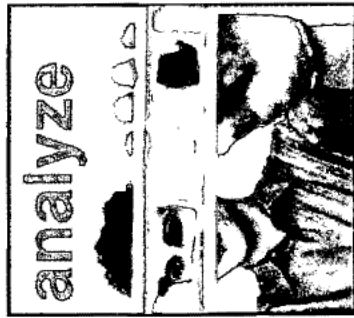
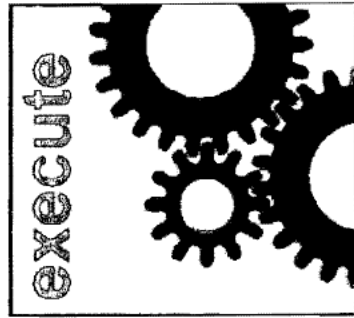


Plaintiffs' Exhibit 104



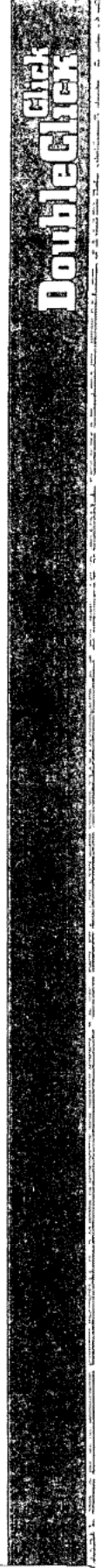
Google™

Click DoubleClick

Strategic Opportunities

March 15, 2007

Google Inc.
Attachment 4(c)-1
April 2007



DoubleClick

DoubleClick Overview Agenda

- **Corporate Overview**
 - **Core Businesses**
 - **Summary Financials**
- **Product Overview**
 - **Customer Value Chain**
 - **Sell Side Product Suite**
 - **Buy Side Product Suite**
 - **DoubleClick Marketplace (Ad Exchange)**
- **Strategic Opportunities Discussion**

Corporate Overview

What Has Changed Since the Buyout?

- **Divested non-core assets**
 - Marketing automation sold
 - Email sold
 - Abacus separated and then sold
- **Focus in 2006...**
 - Significantly enhanced the core operating system
 - Rebuilt the UI, workflow and underlying architecture for DFP, DFA and DE
 - Built and launched DART Sales Manager
 - Acquired Falk
 - Substantially increased market share among agency holding companies
- **Identification of, and aggressive investment in, key adjacencies**
 - Rich Media and Video
 - Became the second largest player in the industry for rich media and video, starting from scratch; launched the Motif In-stream (video) business; acquired Klipmart; extended international reach through Tangozebra acquisition; and grew from 30 people to over 200
 - Paid Search: will Y! pull API, making Search less valuable, reducing integrated search/display, making DFA less valuable; so Atlas gains share – ask Thacker
 - Launched DART Search, and combined it with Performics Full Service offering
 - Roughly \$1 billion under management
 - Launched optimization business
 - Building an ad exchange seamlessly integrated with DART

DoubleClick – A Quick Profile

Our Mission

- DoubleClick provides the industry-standard and mission-critical suite of solutions that empowers the majority of agencies, publishers, and marketers around the world to optimize their revenue from all aspects of their digital advertising transactions.

3,000+ total clients

- 9 of Top 10 global agencies and brands
- 9 of Top 10 US, 8 of Top 10 European sites
- 35 of Top 50 web publishers

Nearly 18 billion ad impressions served daily (DART and DART Enterprise)

- 17 data centers around the world
- 300+ engineers developing ad management solutions
- 30+ product launches or major upgrades in 2006 (more than last 4 years combined)

1200 Employees in 17 countries

- Nearly tripled headcount since mid 2005
- Falk, Klipmart and Tangozebra acquisitions added technology / service expertise and increased global footprint



Sell-Side

DART for Publishers

DART Enterprise

DART Motif for Publishers

DART Adapt

Buy-Side

DART for Advertisers

DART Search

DART Motif for Advertisers

Performics Search

Performics Affiliate