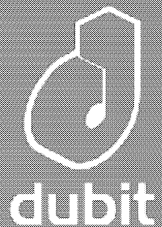


Exhibit 152

Social Aspirations of 8-15 Year Olds



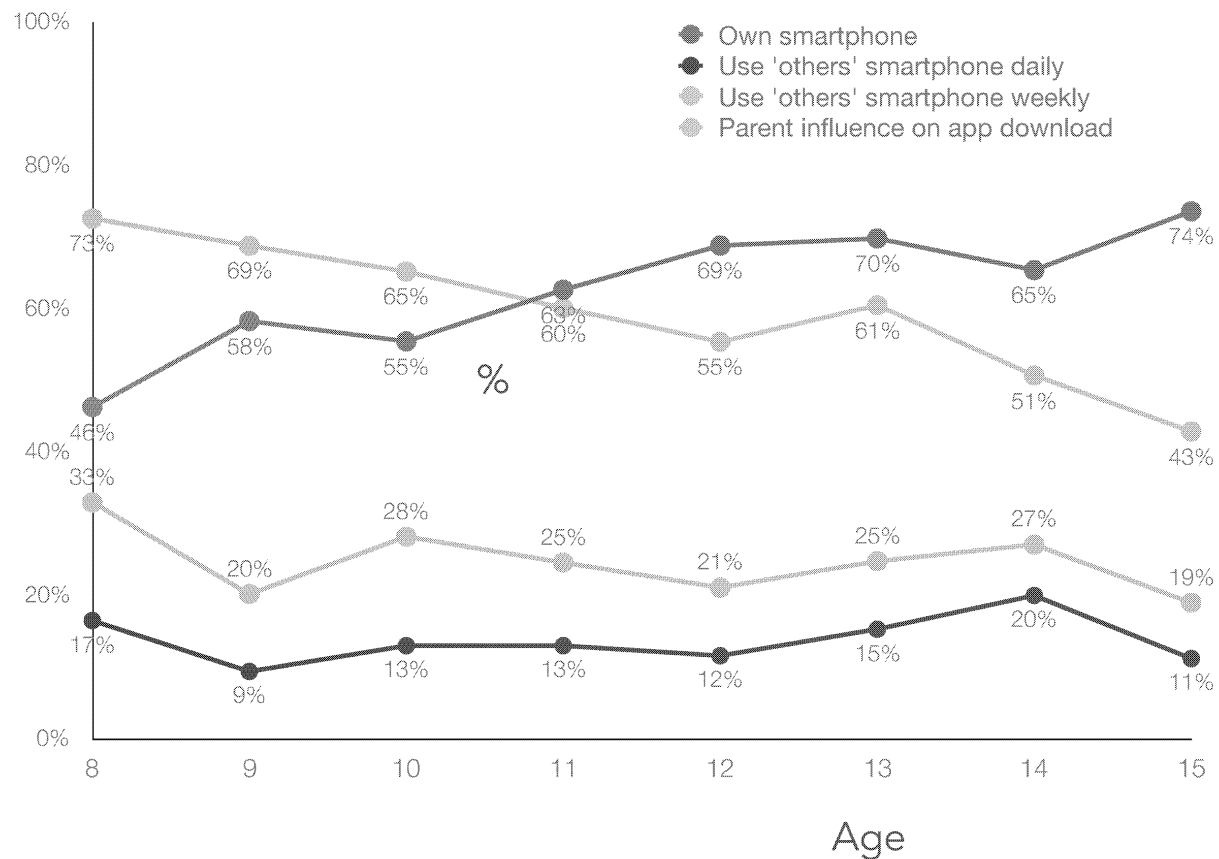
trends

Facebook Safety Summit
David Kleeman, SVP Global Trends, Dubit



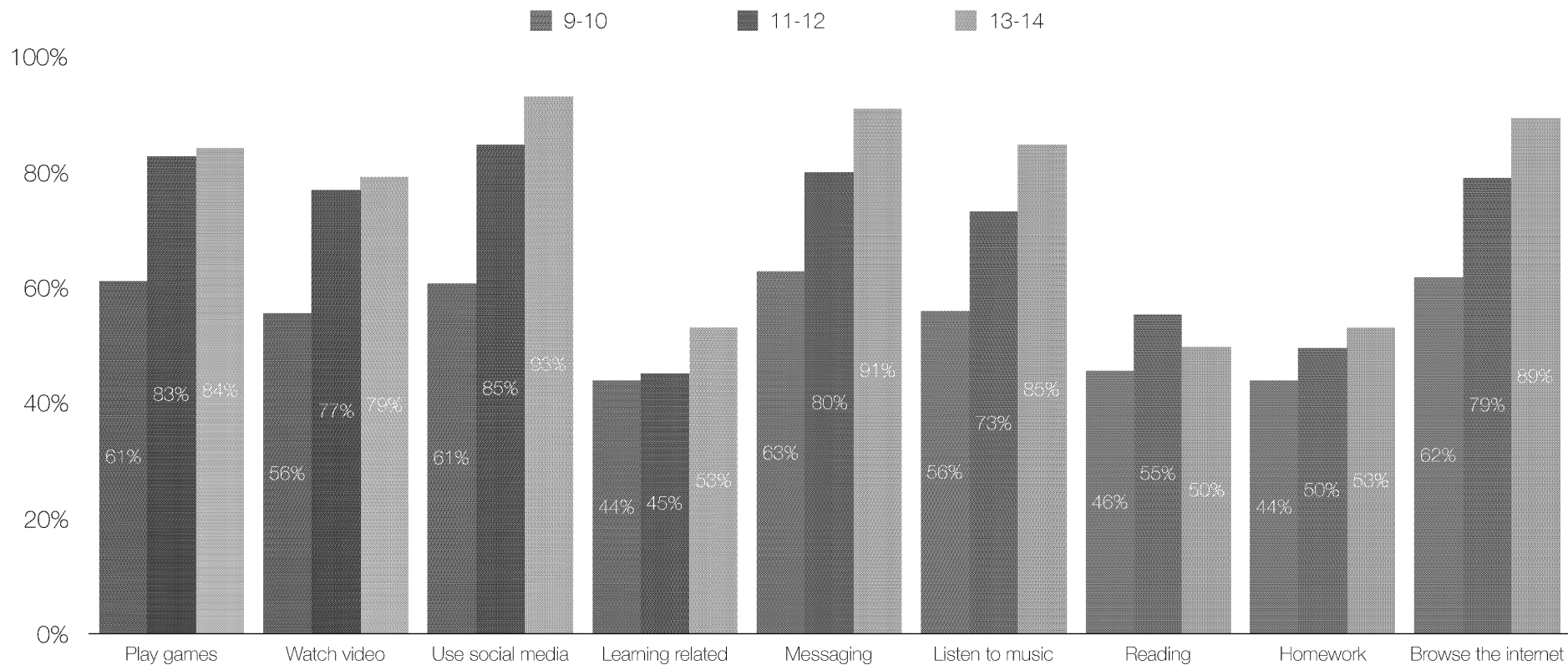
Got Smartphone?

By age nine over half of kids own their own smartphone, when a decrease in parental control over app purchases begin.



Why "Screen Time" Is Meaningless

What kids with their own smartphone do on a smartphone



Source: Dabit Trends. AQ4.3. Thinking about what you do [sub-text: your child does] on a smartphone, please select all that apply
 (Base: US Wave 6 Have their own smartphone 209 9-10 years olds 186 11-12 year olds 177 13-14 year olds weighted)

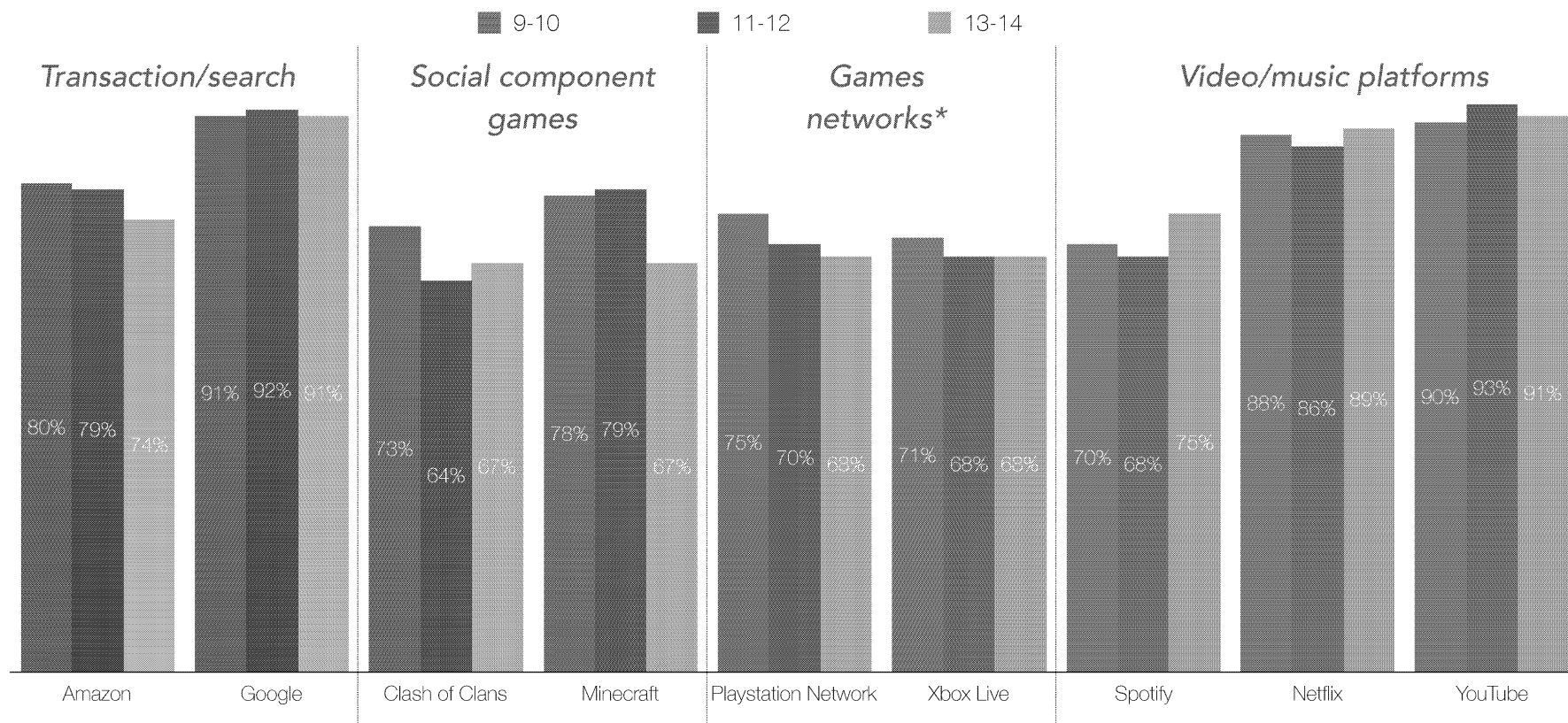
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Why "Screen Time" Is Meaningless

What else kids with their own smartphone do - weekly



* Not using games networks on the device but have their own smartphone and a subscription to either PSN or Xbox Live

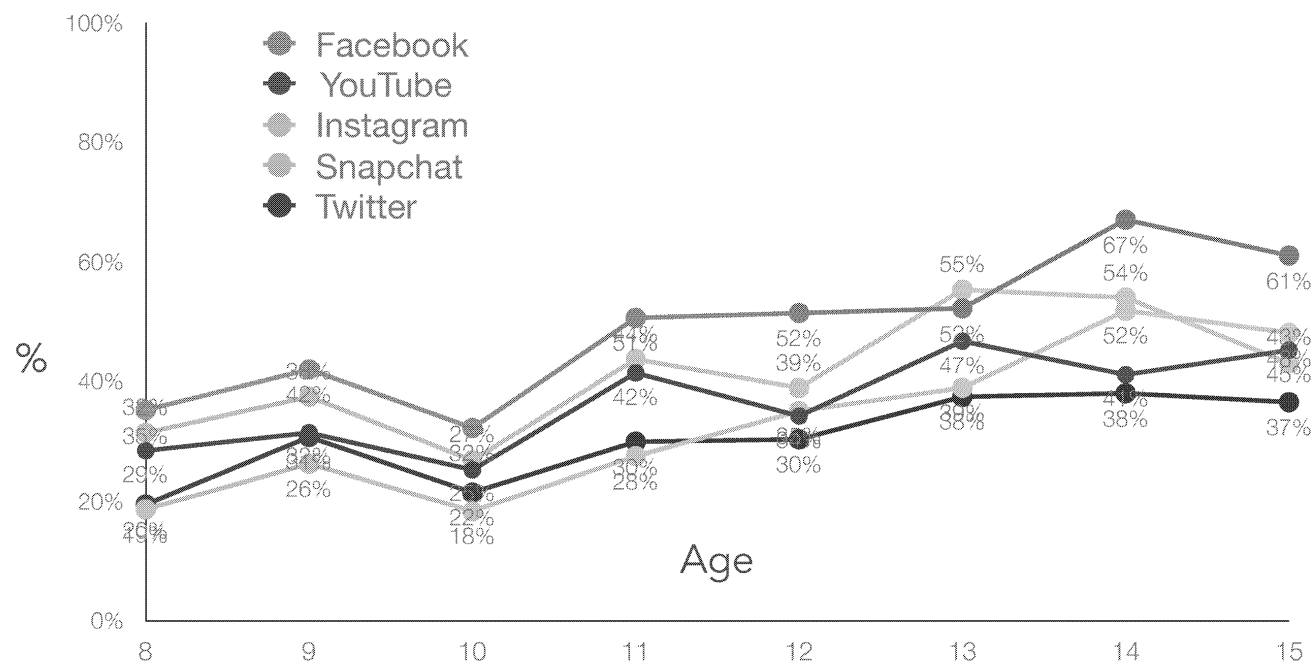
Source: Dubit Trends. EEQ3. Which of the following digital products use?
 (Base: US Wave 6 Have their own smartphone 157 9-10 years olds 181 11-12 year olds 187 13-14 year olds weighted)

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Social-ization I



A product marketed for under 13s will have less appeal to over 13s.
Current legislation appears to have created two distinct audiences.

Social media usage jumps at 13/14, as access barriers are removed, suggesting that many <13 still have restricted access to social media, despite desire for it. Many digital activities (e.g., gaming, messaging) increase dramatically around 13, suggesting increased autonomy.

Social-ization 2 (Sherbert Research)



I'm too young, but I'm not sure why.



It's about getting noticed.



Great for chat, but can be overwhelming.



The everyday me.



Personal and aspirational.

Sherbert Research, 2015

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