

Message

From: [REDACTED]@apple.com [REDACTED]@apple.com]
on behalf of Tim Cook [REDACTED]@apple.com]
Sent: 2/23/2018 12:24:24 AM
To: Mark Zuckerberg [REDACTED]@fb.com]
Subject: Re:

Mark,

Dinner might be tough in the short term but I'm sure we can find something that works. Look forward to the discussion.

Tim

On Feb 21, 2018, at 2:30 PM, Mark Zuckerberg [REDACTED]@fb.com> wrote:

Tim,

I'm writing to see if you'd be up for getting dinner in the next month to discuss the relationship between Apple and Facebook, and how we might work together on some of the important social issues facing the tech industry and world right now.

As you know, iOS is the most important platform for serving the Facebook community. Therefore, it really matters to us how you and Apple view our mission, our products, and our business model. Small decisions you make can dramatically impact our ability to build for our community, so we know that the more we can align ourselves with your views, the better we'll be able to build our services over the long term. If you have views on how we can approach the problems we face better, I would love to hear them and discuss with you. While we wouldn't leave that discussion agreeing on everything, I'm sure your feedback would meaningfully influence what we develop and the way we develop it.

I'm also interested in discussing how we can work together or at least align our approaches on making sure technology improves people's well-being. This is an area I care deeply about and I know you do too. We've done a lot of research around which uses of social media are positively correlated with health, happiness, feeling connected and less lonely (eg interacting, building relationships) and which behaviors are negative (eg passively consuming content). We're working to shift the balance of the Facebook and Instagram experiences to reflect this. It will reduce the time people spend on our services, but it'll make the time people do spend a lot better for them. Additionally, even though teens and kids use our services least, we're also working on ways to encourage healthier technology use for them as well. I imagine there will be natural ways for us to work together on this, or at least for us to adopt standards that you set for your platform.

[REDACTED]



If you're open to it, I think having a one-on-one dinner to discuss these issues would be helpful.
Let me know and I'll work to set it up.

Mark