

## **AMENDED Exhibit 1048**

# **PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT**

Case No.: 4:22-md-03047-YGR

MDL No. 3047

In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation

Produced in Native

| A  | B                       | C                                                 | D                      | E                                      | F                             | G                    | H                                          | I                             | J                    | K                                                  | L                             | M                    | N                                                  | O                             | P                    | Q          | R                           |
|----|-------------------------|---------------------------------------------------|------------------------|----------------------------------------|-------------------------------|----------------------|--------------------------------------------|-------------------------------|----------------------|----------------------------------------------------|-------------------------------|----------------------|----------------------------------------------------|-------------------------------|----------------------|------------|-----------------------------|
| 1  | Project / Area          | 2018 OKRs<br>Key Result(s)                        | 2018 Score & Rationale | Objective                              | Q1 2018 OKRs<br>Key Result(s) | KB Score & Rationale | Objective                                  | Q2 2018 OKRs<br>Key Result(s) | KB Score & Rationale | Objective                                          | Q3 2018 OKRs<br>Key Result(s) | KB Score & Rationale | Objective                                          | Q4 2018 OKRs<br>Key Result(s) | KB Score & Rationale | Ops Review | For Product Ops<br>YT Stats |
| 2  | Company Wide DAU target | 1.64B DAU (+22% y/y)                              |                        | 1.45B DAU                              |                               |                      | 1.480M DAU                                 |                               |                      | 1.6B DAU                                           |                               |                      | 1.7B                                               |                               |                      |            |                             |
| 3  |                         | 200m DNO, 50m DAVs from algorithmic notifications |                        | Grow notifications reach and impact    |                               |                      | Grow notifications reach and impact        |                               |                      | Grow notifications reach and impact                |                               |                      | Grow notifications reach and impact                |                               |                      |            |                             |
| 4  |                         |                                                   |                        | Quality and Sustainability             |                               |                      | Quality, responsibility and sustainability |                               |                      | Quality, responsibility and sustainability         |                               |                      | Quality, responsibility and sustainability         |                               |                      |            |                             |
| 5  | Notifications           | Improve HP engagement for casual users            |                        | Improve HP engagement for casual users |                               |                      | Improve HP engagement for casual users     |                               |                      | Improve HP engagement for casual users             |                               |                      | Improve HP engagement for casual users             |                               |                      |            |                             |
| 6  |                         |                                                   |                        |                                        |                               |                      |                                            |                               |                      |                                                    |                               |                      |                                                    |                               |                      |            |                             |
| 7  | Casual to Core          | Habit formation                                   |                        | Habit formation                        |                               |                      |                                            |                               |                      | Explore Entertainment as a path to habit formation |                               |                      | Explore Entertainment as a path to habit formation |                               |                      |            |                             |
| 8  | Embedded Player         |                                                   |                        |                                        |                               |                      |                                            |                               |                      | Grow DAVs via Embed Native SDK integrations        |                               |                      | Grow DAVs via Embed Native SDK integrations        |                               |                      |            |                             |
| 9  |                         | Improve discovery for IDAVs                       |                        | Improve discovery for IDAVs            |                               |                      |                                            |                               |                      | Drive more traffic to YouTube                      |                               |                      |                                                    |                               |                      |            |                             |
| 10 |                         | Increase IDAV content supply                      |                        | Improve content for IDAVs              |                               |                      |                                            |                               |                      |                                                    |                               |                      |                                                    |                               |                      |            |                             |
| 11 |                         | Deepen engagement with IDAVs                      |                        | Hire Casual User PMMs                  |                               |                      |                                            |                               |                      |                                                    |                               |                      |                                                    |                               |                      |            |                             |
| 12 | Underserved audiences   | Increase 35+ reach                                |                        | Increase 35+ reach                     |                               |                      |                                            |                               |                      |                                                    |                               |                      |                                                    |                               |                      |            |                             |
| 13 |                         |                                                   |                        |                                        |                               |                      |                                            |                               |                      |                                                    |                               |                      |                                                    |                               |                      |            |                             |