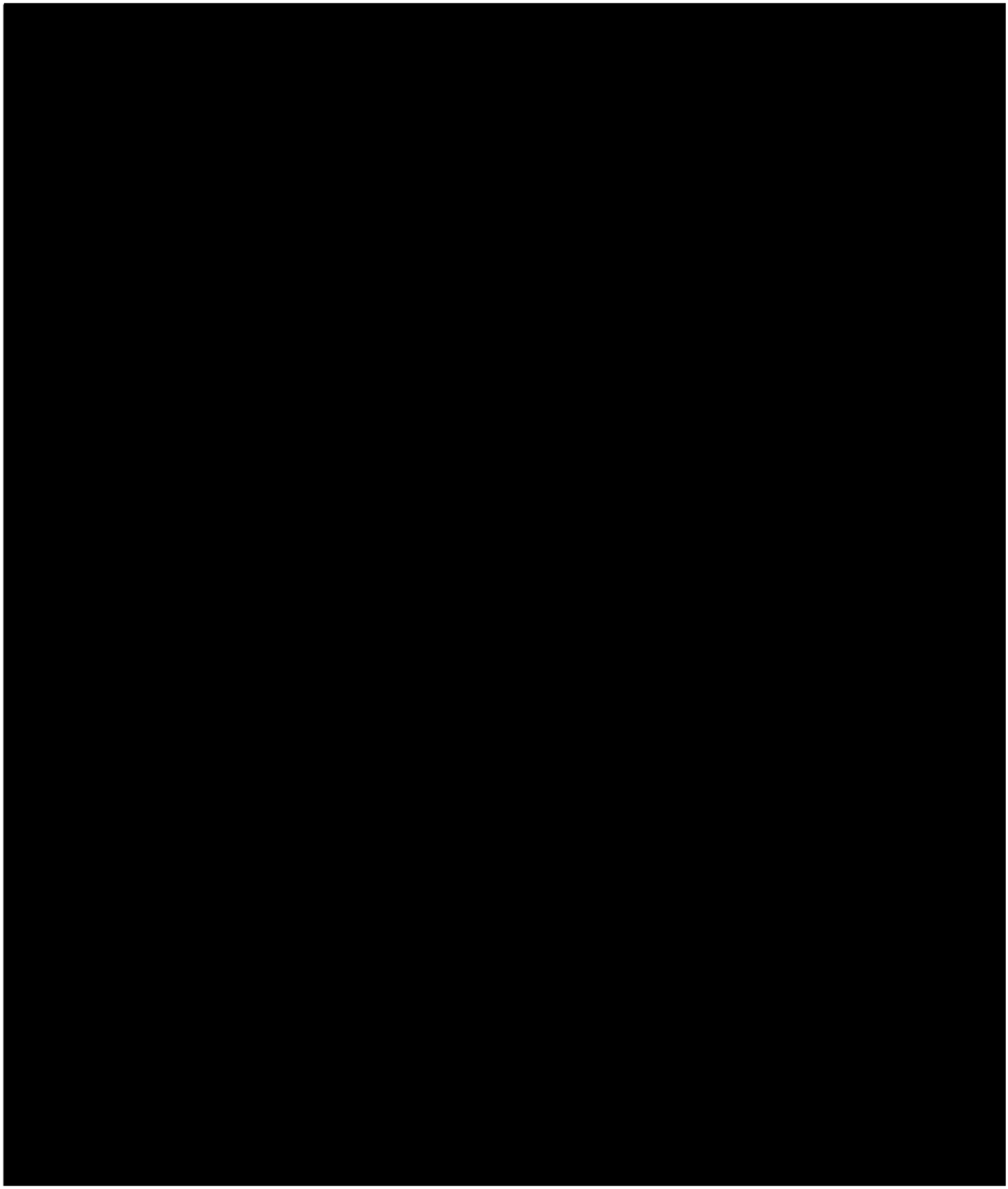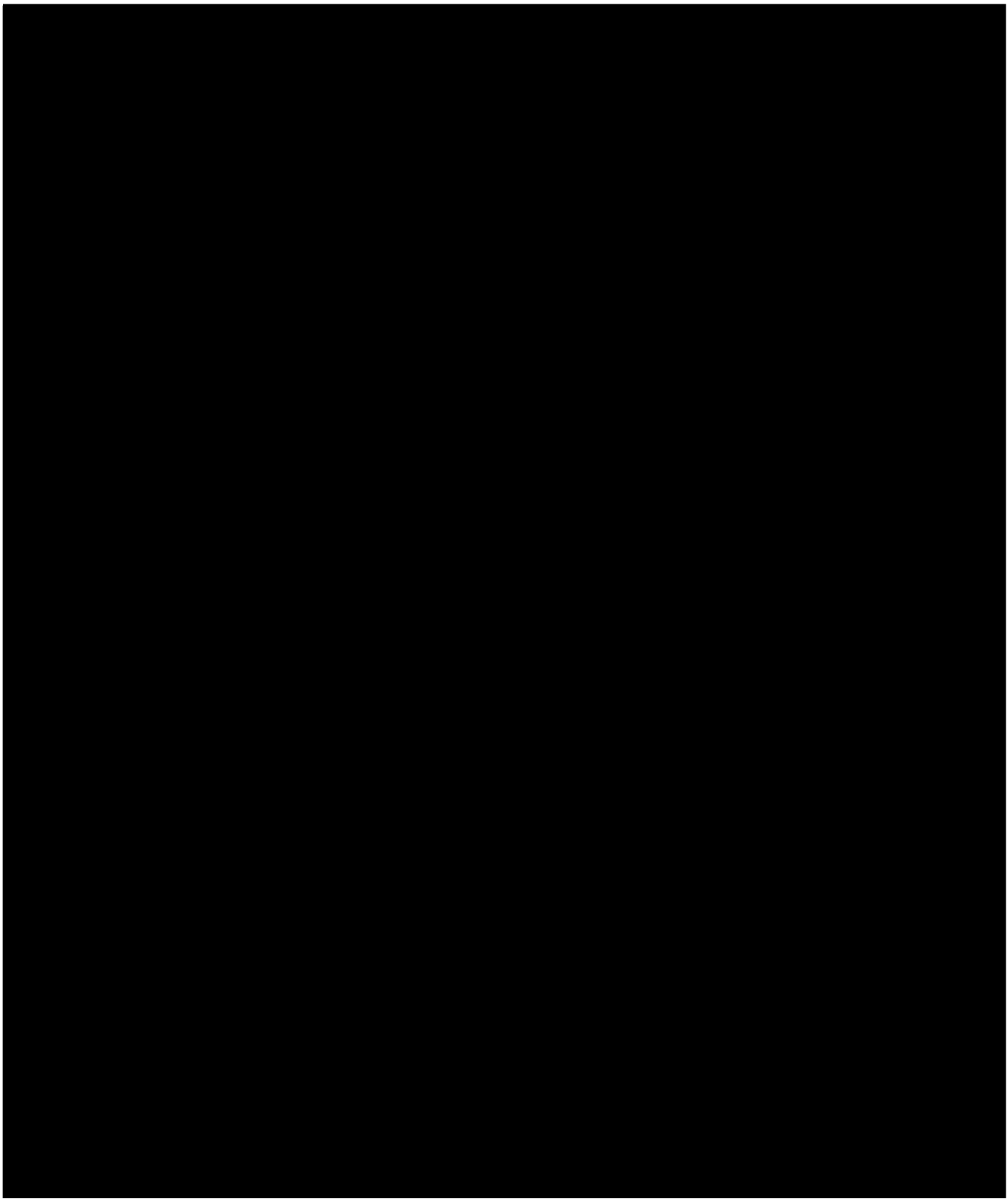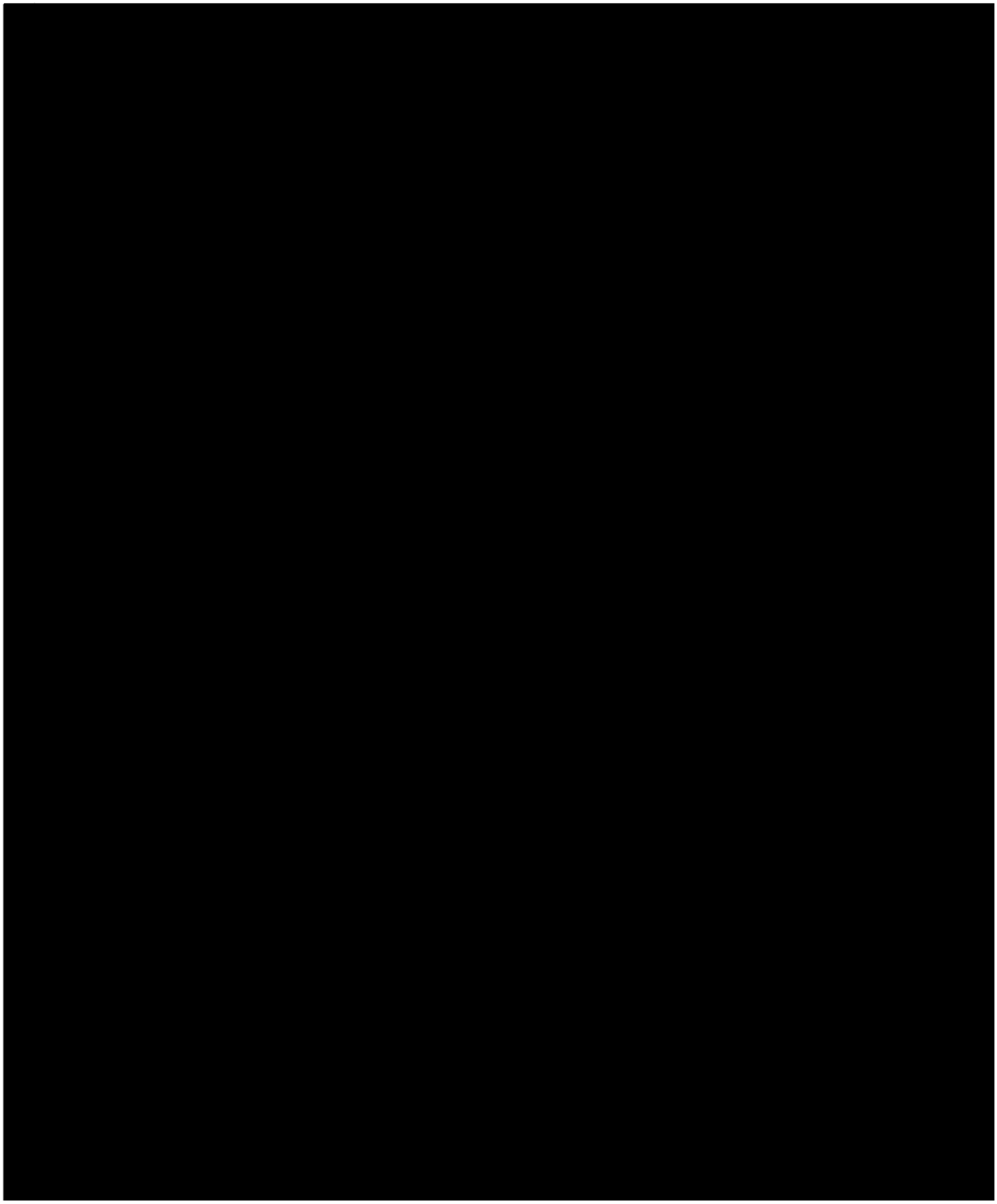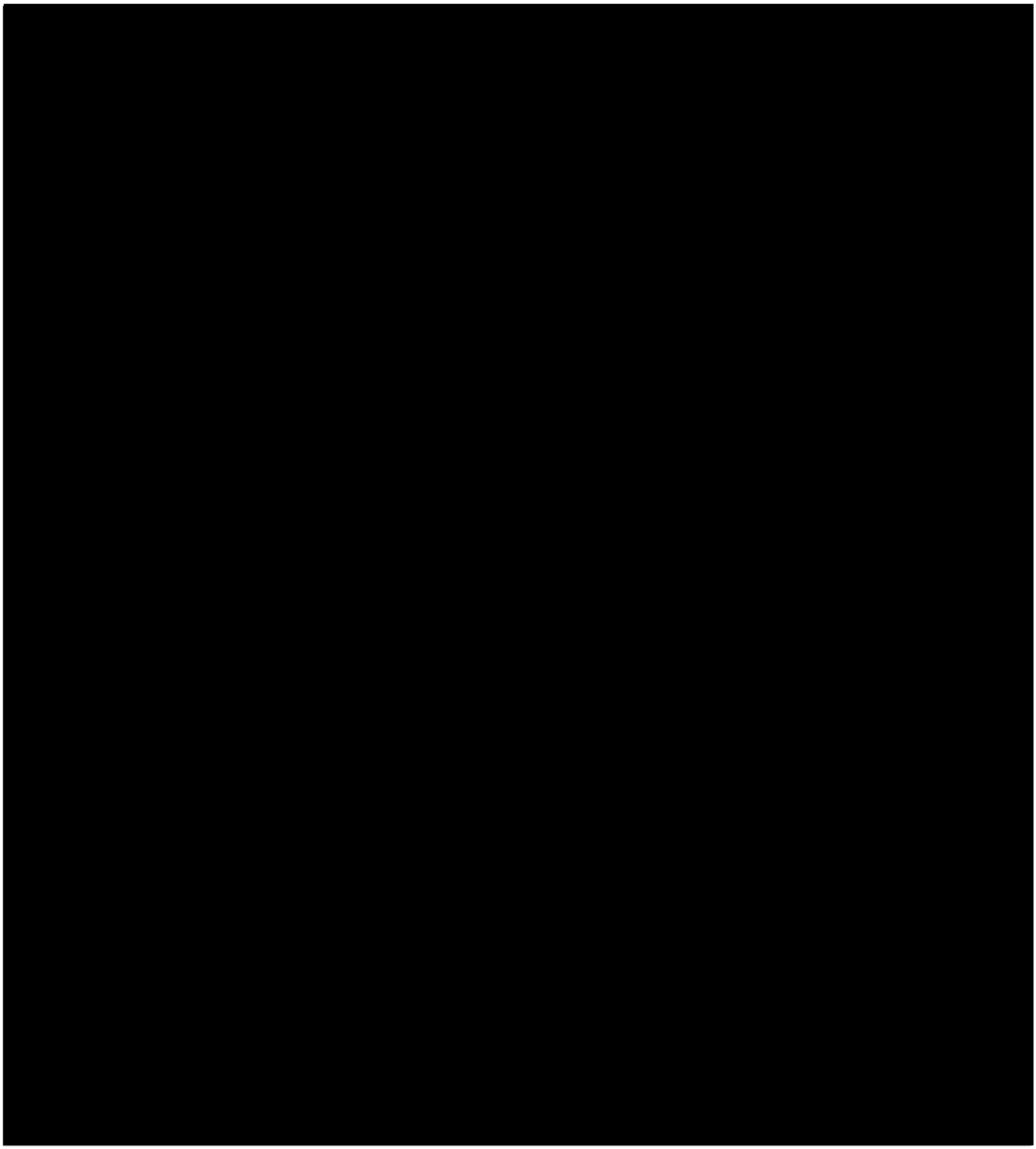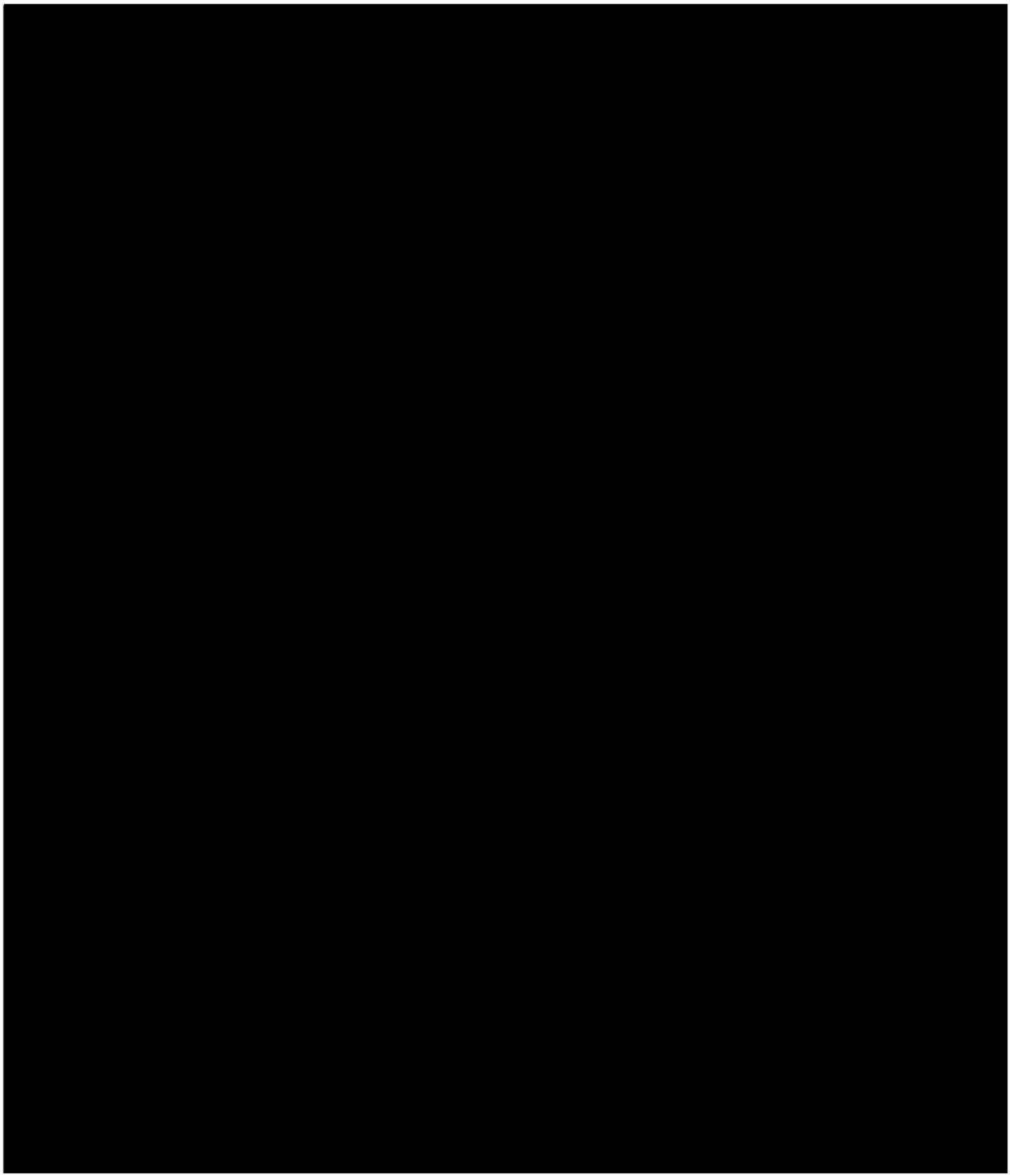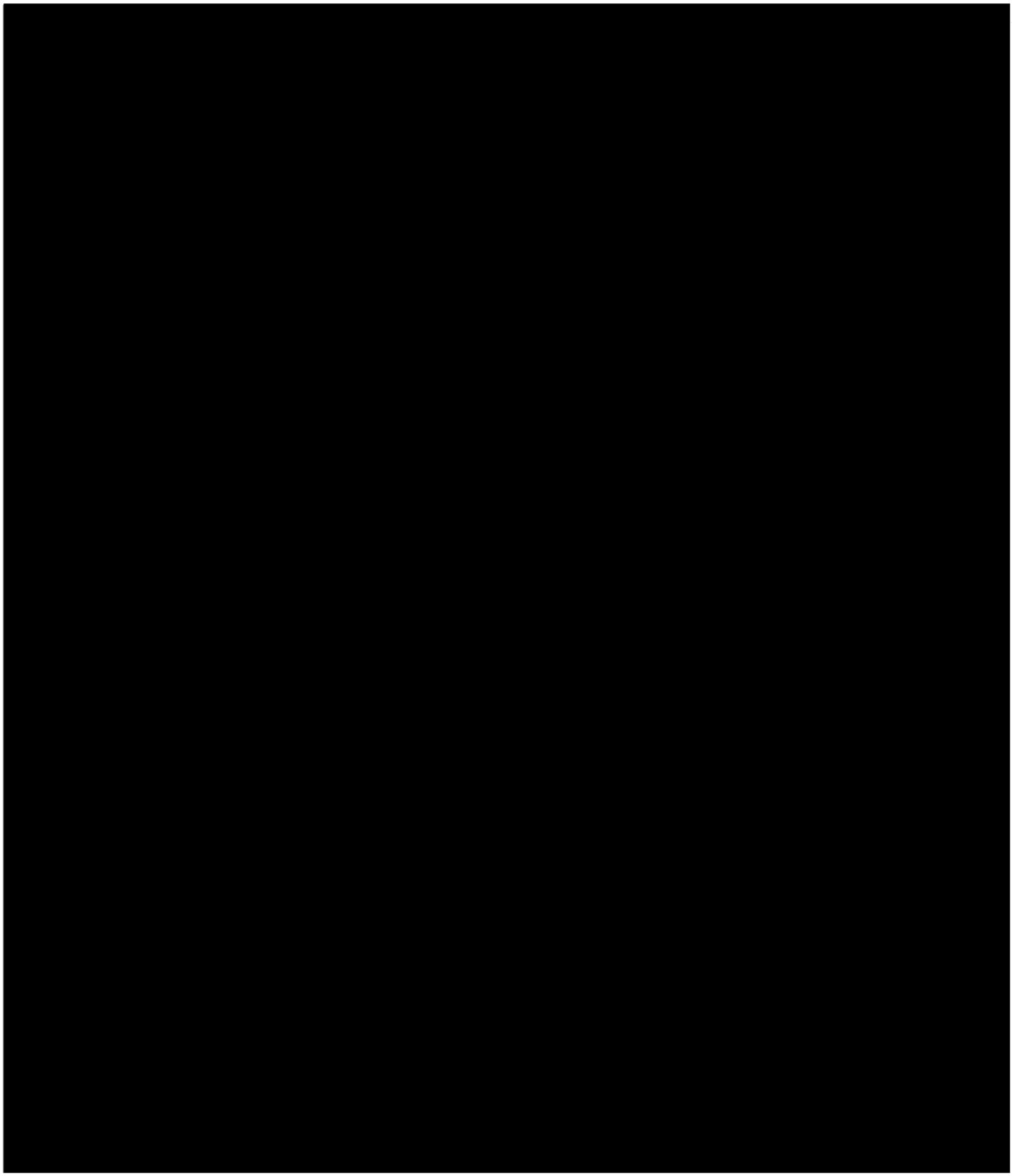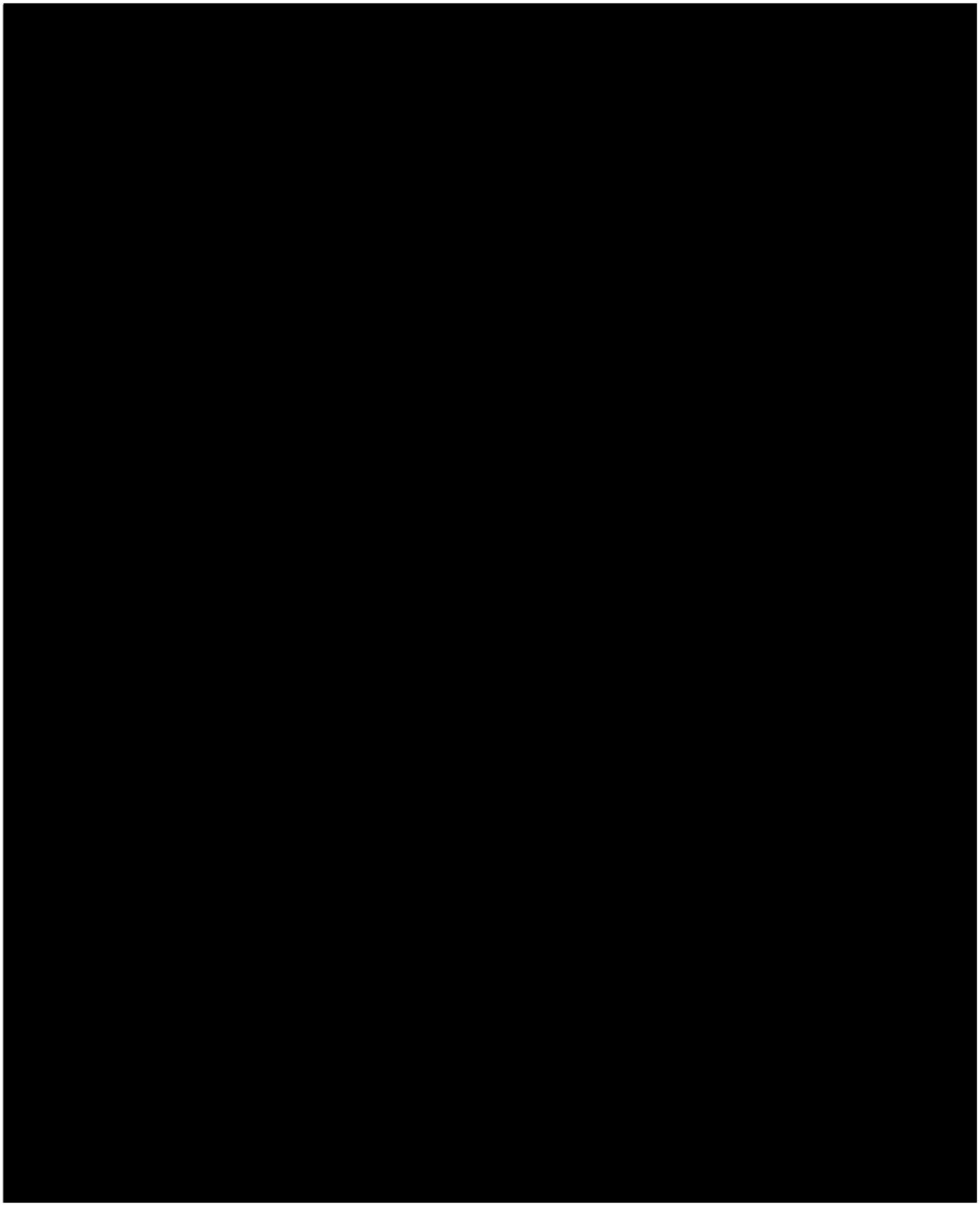
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