

Exhibit 163

Youth Landscape

and opportunities for IG

July 2021

CONSUMER PRODUCT STRATEGY & INSIGHTS

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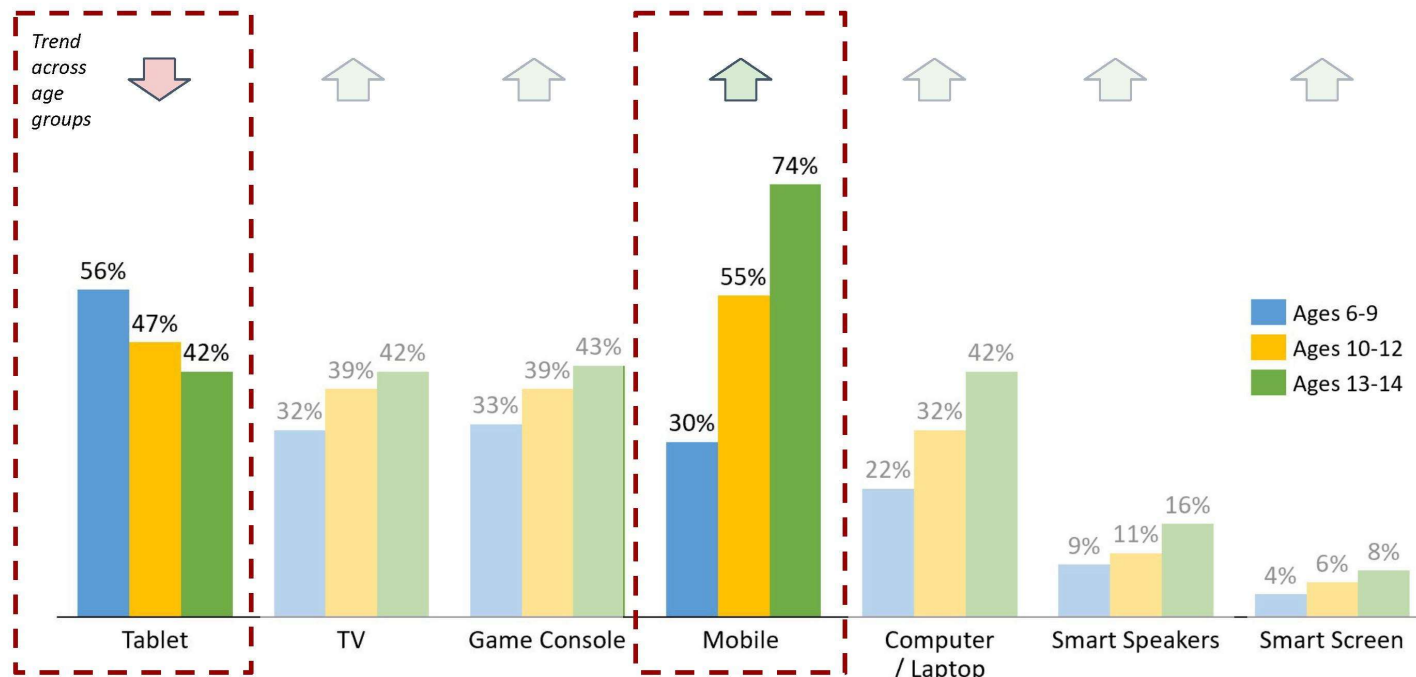
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Youth device primacy correlates with age, tablets being the primary device at an early age and later replaced by mobile

Ownership of Devices by Kids Across Age Groups, US Only
(% of Children Interviewed¹)



1. **Tablet is the primary device** for kids 6-9, but the usage and ownership **decreases as kids age up**
2. All other devices increase in ownership, especially **mobile** devices, growing rapidly to become the **dominant primary device by ages 13-14**
3. **However**, the survey is US centric and countries such as **India may have less tablets** and thus may **leapfrog to mobile directly**

Source: Consumer Product Strategy Analysis, Dubit Report 2018

Note: Confidential, Internal Use Only; Data used does not define a particular market and named companies do not signify a complete list of participants in any market. ¹ Parents were directly interviewed

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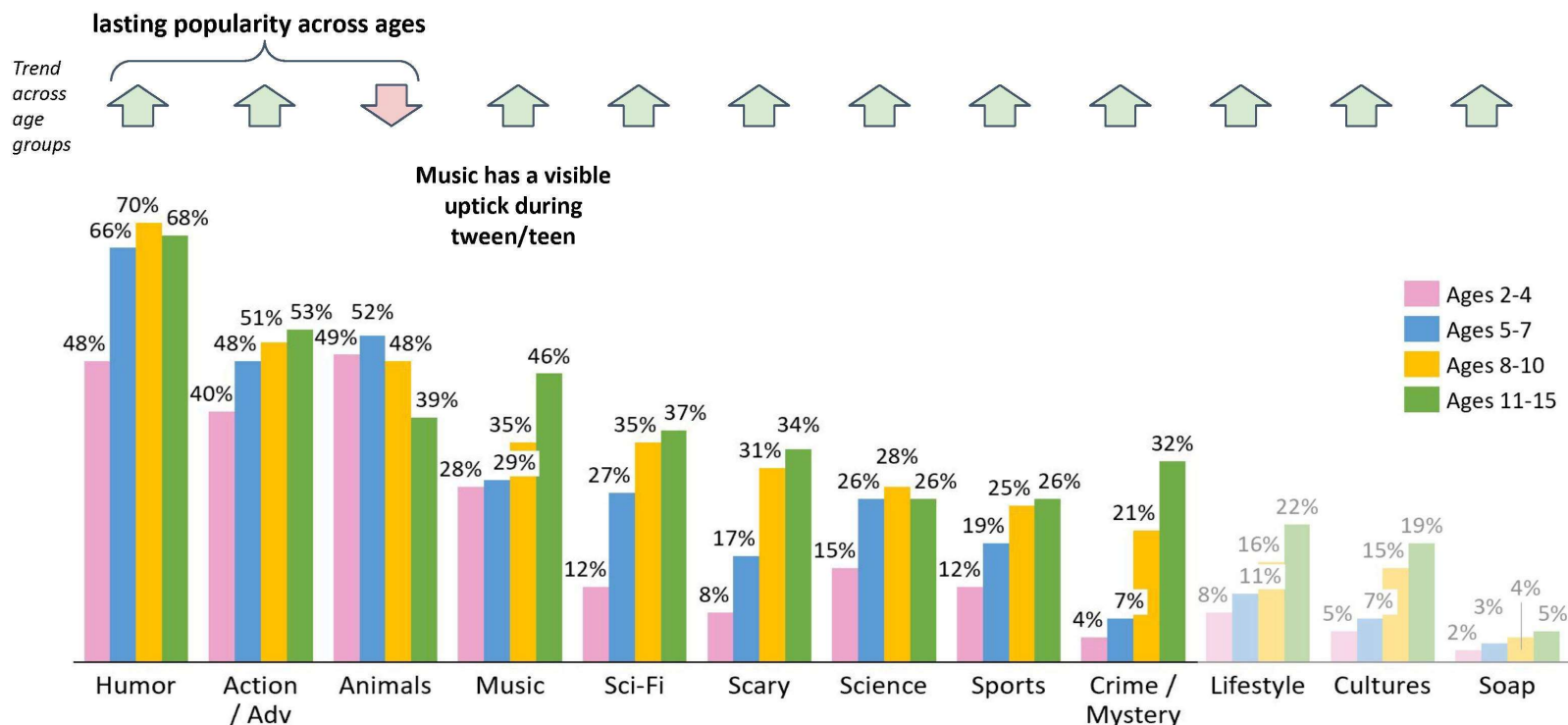
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Content genre preference also evolves with age bands, with Humor as a primary genre initially while others are being explored

Preferred Entertainment Genres by Kids Across Age Groups, US Only



- **Humor is a primary genre since early ages and plateaus around pre-tween to tween years**
- **Most other content categories grow in consumption over time, signifying kids starting to venture out and explore variety over time**

Source: Consumer Product Strategy Analysis, Dubit Report 2018

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2/ Youth Needs Framework

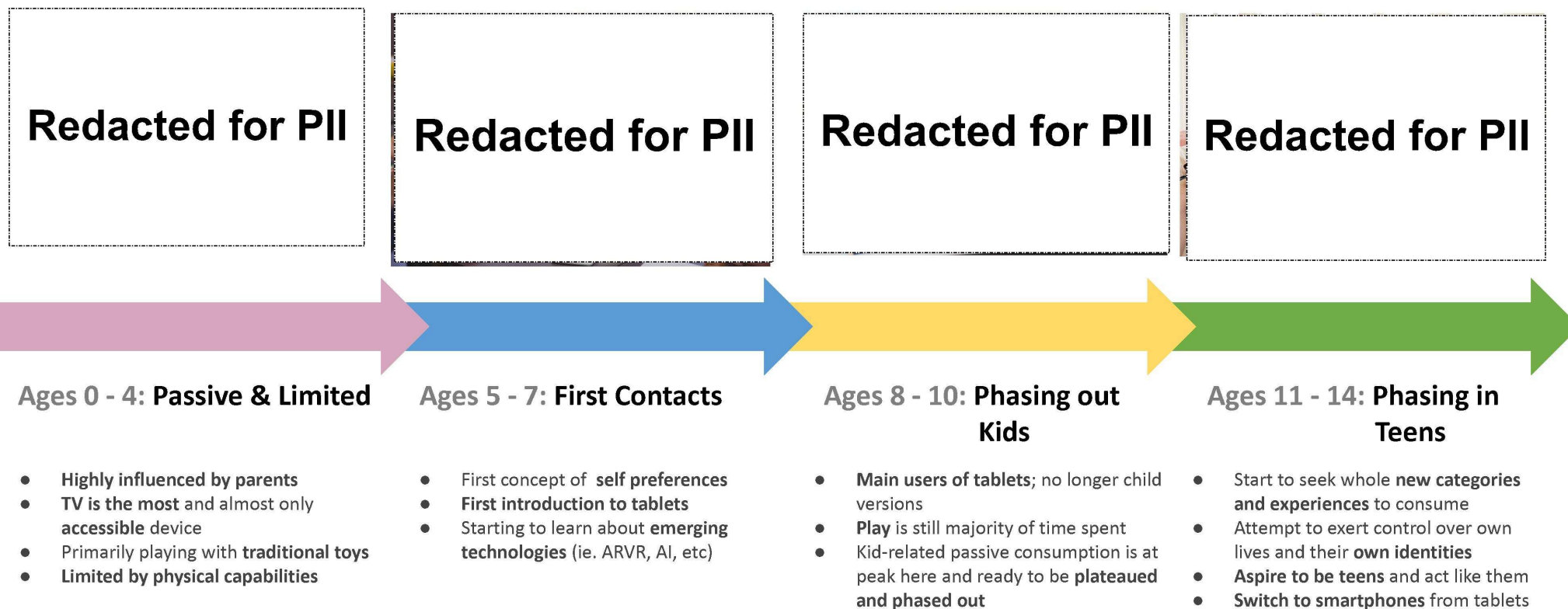
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Youth lives are very different at various stages; as they learn more of the world, their digital exposure and consumption also grow



Source: Consumer Product Strategy Analysis, Dubit Report 2018

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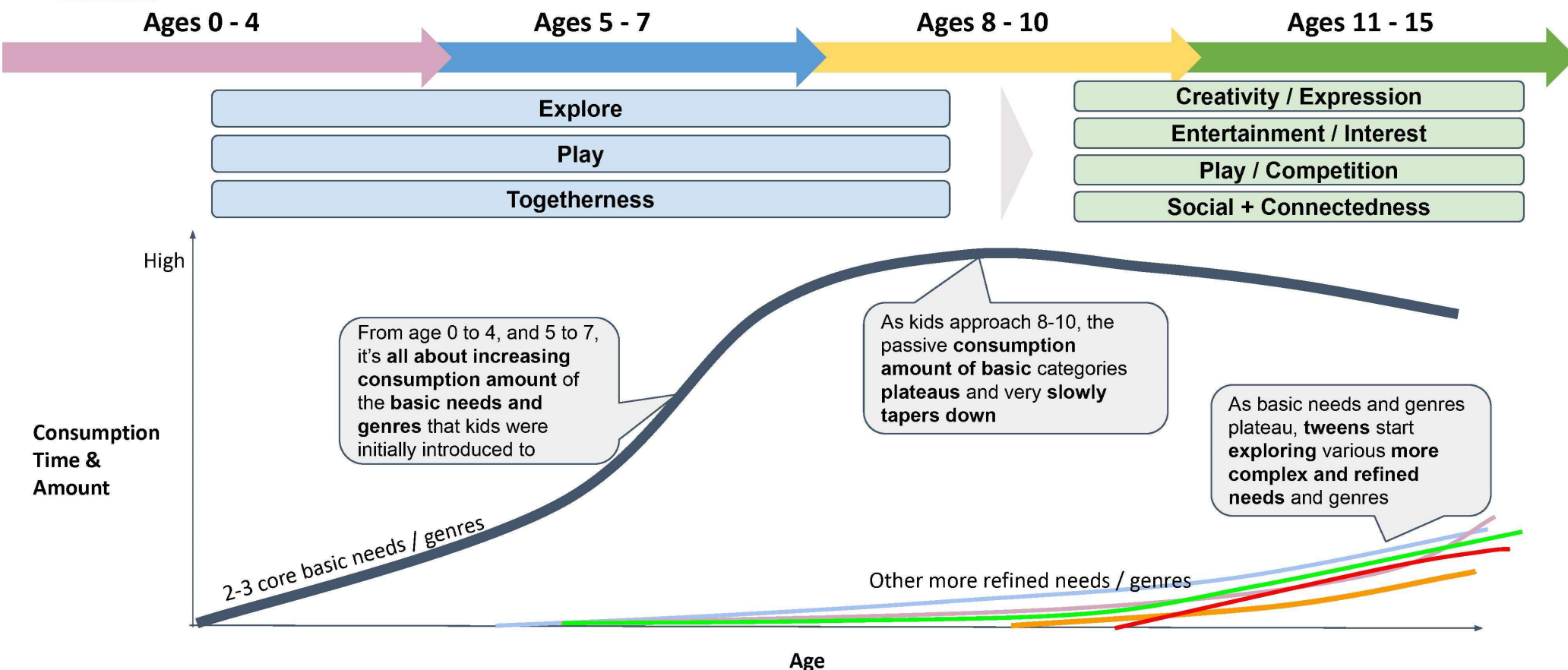
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Youth needs first grow in consumption then expand in breadth ages 8-10; needs evolve from 3 common themes to 4

Illustrative



Source: Consumer Product Strategy Analysis

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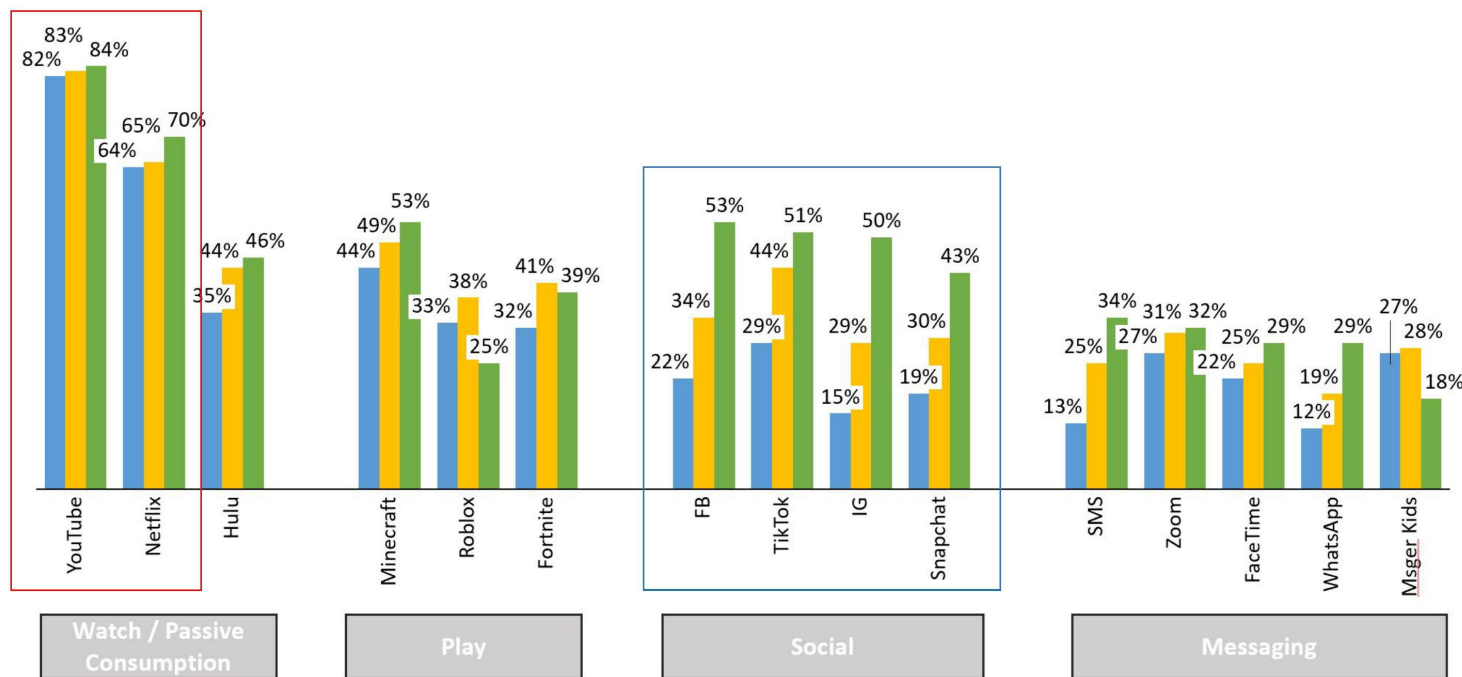
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App usage evolves, social and messaging apps rise in popularity as kids age up while video has evergreen popularity

Kids Usage of Apps by Age Groups and Categories, US Only



CHILD_USAGE. [Based to total] Which of these apps have your children used in the last month (i.e. the last 30 days or so)?
n=6,561 parents of kids aged 6-14 who use tablets or smartphones

Source: Consumer Product Strategy Analysis, Dubit Report 2018

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Parents were directly interviewed

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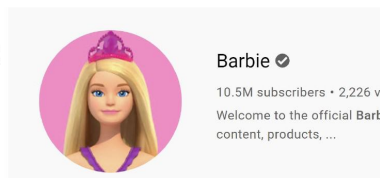
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- Videos are the first to be introduced and capture usage of kids, and continue to be the top category
- Depending on the product design, some plays are more attractive among earlier ages
- Social is a category that was not as relevant in earlier ages, but increasingly gains popularity
- Messaging also gains popularity over time

Examples of Investments - 1 of 2

1 Touchpoints Leveraging IG: Help Kids Build Up to Social with Adjusted IG Features

a) Content Relevant to Youth



- **Onboard brands** such as Barbie, Paw's Control, BabyBus, and Toca Boca onto IG Tweens (most tween appropriate brands are not currently on IG)
- Invest in **youth relevant content by specific age bands** (e.g. Onboard Youtube creators of UGC children's shows, partner with kids content brands/publishers)

b) Segregated Age Experience



- **Ages <5: Reels or IGTV for kids.** Social is a **passive social** experience to kids at this stage. They are interested in learning about their friends but not active in engagement and creation
- **Ages 5-7: Reels, Feeds, Profile, and Explore.** Older pre-tweens are starting to have some preferences and desire to create. Surfaces that allow creation and consumption of others' creation can be introduced with appropriate content
- **Ages 8-12:** More private sharing. As tweens age with growing need of socialization, **DM and Stories** functions can also be introduced, focusing on close friends, unique expression, shared close friends experience

c) Relevant Expressions



Billie Eilish
stickers

- **Culturally relevant** stickers, gifs, and camera effects
- **Esp for tweens: Creative and intuitive** tools to **teach** kids **how to edit** photos, and **create** art, stickers, and effects; kids can also be developers

Source: Consumer Product Strategy Analysis

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